



# Board of Directors Meeting

December 2020

A large, light teal, stylized letter 'E' is positioned in the background on the left side of the image. The 'E' has a thick, rounded stroke and a vertical stem that curves at the bottom. The background is a solid, darker teal color.

# Holidays at EK

# EK Holiday Drive-Thru Party!



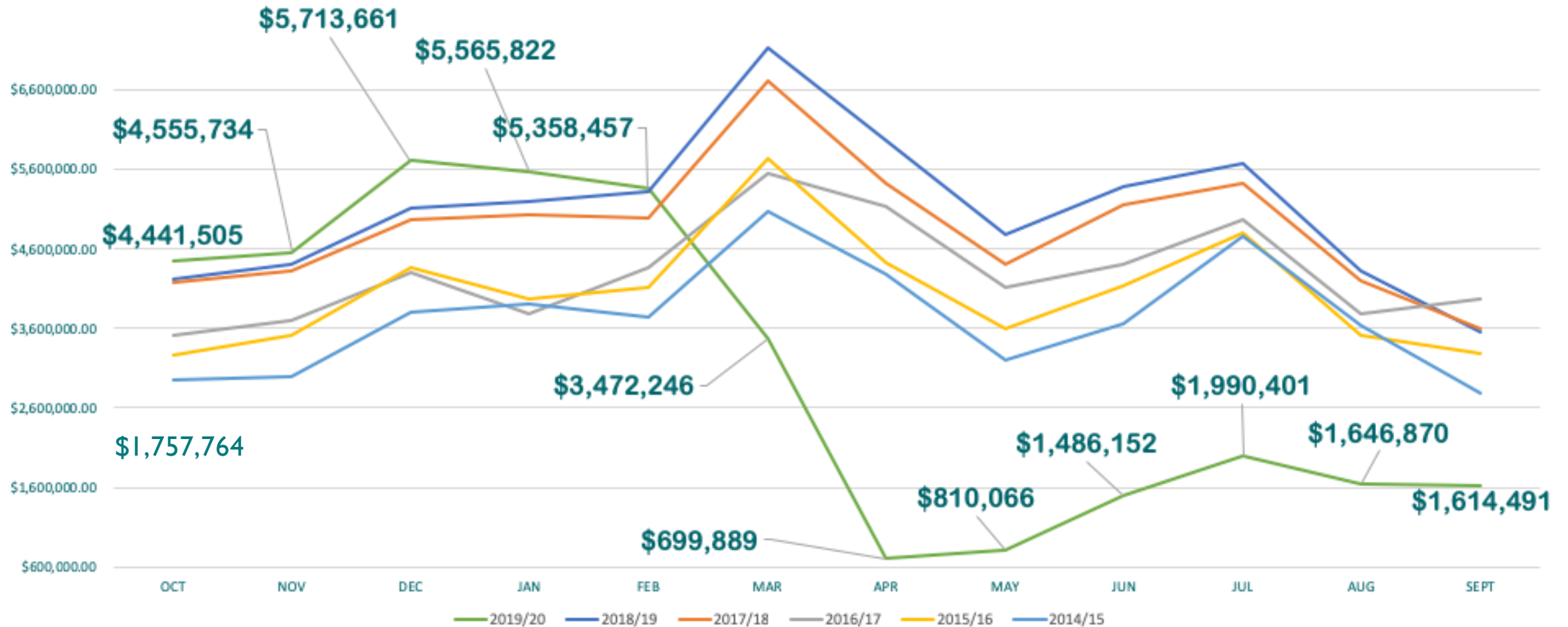
# EK Holiday Drive-Thru Party!





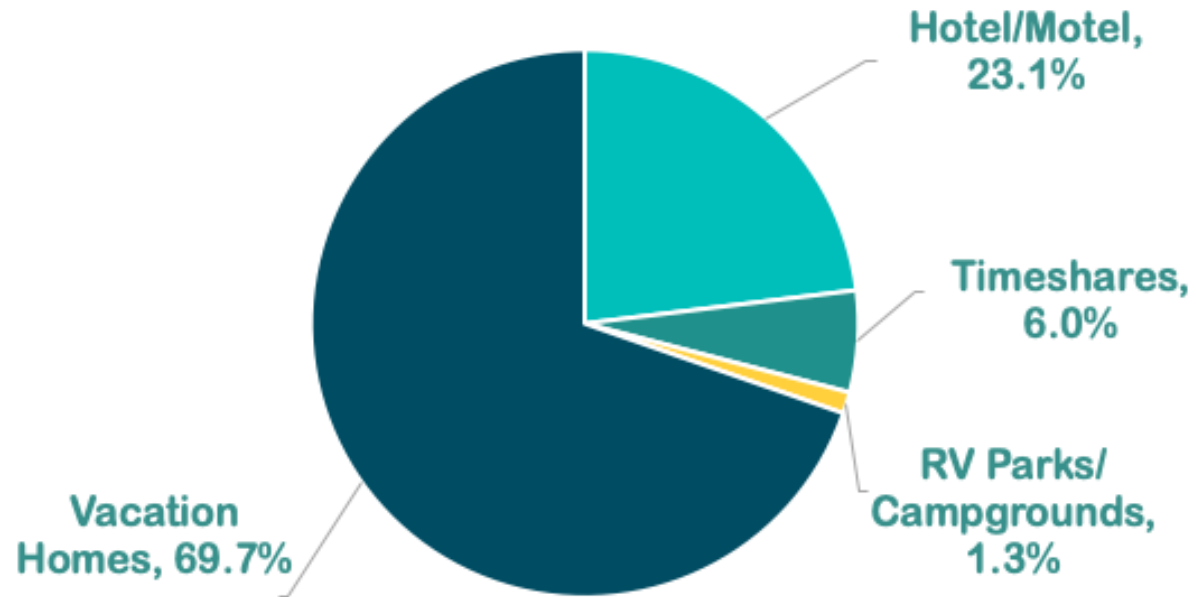
# President & CEO Report

# By the Numbers: TDT Collections



# By the Numbers: TDT Breakdown

October TDT Collections ( \$1.75m vs. \$4.44m) were –60.42% compared to the same time last year



# By the Numbers: Lodging



OCTOBER 2020	HOTEL/MOTEL	%Δ	VACATION HOME	%Δ
OCCUPANCY	25.4%	-57.2%	44.2%	-14.5%
ADR	\$72.74	-16.2%	\$267.93	.71%
REVPAR	\$18.49	-16.4%	\$118.38	-13.91

