

2022 Adrian Awards Entry

Company: Visit Orlando and Orlando Economic Partnership

Category: Public Relations/Communications - New Opening/Launch

Title: Launching Orlando's New "Unbelievably Real" Brand



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Unbelievably Real – Local Launch

Media Relations Plan & Press Conference

Objectives:

- Position Visit Orlando as a leader in the Destination Marketing industry
- Generate buzz about the exciting new brand for Orlando that shows the collaboration of the community around one unique brand that can be utilized and adopted by stakeholders, businesses, and residents alike.
- Educate, inform and generate positive awareness and buy-in of the campaign.
- Provide concrete examples of how the campaign comes to life so residents can have pride and share their experience of how Orlando is Unbelievably Real.
- Reveal Unbelievably Real tagline.

Goals:

- Achieve **one national story** on the new brand
- Garner **20 local positive media stories** about the effort and new brand
- Secure **support from local government and community leaders** to help inform additional local stakeholders on the brand to embrace and utilize as a community moving forward

Strategy:

- Give local government leaders a custom preview of the campaign before final to learn their feedback and get alignment
- Pitch exclusive story to local AP reporter with leadership interviews and visitation numbers for 2021 to ensure coverage of the new brand launch
- Launch the new brand in Orlando, in order to enlist local community and media support prior to full global launch

Press Conference Outline:

Messaging:

- Today, for the first time ever, Visit Orlando and the Orlando Economic Partnership announce the launch of a comprehensive brand story for Orlando. This brand resonates with and empowers our residents, visitors and business community.
- The campaign also influences Visit Orlando and Partnership target audiences, including leisure visitors, meeting planners, meeting attendees, travel professionals, C-suites, site selectors, business relocation stakeholders, local businesses, residents and prospective talent.
- Orlando is inspired by imagination, but it's more than just a dream. It's a place where your dreams are realized, where there are endless possibilities for you to create meaningful experiences, connections and moments that make a difference.
- Today we'll share some big initiatives as we launch a brand that will extend for years to come.

- This brand will enrich people’s perceptions of Orlando and help to strengthen and grown our companies, industries and economy.
- Let’s tap into our collective resources and enlist the help of the creative community to bring this to life and tell our brand story.
- You can be a part of furthering Orlando’s global brand.

Length:

30 minutes

Location:

Amway Center Room - Bank United Room

Date and time:

May 9 at 10:30 am

Agenda

- Opening
 - Sandy Hostetter, OEP Chair
 - Brian Comes, VO Chair
- Set up of the “why”
 - Mayor Demings
 - Mayor Dyer
- Unveiling of the new brand
 - Tim Giuliani, Orlando Economic Partnership CEO
 - Casandra Matej, Visit Orlando CEO
- Key Photo moment with all speakers

Attendees:

- Orlando Economic Partnership and Visit Orlando board officers and directors
- Public and private partners
- Elected officials from Orange County, City of Orlando, Seminole County and Osceola County.
- Community partners and nonprofits
- Media

Visuals:

- 20 – 30 sec video
- Feature Unbelievable Real elements that allow the creative to come to life. Example: Optimus Prime, Beep Vehicle, Simulators
- Display key initiatives like the Inspiring Office Spaces
- Swag as takeaway gift

Video & Photo (Goal is to edit on site after)

- Video Shooter – Mike (VO)
- Photographer - (OEP)

Media Assets:

- Media Alert (2 weeks in advance – April 25, one week reminder, day before reminder)
- Launch Press Release (Local version & national version without contest – May 9; Exclusive with Embargo for Associated Press)

Assets Given at Press Conference (Have live in Volt Portal and send via email on site)

- Select Broll Package
 - Sample Video (OEP & VO – video shown at employee event)
 - Sample Ad (VO – time with you ad)
 - Animated logo/lockup
 - Soundbites from Tim and Casandra (Filmed at Employee event); Artist soundbite
- Key imagery – sample ads/creative - to represent leisure, meetings, business; mural
- Press Release
- About: Artist
- Media Gift – Notebooks (OEP) and Luggage Tags (VO)

Assets Following the Event (For media that do not attend)

- Full Broll Package
 - Same as above – ad in:
 - Key soundbites from press event – Tim, Casandra, Mayors
 - Video footage of key photo moment
- Key imagery – sample ads/creative, mural
- Press Release
- About: Artist

Timeline:

February

- Secure date and venue, save the date to invite list, secure Audio/Visual company, design stage and room, schedule participants and special guests, video shoots
- Hold meetings with Mayors

March

- Finalize scripts and video, design collateral, draft press media advisory and press release, factsheet, Q&A on “hot topic” questions from media

April

- Pitch AP
- Begin media outreach targeting local, regional and state media and top-tier media within driving distance to Orlando
- Invitations to local stakeholders

May

- Conduct interview with AP
- Resend media alert/get final RSVP
- Share press release, key photo and broll package (following press conference)

Associated Press Pitch:

You previously shared that you'd be interested in setting up time with Visit Orlando's new President and CEO Casandra Matej when visitation numbers are available. We will have that soon, plus some additional news! We'd like to offer you an exclusive, giving you an interview ahead of a press conference we have planned for May 9, if you are ok with embargoing the news.

Visit Orlando, the Official Tourism Association for Orlando, and Orlando Economic Partnership, the economic and community development organization for the region, have partnered on the development (and launch on May 9) of one comprehensive and consistent brand to promote Orlando. The new brand platform was developed to speak to all audiences – leisure visitors, meeting planners, meeting attendees, travel professionals, site selectors, business relocation stakeholders and talent.

With the evolution of the Orlando region, shifts in travel and how people work, and changes brought on by the pandemic and the volatile global economy, we believe now is the perfect time to bring together our collective resources to tell a holistic story.

Could we set up some time on the morning of May 6 with both Casandra and Tim Giuliani, president and CEO of Orlando Economic Partnership for them to share more?

Casandra can provide perspective and figures on our destination's travel industry performance in 2021 and they can walk you through these big plans on the new brand, including what they see ahead for both our destination and our region, because of this unique collaboration.

Let me know what you think. Thank you!

Visit Orlando and Orlando Economic Partnership to Unveil Orlando's New Global Brand

What: Visit Orlando, the official tourism association for Orlando, and Orlando Economic Partnership, the Orlando region's economic and community development organization, will unveil and launch a singular, comprehensive, and consistent brand to promote Orlando. The new brand platform is the product of a first-of-its-kind partnership between the two organizations

Who: Orange County Mayor Jerry L. Demings
City of Orlando Mayor Buddy Dyer
Visit Orlando President and CEO Casandra Matej
President and CEO of the Orlando Economic Partnership Tim Giuliani

When: Monday, May 9 at 10:30 a.m.

Where: Amway Center, Bank United Vault Room
400 W Church St Suite 200, Orlando, FL 32801
Parking is available in bagged metered spaces along Church St. and in the Amway Center Blue Lot

Interview/Photo Opportunities:

- Photo opportunity with elected officials and regional business and tourism leaders unveiling new global brand
- Audio/video opportunity of announcement presentation and brand reveal
- Interview opportunities with leadership from Orange County, City of Orlando, Visit Orlando and the Orlando Economic Partnership

RSVP: Contact Justin Braun (justin.braun@orlando.org) or Denise Spiegel (denise.spiegel@visitorlando.com) to confirm attendance by Thursday, May 5.

About Visit Orlando

Visit Orlando is The Official Tourism Association® for Orlando, the most visited destination in the United States. Visit Orlando connects consumers with every segment of Central Florida's travel community, whether for a vacation or meeting. Home to seven of the world's top theme parks — as well as refreshing water parks, outdoor thrill rides, activities to connect with nature, and a dynamic dining and entertainment scene — Orlando is a diverse, welcoming and inclusive community for travelers of all ages. Find more information at VisitOrlando.com.

