BOARD OF DIRECTORS MEETING

JANUARY 2018

EXPERIENCE KISSIMMEE FLORIDA

STRATEGY KEY

Grow and Diversify the Tourism Economy Through Marketing

Grow and Diversify the Tourism Economy Through Sales

Enhance Industry Partner Engagement

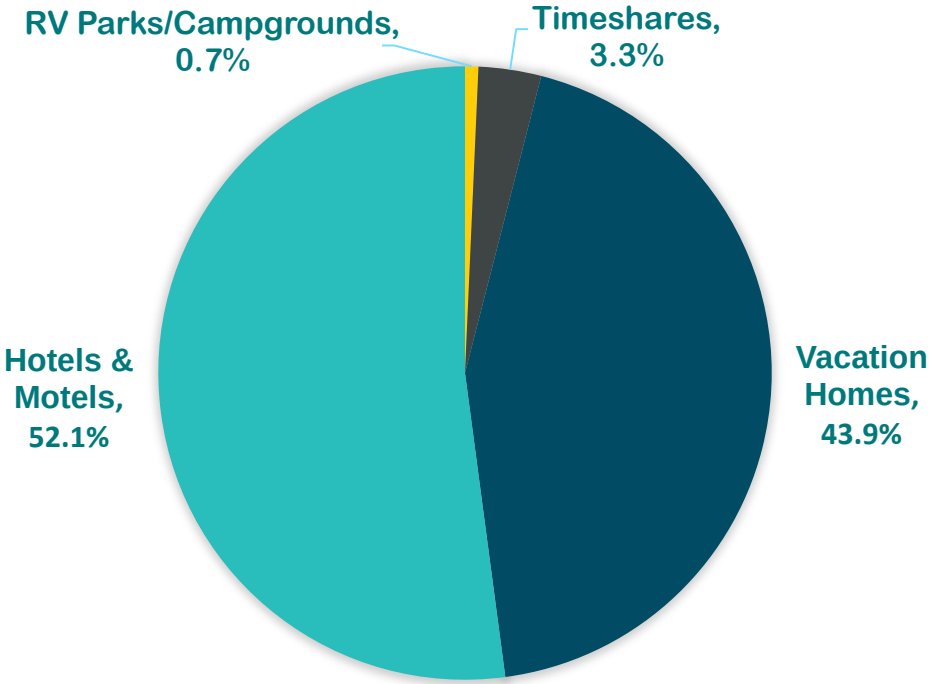
Ensure EK's Brand Promise is Executed

Ensure Cost Effective and High Performing Operation

PRESIDENT & CEO REPORT

BY THE NUMBERS: MONTHLY TDT COLLECTIONS

November TDT Collections ($4.32M vs. $3.71M) increased 16.5% y/y



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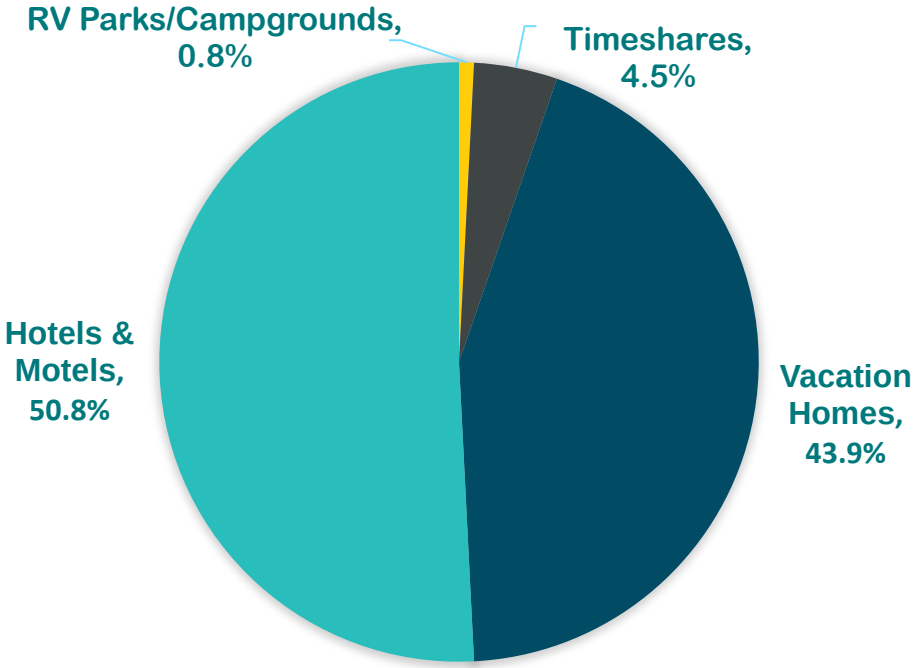
BY THE NUMBERS: FY TDT COLLECTIONS