# Preliminary Reporting

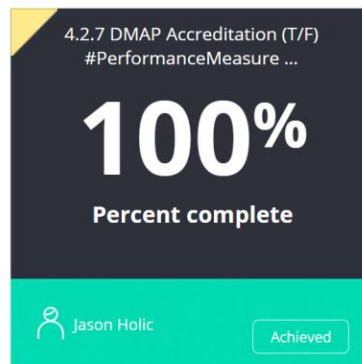
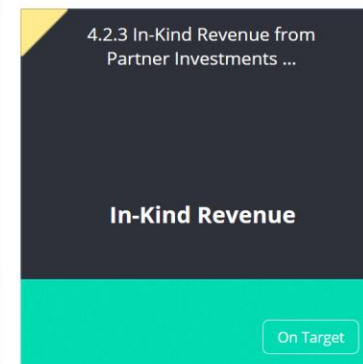
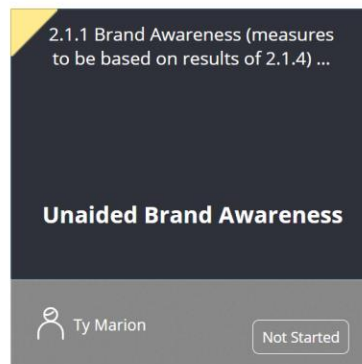
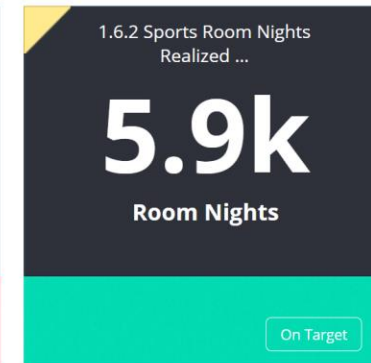
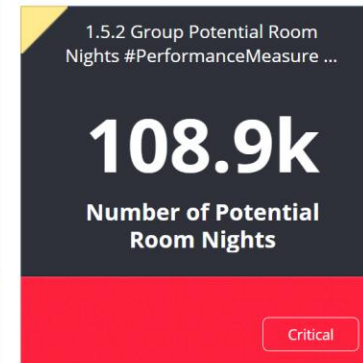
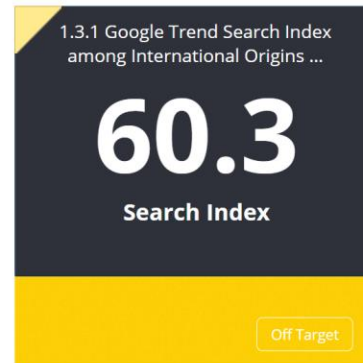
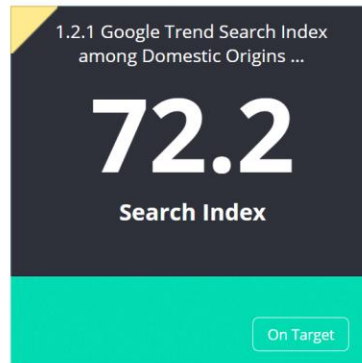
## By the Numbers: Partner Investments

	OCT FY20/21	NOV FY20/21	YTD TOTAL FY20/21	YTD TOTAL FY19/20
REVENUE	\$43,398	\$8,639	\$52,037	\$96,299
IN-KIND	\$0	\$0	\$0	\$230,975
CO-OP MARKETING	\$0	\$0	\$0	\$223,768
20/21 NON-PUBLIC FUNDS			\$52,037	\$551,042



# **Business Applications & Insights**

# Strategic Plan KPIs





# Industry Partner Relations

# By the Numbers: Industry Partners

CATEGORY	PARTNERS
DINING	186
MEETING SERVICES	225
PLACES TO STAY	213
SHOPPING	26
SPORTS FACILITIES	10
THINGS TO DO	176
TRANSPORTATION	61
VISITOR SERVICE	9
<b>TOTAL</b>	<b>906</b>

Out of Business  
(as of Nov. 30)  
3 Partners

# New Industry Partners



PARTNER NAME	CATEGORY
PRE EVENT RESOURCES	MEETING SERVICES
RIVER STREET SWEETS – SAVANNAH'S CANDY KITCHEN	SHOPPING
SUNRISE 2 SUNSET VACATION HOMES	PLACES TO STAY

# Partner Event

## Annual Marketing & Sales Event: Re-Imagine, Re-Engage, Re-Evaluate, Re-Discover

Virtual Event: Nov. 11, 2020

- Attendees: 150

EXPERIENCE Kissimmee FLORIDA

f i t p y b

RE IMAGINE  
ENGAGE  
EVALUATE  
DISCOVER

**Experience Kissimmee  
Annual Marketing & Sales Event**

You're invited to join us (virtually) as we share our marketing and sales plans for the new fiscal year. Learn how your business can get involved!

**Wednesday, Nov. 11  
11 a.m. - 12:30 p.m.**

**RSVP HERE**

Sponsored by: THRESHOLD 300

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# **International & Domestic Sales**

# International Sales Activities: November

	INT'L REP FIRMS	DOMESTIC	MTD	YTD
CO-OPS	0	0	0	0
FAMs	0	0	0	0
SALES CALLS	107	7	114	246
SALES MISSIONS	0	0	0	0
SIGNATURE EVENTS	0	0	0	0
TRADE SHOWS	0	2	2	5
# OF AGENTS TRAINED	123	0	123	1,445

# International Sales Activity

## International Power Hour Virtual: Nov. 5, 2020

- Monthly virtual product updates and training to our six international offices
  - Partner 1 – Magic Village Vacation Homes
  - Partner 2 – Universal Orlando Resort



# International Sales Activity

## RTO South Summit and Connect TOUR Domestic

Orlando, FL: Nov. 9-10, 2020

- RTO South Summit
  - Trade show organized by Connect Travel
  - U.S.-based receptive tour operators and wholesalers
  - Appointments: 33
- Connect TOUR Domestic
  - Trade show organized by Connect Travel
  - Domestic and student tour operators
  - Appointments: 21





# Meeting Sales

# Meeting Sales Success: Leads



NOVEMBER 2019		NOVEMBER 2020		YOY	
LEADS SENT	REQUESTED ROOMS	LEADS SENT	REQUESTED ROOMS	LEADS SENT	REQUESTED ROOMS
131	111,129	49 REBOOKED: 12	45,202 REBOOKED: 7,923	-63%	-59%

# Meeting Sales Success YTD: Booked

FISCAL YTD 19-20		FISCAL YTD 20-21		YOY	
LEADS BOOKED	CONTRACTED ROOMS	LEADS BOOKED	CONTRACTED ROOMS	LEADS BOOKED	CONTRACTED ROOMS
66	103,947	28 REBOOKED: 20	13,489 REBOOKED: 13,424	-33%	-78%

# Future Meetings Booked



Booked through Meeting Sales Incentive beyond Sept. 30, 2024

	2024	2025	2026	2027	2028	2029	TOTAL
BOOKED MEETINGS	6	13	5	1	0	1	26
REBOOKS		2	1				3
CONTRACTED ROOM NIGHTS	7,937	29,904	18,101	3,246	0	6,837	66,061
REBOOKS		3,733	4,122				7,855