About Orlando Economic Partnership

The Orlando Economic Partnership (the Partnership) is the Orlando region's economic and community development organization that is seizing the moment to advance Broad-based Prosperity® by growing the diversity of the economy and driving investment into the region. The Partnership catalyzes the collaborative ethos of the region to fuel regional leadership and improve the region's competitiveness. For more information, visit Orlando.org



FOR IMMEDIATE RELEASE

Media Contacts:

Orlando Economic Partnership:

Justin Braun, justin.braun@orlando.org

Visit Orlando:

Denise Spiegel, denise.spiegel@visitorlando.com

Visit Orlando and Orlando Economic Partnership Unveil Orlando's New Global Brand: 'Unbelievably Real' Orlando

The new "Unbelievably Real" brand platform will provide a consistent message, look and feel for marketing Orlando to leisure, meetings and business audiences

ORLANDO, Fla. (May 9, 2022) – Visit Orlando, The Official Tourism Association® for Orlando, and Orlando Economic Partnership, the economic and community development organization for the region, today announced the launch of one singular, comprehensive and consistent brand to promote the destination and region. The new "Unbelievably Real" brand platform is the product of a first-of-its-kind partnership between the two organizations and was developed to speak to all audiences — leisure visitors, meeting planners, meeting attendees, travel professionals, site selectors, business relocation stakeholders and talent.

"When we combine forces and invest in economic and community development and market Orlando as a destination for tourism and meetings, we can strengthen our brand identity and take the region to the next level," said Orange County Mayor Jerry L. Demings.

"Our ability to collaborate and join forces allows us to build a better economy, a better experience and a better community for all. Collaboration is built into the DNA of our great city and region," said City of Orlando Mayor Buddy Dyer. "Our audiences intersect and, in order to have more impact on a consistent basis, we have created a compelling message on the reasons to visit, move or start a business in the Orlando region."

"With the evolution of the Orlando region, shifts in travel and how people work, and changes brought on by the pandemic, we believe now is the perfect time to bring together our collective resources," said Casandra Matej, president and CEO of Visit Orlando. "Unbelievably Real combines what is both fantastical and authentic about our unique destination to tell a holistic story."

"While we may be talking to different audiences such as vacationers, meeting planners and attendees, CEOs considering moving their businesses or employees considering a move to work for one of our companies, research has supported that this new brand can create a connection with all of these groups," said Tim Giuliani, Orlando Economic Partnership president and CEO.

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Based on research and tested with a variety of audiences, the Unbelievably Real global brand's goal is to highlight the region in a new way that tells a complete Orlando story. A Florida-based team from the marketing agency Razorfish served as the lead creative talent to develop the comprehensive brand.

Starting today, tourism-focused advertising showcasing everything from Orlando's theme parks and attractions to outdoor adventures and world-class dining will run in TV commercials and across digital and social channels to promote summer and fall travel to Orlando. The campaign will also be augmented with outdoor boards in key markets such as New York, Boston and Chicago and promotional programs with NBC, Univision, iHeart and Urban1.

International audiences will follow with the rollout starting at U.S. Travel Association's IPW conference June 4-8 in Orlando. This fall, a campaign targeting meetings planners and attendees will launch at the IMEX meetings industry show.

Future business and talent recruitment efforts will be featured on InvestOrlando.org, with new storylines and content focused on targeted industries in Orlando through the lens of Unbelievably Real. It will also drive business development meetings held in target markets like San Francisco, Chicago and New York with company executives, entrepreneurs and site selectors. New Unbelievably Real Orlando creative will be installed later this year in high-traffic venues like Orlando International Airport, Orlando Sanford International Airport and the Orange County Convention Center.

The Partnership and Visit Orlando also plan to take the united message of Unbelievably Real to New York City, reinforcing Orlando's new movement to national media.

One of the first examples of the campaign is a mural designed by Orlando-based artist Clark Orr. Under the Unbelievably Real theme, the new mural brings to life how all aspects of the region shine, from tourism highlights like nightly fireworks and adventures on our waterways to innovative technologies such as simulation and rocket launches. The mural is on display on a painted wall in Brooklyn through July and will appear in Orlando in the coming months.

Planned as a multiyear initiative, the two organizations also launched O.U.R. Culture Project (Orlando Unbelievably Real Culture Project), to engage with Orlando residents and cultivate new methods to showcase pride in the Orlando region. Future activities will include the creation of a new symbol for Orlando and the installation of a permanent Orlando sign to become an interactive and iconic backdrop.

The first initiative in the O.U.R. Culture Project is focused on gathering images from those who know Orlando best: its residents. Starting today, Visit Orlando and Orlando Economic Partnership have launched The Unbelievably Real Sweepstakes, where locals upload images on what they feel is Unbelievably Real about Orlando for a chance to win an Unbelievably Real staycation. Entries must be received by May 31, 2022, at OrlandoUnbelievablyReal.com.

-more-

About Visit Orlando

Visit Orlando is The Official Tourism Association® for Orlando, the most visited destination in the United States. Visit Orlando connects consumers with every segment of Central Florida's travel community, whether for a vacation or meeting. Home to seven of the world's top theme parks — as well as refreshing water parks, outdoor thrill rides, activities to connect with nature, and a dynamic dining and entertainment scene — Orlando is a diverse, welcoming and inclusive community for travelers of all ages. Find more information at [VisitOrlando.com](https://www.visitflorida.com).

About Orlando Economic Partnership

The Orlando Economic Partnership (the Partnership) is the Orlando region's economic and community development organization that is seizing the moment to advance Broad-based Prosperity® by growing the diversity of the economy and driving investment into the region. The Partnership catalyzes the collaborative ethos of the region to fuel regional leadership and improve the region's competitiveness. For more information, visit [Orlando.org](https://www.orlando.org).

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Orlando's New Global Brand - Press Event

Total Attended with Media and Guests = 81

Account Name	Attendee Full Name
	Mayor Dyer
	Scott Bowman
	Paul Queen
Baker Barrios Architects, Inc.	Tim Baker
Central Florida Hotel & Lodging Association	Robert Agrusa
City of Orlando	Sherry Gutch
City of Orlando	Thomas Chatmon
City of Orlando	Megan Shaver
City of Orlando	Commissioner Tony Ortiz
City of Orlando	Officer Sanchez
City of Orlando	Commissioner Jim Gray
City of Orlando	Brooke Bonnett
City of Orlando	Samantha Holsten
City of Orlando	Chris McCullion
City of Orlando	Kevin Edmonds
City of Orlando	Heather Fagan
CITY OF ORLANDO, DDB/CRA	Kelly Allen
Come Out With Pride	Tatiana Quiroga
Engfer & Associates	Don Engfer
Engineering and Computer Simulations	Waymon Armstrong
Florida Blue	Tony Jenkins
GO Sports!	Jason Siegel
Greater Orlando Aviation Authority	Carolyn Fennell
Greater Orlando Aviation Authority/Orlando MCO	Vicki Jaramillo
Greater Orlando Sports Commission	Jennifer Lastik
Intl. Drive Business Improvement District	Luann Brooks
Intl. Drive Business Improvement District	Norah White
Lake Nona Wave Hotel	James Tattersall
Lake Nona Wave Hotel	Suzie Yang
LIFT Orlando	Terry Prather
Limbitless Solutions	Albert Manero
Limbitless Solutions	Mrudula Peddinti
Loews Hotels at Universal Orlando	Barb Bowden
luminar	jason eichenholz
Memoir Agency/Creative City Project	Cole NeSmith
Ocean Insight	Martha Gomez
Orange County Convention Center	Mark Tester
Orange County Government	Jerry Demings
Orange County Government	Commissioner GomezCordero
Orange County Government	Commissioner GomezCordero Aide 1
Orange County Government	Commissioner GomezCordero Aide 2
Orange County Government	Mathaly Irizamy
Orange County Government	Eric Ushkowitz
Orlando Economic Partnership	Christine Aponte
Orlando Economic Partnership	Tim Giuliani
Orlando Economic Partnership	Laureen Martinez
Osceola County	David Rodriguez
Osceola County	Darren Gray
Osceola County	Christina Morris
Razorfish	Chanel Abislaiman
Razorfish	Ana Feliciano
Razorfish	Faye Iberris

