

The image features the 'Visit Orlando' logo centered within a white rectangular frame. The word 'Visit' is written in a blue, cursive script, while 'Orlando' is in a bold, orange, sans-serif font. The background of the frame is a faded, teal-tinted image of an Orlando city skyline with palm trees and a body of water.

Visit
Orlando

"A Different Kind of Magic" Campaign

PRESENTED BY: KATY SPUTO



WHO ARE WE?

Visit Orlando is the official tourism association for the Orlando area. Visit Orlando is a not-for-profit organization that represents over 1,200 tourism companies in the Central Florida region.



KEY FINDINGS



INCREASES

Visitation up 55%
Spending up 75%



RECORD BREAKING

2017= Record number
of US visitors



US DEMOGRAPHICS

48.2 years old
Largest portion of
travelers are 35-54

BARRIER



Domestic tourism numbers to Orlando underperform in the 18-34-year-old age bracket.

COMMUNICATIONS TASK

To break down the perception that an Orlando vacation only revolves around theme parks and is an expensive expenditure. We want to showcase that the area is an affordable destination for our younger demographic.



GOAL

To increase tourism to Orlando, remain the top vacation destination in Florida, and become the top destination in the United States for domestic travelers.





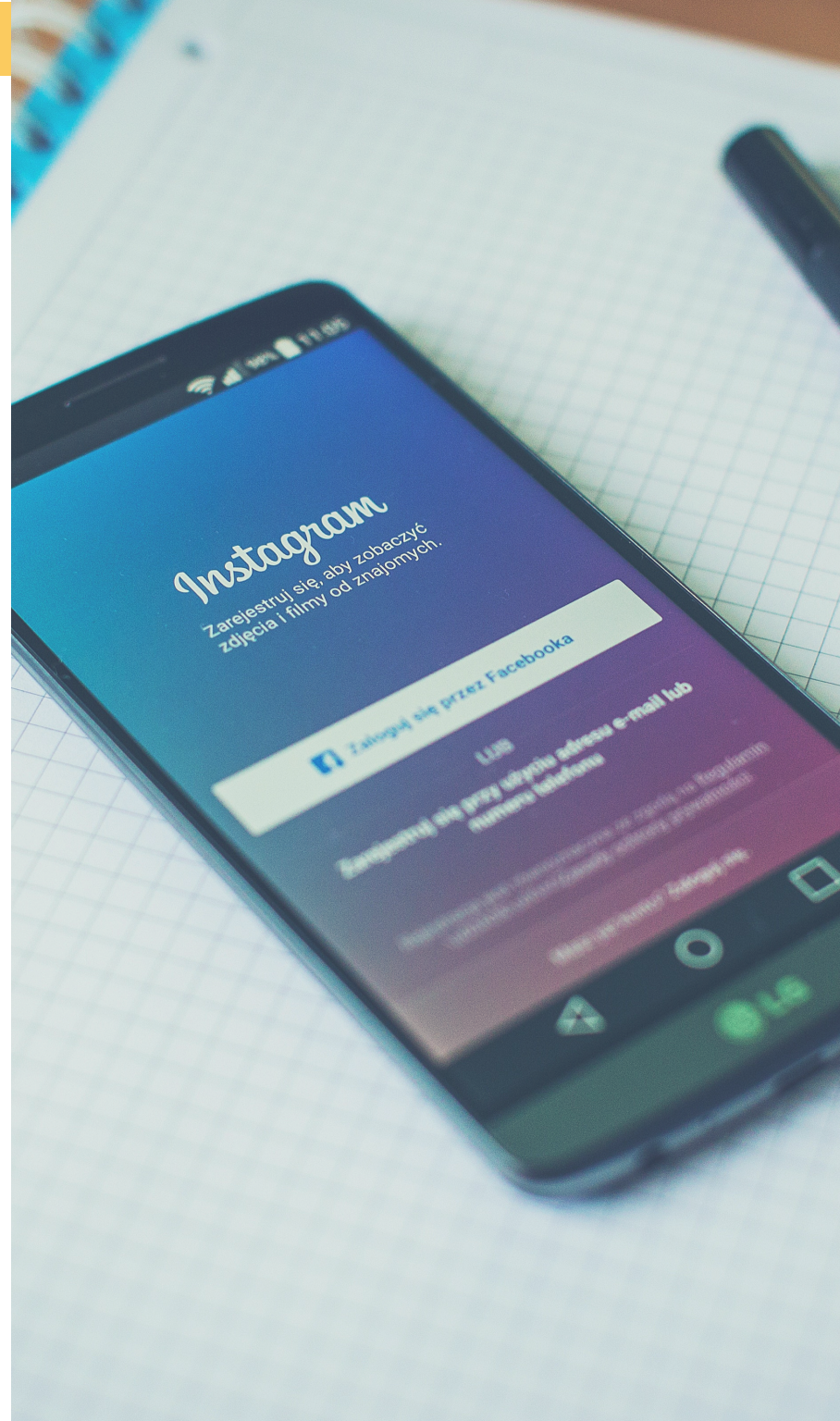
OBJECTIVE

Increase the number of visitors to Orlando by 30% for adults 18-34 by September 30, 2019 measured through hotel and resort reservations.



