



WE MAKE
PLAY, STAY, AND SMILE
 WONT GO AWAY
 VACATIONS

WE MAKE **NATURALLY THRILLING** VACATIONS



EXPERIENCE
KISSIMMEETM
 FLORIDA
2015-2016 Annual Report



WE MAKE **ENDLESS SUPPLY OF FUN** VACATIONS

WE MAKE
SOMETHING FOR THE
WHOLE FAMILY
 VACATIONS



INTRODUCTION

Transitioning from the Kissimmee-St. Cloud Convention & Visitors Bureau, Experience Kissimmee began operating as a public/private, not-for-profit organization at the beginning of the 2015 fiscal year to market the area to travelers from around the world.

The mission of Experience Kissimmee is to create economic opportunity for our community by driving visitation to the destination. We do so by promoting a long list of enviable tourism assets: close proximity to Orlando International Airport and access to world-famous theme parks, outdoor adventures, luxurious spas, championship golf courses, and superb shopping, dining and after-hours entertainment. Add to that nearly one million square feet of prime meeting space and more than 50,000 guest rooms in luxury resorts, hotels, vacation homes, and villas, and it is clear to see Kissimmee is perfectly positioned to welcome both leisure and meeting guests from around the globe to enjoy a Central Florida getaway.

PRESIDENT/CEO MESSAGE

This past year was witness to some extreme highs and lows – from the celebration of another year of record numbers and extraordinary industry participation, to the devastating Pulse nightclub shooting, threat of the Zika virus, and Hurricane Matthew. I am honored to have been a part of an industry and community that has stuck together through the ups and downs, supporting each other, maintaining unity, and emerging successfully ahead of it all. It has been a privilege to serve as President and CEO of Experience Kissimmee and work alongside so many dedicated and authentic leaders in this community. I am confident in our collective ability to face and overcome future challenges and look forward to sharing in many accomplishments and victories ahead.

During the past two years, we have been busily laying a solid foundation for the organization, putting key people and programs in place to launch dynamic new initiatives to take this destination to the next level. From seasonal programs and international marketing campaign launches to business development trade missions and sponsorships with major sport franchises, we have worked diligently and strategically to put our name on the map and spread the word that Kissimmee is a great vacation and meetings destination.

As you know, we have two new agencies in place directing the rebranding and development of a new website for the destination. At our annual marketing luncheon, we shared the new direction and big idea initiatives we've already implemented in 2017.

We deeply appreciate the unwavering support of our county administration, Board of Directors, Tourist Development Council and most importantly our industry partners, which is vital to maintaining our current momentum as we set new goals and reach for new heights.

A handwritten signature in black ink, appearing to be 'DT Minich', written in a cursive style.

DT Minich
President&CEO

TOURISM OVERVIEW

KISSIMMEE TOURISM INDICATORS

- County occupancy at 73% for the fiscal year (October 2015 – September 2016)
- Fiscal year RevPar for County hotels measured \$75.85
- Fiscal year ADR for County hotels measured \$106.01
- Fiscal year TDT collections are up 8.7% over last year

EXPERIENCE KISSIMMEE DESTINATION MARKETING FOCUS

- Build brand awareness in domestic and international markets with online, outdoor and print advertising
- Rebrand destination to tout Kissimmee's long history of creating memorable vacations for generations.
- Showcase Osceola County's vacation home rentals; establish Kissimmee as the Vacation Home Capital of the World
- Encourage greater industry participation and engagement with FAMs, Social Media, Co-ops and Sales Missions
- Focusing the majority of domestic marketing on audiences in high-potential states
- Leverage international strategic partnerships with Brand USA and VISIT FLORIDA
- Cultivate strong relationships with tour operators in key target markets
- Sell and assist in securing association and group business
- Book higher valued sports business, reducing the cost per acquisition
- Attract non-traditional sports groups especially during off-peak travel seasons
- Build community involvement and support
- Work with MCO on air service development to add to existing flights and new routes

PRINCIPAL PROGRAM: DOMESTIC LEISURE MARKETING & SALES

Outreach to the domestic travel base continues to be driven by three primary objectives:

- Position Kissimmee as more recognizable and respected among consumers
- Increase visitation to Kissimmee
- Stimulate bookings for Kissimmee area accommodations
- Increase repeat visitation

Domestic leisure marketing programs and activities continued to integrate a well-rounded mix of advertising, social media, and publicity efforts to connect new and repeat visitors with the destination.

Creating content and capturing high-quality assets for marketing materials and messaging were a priority. Programs and campaigns focused on seasonal/inspirational travel, shoulder visitation, product introduction, and overall brand awareness.

VACATION HOME CAPITAL OF THE WORLD®

A comprehensive study on the economic impact of vacation homes in the market was conducted. Results of the study found that the vacation home industry attracted nearly 2.1 million visitors to the area and that the average spending per unit is \$12 million per day.