Razorfish	James Allen
Sanford Airport Authority	Nicole Guillet
Sanford Airport Authority	Tom Nolan
Seminole County Government	Gui Cunha
Seminole County Office of Economic Development	Esteban Saldarriaga
Studio JEFRE	JEFRE Manuel
Tavistock	Brad Fennessy
Travel + Leisure	Michael Duncan
Vidi Global	Christian Arriola
Vidi Global	John Arriola
Vidi Global	Christina Nguyen
Visit Orlando	Danielle Hollander
VMD Ventures	Harold Mills
WEICHERT REALTORS®-Hallmark Properties	Anna Edwards
TOTAL ATTENDED = 55	

Media outlet	Name	Number of Attendees
WFTV-TV (Orlando, FL)	Desk	2
Florida National News	Assignment Desk	3
Orange TV	Mike Seif	5
iHeart Radio	Lisette Saint-Hillaire & Erin Hagood	2
Community Paper	Tommy Cardinal	1
Orlando Sentinel	Katie Rice	2
Orlando Magazine	Kristin Merrick	1
Tasty Chomps	Ricky Ly	1
Orlandonolimits	Silvia Cervi	2
Andreza Dica e Indica	Andresa Trivilin	2
Aprendiz de Viajante	Claudia Saieh	2
WKMG	Carolina Cordora & Meghan	2
Fox 35	Nestor Mato	1
		26

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

Media Outlet	Article	URL	Published	UVM	Sentiment
Miami Herald	Tourism and economic agencies join forces to market Orlando	https://www.miamiherald.com/news/article261257402.html	2022-05-13 15:16:31	3804254	Positive
The Statesville Record & Landmark	Tourism and economic agencies join forces to market Orlando	https://statesville.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_380e8c17-454b-5ae2-b408-3275ae991df3.html?mode=comments	2022-05-13 15:11:08	44759	
Daily Business Review	Tourism and Economic Agencies Join Forces to Market Orlando	https://www.law.com/dailybusinessreview/2022/05/11/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-11 11:24:49	63	Positive
Florida Politics	Sunburn - The morning read of what's hot in Florida politics - 5.11.22	https://floridapolitics.com/archives/523420-sunburn-the-morning-read-of-whats-hot-in-florida-politics-5-11-22/	2022-05-11 04:03:43	1144098	Neutral
Florida Times-Union	Tourism and economic agencies join forces to market Orlando	https://muckrack.com/link/oWZAeE/tourism-and-economic-agencies-join-forces-to-market-orlando	2022-05-10 08:00:00		Positive
Merced Sun-Star	Tourism and economic agencies join forces to market Orlando	https://www.mercedsunstar.com/news/article261257402.html	2022-05-10 04:49:28	109216	Positive
Fresno Bee	Tourism and economic agencies join forces to market Orlando	https://www.fresnobee.com/news/article261257402.html	2022-05-10 04:48:47	487812	Positive
Tacoma News Tribune	Tourism and economic agencies join forces to market Orlando	https://www.thenewstribune.com/news/business/article261257402.html	2022-05-10 04:30:33	581118	Positive
Arkansas Democrat Gazette	Orlando makes pitch as business destination	https://www.arkansasonline.com/news/2022/may/10/orlando-makes-pitch-as-business-destination/	2022-05-10 04:16:17	1006152	Neutral
News Azi	Tourism and economic agencies join forces to market Orlando	https://newsazi.com/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-10 04:13:14	30318	Positive
Edge Media Network	Tourism and Economic Agencies Join Forces to Market Orlando	https://www.edgemedianetwork.com/story.php?315456	2022-05-10 01:08:31	175813	Positive
Napa Valley Register	Tourism and economic agencies join forces to market Orlando	https://napavalleyregister.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_bd90cd74-3ccd-5462-8585-17d801469aa4.html	2022-05-10 00:55:10	162884	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

Northstar Meetings Group	Tourism and Economic Agencies Join Forces to Market Orlando	https://www.northstarmetingsgroup.com/News/Convention-and-Visitor-Bureaus/Marketing-Orlando-Florida-CVB	2022-05-10 00:00:00	55563	Positive
Yomiuri Shimbun	Tourism and economic agencies join forces to market Orlando	https://japannews.yomiuri.co.jp/news-services/ap/20220510-26870/	2022-05-09 23:19:00	21287447	Positive
Belleville News-Democrat	Tourism and economic agencies join forces to market Orlando	https://www.bnd.com/news/article261257402.html	2022-05-09 23:04:40	276787	Positive
SWVA Today	Tourism and economic agencies join forces to market Orlando	https://swvatoday.com/lifestyles/health-med-fit/article_208cd2f4-6c0a-5b1d-807d-329222796cbf.html	2022-05-09 22:55:42	33921	Positive
Fort Worth Star-Telegram	Tourism and economic agencies join forces to market Orlando	https://www.star-telegram.com/news/national-world/national/article261257402.html	2022-05-09 22:45:04	2100348	Positive
Tri-City Herald	Tourism and economic agencies join forces to market Orlando	https://www.tricityherald.com/news/business/health-care/article261257402.html	2022-05-09 22:44:02	166915	Positive
The Charlotte Observer	Tourism and economic agencies join forces to market Orlando	https://www.charlotteobserver.com/news/article261257402.html	2022-05-09 22:42:59	1462599	Positive
The Sacramento Bee	Tourism and economic agencies join forces to market Orlando	https://www.sacbee.com/news/article261257402.html	2022-05-09 22:38:29	1753395	Positive
Elko Daily Free Press	Tourism and economic agencies join forces to market Orlando	https://elkodaily.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_27f3c429-3a75-5e4e-bbad-3715551ba50e.html	2022-05-09 22:34:33	46033	Positive
Opelika-Auburn News	Tourism and economic agencies join forces to market Orlando	https://oanow.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_9e3c3ee0-c0c4-5aed-a51f-b030b37850bc.html	2022-05-09 22:16:59	131594	Positive
Madison.com	Tourism and economic agencies join forces to market Orlando	https://madison.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_0e2b5c21-75d7-5958-885e-c9c18df9e0ec.html	2022-05-09 22:14:24	892340	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