STRATEGY

Develop a social media campaign that highlights the magical places the Orlando area has to offer visitors of all ages.



TACTICS

01

Post engaging content on all social media platforms highlighting the Orlando area.

02

Work with influencers, businesses, and local Orlando residents to showcase different attractions across Orlando.

03

Work with area resorts and attractions to do cross-promotional posts/contests.

04

Invite past visitors to share photos and videos to be shared on our social media platforms (using #DifferentKindOfMagic).

05

Host Snapchat takeovers with influencers and visitors to increase excitement.

KPI



Primary: Conversions
Secondary: Engagement

VOICE & AESTHETIC

Voice: Fun and inviting but not cheesy.

Aesthetic: Airy, light, and cheerful with whimsical elements that still have a level of sophistication.



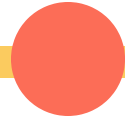
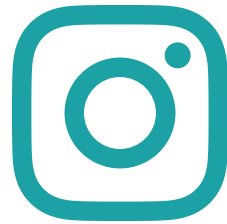
MOOD BOARD



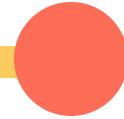
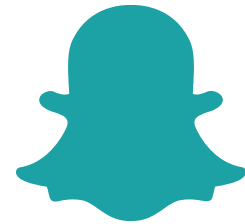
PRIMARY PLATFORMS



FACEBOOK



INSTAGRAM



SNAPCHAT



SAMPLE PLATFORM BIO



Your official guide for Orlando!



Have a question? Send us a DM.

We are happy to help!



Share your photos with us using
#visitorlando!