As a result of the research findings, a campaign was launched and included targeted outreach to Florida, New York, Georgia, Illinois, Pennsylvania, and Massachusetts. The Vacation Home Capital of the World® online campaign generated 30 million online impressions and captured more than 117,000 website visits at a cost of \$1.17 per visit. The sweepstakes complemented our year-round Vacation Home Rental campaign, which has logged more than 46 million online impressions and over 320,000 website visits. The campaign was more targeted to our key markets, which drove down our visitor engagement costs.

ESCAPE THE COLD. WARM YOUR HEART.

This year's wintry marketing message was skillfully delivered January through March in New York, Philadelphia, Chicago, and Boston, generating more than 173 million consumer impressions and more than 300,000 website visits. The campaign utilized a mix of interactive ads and out-of-home executions using Times Square billboards, in-taxi television, subway dioramas, and city buses. The campaign also included a chance to win a winter survival kit with branded items, as well as a grand prize getaway to Kissimmee. In addition to ad placements, we made a brisk and bold statement in Chicago with a major consumer activation involving a zipline in Millennium Park. We invited Chicagoans to enjoy some high-flying fun on a three-story, 200-foot zipline, where they were also greeted by members of our team and some very interesting "characters" from our friends at Gatorland in the toasting tent.

- This was the first time Chicago has partnered with a Destination Marketing Organization to bring an event of this magnitude to Millennium Park, and we blew it out of the park!

- Experience Kissimmee welcomed more than 4,200 individuals through the toasting tent and approximately 1,400 people enjoyed the zipline.
- Additionally, while the zipline and Toasting Tent were free to the public, we encouraged participants to bring a new or gently used coat to the One Warm Coat® Drop Zone. Nearly 1,000 coats were collected and distributed to local children and adults in need.
- Media coverage of the event was tremendous! We partnered with CBS for additional exposure, which included top radio personality Dougie Stylz kicking off the event on Saturday morning, as well as on-air promotions with the other three top in-market radio stations. During a media preview on Friday night, we welcomed more than 25 top travel writers and bloggers for a first-hand look at the event and insiders information on all that's happening in Kissimmee.
- Our media reception and overall outreach efforts generated 26 articles, 32 broadcast segments, live TV coverage and interviews, and online impressions of more than 12 million.
- On the social side, we created a special Facebook event page, which allowed us to promote the event, generate excitement, and interact with consumers in the market. Our page reached nearly 650,000 consumers with an active engagement with approximately 9,500 consumers.

KISS THE CROWDS GOODBYE

To stimulate shoulder season visits from our key drive markets, we launched our off-peak fall “Kiss the Crowds Goodbye” campaign in mid-August. This campaign ran through mid-October with a variety of marketing components, including advertising, in-market events, giveaways, a FAM trip, Twitter party, and PR initiatives. Overall, the campaign generated an incredible 44 million impressions and 6,630 sweepstakes entries.

HOLIDAY CAMPAIGN

As fall gave way to winter, the Holiday Campaign encouraged in-state travelers to visit Kissimmee to enjoy holiday activities and events. Through a strategic sponsorship with International Plaza mall in Tampa, we transformed the center of the mall into a winter wonderland, with great results. Overall, the campaign included online ads, a text-to-win sweepstakes, Twitter party, and press release launch, leading to increased attendance across the board for our industry partners.

CENTRAL FLORIDA EXPOSURE

To enhance our Central Florida exposure, Experience Kissimmee secured digital billboard placement on I-4, allowing us to deliver updated content on a weekly basis. The board shared the #MyKissimmee message and generated approximately 386,000 impressions per week for a total of more than 9.2 million impressions.

NEW CONTENT AND ENGAGING MESSAGING

Enhancing our marketing collateral with updated images and new content was of primary focus this year.

- A **photo shoot** resulted in dozens of high-quality images to help promote the destination across our internet, advertising, and publicity platforms. We are grateful that, for the first time ever, all three theme parks allowed us access to capture images of a diverse group of multi-generational families, millennials, tweens, and more. During the photoshoot, we successfully captured compelling images that more accurately represent our travel demographics.
- The **Destination Magazine** launched in January with nearly \$160,000 booked and committed in sales – an 89 percent increase over last year. As a reminder, the print run was more than double previous issues, with more unique distribution points and 20 more pages for a total of 84.
- With a print run of more than 200,000, the **Kissimmee Map** was distributed throughout Central Florida at over 400 locations, as well as at key entry points including the Turnpike Service Plazas and VISIT FLORIDA Welcome Centers.

PRINCIPAL PROGRAM: INTERNATIONAL SALES & MARKETING

Our alliances with Brand USA and VISIT FLORIDA played an important role in our international sales and marketing efforts, allowing us to actively engage representation firms in key overseas markets and participate in various co-ops, sales and media missions, and FAMs. Whether speaking to travel professionals or directly to consumers, the principal objective remains to increase awareness of the destination and its industry partners, and to inspire and motivate visitation.

Ongoing research confirms Canada, the United Kingdom, Northern Europe, Brazil, Colombia, and Mexico as Kissimmee's top international tourism producers and highest growth potential regions. Additional attention continues to be devoted to regions that potentially impact the destination as a result of new flights into the Orlando area.

