



EXPERIENCE KISSIMMEE STRATEGIC PLAN

FY 2020-2022

OUR MISSION STATEMENT

To create economic opportunity for our community by driving visitation to the destination.

OUR VISION STATEMENT

To be the recognized leader in destination marketing by promoting Kissimmee and Central Florida's tourism experiences to the world.

OUR CORE VALUES

We Are Positive And Enthusiastic

Sure, there may be the occasional challenge, but we move forward by rallying together and supporting each other through optimism and encouragement. Consider us the DM-Oh-Yes-We Can!

We Celebrate Our Team

We welcome and respect the abilities, diversity and opinions of every team member. Our camaraderie, openness, inclusivity, and care and concern for the team allow for honest discussions, real progress and a whole lot of fun.

We Champion Our Partners

Whether it's offering promotional and advertising opportunities or providing media exposure, trade and industry events, and one-on-one consulting, we've got our partners' backs. And fronts.

We Embrace New Ideas And Take Risks

Doing things the same ol' way is not our way. We look outside the industry for inspiration, learn and grow from our mistakes and leave the cookie-cutter approach behind.

We Love What We Do

Staging photo ops with alligators. Setting up a 200-foot zip line at trade shows. Taking knights on a bike tour, and dancing in tight white pants. We'll do just about anything for Experience Kissimmee, because we truly love what we do, each and every day. We work as a dedicated, flexible team to engage and inspire new generations of travelers, and each other.

OUR KEY PERFORMANCE INDICATORS

- Google Trend Search Index Among Domestic Origins
- Google Trend Search Index Among International Origins
- Number Of Tour Operator Room Nights From New International Markets
- Number Of Group Sales Leads Sent
- Number Of Potential Room Nights From Groups Sales
- Number Of Sports Room Night Leads
- Experience Kissimmee's Brand Awareness
- Cash Revenue From Partner Investments
- In-Kind Revenue From Partner Investments
- Co-Op Marketing Revenue From Partner Investments
- Acquire DMAP Accreditation

STRATEGIC OBJECTIVES & GOALS

VISITATION

Implement targeted programs that impact visitation and outpace comparable markets.

- 1.1 SEASONALITY:** Increase search demand for shoulder season visitation 10% year-over-year.
- 1.2 DIVERSIFY DOMESTIC ORIGIN MARKETS:** Increase search demand from new domestic origin markets 10% year-over-year.
- 1.3 DIVERSIFY INTERNATIONAL ORIGIN MARKETS:** Increase search demand from new international origin markets 10% year-over-year.
- 1.4 DIVERSIFY DEMOGRAPHICS:** Increase destination impressions 20% among key visitor segments by Sept. 30, 2022 to diversify potential visitor profile.
- 1.5 GROUPS:** Grow targeted room night leads by 5% each year.
- 1.6 SPORTS:** Beginning in fiscal year 2021, grow targeted room night leads by 5% each year.

ADVOCACY

Increase community advocacy for tourism and Experience Kissimmee through greater visibility, engagement, and awareness.

- 3.1 PROACTIVE COMMUNICATION:** Be regarded as a trusted source of tourism information by creating a plan for accurate, transparent, and timely communications to our audiences regarding the positive aspects of tourism and Experience Kissimmee by Sept. 30, 2021.
- 3.2 COMMUNITY INVOLVEMENT:** In order to strengthen the perception of tourism, position Experience Kissimmee as a part of the solution to matters concerning the Osceola community at large.
- 3.3 ADVOCATES:** Create and maintain a local advocate program for Experience Kissimmee and tourism by Sept. 30, 2021 to help amplify the value of tourism and DMO messages.

BRAND AWARENESS

Continue to grow and strengthen brand awareness among Experience Kissimmee's community, partners, and visitors.

- 2.1 BRAND AWARENESS:** Increase Kissimmee's brand awareness 10% by Sept. 30, 2022.
- 2.2 GROUP BRAND:** Create a brand campaign that conveys Kissimmee's unique value proposition to group and meeting segments that launches by Oct. 1, 2020.
- 2.3 BRAND ALIGNMENT:** Fully align internal departments, external partners, and agencies on the visual, compositional, behavioral, and aspirational representation of Kissimmee's brand by Sept 30, 2022.
- 2.4 BRAND PARTNERSHIPS:** Establish five non-travel brand partnerships that align with consumer profiles in target market locations, motivations, and behaviors to extend reach by Sept. 30, 2022.

ORGANIZATION SUSTAINABILITY

Ensure Experience Kissimmee's long-term sustainability and relevance through continued innovation.

- 4.1 PARTNER ENGAGEMENT:** Increase partner engagement rate by 5% each year starting fiscal year 2021 (after establishing benchmark in fiscal year 2020).
- 4.2 FINANCIAL SUCCESS:** Increase non-public revenue from 10% to 20% of the total advertising and promotion budget by Sept. 30, 2022 to demonstrate the industry's commitment.
- 4.3 WORKPLACE CULTURE:** Establish and maintain a measurement of 1) alignment between core values and workplace culture, and 2) employee engagement by Sept. 30, 2021.
- 4.4 TECHNOLOGY:** Leverage technology across device types and locations to increase the organization's effectiveness and efficiency.
- 4.5 DATA-INFORMED DECISIONS:** Review 100% of program decisions to reinforce accountability to tourist development tax (TDT) fund programming requirements.