WiscNews	Tourism and economic agencies join forces to market Orlando	https://www.wiscnews.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_1529a59b-9cf6-5e21-a664-1bfd82f7ddda.html	2022-05-09 22:13:25	127480	Positive
The Island Packet	Tourism and economic agencies join forces to market Orlando	https://www.islandpacket.com/news/business/article261257402.html	2022-05-09 21:05:54	266192	Positive
Roanoke Times	Tourism and economic agencies join forces to market Orlando	https://roanoke.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_46fcea39-1f34-5a53-be63-2286ade55265.html	2022-05-09 20:28:35	358449	Positive
Arizona Daily Sun	Tourism and economic agencies join forces to market Orlando	https://azdailysun.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_21db0957-5b18-5a10-aaed-36e84b711369.html	2022-05-09 20:10:32	122210	Positive
The Post-Star	Tourism and economic agencies join forces to market Orlando	https://poststar.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_c84cfaaf-eb39-5c33-98d1-5af8d7bc6416.html	2022-05-09 19:20:02	189277	Positive
Auburn Citizen	Tourism and economic agencies join forces to market Orlando	https://auburnpub.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_bdccfc2e-93ba-5458-8eb4-0acb5864d5a1.html	2022-05-09 19:10:41	85043	Positive
Florence Morning News	Tourism and economic agencies join forces to market Orlando	https://snow.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_d74253f9-b26a-554d-90f0-57b7f1f4e0f4.html	2022-05-09 18:48:40	93875	Positive
Quad-City Times	Tourism and economic agencies join forces to market Orlando	https://qctimes.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_6aa59745-1898-5625-80d1-c0ab2649f560.html	2022-05-09 18:48:04	240919	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

Journal Gazette & Times-Courier	Tourism and economic agencies join forces to market Orlando	https://jg-tc.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_79dbe00e-012c-5ce6-a56d-96ba35ebadac.html	2022-05-09 18:48:04	61934	Positive
Independent Tribune	Tourism and economic agencies join forces to market Orlando	https://independenttribune.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_c39fc7f2-5b3e-5413-a76f-edf60199e85d.html	2022-05-09 18:02:36	64436	Positive
Grand Island Independent	Tourism and economic agencies join forces to market Orlando	https://theindependent.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_c335100e-b5be-5c46-8992-d3814b172cbb.html	2022-05-09 17:56:47	132871	Positive
Quick Telecast	Tourism and economic agencies join forces to market Orlando	https://quicktelecast.com/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 17:55:44	83864	Positive
Spot On Florida	Tourism and economic agencies join forces to market Orlando	https://spotonflorida.com/fl-politics/3765107/tourism-and-economic-agencies-join-forces.html	2022-05-09 17:42:50	57193	Positive
The Press of Atlantic City	Tourism and economic agencies join forces to market Orlando	https://pressofatlanticcity.com/tourism-and-economic-agencies-join-forces-to-market-orlando/article_83a81290-cfd2-11ec-b1b3-23b04849c352.html	2022-05-09 17:42:29	406467	Positive
The Bismarck Tribune	Tourism and economic agencies join forces to market Orlando	https://bismarcktribune.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_86a3fd5b-6549-591f-b820-6959ab0c223e.html	2022-05-09 17:32:37	200499	Positive
The Times and Democrat	Tourism and economic agencies join forces to market Orlando	https://thetandd.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_21b8b5a8-bea0-5c33-ad39-65af4751f758.html	2022-05-09 16:30:26	203311	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

Montana Standard	Tourism and economic agencies join forces to market Orlando	https://mtstandard.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_e5678771-3ef4-5766-815a-eb9bab06913d.html	2022-05-09 16:30:10	89947	Positive
Beatrice Daily Sun	Tourism and economic agencies join forces to market Orlando	https://beatricedailysun.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_6a9b3009-38a1-5025-8d29-b89f111bd5f6.html	2022-05-09 16:25:23	33199	Positive
Hispanic Business TV	Tourism and economic agencies join forces to market Orlando	https://hispanicbusinesstv.com/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 16:23:11	2316	Positive
Wichita Eagle	Tourism and economic agencies join forces to market Orlando	https://www.kansas.com/news/article261257402.html	2022-05-09 16:09:46	426148	Positive
North Platte Telegraph	Tourism and economic agencies join forces to market Orlando	https://nptelegraph.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_b7253020-3025-5a49-80b5-a36882cf08c7.html	2022-05-09 15:59:36	51068	Positive
Danville Register & Bee	Tourism and economic agencies join forces to market Orlando	https://godanriver.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_296a6477-8d0e-5a1e-80dc-d39ef82b7270.html	2022-05-09 15:37:56	45369	Positive
KEYT-TV (Santa Barbara, CA)	Tourism and economic agencies join forces to market Orlando	https://keyt.com/news/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 15:32:28	336412	Positive
KESQ-TV (Thousand Palms, CA)	Tourism and economic agencies join forces to market Orlando	https://kesq.com/news/ap-national-business/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 15:30:44	566929	Positive
The Derrick	Tourism and economic agencies join forces to market Orlando	https://www.thederrick.com/app/business/tourism-and-economic-agencies-join-forces-to-market-orlando/article_4156d208-a080-52be-a293-17475ff9daa2.html	2022-05-09 15:30:07	99748	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

Pittsburgh Tribune-Review	Tourism, economic agencies join forces to market Orlando	https://triblive.com/news/wire-stories/tourism-economic-agencies-join-forces-to-market-orlando/	2022-05-09 15:27:05	3442624	Positive
Morganton News Herald	Tourism and economic agencies join forces to market Orlando	https://morganton.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_33f0bd3a-5946-5b96-b330-16f9ffe0de45.html	2022-05-09 15:26:28	36151	Positive
Kentucky New Era	Tourism and economic agencies join forces to market Orlando	https://www.kentuckynewera.com/article_1229a3f3-3d0a-5bc5-a48d-9757078bec9b.html	2022-05-09 15:26:17	21102	Positive
Times-News (Idaho)	Tourism and economic agencies join forces to market Orlando	https://magicvalley.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_098080a6-ea28-5084-bd66-043f24ef70a0.html	2022-05-09 15:25:23	119944	Positive
Seattle Post-Intelligencer	Tourism and economic agencies join forces to market Orlando	https://www.seattlepi.com/news/article/Tourism-and-economic-agencies-join-forces-to-17159703.php	2022-05-09 15:25:06	714193	Positive
The Daily Progress	Tourism and economic agencies join forces to market Orlando	https://dailyprogress.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_685b9b09-9ce4-5d79-9352-34d48c11235f.html	2022-05-09 15:19:49	159961	Positive
Bradenton Herald	Tourism and economic agencies join forces to market Orlando	https://www.bradenton.com/news/business/article261257402.html	2022-05-09 15:17:55	146311	Positive
The Register-Herald	Tourism and economic agencies join forces to market Orlando	https://www.register-herald.com/region/tourism-and-economic-agencies-join-forces-to-market-orlando/article_660685ce-131f-5771-82f3-da016d85dfcf.html	2022-05-09 15:17:09	69782	Positive
Hickory Daily Record	Tourism and economic agencies join forces to market Orlando	https://hickoryrecord.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_15295d7b-5d00-5b15-a0a2-a57269773407.html	2022-05-09 15:17:03	165007	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

Casper Star-Tribune	Tourism and economic agencies join forces to market Orlando	https://trib.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_3bbb2273-d7b9-513b-b429-f21436851157.html	2022-05-09 15:15:00	235881	Positive
Daily Journal (Park Hills, MO)	Tourism and economic agencies join forces to market Orlando	https://dailyjournalonline.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_addc77e0-e396-5ed9-90d0-061852257339.html	2022-05-09 15:13:38	44940	Positive
Corvallis Gazette-Times	Tourism and economic agencies join forces to market Orlando	https://www.gazettetimes.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_c75b5623-fb0e-5a74-a952-81c980054029.html	2022-05-09 15:12:27	113301	Positive
Albany Democrat-Herald	Tourism and economic agencies join forces to market Orlando	https://democratherald.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_1d0e4e74-cc52-552e-8c33-6536dd0416c9.html	2022-05-09 15:11:38	97279	Positive
Herald & Review	Tourism and economic agencies join forces to market Orlando	https://herald-review.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_32e7926d-bdb2-5754-9958-e2b9875ebc48.html	2022-05-09 15:10:27	209883	Positive
KULR-TV (Billings, MT)	Tourism and economic agencies join forces to market Orlando	https://www.kulr8.com/news/money/tourism-and-economic-agencies-join-forces-to-market-orlando/article_fa2ee034-70e3-53c1-bd2c-d4eb63fc2555.html	2022-05-09 15:10:04	161239	Positive
Clay Center Dispatch	Tourism and economic agencies join forces to market Orlando	http://www.ccenterdispatch.com/news/national/article_2d4cb945-c99d-5b4d-9f3c-607b1b2a25ac.html	2022-05-09 15:01:48	10191	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