The international and domestic Sales team conducted 57 Trade activities between sales mission. Trade shows and FAM's in the area.

The most popular ones and to name a few:

WORLD TRAVEL MARKET

Experience Kissimmee was a co-sponsor of VISIT FLORIDA's invitation-only dinner at Abbey Road Studios during World Travel Market. Our team also conducted pre-scheduled meetings with tour operators, media, airlines, OTAs, and marketing companies.

EMIRATES AFFAIR

On Sept. 1, Experience Kissimmee welcomed the first Emirates flight at Orlando International Airport, making a new nonstop, daily connection between Florida and Dubai. Experience Kissimmee executives were also on hand to welcome airline executives to an Emirates Affair, when 85 sales and marketing professionals arrived for their annual conference, held at the Bohemian Celebration. As the kick off to the two-day program, Experience Kissimmee held a progressive welcome reception between two, top-level vacation home rentals. The Emirates team members were wowed by the product.

IPW

The U.S. Travel Associations' IPW wasn't held in Central Florida this year, but that didn't stop us from having a major presence at the show. In addition to an impressive Kissimmee section on the trade show floor, we partnered with Universal Orlando Resort® to bring the rock icons, Barenaked Ladies, to the luncheon stage. It was a great performance that had attendees dancing in the aisles and tagging, tweeting, posting, and sharing on their social platforms.

GLOBAL CONSUMER OUTREACH

Consumer advertising campaigns were executed in Canada, United Kingdom, Brazil, Mexico and Colombia, and included out-of-home, digital, rich media, and print components. Website landing pages featured strong offers from industry partners, encouraging consumers to book travel to Kissimmee. Partnerships with Brand USA and VISIT FLORIDA continue to extend our advertising reach in each market. Co-op partnerships remain a key strategy in Experience Kissimmee's targeted international markets.

Over the course of the year, we engaged in 30 such co-ops, all of which were supported by Brand USA and, in some cases, VISIT FLORIDA. Highlighted campaigns in our primary international markets included:

LONDON TAKE OVER

Our London Take Over kicked off in January and ran through the end of February with a massive media buy including Metro wraps; out-of-home ads at bus stations, soccer games, and train stations; radio morning shows; digital displays; social engagement and a tour operator program. On Feb. 27, Experience Kissimmee took over the Fulham Football Club for the Fulham v. Middlesbrough soccer match. Numerous trade partners were invited to host our VIP Suite with us, including British Airways Holidays, P1 Powerboat Company, America As You Like It, TUI Group, Virgin Atlantic, Thomas Cook Group, TTG BH&P, American Sky, Visit USA, and VISIT FLORIDA. Activation at the soccer match also included stadium signage, halftime crowd promotional giveaways, and more.

UNITED KINGDOM OCEAN HOLIDAYS 2016 CO-OP: YEAR-LONG

- Ocean Holidays is UK's leading independent Florida Travel Specialist
- A yearlong integrated consumer campaign with Ocean Holidays featuring sales and marketing efforts targeting the UK market with a special package offer during peak travel planning time.
- Campaign included TV advertisement on Sky multichannel and children's TV Boomerang
- Social media engagement, newsletters and sweepstakes utilizing Ocean Holidays consumer data base.
- Resulting successes:
 - Outreach to customer base of 3 million
 - 7,000+ room nights – a 70% increase from previous year

BRAZIL DIRECT CONSUMER CAMPAIGN: MARCH-JULY

- Co-ops with VISIT FLORIDA
- Disney on Ice ad campaign: 14.5 million impressions, five cities
- Decolar.com Partnership: 30+ properties featured, bookings outpaced past two years, 5.7 million impressions

DISNEY ON ICE

Our partnership with VISIT FLORIDA for the Disney on Ice activation extended our awareness in Brazil in a major way. The program targeted five key cities – Porto Alegre, Belo Horizonte, Brasília, Recife, and São Paulo – and included mall activations, data capture and social media promotions

COLOMBIA & MEXICO DIRECT CONSUMER CAMPAIGN: JANUARY-APRIL

- Partnership with Brand USA
- Hit top malls and airports in Bogotá, Medellín, Bucaramanga, and Mexico City
- Call-to-action to book a vacation
- Colombia had 2,752 actual room nights sold during the campaign
- Mexico had 4,244 actual room nights sold
- Media events in Bogotá, Medellín, Mexico City and Guadalajara with one-on-one engagement with 40 media

CANADA DIRECT CONSUMER CAMPAIGN – DECEMBER-MARCH

- Co-op with Brand USA and Air Canada Vacations
- Awareness of Kissimmee during peak travel planning season.
- The media plan included: ad in Dreamscape Magazine print media; Out of Home advertisement/digital video walls at Dundas Square, train station posters at Dundas, King and Queen Stations; digital ads in TripAdvisor, home away, Instagram, Facebook, etc
- 83 million total campaign impressions
- Traffic to Canada content on the website was up 48 percent year over year
- Approximately 24,000 sweepstakes entries
- Close to 157,000 website visits

PRINCIPAL PROGRAM: INTERNATIONAL BUSINESS DEVELOPMENT

Anchored by collaborative partnerships and relationships, international business development efforts continue to be focused on attracting and generating new infrastructure and investments for destination tourism providers. The key drivers for this include international education tourism, medical tourism, eco-/agri-tourism, and government and international investors seeking tourism business opportunities. Primary activities continued to center on identifying and procuring international clients, customers, partners, sponsors, and others to help meet goals.