# COVID-19 Lost or Canceled Leads

November 2020

HEALTH CONCERNS: COVID-19	LEADS	TOTAL ROOM NIGHTS
LOST	6	1,228
CANCELED	7	3,516

# Sales Activities

## MPI (Meeting Professionals International) WEC (World Education Congress)

Virtual/Hybrid: Nov. 3-6, 2020

- Virtual attendees: 1,131 (67% planners)
- Potential RFPs for 2022 and beyond ranging in size from 80-400 attendees

## American Express INTERaction

Virtual: Nov. 16-17, 2020

- One-on-one appointments: 46
- Met with four international planners from Madrid, Barcelona, Bogota, Mexico City
- On hold for sourcing RFPs until beginning of January 2021

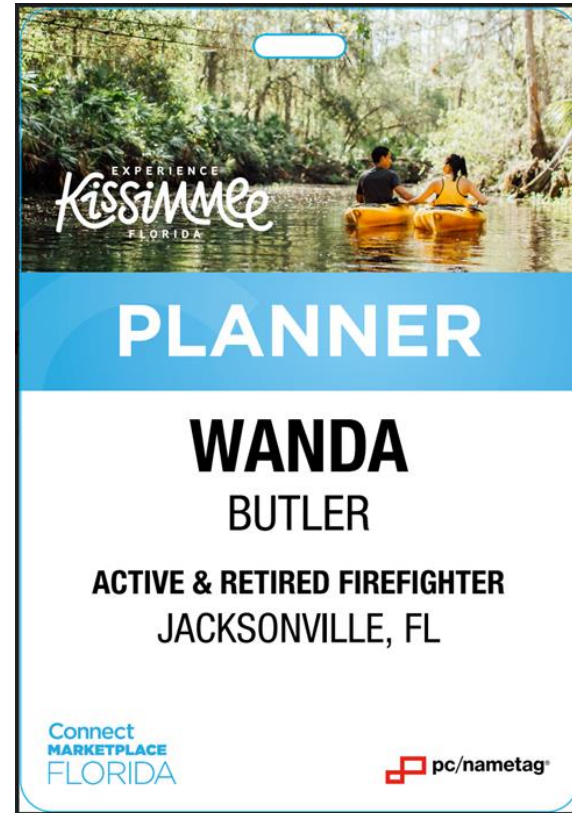


**MEETINGS & EVENTS**

# Sales Activities

## Connect Marketplace Florida Royal Pacific: Nov. 18-19, 2020

- One-on-one appointments: 30
  - RFPs: 5
  - Total potential room nights: 4,200
  - Three partners co-op participation:
    - Days Hotel by Wyndham Kissimmee Maingate
    - Embassy Suites by Hilton Lake Buena Vista South
    - Gaylord Palms Resort & Convention Center

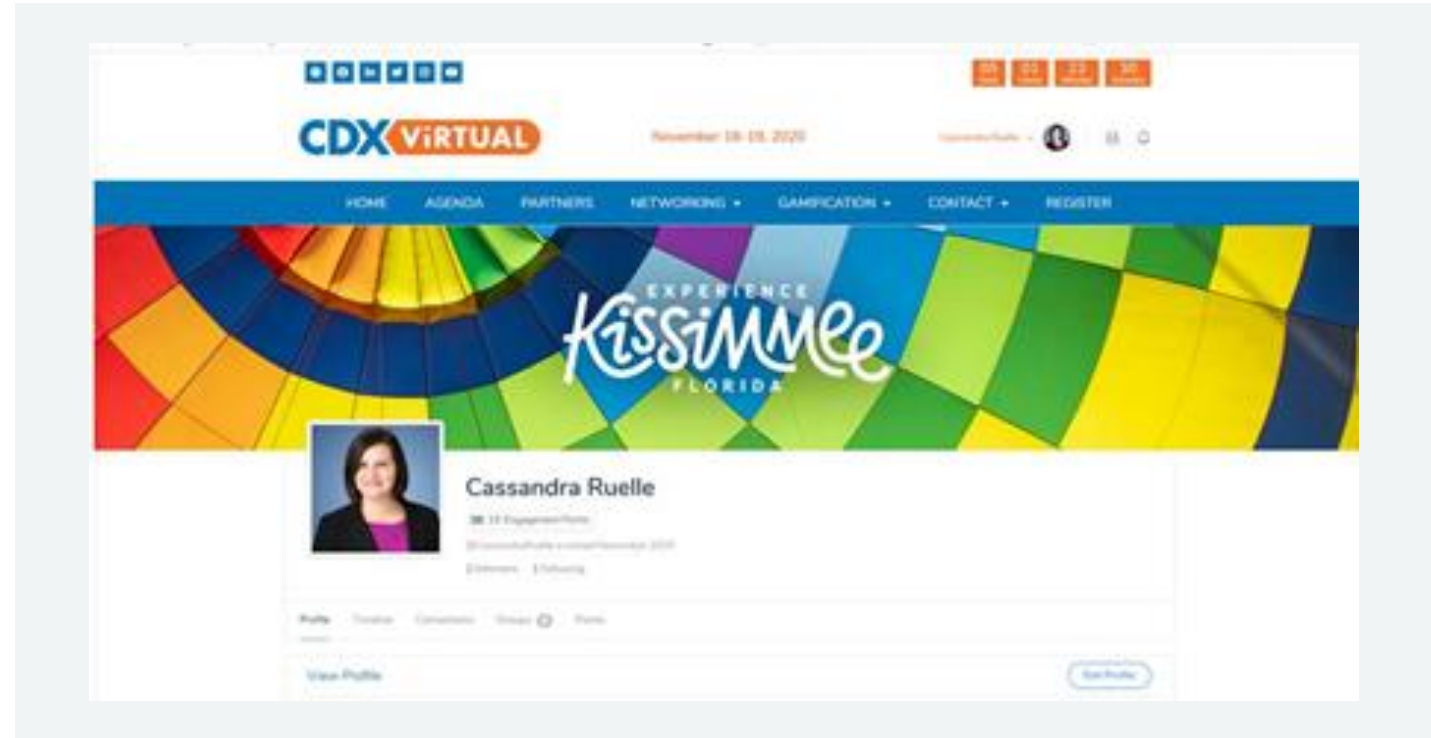


# Sales Activities

## ConferenceDirect CDX

Virtual: Nov. 18-19, 2020

- ConferenceDirect planners: 113
  - CD customers: 85
  - Virtual booth visits: 19
  - Provided Kissimmee swag bag to gamification winner



# Professional Development

## Pandemic Compliance Advisor for Meeting Professionals Certification

Virtual: Dec. 9, 2020

- Ashley Schmid, Cassandra Ruelle, and Julie Dermis received the certificate of completion.
  - Three-hour course provided by Events Industry Council
  - Course objective: establishing safe practice standards for face-to-face meetings during COVID-19
  - Pandemic Compliance Advisor has a duty to ensure that these safe practices are implemented, communicated, and effectively carried out.