The Journal Times	Tourism and economic agencies join forces to market Orlando	https://journaltimes.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_960a28c3-7e87-56bc-a5a0-0ad037da3353.html	2022-05-09 14:59:49	251000	Positive
Market Beat	Tourism and economic agencies join forces to market Orlando	https://www.marketbeat.com/articles/tourism-and-economic-agencies-join-forces-to-market-orlando-2022-05-09/	2022-05-09 14:52:52	1773170	Positive
Florida Politics	Tourism and economic agencies join forces to market Orlando	https://floridapolitics.com/archives/523281-tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:48:19	633068	Positive
Mason City Globe Gazette	Tourism and economic agencies join forces to market Orlando	https://globegazette.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_844e33d1-004a-5204-9d0a-f7d043218236.html	2022-05-09 14:44:55	132645	Positive
Wahoo Newspaper	Tourism and economic agencies join forces to market Orlando	https://wahoo-ashland-waverly.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_2e732743-3e91-5dd5-acca-688f94d60fa5.html	2022-05-09 14:44:27	5571	Positive
Winston-Salem Journal	Tourism and economic agencies join forces to market Orlando	https://journalnow.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_f604f049-a47c-5127-a400-79feb15c423.html	2022-05-09 14:43:15	451767	Positive
KTVZ-TV (Bend, OR)	Tourism and economic agencies join forces to market Orlando	https://ktvz.com/news/ap-national-news/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:39:42	438711	Positive
KTVZ-TV (Bend, OR)	Tourism and economic agencies join forces to market Orlando	https://ktvz.com/news/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando-2/	2022-05-09 14:39:18	438711	Positive
Missoulian	Tourism and economic agencies join forces to market Orlando	https://missoulian.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_0975feaa-82b3-5f79-91ec-47862a1c7019.html	2022-05-09 14:31:41	302795	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

WXPI-TV (Idaho Falls, ID)	Tourism and economic agencies join forces to market Orlando	https://localnews8.com/news/ap-national-business/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:27:51	155154	Positive
St. Louis Post-Dispatch	Tourism and economic agencies join forces to market Orlando	https://www.stltoday.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_3cc597a3-c2d1-577f-9a0a-91c9e9f667db.html	2022-05-09 14:26:15	1554205	Positive
The Valdosta Daily Times	Tourism and economic agencies join forces to market Orlando	https://www.valdostadailytimes.com/news/business/tourism-and-economic-agencies-join-forces-to-market-orlando/article_48da8270-abc4-54c2-84c8-fbac4611d024.html	2022-05-09 14:24:59	129341	Positive
The Daily News (Longview, WA)	Tourism and economic agencies join forces to market Orlando	https://tdn.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_730ac28a-a431-5b4b-9e2a-94d92aae0088.html	2022-05-09 14:24:40	120744	Positive
La Crosse Tribune	Tourism and economic agencies join forces to market Orlando	https://lacrossetribune.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_183c2655-5195-5ff4-a4d7-90db3126f4b8.html	2022-05-09 14:22:26	333238	Positive
MyMcMurray	Tourism and economic agencies join forces to market Orlando	https://www.mymcmurray.com/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:22:18	22971	Positive
Columbus Ledger-Enquirer	Tourism and economic agencies join forces to market Orlando	https://www.ledger-enquirer.com/news/article261257402.html	2022-05-09 14:21:49	420594	Positive
The Herald Bulletin	Tourism and economic agencies join forces to market Orlando	https://www.heraldbulletin.com/news/nation_world/tourism-and-economic-agencies-join-forces-to-market-orlando/article_ed15355e-e993-5da6-85f4-f79247b96596.html	2022-05-09 14:21:05	146560	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

Billings Gazette	Tourism and economic agencies join forces to market Orlando	https://billingsgazette.com/lifestyles/health-med-fit/tourism-and-economic-agencies-join-forces-to-market-orlando/article_210d4192-9055-532e-bd88-41c17acf9a35.html	2022-05-09 14:19:10	336468	Positive
CityNews Toronto	Tourism and economic agencies join forces to market Orlando	https://toronto.citynews.ca/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:19:04	2681596	Positive
The Modesto Bee	Tourism and economic agencies join forces to market Orlando	https://www.modbee.com/news/article261257402.html	2022-05-09 14:18:48	263690	Positive
KMIZ-TV (Columbia, MO)	Tourism and economic agencies join forces to market Orlando	https://abc17news.com/news/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:18:25	347619	Positive
Yahoo News	Tourism and economic agencies join forces to market Orlando	https://news.yahoo.com/tourism-economic-agencies-join-forces-174803482.html	2022-05-09 14:17:01	65856118	Positive
U.S. News & World Report	Tourism and Economic Agencies Join Forces to Market Orlando	https://www.usnews.com/news/best-states/florida/articles/2022-05-09/tourism-and-economic-agencies-join-forces-to-market-orlando	2022-05-09 14:16:52	37765043	Positive
MyNorthwest.com	Tourism and economic agencies join forces to market Orlando	https://mynorthwest.com/3465124/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:16:46	739915	Positive
KRDO-TV (Colorado Springs, CO)	Tourism and economic agencies join forces to market Orlando	https://krdo.com/news/ap-national-business/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:15:13	530385	Positive
KVIA-TV (El Paso, TX)	Tourism and economic agencies join forces to market Orlando	https://kvia.com/news/business-technology/ap-national-business/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:13:37	576211	Positive
KION-TV (Salinas, CA)	Tourism and economic agencies join forces to market Orlando – KION546	https://kion546.com/news/ap-national-business/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando/	2022-05-09 14:10:42	210100	Positive
The Bellingham Herald	Tourism and economic agencies join forces to market Orlando	https://www.bellinghamherald.com/news/article261257402.html	2022-05-09 14:07:35	229742	Positive
The State	Tourism and economic agencies join forces to market Orlando	https://www.thestate.com/news/article261257402.html	2022-05-09 14:07:33	727862	Positive

Associated Press Story Coverage Report
"Tourism and economic agencies join forces to market Orlando"