Key markets included Latin America (with a major focus on Colombia and Brazil) and Asia (China, South Korea), while exploring new markets.

CHINA MEDIA & TRADE MISSION

- VIP dinners for 70 investors, airline executives, tour operators, and education tourism groups
- Hosted 65 media in Hangzhou, Beijing and Shanghai
- Conducted one-on-one meetings and trainings with top tour operators in Beijing and Shanghai
- Participated in MOU signing ceremony between Osceola County Government and Tungzhou District Government

COLOMBIA EDUCATION TOURISM TRADE MISSION

- Partnership with Valencia College and American Explorer Academy College
- Conducted 15 school visits
- Hosted two VIP formal dinners with owners and principals of key private schools
- Welcomed 80 students for an ESOL program in Kissimmee

ECO-/AGRICULTURE PROMOTION

- Cohosted with Al Marah and Florida International College
- Welcomed nine guests, including key members of the Beijing Equestrian Association
- Focused on equine training and events

EDUCATION TOURISM

- Hosted in-market:
 - 91 Chinese students and chaperones
 - 35 South Korean Nursing, Dental and Engineering students
 - 73 Danish Hospitality & Logistics Managements students

PRINCIPAL PROGRAM: SPORTS SALES & MARKETING

A sports planner's paradise, Kissimmee offers an all-star lineup of appealing indoor and outdoor facilities to host any level of activity. A big part of our annual visitor profile, sports tourism brings more than 300,000 visitors to the destination, producing approximately 200,000 room nights and exceeding \$100 million in economic impact.

KISSIMMEE SPORTS COMMISSION

A brand extension of Experience Kissimmee, the Kissimmee Sports Commission pursues and attracts amateur sports, both traditional and non-traditional, and other high-profile sporting events to the destination, showcasing our variety of accommodations and sports facilities, and offering valuable tools and services needed for a memorable and successful event.

Highlights of these efforts include:

- Announcement and launch of KissimmeeSports.com
- Advertisements and editorials in leading industry publications
- Top-level sponsorships and agreements

KISSIMMEESPORTS.COM

In case you missed the team meeting, we changed the game plan and developed a new fan-friendly look and feel for KissimmeeSports.com, where planners and organizers can tee off, dive in or tackle everything sports related in Kissimmee. The focus has been shifted from B2C to B2B, providing improved site navigation and refreshed content. And there are still more improvements to come.

WEST HAM UNITED FOOTBALL

A major coup for Experience Kissimmee was the announcement of a three-year partnership naming Experience Kissimmee as the Official Destination Partner of England's West Ham United Football. This partnership was the first of its kind between a U.S. destination marketing organization and a Premier League team. The timing was ideal as the West Ham club moved into the newly renovated London stadium at Queen Elizabeth Olympic Park in Stratford (East London), drawing keen fan interest and intense media attention.

Originally constructed for the 2012 Summer Olympics, the stadium has a capacity of 60,010 and is adjacent to Westfield Stratford City, one of the largest urban shopping centers in Europe. As part of the agreement, Experience Kissimmee receives:

- brand prominence on LED boards surrounding the playing surface and on the stadium's two massive indoor digital screens, which are the largest in European football.
- Year-round exposure on the 83 x 12-meter screen outside the stadium.
- Inclusion on all step-and-repeat banners, interior and exterior of the visiting team bus, and is granted player access and imagery.
- Various online campaigns and database mailings to West Ham's more than one million fans, social media posts, hospitality suites at matches, and pre-season training opportunities in Kissimmee are also part of the agreement.

West Ham United now boasts the highest number of season ticket holders in London and the highest percentage of season ticket holders in the entire Premier League, which is the most followed league in the world with a cumulative worldwide in-home TV audience of more than three billion. The club also has an enormous social following – approximately two million global fans on Facebook, nearly one million Twitter followers and almost four million views on YouTube – which gives Experience Kissimmee another avenue for reaching potential visitors.

DIAMOND 9 EVENTS

The Kissimmee Sports Commission and Diamond 9 Events, LLC signed a multi-year partnership agreement beginning in 2018 that will generate nearly \$96 million in direct economic impact annually. As part of the agreement, Diamond 9 Events will host 11 baseball and softball events spanning January through October 2018 at Disney's ESPN Wide World of Sports Complex and the Osceola County Stadium. Those events are projected to deliver more than 83,000 room nights. The two-year deal also opens the door for Diamond 9 to broaden its profile beyond softball to begin staging baseball tournaments. With the deal, the two parties also agreed to discuss possibly establishing a Diamond 9 Events headquarters, a national training facility, and improving Kissimmee's existing softball and baseball venues.