TDT collections ($8.5M vs. $7.2M) increased 17.7% YTD over last year



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BY THE NUMBERS: VISITOR PROFILE

Lodging Statistics	Calendar Year to Date *(Jan. – Nov.)* 2016	2017	% Δ '16/'17	November 2016	2017	% Δ '16/'17
Occupancy	73.2%	75.6%	+3.3	66.8%	70.4%	+5.4
Room Rates	$104.99	$108.92	+3.7	$112.48	$121.60	+8.1
RevPAR	$77.29	$82.63	+6.9	$75.14	$85.61	+13.9

Note: 2016-17 Osceola Inventory Growth -- 2016: 45,041; 2017: 46,262 (+2.7%)

Source: Florida Department of Business & Professional Regulation (DBPR)

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BY THE NUMBERS – PARTNER INVESTMENTS

	OCTOBER – NOVEMBER FY 17/18	DECEMBER	YTD TOTAL
REVENUE	$5,301	$11,914	$17,215
IN-KIND	$69,860	$69,527	$139,387
CO-OP MARKETING	$81,699	$24,855	$106,554
		FY 17/18 PRIVATE FUNDS	$263,156

DiscoverAmerica.com

EFFECTIVE

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BY THE NUMBERS: INDUSTRY PARTNERS

CATEGORY	PARTNERS
Places to Stay	223
Things to Do	175
Dining	176
Meeting Services	176
Shopping	31
Sports Facilities	9
Transportation	63
Visitor Services	4
TOTAL	857

Out of Business (as of December 31)

No partners

3 ENGAGEMENT

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BY THE NUMBERS: NEW PARTNERS

NEW PARTNERS	
Orlando Cat Café	Things to Do
TopGolf Orlando	Things to Do

3 ENGAGEMENT

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INTERNATIONAL & DOMESTIC SALES

HOLIDAY NETWORK EVENT

December 7, 2017

- Each year the International & Domestic Sales Team host local tour operators as a “Thank you” for their support and great sales to our destination
- The Holiday Network Event is open to our industry partners
- Board members are also invited

2 SALES

3 COMMUNICATION

EXPERIENCE KissimMee FLORIDA

PADDLEFISH DISNEY SPRINGS

EXPERIENCE Kissimmee FLORIDA

2 SALES

3 COMMUNICATION

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DER TOURISTIK ROUNDTABLES

SeaWorld, December 10, 2017

- DER Touristik, a leading German tour operator, brought 90 German travel agents to a "Roundtable" session with 17 Florida accommodations, attractions, and DMOs
- Each session included 10-minute presentations to 4-5 travel agents

DER Touristik

SALES

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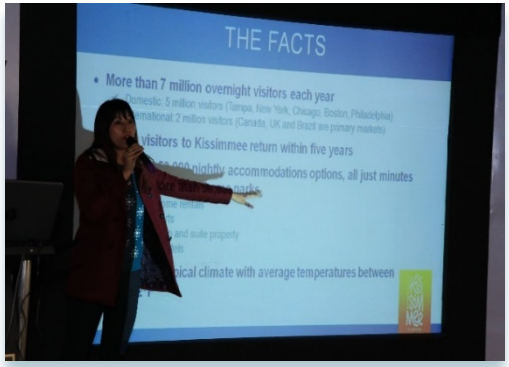
BRAND USA SEMINAR – INDIA



December 22, 2017

- New Rep in India, Seldon Tenzing, participated in a trade seminar organized by Brand USA in the cities of Chandigarh, Punjab, and Ludhiana. The event started with a networking session followed by a 15-minute presentation by different partners, and ended with a networking lunch with the agents. They were educated on different aspects of the destination and travel trade.