# Marketing & Brand Strategy

# A Vacation to Remember

**In November**, we launched two exciting new videos to support our back-to-market campaign.

The videos:

- Are set in the future
- Feature guests who visited Kissimmee in 2020
- Tell how that trip defined that year for them



# Placements




Fodor's Travel

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PHOTO: Markandrews.com


## Find a little natural-wonder Zen in these amazing state parks.

We all know how awesome Yosemite, Yellowstone, the Grand Canyon, and their 59 national park siblings are. They're America's natural gems, after all. But if you want to get in on a secret, there are places that possess similar natural awe but are lesser-known. We're talking about state parks, many of which showcase jaw-dropping scenic wonders in their own right. Not all—we get that. But some are mind-bogglingly amazing, for their giant sequoias, vast canyons, iconic wildlife, towering peaks, wildflower swathed deserts, and more. Here are some of the best.



**Don't Buy Another Light Until You Try This**

[LEARN MORE >>](#)



1 OF 10


### Humboldt Redwoods State Park

WHERE: California

As you drive along the 32-mile-long Avenue of the Giants, an old stretch of US 101 that zigzags through Humboldt Redwoods State Park, you'll stare up in wonderment, trying to wrap your head around the fact that these towering trees are the world's oldest and tallest living organisms. But to truly experience them, to smell them and feel them, you must get out and stroll in their midst. Rockefeller Forest is a 10,000-acre stand of virgin redwoods, where the 362-foot-tall (and 134-foot-six-inches-wide) Rockefeller Tree appears to sweep the sky, while a

3:32

lastminute.com



**EXPERIENCE Kissimmee FLORIDA**

**In a year you'd like to forget, give them a vacation they'll always remember.**

**Escape 2020**



A trip they'll always cherish.

Escape 2020

In a year you'd like to forget, give them a vacation they'll always remember.



Escape 2020



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Escape 2020





The best call you can make.

Let's Go

In a year of video calls, a vacation is the best call you can make.



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Let's Go



In a year of  
live streams,  
give them real  
streams to  
kayak in.



EXPERIENCE  
**Kissimmee**  
FLORIDA

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Escape 2020

EXPERIENCE  
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FLORIDA

Home + Trip Ideas + Winter Vacations

# The Most Affordable Winter Vacations in the U.S.

These are 10 of the most affordable winter vacations in the U.S., according to Hotels.com.

BY ELIZABETH RHODES | UPDATED NOVEMBER 03, 2020

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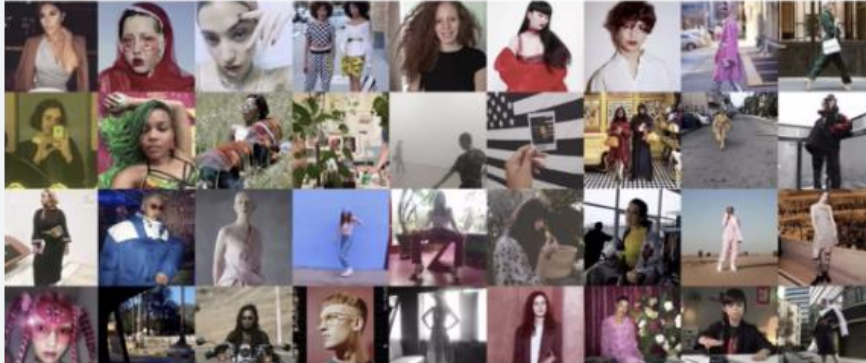


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FLORIDA

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Escape 2020

# VogueWorld



## VogueWorld 100

FAL 27, 2018  
WARDROP



**This R&B Singer's Cat-Eye Comes Down to the Perfect Peel-Off Liquid Liner**

By RAYE BRANCO  
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HEALTH & FITNESS



**This Hijabi Athlete and Activist Is Bringing Figure Skating to the Arab World**

By EMILY FARRA  
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**Get a Change of Scenery**

Come to Kissimmee, Florida and Give Them a Vacation to Remember.

Sponsored By Experience Kissimmee



## All of the Gorgeous Renovations from Season 1 of 'Unspouse My House'

'Unspouse My House' isn't your average renovation show. Sure, designer Orlando Soria fixes up outdated spaces and brings in gorgeous furniture and decor. But he's also doing so much more than that. Orlando is giving his newly-single clients a fresh start. He's ridding their homes of any painful reminders of their ex and helping them move forward with rooms and spaces unique to their individual styles. In case you're wondering what it looks like to "unspouse a house", click through the gallery to see Orlando's incredible work.

Pinterest Facebook Twitter Email



### Meet the Homeowner

It's been eight years since Paul's divorce, but it's only been a couple months since he was able to buy his ex-wife out of the house. With her style still visible in every room — not to mention, Paul's bachelor pad touches like two TVs on the living room wall and stacked boxes for bedside tables — Paul was in desperate need of Orlando's assistance. With a budget of \$45K, Orlando fixed up Paul's living room, kitchen and master bedroom.

**KISSIMMEE**

In a year of live streams, give them real streams to kayak in.

Escape 2020

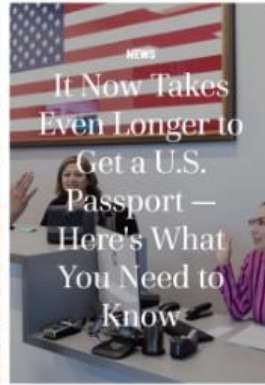
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TRIP IDEAS



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In a year you'd like to forget, give them a vacation they'll always remember.

Let's Go

# Learn a Classic Plant Language

Latin may seem obscure, but it can open up the botanical world in unimaginable ways.

BY MARIAM MASH

## MEET THE DETAIL

Most Latin names are descriptive — sometimes vividly so. Some describe the genus of plant, its look and growth and its natural habitat.

In the garden, the most common use of Latin is to name plants. It's a tradition that dates back to the ancient Greeks, who used Latin to name plants in their botanical works.

Latin names are also used in scientific literature, where they provide a common language for researchers from different countries.

For many gardeners, learning Latin is a way to connect with the natural world and to appreciate the beauty of plants in a new way.

## BEYOND COMMON NAMES

Many Latin names are descriptive, but some are more poetic or evocative. These names often tell a story about the plant's history or its characteristics.

For example, the name *Helianthus annuus* means "sunflower" in Latin, with *Helianthus* referring to the sun and *annuus* meaning "annual."

Other names, like *Rosa rugosa*, describe the plant's appearance, with *Rosa* being the genus and *rugosa* meaning "wrinkled" or "rough."

Learning Latin can be a rewarding experience for gardeners, providing a deeper understanding of the plants they love and a sense of connection to the natural world.

