

EXPER

IENCE

KNIS

MMEE

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**2016-2017**  
**MARKETING**  
**OVERVIEW**

# Key PROGRAMS AND ACTIVITIES

FOR A FULL LIST OF CO-OP PROGRAMS PLEASE VISIT [EKCVB.COM](http://EKCVB.COM)

## ▶ MEETINGS & CONVENTIONS

- Florida Society of Association Executives (FSAE) Education Day
- BioFlorida Annual Conference
- Society of Government Meeting Professionals (SGMP) - 1st Quarter
- Naval Recruit Training Center FAM
- Family Reunions Workshop & FAM
- Connect Florida & Faith Appointment Show

## ▶ COMMUNICATIONS

- Visit Florida Canada Event
- Canadian Media FAM

## ▶ INDUSTRY RELATIONS

- EK Annual Meeting
- Women in Tourism Networking After Hours

## ▶ INTERNATIONAL

- Florida Huddle Mexico

## ▶ DOMESTIC LEISURE

- Brand Awareness Campaign Launch
- Vacation Home Rental Campaign Launch

OCT > NOV

## ▶ MEETINGS & CONVENTIONS

- National Coalition of Black Meeting Planners
- ExL Events Pharmaceutical Meeting Professional Summit
- Florida Encounter Appointment Show
- Florida Encounter Post FAM

## ▶ COMMUNICATIONS

- German Media FAM
- Travel Media Showcase Family Conference
- Colombia Media FAM
- Argentina Media Mission

## ▶ INDUSTRY RELATIONS

- EK Partner Orientation

## ▶ DOMESTIC LEISURE

- Holiday Campaign Launch

## ▶ INTERNATIONAL

- World Travel Market

## ▶ MEETINGS & CONVENTIONS

- Reunion Friendly Network
- Holiday Showcase (Association Forum)

## ▶ INTERNATIONAL

- Holiday Networking Event

DEC > JAN

## ▶ MEETINGS & CONVENTIONS

- PCMA Convening Leaders
- Connect Diversity

## ▶ INDUSTRY RELATIONS

- Women in Tourism Networking After Hours
- EK Partner Orientation

## ▶ COMMUNICATIONS

- TravMedia International Media Marketplace
- Media Mission to Northeast Markets
- Mexico FAM
- Winter Media Mission

## ▶ DOMESTIC LEISURE

- New York Times Travel Show
- ABA Marketplace
- 2017 Destination Magazine Launch
- Winter Consumer Activation
- Winter Campaign Launch

## ▶ INTERNATIONAL

- Travel Women International Golf Society
- Florida Huddle
- Iceland Air Mid-Atlantic Trade Show
- Canadian Consumer Campaign Launch
- London TakeOver Consumer Campaign Launch

## ▶ MEETINGS & CONVENTIONS

- Emerge Conference (RCMA)
- Society of Government Meeting Professionals (SGMP) - 2nd Quarter
- HelmsBriscoe Southeast FAM
- Destination Showcase (DMAI)
- XSITE- Florida Appointment Tradeshow

## ▶ COMMUNICATIONS

- Brazil Media Mission

## ▶ INDUSTRY RELATIONS

- EK Leadership Series Luncheon

## ▶ DOMESTIC LEISURE

- Destination Boot Camp
- Military Leisure Trade Shows

## ▶ INTERNATIONAL

- ANATO
- Mexico Consumer Campaign Launch
- Brazil Consumer Campaign Launch

FEB > MAR

## ▶ MEETINGS & CONVENTIONS

- Signature Event and Sales Mission (TBD)
- ConferenceDirect FAM

## ▶ SPORTS

- National Association of Sports Commissions (NASC)

## ▶ COMMUNICATIONS

- Brazil FAM
- UK Media Mission/TravMedia International Media Marketplace

## ▶ INDUSTRY RELATIONS

- EK Partner Orientation

## ▶ INTERNATIONAL

- ITB
- UK Sales Mission

## ▶ DOMESTIC LEISURE

- Military Leisure Trade Shows

## ▶ MEETINGS & CONVENTIONS

- Meeting Spots
- Northeast Signature Event & Sales Mission (TBD)
- Sales Mission with Partners
- Your Military Reunion Connection
- ConferenceDirect Annual Partner Meeting
- Military Reunion FAM
- VISIT FLORIDA VIP Networking Event\* (Atlanta, GA)