- The other suppliers for the event were Nevada, Los Angeles, San Francisco, SFO Airport, Lake Tahoe, and Chicago.

SALES

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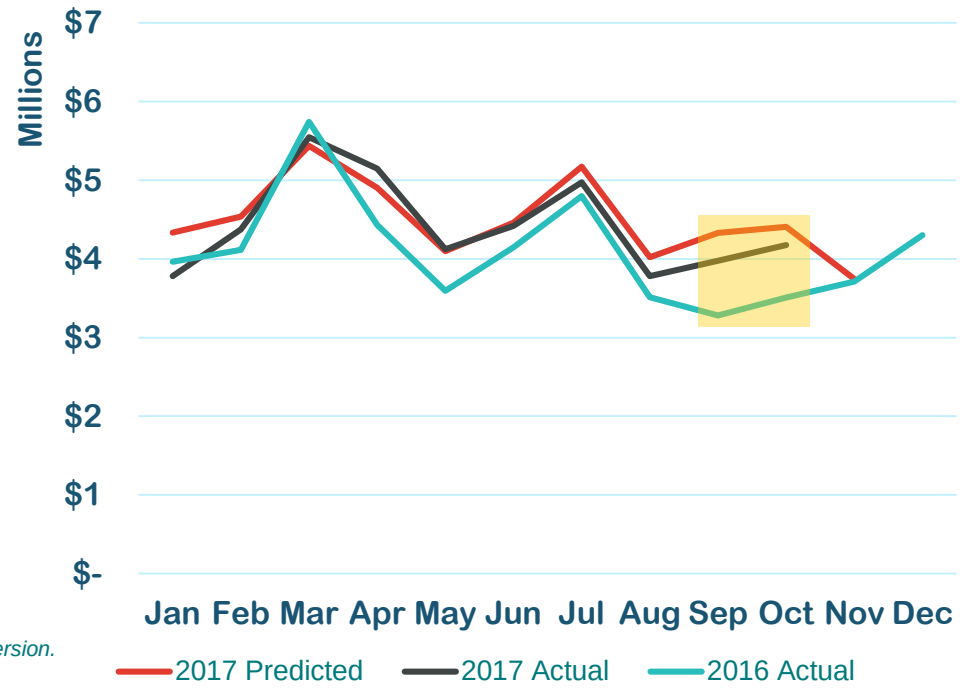
DIGITAL MARKETING

ANALYTICS & INCREMENTALITY

Bed Tax Collection Forecast Model

October Predicted:	$4,405,155
October Actual:	$4,175,545 (-5%)
November Predicted:	$3,744,917
November Actual:	TBD



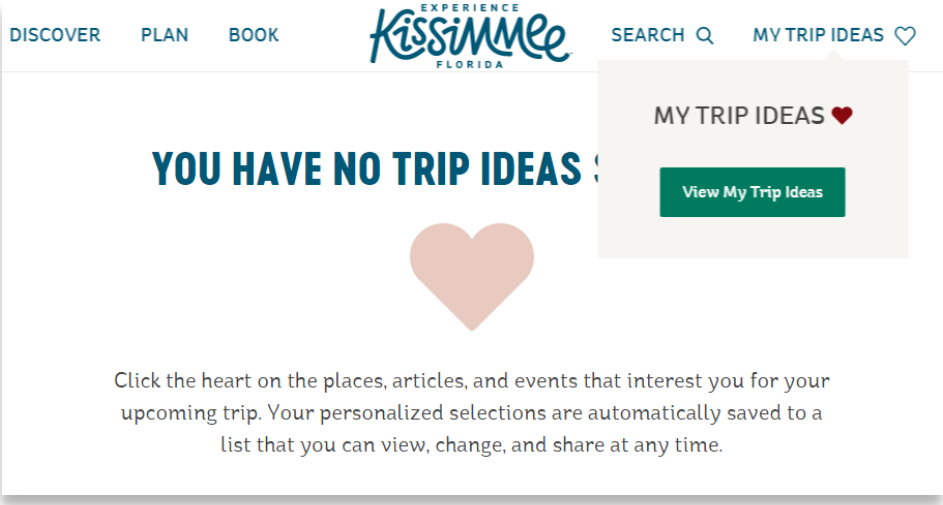
Source: Experience Kissimmee Tax Collection Predict. (2017, November). Net Conversion.