ORLANDO CITY SOCCER

The partnership between Experience Kissimmee and Orlando City Soccer got even stronger when Major League Soccer (MLS) announced a partnership with FOX Sports Latin America to televise live league matches in Mexico, the Caribbean, Central America, and South America from 2015-2018. MLS is now viewed in nearly 120 countries and territories around the world, including: the United Kingdom (Sky Sports); Middle East and North Africa (Abu Dhabi Media); Mainland China (Letv Sports); and Southeast Asia and Australia (beIN Sports). Experience Kissimmee holds a multi-year partnership with the soccer club with the opportunity to renew.

2016 INVICTUS GAMES

Experience Kissimmee was the official tourism supporter of the 2016 Invictus Games in May, which drew nearly 500 athletes from 15 nations to compete in 10 sporting events at ESPN Wide World of Sports. The events were broadcast on a national and international level via ESPN networks and the BBC. Our primary sponsorship included the swimming competition, at which Kissimmee received touch-pad and perimeter board signage, commercials on ESPN2 and ESPN3, a full-page ad in the event program, and other experiential marketing opportunities, including the presentation of medals by an Experience Kissimmee representative.

NXL WORLD CUP

In October, the Kissimmee Sports Commission hosted the NXL World Cup, professional paintball's most prestigious event. More than 3,100 room nights and an estimated \$1.5 million in economic impact were generated by more than 300 competing teams from 23 countries and thousands of spectators.

FHSAA WRESTLING STATE CHAMPIONSHIPS

The highest producing FHSAA event in Osceola County went to the FHSAA Wrestling State Championships, which generated 3,900 room nights and an economic impact of \$574,460.

NON-TRADITIONAL SPORTS: MUD AND PAINTBALLS

The Kissimmee Sports Commission also intensified its pursuit of non-traditional sports, successfully producing 16,000 room nights above events previously booked.

Highlighted new/booked sporting events included:

- American Youth Football & Cheer
- P1 Powerboat
- Sunshine State BMX
- Tropical Rugby International
- FIFPA World Cup (June 2017)
- U.S. Quidditch Cup 10 (April 2017)

The Sporting Life by the Numbers

	Participants	Spectators	Total PPL	Room Nights	Economic Impact
CFSC 25 Events	16150	15989	32141	18759	\$10,030,568
KSC 29 Events	31116	38121	69237	58613	\$36,989,192
TOTAL - 54Events	47266	54110	101378	77372	\$47,019,760

PRINCIPAL PROGRAM: MEETINGS AND CONVENTION SALES

Experience Kissimmee's Meetings & Conventions team continues its aggressive travel schedule and relationship building with corporate, incentive, and association planners. Our event participation and sponsorships, incentive program, reunion offers, and dedicated outreach resulted in an approximately 25 percent increase in leads generated and leads booked.

IT PAYS TO MEET IN KISSIMMEE

This incentive plan continues to generate big results. This year, the program produced 172 meetings, representing 135,377 room nights.

REUNION T-SHIRT PROGRAM

No doubt about it – families still like our T-shirt program. The complimentary T-shirt incentive was a key part in booking 106 reunions, representing 9,399 room nights.

CVENT

Experience Kissimmee has dedicated a considerable amount of effort to updating content and information with Cvent, a leading event management technology company, offering software solutions to event planners for online RFPs. As a result, Kissimmee was ranked #24 out of over 3,000 destinations for Top Meeting Destinations by Cvent. The ranking is based on total room nights, unique RFPs, booked business, number of qualified meeting venues in the destination, and Cvent profile views. Kissimmee saw a 23 percent increase in RFPs received this past year over the previous timeframe.

CONFERENCEDIRECT

Through a strategic partnership with ConferenceDirect, Experience Kissimmee pushed the "It Pays to Meet in Kissimmee" message through participation in trade shows and online and print advertisements. In 2016, ConferenceDirect produced 12,645 room nights worth a total of \$2,574,756 in contracted room revenue within Kissimmee. Initiatives included ConferenceDirect's Annual Partner Meeting and CDX, and an exclusive ConferenceDirect event for top customers, partners, and associates.

HELMSBRISCOE

HelmsBriscoe is the largest third party event and meeting planning service in the industry. In 2016, HelmsBriscoe secured \$6,353,506 in room revenue and 36,752 room nights for the destination. The team attended the annual HB Cares event in August which allows one-on-one networking with 45 of HB's top 100 producers.

CHRISTIAN MEETINGS & CONVENTIONS ASSOCIATION

Experience Kissimmee participated in the Christian Meetings & Conventions Association conference, which attracts planners for corporations, associations, local church retreats, ministries, denominations, and third-party planners. We were the only destination to sponsor breaks during the reverse trade show and received 124 meeting planner profiles for future prospecting, and six RFPs directly from meeting planners in attendance.