## ▶ COMMUNICATIONS

- SUN 'n FUN Media Event
- Vacation Home FAM

## ▶ INDUSTRY RELATIONS

- Women in Tourism Networking After Hours

## ▶ INTERNATIONAL

- World Travel Market Latin America
- Arabian Travel Mart
- Northern Europe Sales Mission

*\*Must be a VISIT FLORIDA Member*

APR > MAY

## ▶ MEETINGS & CONVENTIONS

- Maritz Northeast Pharma FAM
- VISIT FLORIDA VIP Networking Event\* (Washington, DC)

## ▶ COMMUNICATIONS

- UK Blogger FAM
- Canada Media Mission

## ▶ INDUSTRY RELATIONS

- National Travel & Tourism Week
- Kissimmee Cares Golf Classic
- EK Partner Orientation

## ▶ INTERNATIONAL

- Canada Networking Event
- Mexico Sales Mission
- China Sales Mission

*\*Must be a VISIT FLORIDA Member*

## ▶ MEETINGS & CONVENTIONS

- MPI's World Education Congress (WEC)
- HelmsBriscoe Annual Business Conference
- Reunion Friendly Network Summit
- Christian Management Conference Assoc. (CMCA)
- VISIT FLORIDA VIP Networking Event\* (New York, NY)
- Cvent Connect

## ▶ INTERNATIONAL

- IPW (International Pow Wow)

*\*Must be a VISIT FLORIDA Member*

JUN > JUL

## ▶ MEETINGS & CONVENTIONS

- Florida Society of Association Executives (FSAE) Annual Conference (TBD)
- Sales Mission with Partners

## ▶ COMMUNICATIONS

- Meeting Planner FAM
- Drive Market Media Meetup

## ▶ INDUSTRY RELATIONS

- Women in Tourism Networking After Hours
- EK Partner Orientation

## ▶ DOMESTIC LEISURE

- Texas Bandmasters Annual Convention
- Destination Magazine Sales Open
- Vacation Home Rental Month Sweepstakes

## ▶ MEETINGS & CONVENTIONS

- HelmsBriscoe Cares
- MPI Southeast Educational Conference
- XSITE-Florida State Appointment Tradeshow
- Connect Marketplace

## ▶ COMMUNICATIONS

- Travel Media Showcase

## ▶ SPORTS

- Connect Sports Marketplace

## ▶ DOMESTIC LEISURE

- Fall Campaign Launch
- SYTA Annual Conference

AUG > SEP

## ▶ MEETINGS & CONVENTIONS

- Executive Series Luncheon, Florida Society of Association Executives (FSAE)
- Successful Meetings University/Destination FL
- Tom Joyner Family Reunion
- Mid-Atlantic Signature Event and Sales Mission (TBD)
- ConferenceDirect CDX

## ▶ COMMUNICATIONS

- New Development Media FAM
- #WeAllGrowSummit

## ▶ SPORTS

- TEAMS Conference & Expo

## ▶ DOMESTIC LEISURE

- New Visitor Map Launch
- Delta Vacations University

## ▶ INTERNATIONAL

- La Cita
- India Sales Mission

## LETTER FROM THE CEO

Another successful year is in the books and the good news is, that's just the beginning for Experience Kissimmee.

We've spent the last two years working to build a solid foundation for the organization, making sure the groundwork is laid and our industry partners are prepared for a full-throttle launch that will take the destination to a new level. The organizational systems are set, resources allocated and industry partners onboard to collaborate and participate in this next exciting phase.

Contributions from our new advertising and creative agency as well as our new website vendor will be integral to the success of our marketing, sales and promotional activities across all functional areas. The agency has spent the last few months working on a rebrand that will create a new position that makes our brand story clear, unique and desirable to potential visitors. We'll partner that with a completely redesigned and responsive website that will be driven by a digital strategy of one-on-one interaction with consumers.

While we celebrate our accomplishments to-date, we are energized with the possibilities and opportunities that lie ahead. This is going to be an exciting, fast-paced, positive year for the destination and local tourism partners.

We look forward to your continued support and participation!



**DT Minich**  
CEO & President of  
Experience Kissimmee

A stylized, handwritten signature in dark ink, appearing to read 'DT Minich'.