DATA COLLECTION

Trip Planner Authentication

Phased approach to increasing cross-channel identified audience through email address acquisition.

1. Authenticate with email address to save and access My Trip Ideas across devices
2. Generate reporting for “most saved” ideas
3. Implement SSO for Google, Facebook, etc.
4. Salesforce integration of all above data points



MARKETING

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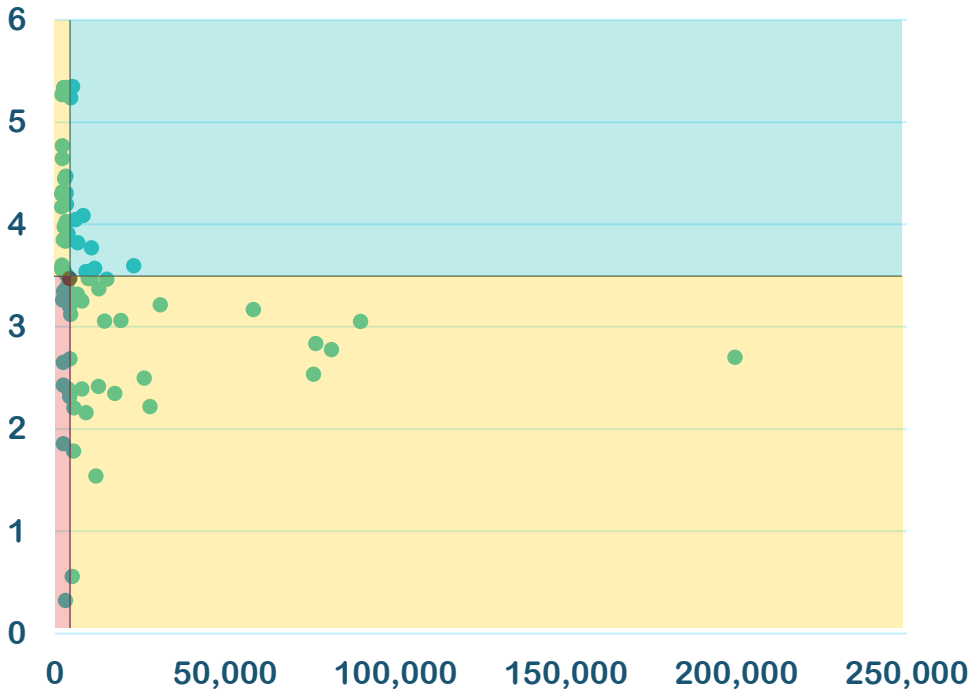
PERSONALIZATION

Next Steps

- Opportunity Discovery
  - Identify high-traffic, high-engagement pages
    - Example to right
      - X: Pageviews
      - Y: Events per page
    - Similar approach can be applied to identify high-engagement navigation
  - Determine segments of interest (max 8)
  - Prioritize content (copy, imagery, etc.) needs
- Implementation and Monitoring