## THE BEAUTY OF LATIN NAMES

Latin names are not just functional; they are also beautiful. The sound and rhythm of these words can be as pleasing as the plants they describe.

For many, the beauty of Latin names is one of the reasons they are so popular. It adds a touch of elegance and sophistication to the garden.

Whether you're a seasoned gardener or just starting out, learning Latin can be a fun and enriching experience that enhances your appreciation for the natural world.

## THE HISTORY OF LATIN NAMES

The use of Latin in botany dates back to the ancient Greeks, who used Greek names for their plants. The Romans later adopted these names and added their own.

Over time, Latin became the standard language for botanical nomenclature, and it remains so today. This is because Latin is a dead language, so its words do not change over time.

The use of Latin in botany is a tradition that has lasted for centuries, and it is one of the reasons why Latin names are so important in the field of botany.

For gardeners, learning Latin is a way to connect with the history of botany and to appreciate the beauty of plants in a new way.



Illustration of various plants including a red rose, a blue hydrangea, and a white daisy.

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No matter how you know the genus, you can guess the species, and the species name is often descriptive. In the Latin botanical tradition, the species name is often a noun, and the genus name is often an adjective. This allows for a great deal of flexibility in naming plants.

For example, the name *Rosa rugosa* means "wrinkled rose," with *Rosa* being the genus and *rugosa* meaning "wrinkled" or "rough."

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# Center Yourself By Playing Video Games

Find calmness and clarity by golfing in the desert or talking to a mountain.

BY KEVIN WATSON

## THE BEAUTY OF VIDEO GAMES

Video games are not just a pastime; they are a way to connect with the natural world and to appreciate the beauty of the environment.

For many, the beauty of video games is one of the reasons they are so popular. It provides a sense of escape and a way to relax.

## THE HISTORY OF VIDEO GAMES

The history of video games dates back to the early 1950s, when simple computer programs were used to simulate games.

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Illustration of a red sun and a green landscape.

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Illustration of a green landscape with a mountain.

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## THE HISTORY OF VIDEO GAMES

The history of video games dates back to the early 1950s, when simple computer programs were used to simulate games.

## THE BEAUTY OF VIDEO GAMES

Video games are not just a pastime; they are a way to connect with the natural world and to appreciate the beauty of the environment.

In a year you'd like to forget, give them a vacation they'll always remember.

EXPERIENCE **Kissimmee** FLORIDA

For safety information and vacation inspiration, visit [experiencekissimmee.com](http://experiencekissimmee.com).

"IT'S BEEN 72 YEARS SINCE 2020, AND THE BEST THING I REMEMBER IS OUR FAMILY TRIP TO KISSIMMEE, FLORIDA."

IN A YEAR YOU'D LIKE TO FORGET, GIVE THEM A VACATION THEY'LL ALWAYS REMEMBER.

EXPERIENCE **Kissimmee** FLORIDA

[experiencekissimmee.com](http://experiencekissimmee.com)

EXPERIENCE **Kissimmee** FLORIDA

# Conan O'Brien Podcast

## **Conan O'Brien Needs a Friend**

- Weekly podcast
- Hosted by American comedian and talk show host Conan O'Brien
- It has featured Adam Sandler, Stephen Colbert, and Tom Hanks, among many others
- One of the top podcasts on iTunes
- Premise is that O'Brien is only friends with people who work from him and that the friendly conversations he has with celebrities on his talk show rarely turn into lasting friendships. He's trying to fix that.

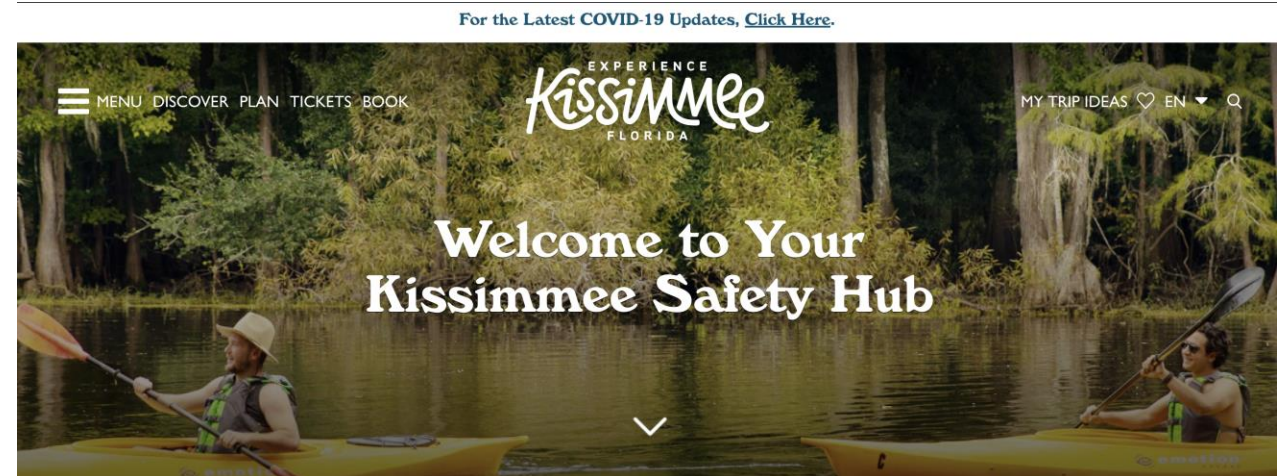


# Safety Hub

Vacations these days require more planning and preparation than ever before.

The Safety Hub includes resources and information:

- Before visitors come
- While they're here
- If they need help along the way



# Safety Videos

To keep our Kissimmee visitors feeling confident and excited while in our sunny destination, we created safety videos with many know-before-you-go information for accommodations, theme parks, attractions, and more.