## Functional AREAS

**Across all our primary functional areas, we will employ integrated marketing, sales and promotional programs to benefit the destination and our tourism industry partners. As needed, we will deploy our talents and resources to ensure awareness, growth and affinity for Kissimmee to customers and clients around the world within the Domestic Leisure, International, Meetings & Conventions, and Sports travel segments.**

### DOMESTIC LEISURE

The introduction of our refreshed branding strategy will inspire intent to travel and increase affinity among diverse consumers. Messaging across multiple platforms will remain centered on our destination's world-famous theme parks, our natural attractions as well as our diverse lodging choices which include the blossoming vacation home product. Through year-round and seasonal campaigns, our efforts will target and attract visitors utilizing customer-centric, data-driven strategies to enhance our brand appreciation and increase overnight visitation.

Advertising and promotional efforts will be developed to appeal to vacation travelers in long-standing feeder markets such as Florida, New York, Illinois, Pennsylvania, Massachusetts, Michigan and Southeastern drive market areas.

Coupled with dedicated campaigns and promotions, domestic marketing efforts will focus on:

- ▶ Evaluating and exploring unique ways to deliver the Kissimmee message to consumers;
- ▶ Testing new emerging markets, but continuing to focus on top feeder markets;
- ▶ Layering behavioral targeting techniques to increase engagement and qualified leads;
- ▶ Utilizing a cross-functional approach to better educate consumers about the destination offerings by hosting FAMs, media missions, Twitter parties, launch press releases, and more;
- ▶ Improving one-on-one marketing through consumer activations

### INTERNATIONAL

Even as new international markets command our attention, sustaining and growing visitation from within traditional markets remains our top priority. With the assistance of in-market representation firms, we will roll out a series of coordinated missions, FAMs, publicity and advertising programs to encourage longer lengths of stay and spending from our international visitors.

Many of the planned programs will take the shape of cooperative marketing with Visit Florida or Brand USA or both. And, many will create options for industry partner participation, too.

Our core international markets remain Canada, the United Kingdom, Northern Europe, Brazil, Mexico, Colombia, and Argentina. With increased long-haul airlift into Orlando International Airport, we will pay close attention to and develop marketing and sales programs to stimulate travel to the destination among international travelers from Germany, China, the Gulf Region and India.

Our overarching international sales and marketing strategy is based on establishing brand awareness among both consumers and travel professionals. To achieve success, staff and representation firms collectively will keep Kissimmee top of mind through an array of B2B and B2C activities, including:

- ▶ Hosting key tour operators, media, airline representatives and business and government leaders;
- ▶ Representing Kissimmee and our industry partners at key tradeshows and events;
- ▶ Creating destination exposure through marketing, advertising, social media and publicity efforts;
- ▶ Conducting missions to key international markets to provide training and destination presentations to tour operators, and to meet and network with travel trade and consumer media;
- ▶ Attending high-impact trade shows and conducting in-country sales calls, agent trainings events, in-language services, and more.

### MEETINGS AND CONVENTIONS

Our focus will continue to include B2B outreach and relationship-building with planners related to the SMERF, Reunion, Association and Government market segments. The year ahead also brings added emphasis on the Corporate market, to include medical meetings. Keys to success include

hosting targeted meeting planner FAMs, conducting signature events in major metropolitan areas and developing long-term relationships with third party organizations and clients.

The year-round focus will also be marked by:

- ▶ Hosting targeted FAMs with key third party meeting planners and market specific meeting planners;
- ▶ Representing Kissimmee at key tradeshows and events;
- ▶ Increasing exposure of the Kissimmee brand to meeting planners through marketing, advertising, publicity efforts and more;
- ▶ Identifying and attracting meetings and events that have not met in Kissimmee, particularly during the destination's off-peak seasons;
- ▶ Increasing the number of signature events and sales calls within key markets

### SPORTS

We have a solid sports tourism market reputation thanks in large part to our diverse and well-maintained venues and facilities, punctuated by our industry's hospitality and customer service that is second to none. These are key deal points and messages the Kissimmee Sports Commission will take to events rights holders and sports planners in an effort to attract more business to the destination. More business means greater incremental economic impact to the destination and further strengthens Kissimmee's position as a premier sports destination. To reach those objectives and advance the destination's championship profile, the Kissimmee Sports Commission's overall strategies include:

- ▶ Attending national sports trade shows and conferences;
- ▶ Pursuing traditional and non-traditional sporting events;
- ▶ Retaining and extending agreements with current organizations;
- ▶ Creating and cultivating relationships with prospective events rights holders;
- ▶ Extending the Experience Kissimmee brand through sport centric sponsorships

# Situational ANALYSIS

Experience Kissimmee continuously monitors the shifting travel industry and general business landscape. Doing so allows us to plan for different scenarios – not simply one pre-defined situation. To realize our vision takes the focus and enthusiasm of staff, partners, stakeholders and our Board of Directors. When we are all working together, and understanding the landscape which impacts travel demand, creating economic opportunity for our community by driving visitation to the destination becomes achievable.

To that end, a host of external factors will come into play that we must consider when planning out marketing strategies. Our ability to understand these changes and develop new strategies to capitalize on those changes may lead to action plans which shift resources and, ultimately, gain us market share.

## THE ECONOMIC LANDSCAPE

The U.S. economy continues to inch forward, though indicators are inconsistent about when this crawl might turn into a walk. The weakest data is in job growth with a clear line between blue-collar jobs, which fell noticeably, and an increase in the number of white-collar jobs in fields such as health care and finance.

With the jobless rate already hovering at under 5 percent, however, there is only so much more that continued employment will do to stimulate the economy. The more likely hero will be increasing consumer incomes, as low unemployment figures will eventually translate into higher wages for those who are working.

## DOMESTIC TRAVEL EXPECTATIONS

Overall, U.S. leisure travel expectations continue the stable path seen in recent years. More than a third (32%) continue to indicate they expect to increase the number of leisure trips they will take in the upcoming year (compared to last year). Similarly, leisure travel spending expectations remain high, signaling that prospects for a continued leisure travel performance are solid.

Travel optimism is driven by younger travelers. Millennials show the most desire to increase their travel and spending; more than half of this segment plans to increase their travel and spending in the upcoming year, compared to only about one quarter of Baby Boomers.

84%

OF VISITORS ARE MARRIED

47 YEARS

AVERAGE AGE

\$92k

AVERAGE INCOME OF OVERNIGHT HOTEL/MOTEL LODGING VISITORS

51%

TRAVELING WITH CHILDREN

# Our MARKETS



## THE INTERNATIONAL LANDSCAPE

The U.S. received 77.5 million international arrivals in 2015. Of those, approximately 38.4 million came from overseas markets, and 39.1 million came from Canada and Mexico. International travel to the U.S. will continue to grow through 2020, with rates between 1% and 4.2% forecast. By 2020, that growth would equal 90.3 million visitors. Countries with the largest growth percentages over this time are China (129%), India (47%), Taiwan (39%), South Korea (36%) and Australia (27%). Four countries are expected to account for the majority of growth, including Mexico (27% of all expected growth), China (19%) Canada (5%) and the United Kingdom (5%).

Overseas arrivals represent 49.5% of all international arrivals, yet account for 80.5% of total international travel spending due to longer average length of stays. Top leisure activities include: (1) shopping, (2) sightseeing; (3) fine dining; (4) national parks/monuments and (5) amusement/theme parks.

## THE CORPORATE MEETING LANDSCAPE

Direct spending on business travel by domestic and international travelers, including expenditures on meetings, events and incentive programs (ME&I), totaled \$296.3 billion in 2015. Travel accounted for \$121.9 billion of all business travel spending. Attendance projections reveal meetings and events continue to be in significant demand, with the daily cost per attendee growing by 4.5%. Conferences and trade shows continue to grow with the average number of attendees at 455 per event.

While there is growth in spending and cost per attendee, the average meeting length continues to hover at 2.3 days globally. The highest demand in meeting venue segment is in mid-tier properties, but experts agree that there is a growing interest across regions in unique hotels that can offer new experiences to attendees. Perhaps the most influential in requesting unique properties are millennials, who continue to push meeting planners for choice and personalization when designing events - a local, immersive experience will inspire this generation to attend.



## **MOTTO**

Sharing Kissimmee and Central Florida's  
tourism experiences with the world.

## **VISION**

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

## **MISSION**

The mission of Experience Kissimmee is to create  
economic opportunity for our community by  
driving visitation to the destination.

215 Celebration Pl #200, Kissimmee, FL 34747 | 800.333.5477

**EXPERIENCEKISSIMMEE.COM**