FLORIDA ENCOUNTER 2015

The team from Experience Kissimmee had a busy and productive showing at Florida Encounter 2015, where we conducted 29 one-on-one appointments and confirmed two RFPs for 4,500 room nights with an estimated economic impact of \$2.2 million. The highlight of the event was the closing luncheon, which we cohosted with Omni Resort at ChampionsGate and announced Kissimmee as the host of the 2016 event. On November 30, Experience Kissimmee hosted an opening reception outside Omni on the golf course commons for 200 attendees; 100 meeting professionals; 1 amazing firework show! 21 one-on-one appointments resulted in 11 RFPs, and 6,935 total room nights. The team hosted the first Meetings Media Fam to include four media from Smart Meetings, Prevue Magazine, Convene Magazine, and Visit Florida.

ALLSTATE TOM JOYNER FAMILY REUNION®

Since 2003, the Allstate Tom Joyner Family Reunion in Kissimmee has been a highly anticipated annual event featuring activities and concerts with exclusive performances by top-named singers and comedians. For the 10th straight year, the 2016 event took place at Gaylord Palms Resort & Convention Center and welcomed more than 20,000 guests. The Kissimmee message was seen and heard, through inclusion on all marketing materials, giveaways during radio shows, partnership booths at the Family Fun Expo, bus wrap and a live interview between DT and Tom Joyner .

Meetings & Conventions Fiscal Year Success

LEADS SENT

October 1, 2015- September 30, 2016

# of Leads	Requested Rooms
1,127	827,149

LEADS BOOKED

October 1, 2015- September 30, 2016

# of Leads	Contracted Rooms
332	177,539

PRINCIPAL PROGRAM: COMMUNICATIONS

The Experience Kissimmee Communications team continued to successfully promote the destination and organizational programs by connecting with media, social influencers, and consumers around the world on a variety of online and social platforms, as well as traditional media outlets.

WEBSITE

A more responsive version of ExperienceKissimmee.com was launched for all device types to improve user experience and engagement. The referral traffic to partner websites is up and visitation to our website is reaching more than 3.5 million unique visitors for the year and generating more than 1 million partner page views. Updates to the website continued with a planned relaunch in 2017.

Annual Website Statistics					
Desktop & Mobile		FY 2016	Prior Year	Change	% Change
Website Sessions		5,158,477	4,076,302	1,082,175	26.55%
Unique Website (Users)	Visits	3,620,201	3,026,509	593,692	19.62%
Total Page Views		10,116,825	8,885,570	1,231,255	13.86%
Avg. Time on Site		1:24	1:40	-0:16	-16.00%
Industry Partner Page Views		1,068,911	1,028,120	40,791	3.97%
Outbound Partner Clicks		375,531	332,204	43,327	13.04%

Social Platform	Media	FY % Increase	New Followers	Total Followers
Facebook		11.87%	119,261	1,124,225
Twitter		23.55%	9,063	47,547
Instagram		325.26%	12,643	16,530
Pinterest		11.41%	309	3,017

SOCIAL MEDIA

A resource for travelers from around the globe, Experience Kissimmee continues to connect with potential and current visitors through its various social platforms. From up-to-date events and happenings in the area to contests and more, Experience Kissimmee is active on Facebook, Twitter, Instagram, and Pinterest.

USER GENERATED CONTENT

User Generated Content is a hot topic and something every product and brand is actively seeking to secure. Experience Kissimmee began requesting the rights to showcase real vacation footage and photos from travelers, adding an element of authenticity to our marketing mix, initiate engaging conversations with dozens of content creators, and contribute hundreds of new elements to our asset library.

LA NOUBA BY CIRQUE DU SOLEIL

The always popular La Nouba by Cirque du Soleil reached out to our social media team to partner on a live video project that showcased two extremely rare acrobatic tricks. Experience Kissimmee worked with La Nouba to secure a behind-the-scenes blogger event and live broadcast streaming. La Nouba received 15 million impressions during the live event and a 12.3 percent increase in conversations. There were also more than 172,000 video views on Experience Kissimmee's Facebook pages alone.

INSTAMEET

Showcasing the destination as the Vacation Home Capital of the World, Experience Kissimmee cohosted InstaMeet with VISIT FLORIDA's "Share a Little Sunshine" social community in June. Nearly two dozen InstaMeet guests explored a vacation home, experienced the amenities and enjoyed interactive culinary programs. Live videos were broadcast from the event with more than 20,000 views reaching more than 400,000 social accounts. Guests also shared images on their various social channels.

RUNAWAY COUNTRY SWEEPSTAKES

Consumers were encouraged to enter the Runaway Country Sweepstakes for a VIP experience at the three-day country music festival. The photo contest ran on Pandora and via social ads, and generated 1,787 entries.

MEDIA RELATIONS

Ongoing strategic publicity efforts were conducted in Experience Kissimmee's key domestic and international markets.

For the year, publicity efforts engaging traditional media, influencers, and bloggers totaled:

- 8 FAMs
- 50 Press Trips/Interview Requests
- 9 Media Missions
- 17 Press Releases
- 31 Staff Blog Posts
- 2 Twitter Parties

These efforts generated 932 articles and blog posts featuring the destination or its industry partners. Total circulation topped more than 265 million with a readership of nearly 797 million. The estimated advertising equivalent value of media relations efforts was more than nearly \$12 million.