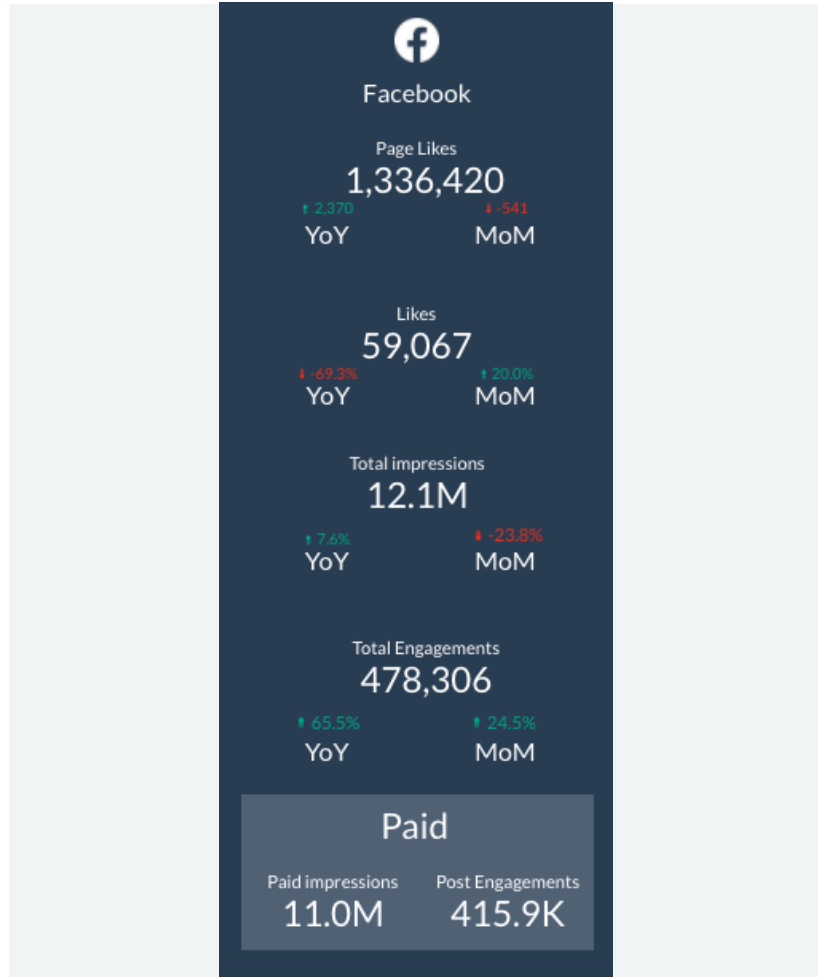
# A Vacation to Remember Campaign

- Generated more than 357,000 total sessions to the website
  - More than 10,700 sessions to the Safety Hub
    - +8,900 were from social media
- Since restarting the paid social campaigns, engagement rate is at 28.61%
  - Users are connecting with and responding to the creative
- Increase in paid social efforts
  - Post engagement rate of 48% vs 2% prior year
- Conversion volume
  - Partner Listing views overall: 322,631
    - Safety Hub: 8,556
    - Partner Referrals (outbound clicks/"book now"): 14,411
- Cost-efficient traffic to the site
  - Visits: 28,200

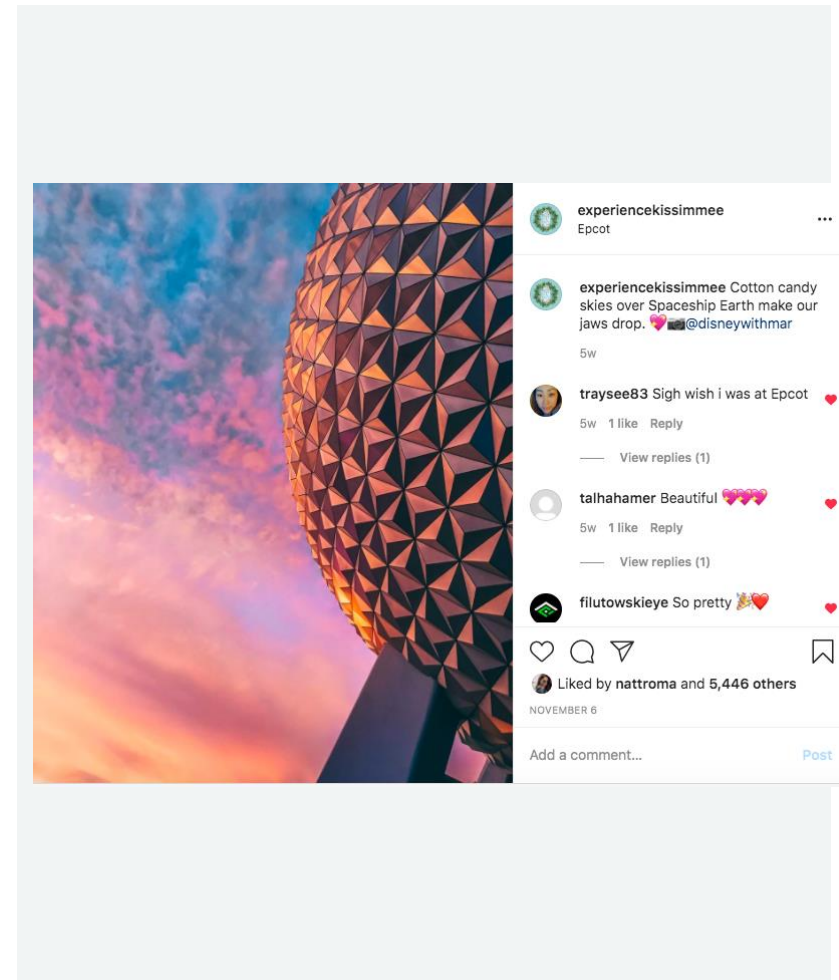
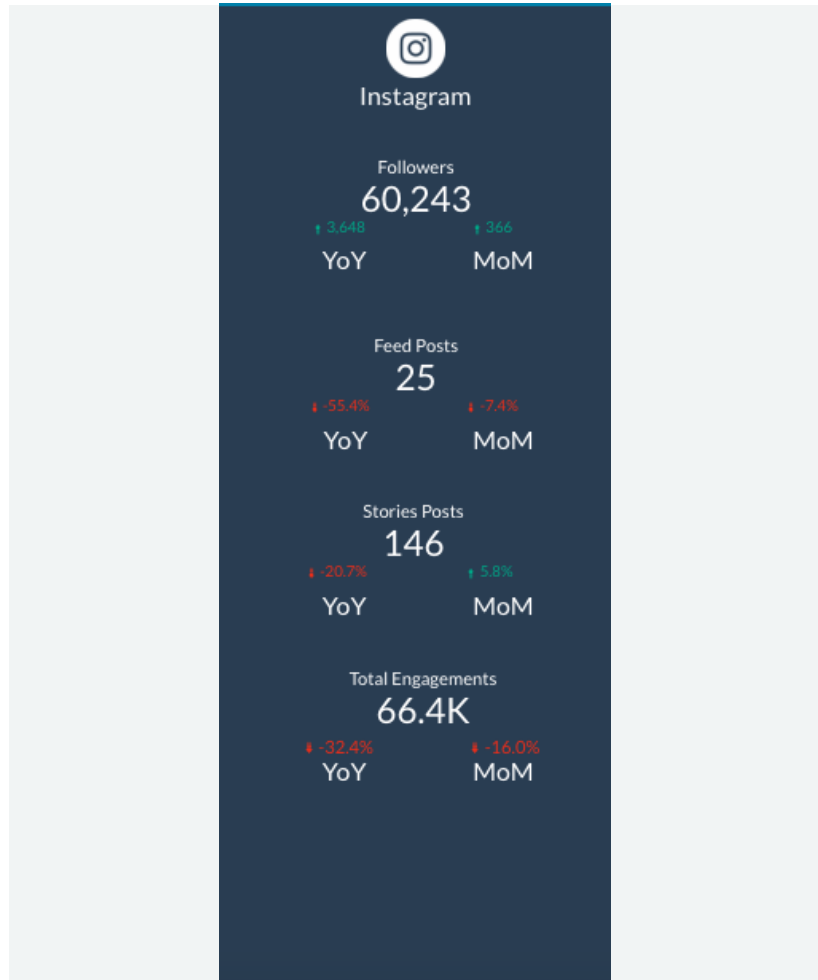