ABC News	Tourism and economic agencies join forces to market Orlando	https://abcnews.go.com/Travel/wireStory/tourism-economic-agencies-join-forces-market-orlando-84597153	2022-05-09 14:03:42	24945742	Positive
Associated Press	Tourism and economic agencies join forces to market Orlando	https://apnews.com/f3a41ca375dce8e0a5db5e67201550ed	2022-05-09 13:48:26	24200584	Positive
SFGate	Tourism and economic agencies join forces to market Orlando	https://www.sfgate.com/news/article/Tourism-and-economic-agencies-join-forces-to-17159703.php	2022-05-09 13:48:04	16986212	Positive
The San Antonio Express-News	Tourism and economic agencies join forces to market Orlando	https://www.expressnews.com/news/article/Tourism-and-economic-agencies-join-forces-to-17159703.php	2022-05-09 13:48:04	1137839	Positive
Northern Virginia Daily	Tourism and economic agencies join forces to market Orlando	https://www.nvdaily.com/associated_press_national/tourism-and-economic-agencies-join-forces-to-market-orlando/article_91cb0808-c9a3-53aa-a3f7-64bc8e0c5d2d.html	2022-05-09 13:48:04	64335	Positive
Register Citizen	Tourism and economic agencies join forces to market Orlando	https://www.registercitizen.com/news/article/Tourism-and-economic-agencies-join-forces-to-17159703.php	2022-05-09 13:48:04	61392	Positive
Huron Daily Tribune	Tourism and economic agencies join forces to market Orlando	https://www.michiganstthumb.com/news/article/Tourism-and-economic-agencies-join-forces-to-17159703.php	2022-05-09 13:48:04	43428	Positive
Star Tribune	Tourism and economic agencies join forces to market Orlando	https://www.startribune.com/tourism-and-economic-agencies-join-forces-to-market-orlando/600171736/	2022-05-09 13:48:04	3198099	Positive
Bay News 9	Tourism and economic agencies join forces to market Orlando	https://www.baynews9.com/fl/tampa/ap-online/2022/05/09/tourism-and-economic-agencies-join-forces-to-market-orlando	2022-05-09 00:00:00	727847	Positive

**Visit Orlando Orlando Economic Partnership
"Unbelievably Real" Brand Launch Coverage Report
May 2022**

Region	ArticleDate	Publication Name	Headline	Times Story Ran	Circulation	Local Stories
Canada	5/9/2022	City News	Tourism and economic agencies join forces to market Orlando	1	2,748,987	
Canada	5/9/2022	Yahoo Canada	Tourism and economic agencies join forces to market Orlando	1	1,317,531	
Domestic (non-Florida)	5/9/2022	Associated Press	Tourism and economic agencies join forces to market Orlando	104	216,640,000	
Domestic (non-Florida)	5/9/2022	Florida National News	Visit Orlando and Orlando Economic Partnership Unveil Orlando's New Global Brand: 'Unbelievably Real'	1	290	1
Domestic (non-Florida)	5/9/2022	MSN	Tourism and economic agencies join forces to market Orlando	1	197,907,504	
Domestic (non-Florida)	5/9/2022	ABCNews.com	Tourism and economic agencies join forces to market Orlando	1	22,855,573	
Domestic (non-Florida)	5/9/2022	Yahoo!	New \$23M marketing campaign to highlight Orlando's economic strengths	1	454,399,071	
Domestic (non-Florida)	5/9/2022	Yahoo!	Orlando's reveal's new global brand: 'Unbelievably Real' Orlando	1	64,622,544	
Domestic (non-Florida)	5/9/2022	Spectrum New York	Visit Orlando launches 'Unbelievably Real' campaign	1	30,109	
Florida	5/9/2022	Spectrum News 13	New Branding for the City of Orlando	15	148,662	15
Florida	5/9/2022	WKMG	Tourism Branding Announcement	4	53,006	4
Florida	5/9/2022	WFTV	Tourism Brand Update	7	102,739	7
Florida	5/9/2022	Orlando Sentinel	Orlando is 'Unbelievably Real,' according to \$28.5 million marketing campaign	1	2,761,973	1
Florida	5/9/2022	Orlando Business Journal	Orlando Economic Partnership, Visit Orlando announce joint biz development, tourism campaign	1	6,228,411	1
Florida	5/9/2022	Spectrum News 13	New City of Orlando Branding Unveiled	16	159,056	16
Florida	5/9/2022	WKMG	New Orlando Branding	5	113,640	5
Florida	5/9/2022	Orlandonolimits	"UNBELIEVABLY REAL"	1	25,100	1
Florida	5/9/2022	AndrezadicaeIndica	"UNBELIEVABLY REAL"	1	59,000	
Florida	5/9/2022	Recriandomagia	"UNBELIEVABLY REAL"	1	24,000	
Florida	5/9/2022	Malucospelomundo	"UNBELIEVABLY REAL"	1	99,700	

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Domestic (non-Florida)	5/9/2022	Black Chronicle	Orlando's new marketing and tourism campaign news	1	543,533	
United Kingdom/Ireland	5/9/2022	The Independent	Tourism and economic agencies join forces to market Orlando	1	49,420,845	
Canada	5/10/2022	Travel Industry Today	ORLANDO WANTS YOUR BUSINESS: Tourism to help target corporate relocations	1	3,306	
Domestic (non-Florida)	5/10/2022	Travelpulse	Visit Orlando Combines With Economic Partner	1	604,839	
Domestic (non-Florida)	5/10/2022	Florida Trend	Tuesday's Afternoon Update: Orlando is 'Unbelievably Real,' according to \$28.5 million marketing cam	1	56,725	1
Florida	5/10/2022	Bungalower	Orlando's new slogan is "Unbelievably Real," says regional marketing groups	1	106,229	1
Florida	5/10/2022	WKMG ClickOrlando.com	'Combine forces:' Orlando leaders unveil new branding partnership to promote tourism, business	1	1,689,162	1
Florida	5/10/2022	fox35orlando.com	'Unbelievably Real Orlando': Orlando's new marketing and tourism campaign	1	4,061,606	1
Florida	5/10/2022	WOFL Fox 35	New Campaign: Orlando is Unbelievably Real	3	21,185	1
Florida	5/10/2022	WOGX	New Campaign: Orlando is Unbelievably Real	2	2,362	
Florida	5/11/2022	90.7 WMFE-FM	Tourism Brand Update highlights Orlando's economic strengths	2	261,000	1
Domestic (non-Florida)	5/12/2022	MSN	Visit Orlando, partner launch \$28.5 million effort to brand the city as 'Unbelievably Real'	1	197,907,504	
Florida	5/14/2022	Bungalower	Orlando Economic Partnership declares region as the center of the "Metaverse"	1	106,229	1
Domestic (non-Florida)	5/16/2022	WOGX	Tourism conference happening now in Orlando	2	56,725	
Domestic (non-Florida)	5/16/2022	WOGX	Tourism conference	2	23,286	
Florida	5/16/2022	The Community Paper	Business recruitment and tourism marketing intersect with 'Unbelievably Real' campaign	1	1,355	1
Florida	5/16/2022	WOFL Fox 35	Visit Orlando's New Unbelievably Real Campaign	3	63,176	3

**Visit Orlando Orlando Economic Partnership
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Florida	5/16/2022	WOGX	Visit Orlando's New Unbelievably Real Campaign	3	6,108	
Florida	5/16/2022	WOFL (Orlando Matters)	Visit Orlando's New Global Brand	1	15,188	1
Florida	5/16/2022	WOFL	Tourism conference happening now in Orlando	2	21,641	2
Florida	5/16/2022	WOFL	Tourism conference	2	23,286	2
Florida	5/29/2022	Orlando Sentinel	Marketing slogans go way back in the City Beautiful	1	2,761,973	1
Florida	5/30/2022	Wesh.com	Visit Orlando launches campaign to beef up Orlando tourism	1	1,574,294	1
Total Stories				200	1,229,628,453	69
Domestic (non-Florida)	5/31/2022	PR Newswire	Five Unbelievably Real Experiences Only in Orlando	370	211,104,500	
Grand Total				570	1,440,732,953	

Tourism and economic agencies join forces to market Orlando

By MIKE SCHNEIDER May 9, 2022



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ORLANDO, Fla. (AP) — It's an idea that almost seems as compatible as Mickey and Minnie. Take the tens of millions of tourists who are thinking about visiting central Florida's theme parks each year and sell them on the virtues of moving their companies or businesses to the region. In the half-century that Orlando has been a tourism hub, it had not been done, until now.