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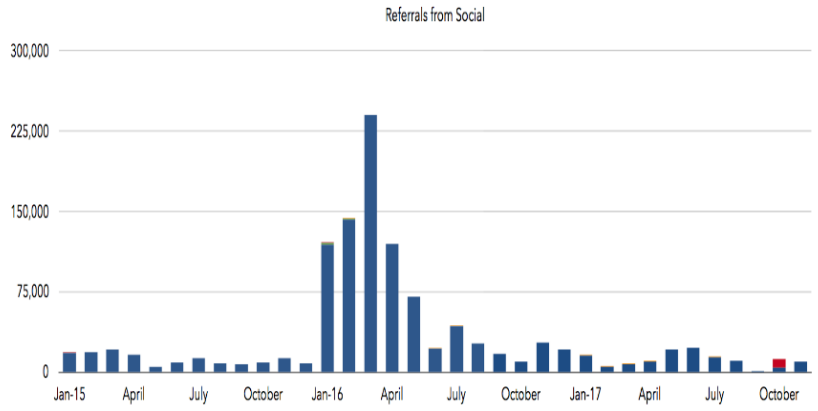
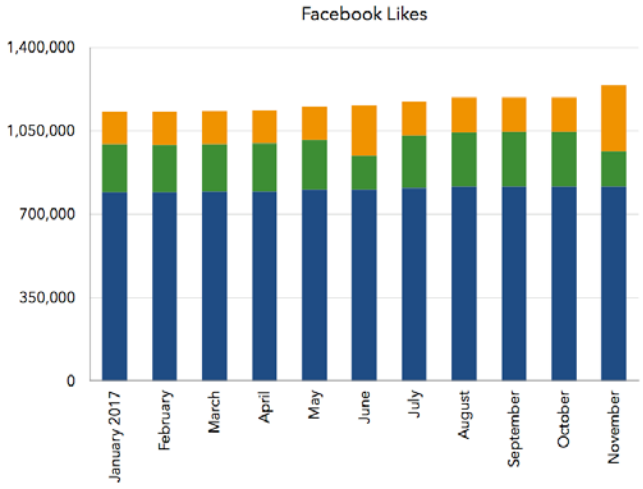
SOCIAL MEDIA

SOCIAL MEDIA - REFERRALS

- Facebook was our largest referrer this month—it saw a 164% increase. 51% of all Facebook referrals landed on our blog — the blog saw a 1,415% increase in sessions compared to last month
- We have 1,241,010 total Facebook page likes as of the end of November, up from 1,190,664 likes in October - a 4.2% increase





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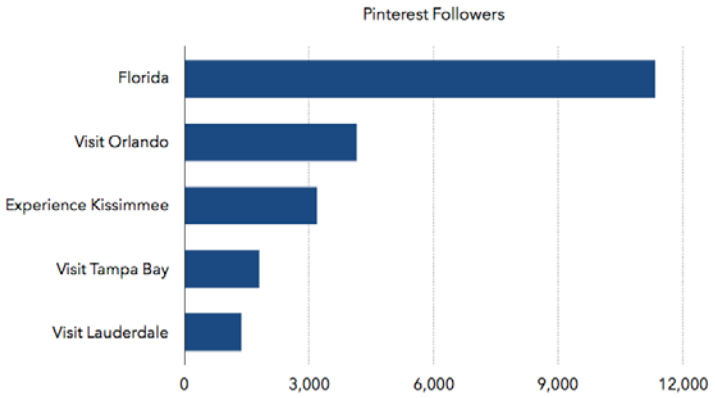
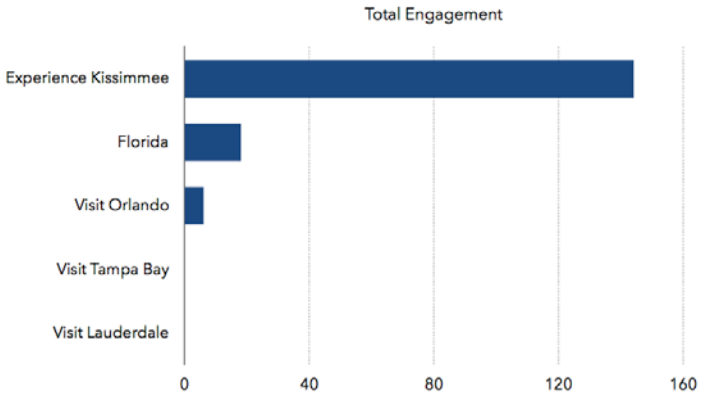
SOCIAL MEDIA – COMPETITIVE SET