# **Social Media**

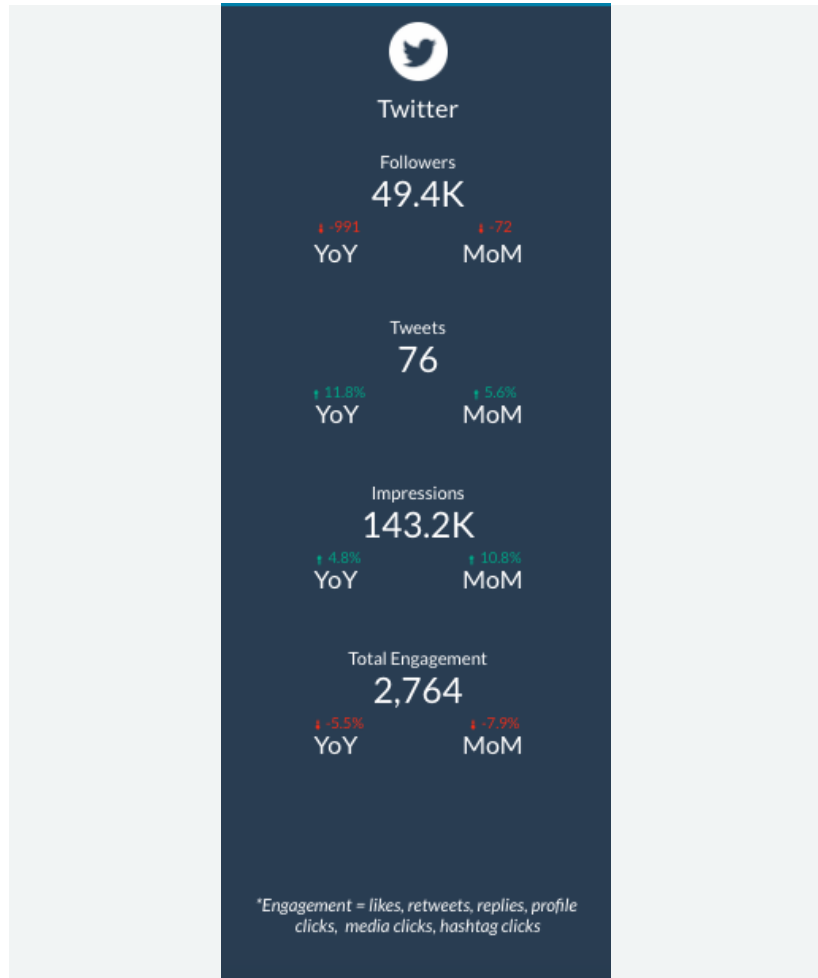
# Facebook



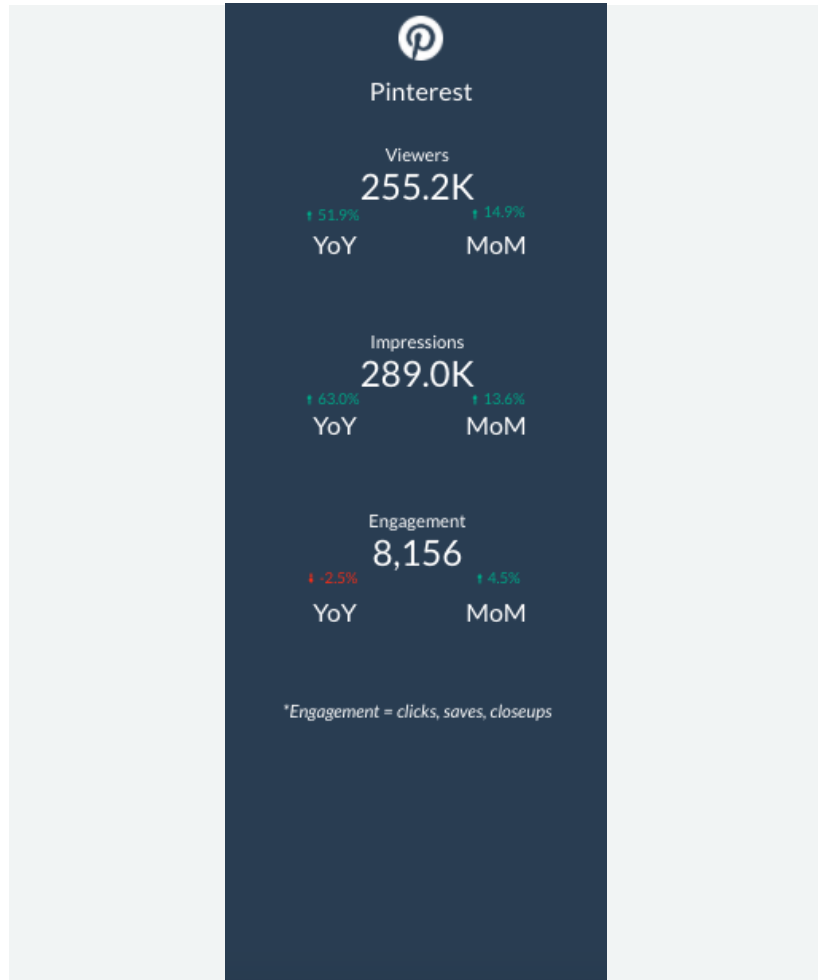
# Instagram



# Twitter



# Pinterest



experiencekissimmee.com

### Which one are you choosing?!

#NationalDoughnutDay @krispykreme

Krispy Kreme has been selling their famous Original Glazed Doughnuts since they opened in Winston-Salem in 1937. Still their most popular and best-selling product, this glazed, yeast-raised... [More](#)

Experience Kissimmee, Florida  
4.4k followers

Photos 1 comment

Tried this Pin?  
Add a photo to show how it went [Add photo](#)

# LinkedIn



**LinkedIn**  
\*Comparison to Previous Month

Likes	241	+17.2%
Updates	15	+2
Comments	8	+100.0%
Followers	3,201	+33

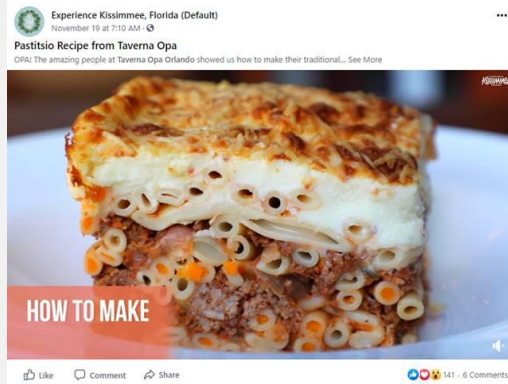
**Experience Kissimmee**  
3,220 followers  
2w •