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The quasi-public agencies that usually promote tourism and economic development separately in Orlando on Monday announced they are joining forces to market the region together under a single brand. With a tagline of "Unbelievably Real," the branding plan will be aimed at tourists, meeting planners, conventioners, business relocation specialists, site selectors, business owners and company CEOs. Around \$23 million will be spent on it this year.

The branding plan was announced as officials reported that 59.3 million tourists came to Orlando in 2021. That represents a 68% increase over 2020's pandemic-stricken numbers, but it is still less than 80% of 2019's pre-pandemic figures.

“Looking at 2021, we started seeing some really strong numbers,” said Casandra Matej, president and CEO of Visit Orlando.

The branding plan highlights Orlando’s economic strengths in digital game development and military simulation, combined with its tourist attractions, outdoor activities and its cultural, sports and food scenes. It will start Monday with television and digital ads in New York, Chicago and Boston, as well as a mural in Brooklyn, New York.

The goal is tell “the entire story of Orlando,” Matej said. “While we may have different target audiences, there’s a lot of connection between those audiences.”

With the growth of remote working during the pandemic, the timing of the joint branding seemed right, officials said.

“The same person making a corporate relocation decision is probably the same person bringing their family to Orlando and has probably attended a meeting here in the last couple of years,” said Tim Giuliani, president and CEO of Orlando Economic Partnership. “When people come to us about relocating to Orlando, it’s not their first time in Orlando. It’s a global brand.”

Walt Disney World is celebrating its 50th anniversary this year, and a long-awaited Guardians of the Galaxy ride at its Epcot park is opening later this month. But it’s just not rides that stand to lure more visitors.

Orlando International Airport is nearing completion on its largest expansion ever, adding 15 gates that can accommodate an additional 10 million to 12 million passengers annually. The private Brightline train service also is expanding within the next year to Orlando, offering a two-hour ride from South Florida to the Orlando airport.

The expanded capacity at Orlando International Airport represents another synergy between tourism and economic development. Driven by the tourism market, the expansion will bring more airlines and travel routes to Orlando, making the area more attractive to companies or businesses that want to relocate, Giuliani said.

“It creates tremendous connectivity,” Giuliani said. “As more companies have global interests, concerns, connectivity, that ease in and out allows Orlando to compete with any city.”

The tourism numbers released Monday by Visit Orlando reflect the ways visitors coming to Orlando were affected by pandemic restrictions. The 2021 increase over 2020 was driven by domestic visitors, with business and international tourists lagging in growth. While domestic visitations grew by 70%, it grew only by almost 54% for business and 25.7% for international travelers.

In an effort to control the coronavirus, the U.S. imposed border restrictions on non-essential travel from Canada and Mexico. Many of those restrictions were lifted last November, but international travelers are still required to be vaccinated and those traveling by air must show a negative coronavirus test.

Domestic leisure visits in 2021 were 85% of those in 2019, before the pandemic. The numbers in 2021 were two-thirds of those in 2019 for domestic business travel and less than a third for international visits.

After the U.S. dropped some pandemic restrictions last November, Orlando started seeing upticks in international visitors from its most popular, Matej said.

“As soon as the rules of engagement changed in November, we started seeing real interest from our core markets,” Matej said. “We’re expecting by 2023 for international to be 100% recovered.”

Follow Mike Schneider on Twitter at <https://twitter.com/MikeSchneiderAP>.

Orlando Sentinel

[Visit Orlando, partner launch \\$28.5 million effort to brand the city as ‘Unbelievably Real’](#) (May 9, 2022)

Visit Orlando, partner launch \$28.5 million effort to brand the city as ‘Unbelievably Real’

Orlando’s wealth of things to do and see make it an [“Unbelievably Real”](#) destination for tourists and businesses, according to a \$28.5 million marketing campaign launched Monday by Visit Orlando and the Orlando Economic Partnership.

The new slogan emerged after about a year of collaboration among the tourist association and economic growth groups to sell Orlando to wider audiences. Marketing agency Razorfish led its development.

“In a lot of our audiences, there’s a lot of similarities,” Visit Orlando President and CEO Casandra Matej said. “We have the responsibility of bringing in conventions and meetings, and a lot of those attendees are also people that the [partnership] talks to. So it seemed like it would be a really good effort for us to collaborate on.”

“Unbelievably Real” will help connect locals, visitors, businesses based in Orlando and businesses looking to come to Orlando, said CEO Tim Giuliani of the partnership. Its business initiatives will be promoted on [InvestOrlando.org](#).



Orlando tourism executives and elected officials applaud as new branding is revealed —flanked by a shower of sparks— during a press conference at Amway Center in downtown Orlando, Monday, May 9, 2022. From left, OEP Board Chair Sandy Hostetter; Orlando mayor Buddy Dyer; OEP CEO Tim Giuliani; Visit Orlando President/CEO Casandra Matej, Orange County mayor Jerry Demings, and Universal Orlando Loews Hotels managing director Barb Bowden. (Joe Burbank/Orlando Sentinel) (Joe Burbank/Orlando Sentinel)

Work on the project started in 2019, paused amid the pandemic and restarted late last year with a total production cost of around \$3.5 million, Matej said. The groups will invest nearly \$25 million in worldwide marketing and advertising through 2022.

Visit Orlando is largely funded by Orange County's tourism tax on hotels and other lodgings.

"Unbelievably Real" follows the Orlando Economic Partnership's earlier branding campaign, called "[Orlando. You don't know the half of it.](#)" to promote [Orlando's non-theme-park offerings](#) to businesses seeking to relocate or expand.

"When we combine forces and invest in economic and community development and market Orlando as a destination for tourism, business and meetings, we can strengthen our brand identity and take the region to the next level," Orange County Mayor Jerry Demings said during an event announcing the brand.

On Monday, Visit Orlando debuted the "Unbelievably Real" ad campaign with TV commercials, online ads and billboards with the slogan in target domestic markets, such as New York, Boston and Chicago.

International branding will start in early June at the [U.S. Travel Association's IPW conference](#) in Orlando and develop throughout the year, and a business-focused campaign will kick off at [IMEX America's meeting industry show](#) in Las Vegas in October, Matej said.

The "Unbelievably Real" brand also focuses on art and local creativity.

Part of its advertising features an in-progress mural in Brooklyn, New York, painted by Orlando artist Clark Orr that features local landmarks along with the slogan. It will be on display through July, and a similar mural is planned for Orlando, Matej said.

The brand's O.U.R. Culture Project, short for the "Orlando Unbelievably Real Culture Project," is a multi-year program that will seek out local ideas for a symbol to represent Orlando and install a sign with the city's name at a yet-announced location for photo opportunities.

Visit Orlando and Orlando Economic Partnership are also [holding a photo contest for locals](#) through May 31.

"Orlando has a lot of momentum," Giuliani said. "The tourism numbers are coming in really high, our convention center was open early and is exceeding expectations, and from a business side, we had one of our best years ever this past year. We're working 35% more projects than we were before the pandemic, so ... [we're] moving things forward in this window of opportunity that we have."

Travel & Tourism

Orlando Economic Partnership, Visit Orlando announce joint biz development, tourism campaign

By [Richard Bilbao](#) – Digital Producer/Senior Staff Writer, Orlando Business Journal

May 9, 2022

The Orlando Economic Partnership and Visit Orlando announced a new marketing campaign to build leisure, meetings and corporate business.