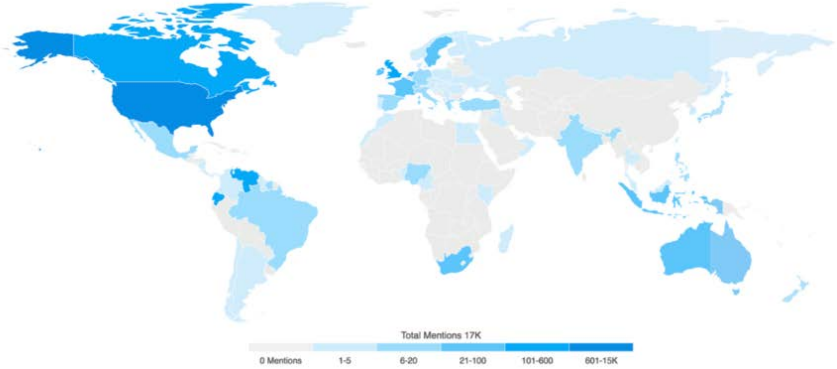
- We rank first for engagement in Pinterest
- We rank first in our landscape for the average number of pins earned: 3.5 per day (landscape average is 0.9 per day)
- We rank 3rd among our competitors in terms of Pinterest following
- We had the highest growth rate in audience this month at 0.7% (Landscape average is 0.4%)





SOCIAL MEDIA – SOCIAL LISTENING

- In November, the majority of our mentions came from the United States (90%)
- Our second-highest mentions are from the U.K. (2%), Ecuador (1%), and Canada (1%)
- While the overwhelming majority of social traffic is positive—people enjoying their vacations, shouting out what a fun time they're having, or giving day-to-day updates, about 1% of social traffic during November was negative. Most of it was unrelated to Kissimmee tourism, but rather people complaining about traffic and weather.



MARKETING

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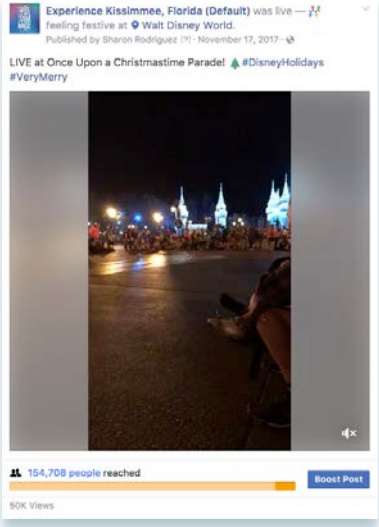
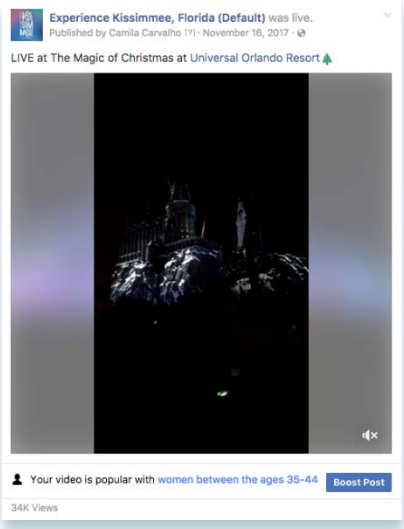
SOCIAL MEDIA – SOCIAL LISTENING

- Incorporating live videos of special events and promoting them after they've been published resonated well with our audience and Facebook's algorithm
- We reached over 1 Million people with our live streams





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SOCIAL MEDIA – SANTA PAWS INSTAGRAM

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SOCIAL MEDIA – SANTA PAWS INSTAGRAM

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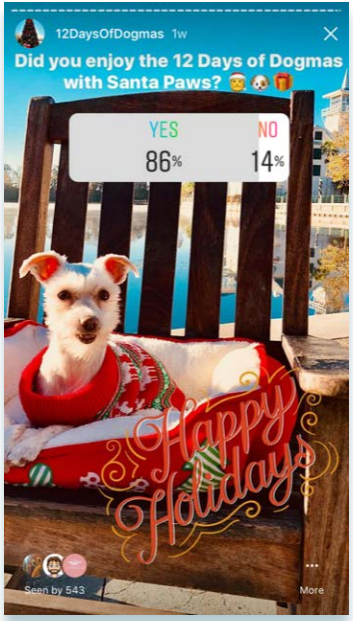
SOCIAL MEDIA – SANTA PAWS INSTAGRAM