Experience Kissimmee was honored by **AdForum** to be listed as one of the Best Ads of the Week for our new campaign. We are happy to be in such great company! <https://bit.ly/363nU6W>

**Best Ads and Advertising Campaigns of the Week - AdForum Top 5 Worldwide**  
Nov 23, 2020  
adforum.com • 1 min read

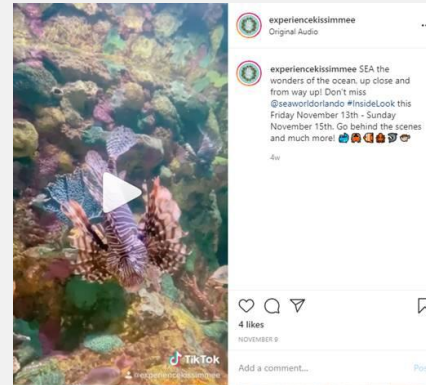
13 • 4 comments

# Events & Partnerships



## Taverna Opa Holiday Recipes

- Facebook: 41.4k people reached
- Twitter: 1.6k impressions
- Instagram: 1.9k people reached
  - Reels: 530 views
- Pinterest: 7.1k impressions
- TikTok: 180 views



## SeaWorld Orlando Inside Look

- Instagram Reels: 6.6k views
- TikTok: 181 views



## Holidays at Walt Disney World Resort

- Facebook: 9.5k people reached
- Instagram: 1.9k people reached
  - Reels: 6.6k views
- TikToks (4 total): 958 views

# Events & Partnerships



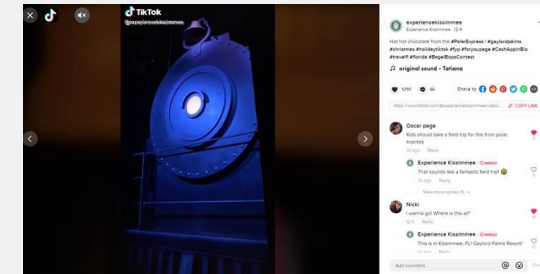
## Jolly Creek at Boggy Creek Airboat Adventures

- Facebook: 27.5k people reached
- Instagram Stories: 664 impressions
  - Reels: 9.9k views
- TikTok: 278 views



## SeaWorld's Christmas Celebration

- Facebook: 6k people reached
- Twitter: 939 impressions
- Instagram: 1.2k people reached
  - Reels: 3.7k views
- Pinterest: 1.98k views
- TikTok: 306 views



## Christmas at Gaylord Palms

- Twitter: 3.2k impressions
- Instagram Stories: 1.17k impressions
  - Reels: 4.5k views
- TikToks (6 total): 59k views



# Communications

# Public Relations

## Media Mentions: 33

- Brazil: 0
- Canada: 0
- Mexico: 8
- UK: 4
- U.S.: 21

## Total Impressions: 26M+

## Media FAM:

- Adal Ramones (Mexico)

## Press Releases:

- Holiday Shopping in Kissimmee

# Celebrity Visit: Adal Ramones

Adal Ramones, Mexican celebrity, and his family visited Kissimmee Nov. 6-12.

- Visited *Walt Disney World* Resort
- Stayed at Reunion Resort
- Total social posts: 15 (3 posts and 12 stories)
- Combined followers: 1.3M+

**Note:** Flights from Mexico are open to the U.S., and visitors coming to Florida are not required to quarantine.



# Top Articles



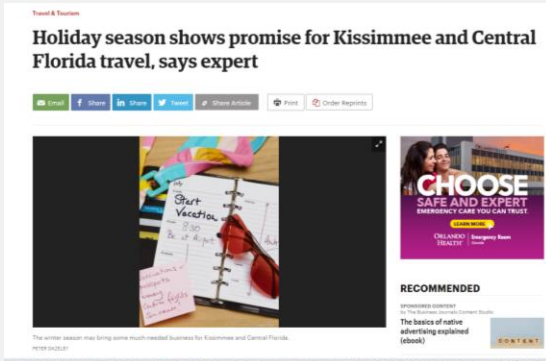
## Kissimmee: The Wild Side of Orlando

- Mexico Travel Channel
- Online
- Market: Mexico
- UMV: 127K



## 10 Tips: Kissimmee FL Vacation on a Budget

- A Mom's Take
- Online
- Market: U.S.
- UMV: 315K



## Holiday season shows promise for Kissimmee...

- Orlando Business Journal
- Print and Online
- Market: U.S./Local
- Reach: 3.4M



# Sports Development

# Hosted Event

## All-Star Boxing

Osceola Heritage Park: Oct. 2, 9, 16 & 23, 2020

- Participants: 200
- Spectators: 100
- Room Nights: 1,023
- Economic Impact: \$603,678
- Telemundo viewership: 1,642,000



# Hosted Event

National Christian College Athletic Association  
Austin Tindall Sports Complex: Nov. 15-21, 2020

- Participants: 828
- Spectators: 497
- Room Nights: 3,397
- Economic Impact: \$1,137,748



# Kissimmee Sports Advisory Board

## Kissimmee Sports Commission Advisory Board Virtual: Nov. 18, 2020

- Panelist Q&A
  - Alison Strange – CEO, The Spring Games
  - Karim Virani – CCO, West Ham United
  - Rob Sitz – CEO, DS Sports
- July to October Report
- Future Business Secured

### EVENT MODERATOR & FEATURED PANELISTS



John Poole  
Executive Director  
Kissimmee Sports Commission



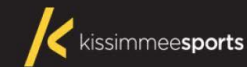
Alison Strange  
CEO  
The Spring Games



Karim Virani  
Chief Commercial Officer  
West Ham United



Rob Sitz  
CEO  
DS Sports



## Advisory Board

# West Ham United Update

## Stadium

- Limited number of fans allowed back in stadium.
- Experience Kissimmee hosted two guests at the Manchester United game on Saturday, Dec. 5.

## Esports Jerseys

- Jerseys will be sold in West Ham United's store and the online store.
- Esports players will wear the jerseys for tournaments and activations.





# Upcoming Events

# Upcoming Events

- Jan. 1-3 US Open Lacrosse – MadLax: Austin Tindall Sports Complex
- Jan. 9 American Bass Anglers: Lake Front
- Jan. 15-17 Tropical Bowl: Celebration High School
- Jan. 11-15 PCMA Convening Leaders: Virtual
- Jan. 19 American Express Meetings & Events Kissimmee Webinar: Virtual
- Jan. 20 Partner Orientation
- Jan. 21 Partner Educational Series – International (Featuring HotelBeds)