Dubbed the "Unbelievably Real" brand, the two organizations' new effort will promote the destination and region to help reach leisure visitors, meeting planners and attendees, travel professionals, site selectors, business relocation stakeholders and workforce talent, said a news release.

A Florida-based team from New York-based creative marketing firm RazorFish helped develop the campaign. The campaign will cost \$24.5 million, Visit Orlando sources told *Orlando Business Journal*.

Here's more on the campaign:

- It consists of TV commercials, digital/social promotion and outdoor board marketing in New York, Boston and Chicago with promotional programs with NBC, Univision, iHeartand Urban.
- Domestic marketing will start today and international marketing starting in summer alongside U.S. Travel Association's IPW conference from June 4-8. A campaign targeting meeting planners and attendees will launch at the IMEX industry show in October in Las Vegas.
- Business and talent recruitment will be featured on InvestOrlando.org.

“With the evolution of the Orlando region, shifts in travel and how people work, and changes brought on by the pandemic, we believe now is the perfect time to bring together our collective resources,” said [Casandra Matej](#), president and CEO of Visit Orlando, in a prepared statement.



Casandra Matej, president and CEO of Visit Orlando

"While we may be talking to different audiences such as vacationers, meeting planners and attendees, CEOs considering moving their businesses or employees considering a move to work for one of our companies, research has supported that this new brand can create a connection with all of these groups," added [Tim Giuliani](#), Orlando Economic Partnership president and CEO, in a prepared statement.



Orlando Economic Partnership CEO Tim Giuliani

ORLANDO ECONOMIC PARTNERSHIP

Central Florida's \$75.2 billion tourism industry includes hundreds of thousands of direct and indirect jobs.

'Unbelievably Real Orlando': Orlando's new marketing and tourism campaign

By Nestor Mato | Published May 9, 2022 | Tourism | FOX 35 Orlando

['Unbelievably Real Orlando': Orlando's new marketing and tourism campaign \(fox35orlando.com\)](https://www.fox35orlando.com)



Orlando's reveal's new global brand: 'Unbelievably Real' Orlando

Tourism officials have unveiled a new global brand to market Orlando and Central Florida to vacationers, businesses and more.

ORLANDO, Fla. - Visit Orlando and Orlando Economic Partnership unveiled a new global brand to market the area to vacationers, businesses and more – Orlando Unbelievably Real.

"It's a collaboration that were talking to all of our target audiences of why Central Florida is the region to visit, to bring your business, were going to do so together" said Casandra Matej, the president and CEO of Visit Orlando.

City Mayor Buddy Dyer and Orange County Mayor Jerry Demings were both at the Amway Center for the announcement Monday morning. They say one targeted message to bring people and companies will mean economic growth.

"This is how we maintain jobs, we create new jobs and in fact this is how we ensure broad based prosperity for everyone in our community so nobody gets left behind," said Mayor Demings



Starting now, nationwide tourism-focused advertising will showcase the new brand, promote Orlando's theme parks, and more. A new city logo and sign are also in the works.

Visit Orlando also launched a contest, called "The Unbelievably Real Sweepstakes," where residents can upload their own images of what they feel is "unbelievably real" about Orlando for a chance to win a staycation. The deadline to submit a photo is May 31, 2022

Local Stakeholders Share Orlando's New Brand "Unbelievably Real"

Examples of Social Media Posts:



Mayor Buddy Dyer @orla... · 5/9/22
 I had fun joining @OCFLMayor to help @ORLPartnership and @VisitOrlando launch the #UnbelievablyReal brand campaign for our region. Together, these organizations are working to showcase what makes Orlando unique for visitors, residents and businesses.



3 13



Orange County Mayor Jerry L. Demings Retweeted
Orange County FL @Ora... · 5/9/22
 Visit Orlando and Orlando Economic Partnership to Unveil Orlando's New Global Brand | May 9, 2022



Orange County FL @OrangeCoFL
 Visit Orlando and Orlando Economic...

3 5



Orange County Mayor J... · 5/14/22
 Our region's #economy and #tourism has come roaring back. This morning, @OrangeCoFL and @VisitOrlando welcomed travel and tourism professionals from @Skal_Intl to showcase why experiences in Orlando are #UnbelievablyReal!



5 2



Cole NeSmith · 1st
 Immersive experiences and epic events that make every place and moment ...
 4mo · Edited ·
 "Unbelievably Real" Orlando's new message to the world. What a beautiful display of our city's incredibly collaborative spirit. Visit Orlando, Orlando Economic Partnership, City of Orlando and Orange County Government come together in a unprecedented way to highlight just how special this place is. Big things happen when people and orgs come together with a unified voice.

#orlando #visitorlando #placebranding



Lisette Saint-Hilaire · 2nd
 Strategic Partnerships, Senior AE IHeartMedia, President's A...
 4mo · Edited · 🌐

Thank you Visit Orlando and Orlando Economic Partnership for your leadership in promoting collaboration & giving our Home a New Global Brand! Orlando is truly "Unbelievably Real" #collaboration #leadership ...see more

Racquel Asa @RacquelAsa · 5/9/22 ...

Everything about **Orlando** is **#UnbelievablyReal**. We are rich in fantasy and reality all while making the impossible ... possible.

♥️ this new approach to telling the story of the Greater **Orlando** area. Well done @VisitOrlando and @ORLPartnership!

📍 **Orlando Economic P...** · 5/9/22

Orlando is Unbelievably Real! Today, for the first time ever, @VisitOrlando and the Orlando Economic Partnership announce the launch of a comprehensive brand story for the Orlando region. #ThisIsOrlando #OrlandoUnbelievablyReal #UnbelievablyReal

"Never Never Give Up" @j... · 5/9/22 ...

Orlando is Unbelievably Real!
 #ThisIsOrlando
 #OrlandoUnbelievablyReal
 #UnbelievablyReal the @ORLPartnership and @VisitOrlando launched the new unified brand economic and tourism brand for our region! Great work @TimGiuliani @CasandraMatej @laureenMartinez @DSHollander

Tracy Kahaner · 2nd
 Information Source for the Themed Attractions Industry
 4mo · 🌐

Visit Orlando, in collaboration with **Orlando Economic Partnership** has launched a new multi-million dollar campaign to highlight all the "Unbelievably Real" things to do in Orlando.

Visit Orlando launches new 'Unbelievably Real' marketing campaign
 mynews13.com · 2 min read



andrezadicaeindica • Follow
Orlando, Florida



andrezadicaeindica Estivemos hoje, a convite do @visitorlando, no evento de lançamento da nova campanha de promoção da Cidade de Orlando, "Unbelievably Real", ou seja, Inacreditavelmente real. Trata-se de um projeto gigantesco de divulgação da cidade não só como um destino de férias, mas como um destino de trabalho, eventos e até de moradia também. Muitas ações se seguirão nos próximos meses e anos, numa parceria da prefeitura da cidade e do condado, dos órgãos de turismo e economia. Estamos empolgados com tudo que está por vir e claro que sempre estaremos aqui para mostrar tudo para vocês. ❤️



218 likes

MAY 9

Log in to like or comment.



orlandonolimits • Follow
Amway Center



orlandonolimits "UNBELIEVABLY REAL"

Realmente não tem uma frase que defina Orlando tão bem como "Inacreditavelmente Real".

E esse é o slogan da nova campanha publicitária que levará Orlando ainda mais longe.

A partir de hoje, uma forte publicidade focada no turismo, focará tudo, desde os parques temáticos e atrações de Orlando até aventuras fora dos parques e os restaurantes da região.

Essa campanha será veiculada em comerciais de TV e em canais digitais



Liked by rogeria_zanini and others

MAY 9

Log in to like or comment.