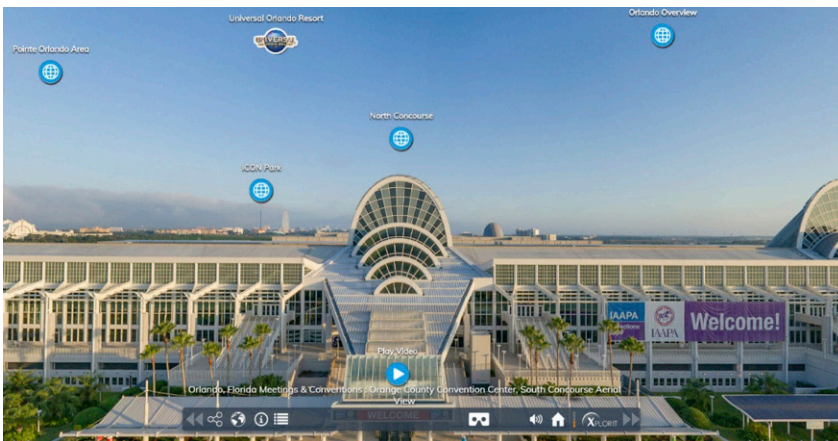
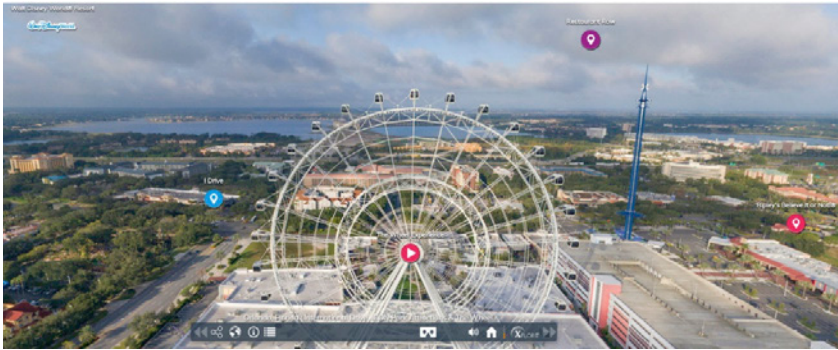


2020 360 ORLANDO VIRTUAL TOUR



LOOKING FOR MORE ENGAGEMENT WITH YOUR CUSTOMERS?

Visit Orlando's new 360 Orlando Virtual Tour can help! Visit Orlando has partnered with the leading provider of virtual travel experiences to offer members a patented 360 virtual destination experience which will be featured across our websites and marketing platforms.

WHY VIRTUAL TOURS FOR TRAVEL MARKETING?

Virtual tours allow consumers to explore first-person travel as if they were actually there — whether planning a vacation, looking to check out unique attractions or scouting the perfect location for a meeting or event. Virtual tours have also proven to drive higher conversion rates, deeper engagements and greater awareness.

MEMBER OPPORTUNITY

Visit Orlando's production team will visit your business to create 360 experiences of locations requested for your company's 360 Virtual Tour. The tours will then be featured on VisitOrlando.com, the Visit Orlando App, orlandomeeting.com, at tradeshow, in destination webinars, and at our one-on-one client meetings. Plus, a link to the virtual tour will be included on your company's Visit Orlando leisure and group websites and App search listings!

Bonus: You will receive an Orlando Virtual Tour logo and a link that goes directly to your tour for use on your company's website and for your team's marketing and sales efforts.

VisitOrlando.

6277 Sea Harbor Drive, Suite 400
Orlando, FL 32821-8043
407-363-5800 • VisitOrlando.com

QUESTIONS:

Contact your Member Development Consultant at advertising.coordinator@visitorlando.com with any questions regarding this advertising opportunity.

VISIT ORLANDO POLICY ON MEMBER ADVERTISING:

Please give consideration to the targeting and marketing strategy for each of the marketing communication vehicles in which you are advertising. All advertising is subject to review and approval by Visit Orlando for appropriate messaging and adherence to guidelines. Member advertising may not include a coupon (no dashed lines) or language that encourages the reader to remove the page from the publication (i.e., cut here, clip here, or tear here). Acceptable language: please present this ad to receive offer. • Advertisements carrying references to anything other than the member's primary business purpose will be subject to review and approval by the President. Cross-over advertising – messages that may conflict with the main focus of the publication – is not permitted. • Member advertising may not include language or photos that are foul, obscene or suggestive. Ads must be of a style that is wholesome, clean and non-offensive. • Ads may not include references to non-member companies. This extends to chain advertising in which multiple locations are listed in the copy. The advertisement must limit itself to naming only those locations that are Visit Orlando members. • Member advertisement should not include language that would encourage the reader to travel to or vacation in another destination (i.e., a tour operator promoting an Orlando/Key West vacation). Promotion of location that would be a day trip is acceptable. • Members are only allowed to use the Visit Orlando logo if it includes "Member of" with it. As a private corporation, Visit Orlando reserves the right to deny inclusion of any member advertisement at any time in any of its publications, and to change or cancel any programs at our discretion.

2020 360 ORLANDO VIRTUAL TOUR

PRICING

Different options are available depending on the number of locations you wish to feature in the tour. A location is the areas of your venue you'd like to shoot such as exterior, lobby, guest room or meeting room. Each location includes a 360 still photo and video transition to the end point. Please note that we can tailor the tour for different customer uses (e.g. a leisure or meeting group tour). Production, web development, hosting and T&E expenses covered by Visit Orlando.

- **Package #1 - 2 Locations**
- **Package #2 - 6 Locations**
- **Package #3 - 10 Locations**
- **Incremental Locations**
- **Additional 360 Video Experience** (For example, a lazy river or themed dining experience.)

TIMING

Two production time periods are available for 2020, one in spring and one in fall based on demand (dates to follow). Space closing to be included in the next production schedule as follows:

Spring - February 28, 2020

Fall - June 30, 2020

NOTE: Programs, publications, editorial, dates and rates are subject to change pending Visit Orlando marketing plans and strategies.



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REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@visitorlando.com

INVOICE/BILLING

advertising.coordinator@visitorlando.com