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MEETINGS SALES

MEETING SALES YTD SUCCESS

LEADS SENT			
Fiscal YTD (December 2016)		Fiscal YTD (December 2017)	
# of Leads	Requested Rooms	# of Leads	Requested Rooms
85	52,874	112	68,648

LEADS BOOKED			
Fiscal YTD (December 2016)		Fiscal YTD (December 2017)	
# of Leads	Contracted Rooms	# of Leads	Contracted Rooms
18	13,886	29	10,985

Highlighted Incentive Bookings

- October 2018 MFA Live, Gaylord Palms Resort and Convention Center– 600 Total Room Nights
- February 2020 ABA National Conference for Community Bankers, Omni Orlando Resort at ChampionsGate– 3,329 Total Room Nights
- February 2020 ABA Wealth Management and Trust Conference, Omni Orlando Resort at ChampionsGate– 1,681 Total Room Nights

SALES ACTIVITIES

cvent ELITE MEETINGS ALLIANCE

Omni Resort ChampionsGate

December 9-12, 2017

126 attendees: 63 planners; 63 suppliers

22 one-one one appointments

SALES

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SALES ACTIVITIES

Destination Southeast

December 3-6, 2017 – Miami Beach, FL

21 one-on-one appointments

Client Holiday Appreciation

December 5, 2017 – Tallahassee, FL

12 association client offices

FSAE Power Luncheon

December 6, 2017 – Tallahassee, FL

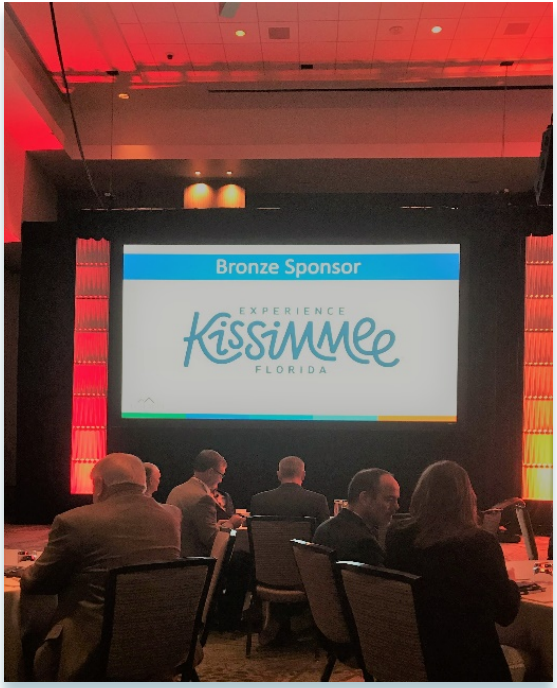
50 attendees

SALES ACTIVITIES

Conference Direct CEO Summit

December 6-8, 2017 – Scottsdale, AZ

- 63 CEO-Level customers present booked $58 million in room revenue in 2016; 7% of CD total room revenue for the year!
- 48 CD associates present booked $242 million in room revenue in 2016; 30% of CD total room revenue for the year!



ConferenceDirect®

SALES

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SALES ACTIVITIES

December 14, 2017 - Chicago, IL

- 3 partners: Embassy Suites Lake Buena Vista South, Reunion Resort, Omni ChampionsGate
- Met with 115 meeting planners; 9 organizations with future RFP's