RACHAEL RAY GIVEAWAY

Producers for TV personality Rachael Ray reached out to Experience Kissimmee to help reward a New York-based good Samaritan – and we happily agreed. The good Samaritan had received national attention when he encountered a homeless man on the New York subway and literally gave him the shirt off his back. Presented on national television, Rachael Ray surprised the good Samaritan with a trip for him and his family to Kissimmee.

PUBLICITY HIGHLIGHTS

Among the many articles resulting from traditional print efforts are:

- Eight articles from the China Trade & Media Mission (4.2 million circ.)
- Cover and two-page destination feature in TTG UK trade magazine (17,214 circ.)
- Inclusion in 20-page article in China's Voyage Magazine (896,000 circ.)
- Destination feature in WiTrip, a Shanghai-based luxury travel magazine (200,000 circ.)

SOME HIGHLIGHTS FROM NON-TRADITIONAL MEDIA EFFORTS:

- Collective publicity through the West Ham announcement reached an online readership of 15.4 million
- "Ice! Winter Wonderland" Video News Release distributed internationally in partnership with Brand USA was viewed by 400,000 journalists
- Series of videos across three sites with Chinese celebrity – one of three destinations featured

PRINCIPAL PROGRAM: COMMUNITY RELATIONS

The Community Relations team seeks to keep industry partners, tourism and community stakeholders, area concierges, and others updated and engaged with Experience Kissimmee programs and initiatives. This team builds and nurtures solid relationships with the partners by being the “go-to” team for partners’ questions, feedback, and other resource requests. Additionally, industry networking and educational events are planned by this team.

EKCVB.COM

The hospitality industry continues to use EKCVB.com as a trusted source for gathering research and utilizing other resources about the destination. Other pertinent information includes Experience Kissimmee’s partner guidelines and code of ethics, marketing co-ops, industry calendar of events, sponsorship opportunities and staff and board of directors’ contact information and more. This site also allows for easy access to PartnerNet, the conduit that allows partners to submit marketing content, photos and special offers on ExperienceKissimmee.com, as well as respond to sales and services leads.

TOWN HALL

DT’s Town Hall meetings are informational and informal industry gatherings where Experience Kissimmee’s President and CEO speaks about tourism trends and marketing programs and initiatives along with answering a wide-variety of questions from the industry. This forum allows for industry involvement along with maintaining an open dialogue with industry partners.

WOMEN IN TOURISM

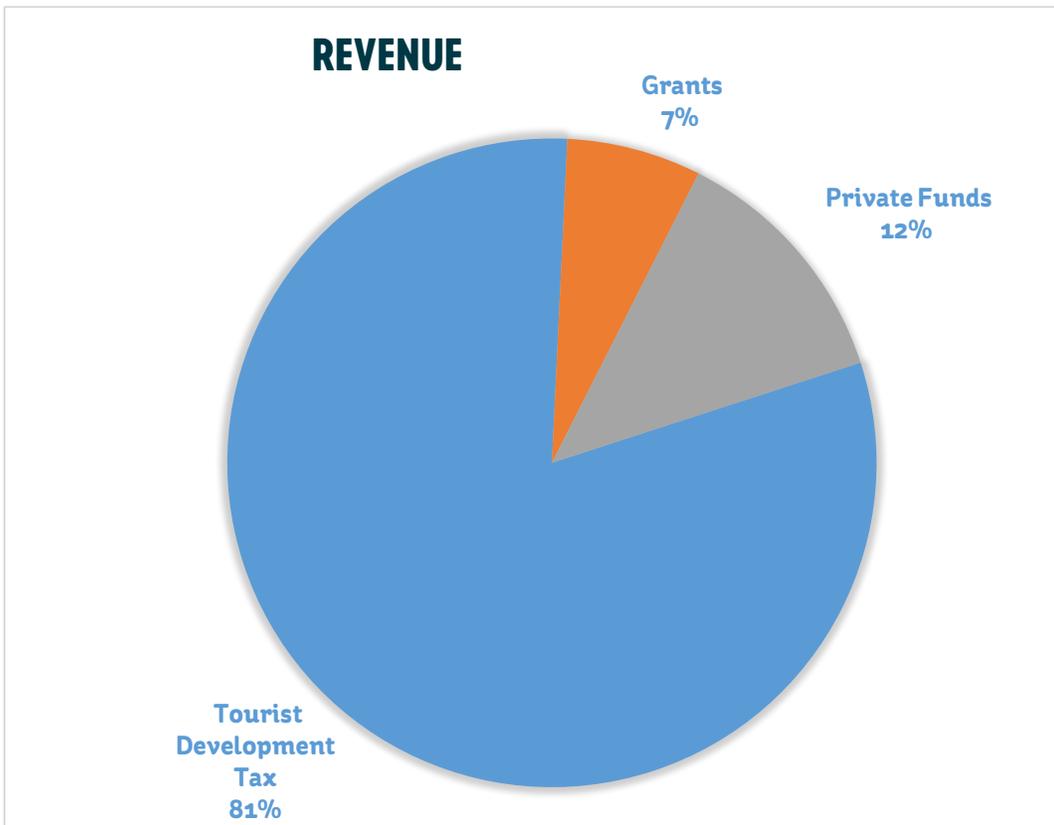
Women in Tourism was created in December of 2015 by a small group of women leaders within the tourism industry and Experience Kissimmee. Those founders are passionate about connecting, mentoring and networking with other industry women in Central Florida. Women in leadership within the destination and at Experience Kissimmee all agree that these well-attended quarterly networking events are an excellent way to build and nurture solid business relationships.

