

2020 LUXURY CO-OP

WHAT IS THIS? Reach a niche luxury audience to drive interest and consideration in Orlando that ultimately leads to increased visitation.

WHO DOES IT REACH? Women ages 25-54 with an average household income of \$200K+, kids in the home, affluent travelers. Target market areas: Chicago, Nashville, Boston, Washington, D.C., and Houston.

DIGITAL PACKAGE

Package includes Visit Orlando-created Connected TV, High Impact and Native Units. Two flights available: Spring and Fall. Your B-Roll video will be added to Visit Orlando's video to create a unified destination message with partners logos featured in the closing.

Both the Spring and Fall digital packages contain:

VisitOrlando
Plan your escape today at OrlandoLuxury.com



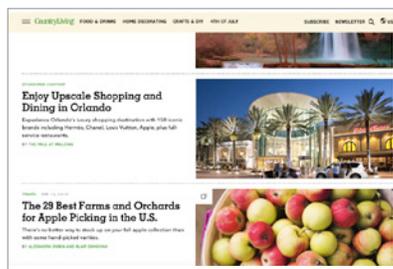
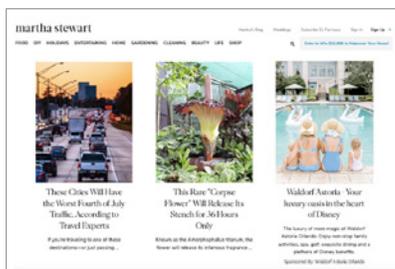
CONNECTED TV: Visit Orlando Created – :30 Video

Connected TV has data driven targeting capabilities. Videos run across device platforms reaching consumers wherever they are watching video. Estimated total impressions on maximum participants: 425,000 views per flight/partner.



HIGH IMPACT UNIT: Visit Orlando Created – Digital Display Banners

High viewability rates. Longer times spent with units = more brand engagement. Estimated total impressions on maximum participants: 845,000 views per flight/partner.



NATIVE UNIT: Visit Orlando Created – Ad Unit

A native unit resembles a website's editorial content. The unit efficiently drives site visitation and offers flexible, creative opportunities. Estimated total impressions on maximum participants: 2,600,000 views per flight/partner.

SPRING DIGITAL PACKAGE – MARCH/APRIL/MAY

Space Close: December 20, 2019
Materials Due: January 8, 2020

FALL DIGITAL PACKAGE – AUGUST/SEPTEMBER/OCTOBER

Space Close: May 11, 2020
Materials Due: June 1, 2020



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.

REPORTING/CAMPAIGN IMPLEMENTATION

advertising.coordinator@visitorlando.com

INVOICE/BILLING

advertising.coordinator@visitorlando.com

PRODUCTION CONTACT:

Liana Colón at 407-363-5887 with questions related to artwork guidelines and specs.

ART SUBMISSION:

Send creative to Liana.Colon@VisitOrlando.com



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BONOTEL EXCLUSIVE TRAVEL

ABOUT US PUBLICATIONS NEW ACCOUNT CONTACT HELPFUL LINKS TRAVEL ADVISORIES CONTACT SUPPORT LOGIN

VISIT ORLANDO, FL
DESTINATION OF THE MONTH

The Luxury of More Magic at Waldorf Astoria Orlando

Take Advantage of Our EXCLUSIVE Offers
Available for a Limited Time Only.

BONOTEL EXCLUSIVE TRAVEL

ABOUT US PUBLICATIONS NEW ACCOUNT CONTACT HELPFUL LINKS TRAVEL ADVISORIES CONTACT SUPPORT LOGIN

ORLANDO
DESTINATION OF THE MONTH

ORLANDO
DESTINATION OF THE MONTH

LOG IN TO UNLOCK SAVINGS

LOG IN TO UNLOCK SAVINGS

Email Address Password LOGIN

LUXURY CO-OP ADD-ON – BONOTEL EXCLUSIVE TRAVEL OPTION FOR HOTEL PARTNERS

Bonotel Exclusive Travel is a renowned luxury specialist, offering exclusive deluxe hotels and resorts, upscale boutique properties, and unique one of a kind experiences throughout the United States to tour operators worldwide.

WHAT IS THIS? Each month, Bonotel launches a Destination of the Month (DOTM) campaign, which is designated to highlight the best offers for hotels and activities in key destinations. Assets received from the Luxury Co-op will be used to create the collateral needed for the Bonotel travel program. Estimated impressions per partner: 38,000+.

Placements include exposure on the Bonotel/Orlando dedicated Destination landing page, Bonotel Login Homepage ad, email feature, and Bonotel social media integration.

WHO DOES IT REACH? Reach 2,600 tour operators worldwide in six continents over 63 countries.

ADVERTISING RATES

Two flights available: one within Luxury Spring Digital Package and one within the Luxury Fall Digital Package.

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

VisitOrlando

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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.