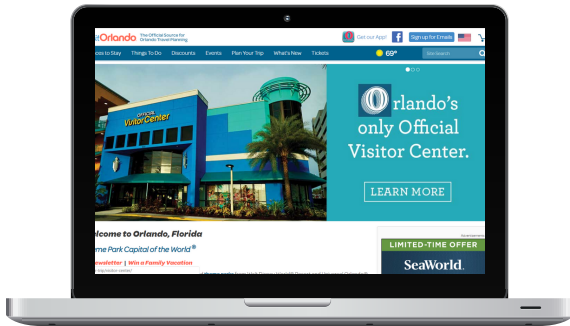
CREATIVE CONTENT

HERO



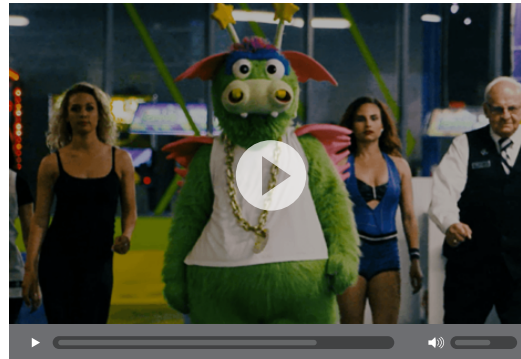
Long-form video

CREATIVE CONTENT HUB



BLOG SERIES

*Beyond the
Theme Parks*



SHORT FORM VIDEO SERIES

*Mascots in
the City*



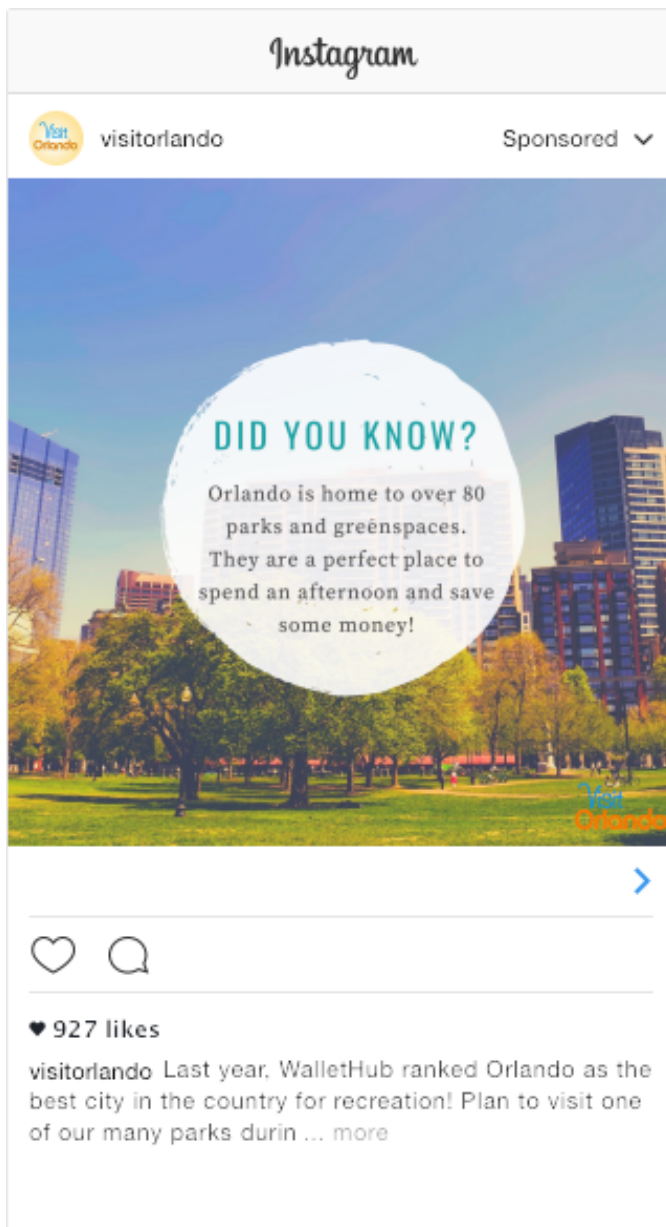
CONTEST

*Be Here
This Year*

CREATIVE CONTENT

HYGIENE

**EDUCATION +
PHOTOS/ TEXT
PROVIDING
TRAVEL TIPS +
SIMPLE AND
EASY= CONTENT
THEME**

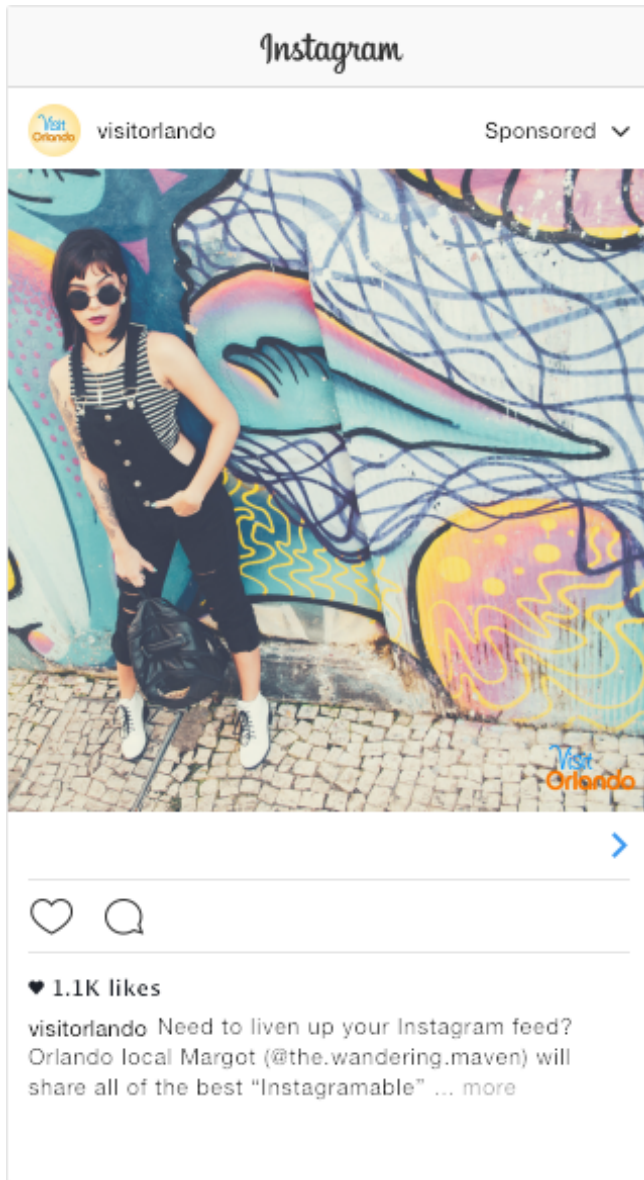


CREATIVE CONTENT

HYGIENE

**INSPIRATION +
PHOTOS +
ORLANDO**

**“INSTAGRAMABLE”
WALL GOALS=
CONTENT THEME**



INFLUENCERS



EMILY JONES

@ohyeahem

Microinfluencer: 116K (Instagram)
Also active on YouTube



KIERSTEN RICH

@theblondeabroad

Macroinfluencer: 545K (Instagram)
Also active on YouTube
and her website

THANK YOU!



Any Questions?