FY 2016 SUMMARY

As we look back at the many milestones, accomplishments, and successes of 2016, we have every reason to believe Experience Kissimmee is on track and delivering on its mission as a destination marketing organization. We now have the people, programs, systems, and resources in place and in action to continue effectively building our global brand and driving more business to Kissimmee.

In Florida's hyper-competitive tourism landscape, the Experience Kissimmee team is working diligently to capitalize on the positive momentum we've created. With the continued support, collective energy and enthusiasm of our industry partners and stakeholders, we look forward to another exciting year of positive growth for Kissimmee.

Experience Kissimmee FY 16 Revenue & Expenses

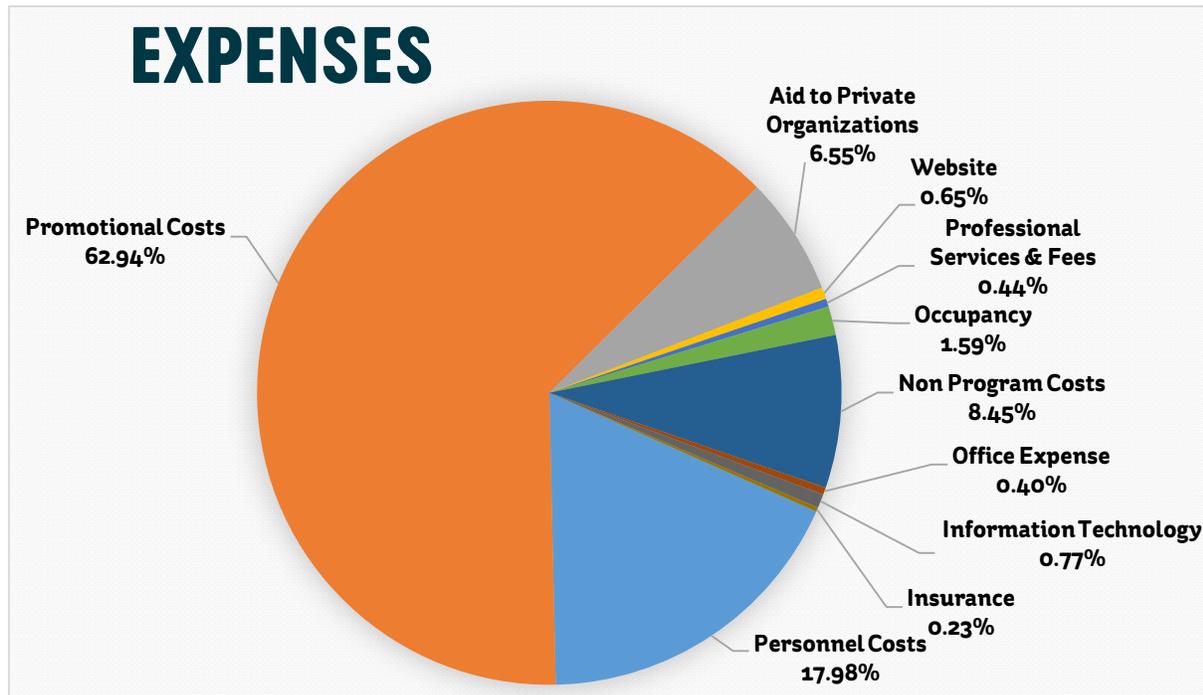


Oct '15 –
Sep 16

Ordinary Income/Expense

Income	
41000 · Public Funds	
Tourist Development	
Tax	16,262,076.69
Grants	1,349,669.00
Private Funds	2,524,497.87
Total Income	<u>20,136,243.56</u>

EXPENSES



Oct '15 - Sep 16

Ordinary Income/Expense	
Income	
41000 · Public Funds	
41100 · Tourist Development Tax	16,262,076.69
41200 · Public Grants	1,349,669.00
Total 41000 · Public Funds	17,611,745.69
42000 · Private Funds	2,524,497.87
Total Income	20,136,243.56
Gross Profit	20,136,243.56
Expense	
Personnel Costs	3,626,180.99
Promotional Costs	12,692,218.04
Aid to Private Organizations	1,320,703.00
Website	130,776.93
Professional Services & Fees	89,135.62
Occupancy	321,639.23
Non Program Costs	1,703,222.63
Office Expense	81,475.21
Information Technology	154,454.68
Insurance	45,904.43
Total Expense	20,165,710.76
Net Ordinary Income	(29,467.20)
Other Income/Expense	(50,681.47)
Net Income	(80,148.67)