HOLIDAY SHOWCASE®
Produced by ASSOCIATION FORUM™

SALES

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PROFESSIONAL DEVELOPMENT

Simpleview CRM Sales Training

December 12, 2017 – Chicago, IL

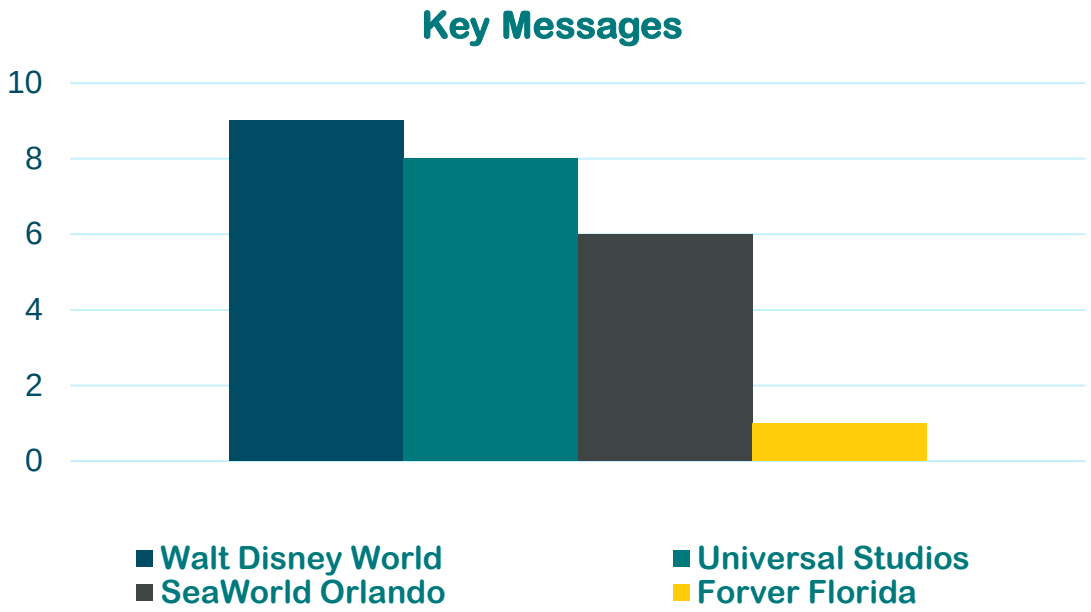
Destination International Convention Sales & Marketing Summit

December 13, 2017 – Chicago, IL

COMMUNICATIONS

COMMUNICATIONS OVERVIEW

- December Total Mentions: 88
- Sentiment:
  - 90% Positive
  - 10% Neutral
- Total Social Shares: 438
- SEO Impact: Average
- Mentions:
  - 90% U.S.
  - 10% International



KISS-STORY IN THE MAKING

- Sponsored by Experience Kissimmee
- 448 couples set a new GUINNESS WORLD RECORDS title for most couples kissing under mistletoe (single location)
- 75 media hits after the record-breaking event

MARKETING

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TOP ARTICLES BY IMPACT

Harry Potter Christmas in the Wizarding World at Universal Orlando Florida

- Date: Dec. 6, 2017
- Outlet: McCool Travel
- Author: Julie McCool
- Source: Media FAM
- Social Shares: 69
- Readership: 3,350
- Partners featured: Gaylord Palms Resort and Convention Center, Universal Orlando Resort

McCool Travel

MARKETING

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TOP ARTICLES BY IMPACT

Orlando Sentinel

Orlando Tourism Should be Strong for New Year's Holiday

- Date: Dec. 15, 2017
- Outlet: Orlando Sentinel
- Author: Gabrielle Russon
- Source: Media Relations
- Social Shares: 162
- Readership: 1,889,930

MARKETING

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PR EFFORTS

Laura Wears

MIAMI FASHION & BEAUTY BLOGGER

Influencer Visits

- Laura Wears - Laura Bustelo

Media Relations

- Canadian Traveller's Florida Guide
- Snowbird Advisor’s Destination Guide

MARKETING

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KEY UPCOMING EVENTS

New York Travel Show – New York, NY January 25-29, 2018

American Bus Association – Charlotte, North Carolina January 27-31, 2018

Winter Consumer Campaign – Canada, January 8-March 30, 2018

Winter Consumer Campaign – Domestic, January 22-March 31, 2018

International Inbound Travel Association Summit – Portland, Oregon February 4-7, 2018

Connect – Orlando, FL February 18-20, 2018

RTO Summit West – Los Angeles, CA February 21-24, 2018

THANK YOU

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