

DISCOVER

Why Orlando is THE #1 Meeting Destination in the Country

A fter evaluating more than 5,000 cities and ranking them based on meeting and event booking activity in the Cvent supplier network, Orlando came out as the No.1 meeting destination in the country.

And it's easy to see why.

Visit Orlando and its partners help set the standard for meeting professionals in putting together an unforgettable meeting or event. With Orlando's infrastructure in place to support the No. 1 family destination in the world—first-rate hotels, exceptional dining, spectacular venues—planners have unlimited options for creating one-of-kind events.

George Aguel has served as president & CEO of Visit Orlando since February 2013. Under his leadership, Orlando has seen record growth in capital improvement projects across the city and has topped 60 million visitors, the most of any destination in the United States. Tourism is Orlando's largest industry, providing an economic impact of more than \$60 billion and supporting one out of every three jobs in the city. Because of this, residents and employees alike know the value of tourism, and our unmatched hospitality is proof.

Accessible and Affordable

Orlando is the first choice for meeting professionals for so many reasons. It's easy to get to, the convention area is walkable and it's affordable.

"What makes Orlando unique for our group is its Triple-A rating: Affordability, Accessibility, and Availability. Our folks can afford to stay in world-class hotels for a wonderfully discounted price; Orlando is accessible with an international airport: we can get there and get home on affordable airfares; and Orlando has availability: Orlando has the rooms, the rates and the resources to attract meetings," says Kevin Brooks, PR & Conference Management for the Cleveland-based Church of God.

Orlando is accessible and affordable and, in fact, was named one of the most affordable cities by *Successful Meetings* magazine this year. Airfares are

among the lowest of the 50 largest U.S. airports and as a major gateway, the Orlando International Airport (MCO) serves more than 35 million passengers annually with nonstop service from more than 100 domestic and international cities. And, best of all, the airport is located only 11 miles from the Convention Center.

Meeting professionals also appreciate the convenience of the Orange County Convention Center to area hotels. In fact, four hotels connect to the Convention Center with covered walkway bridges providing access to more than 5,200 rooms, including Rosen Plaza Hotel, Rosen Centre Hotel, Hyatt Regency Orlando and Hilton Orlando. Within a one-mile radius of the Convention Center, you'll find 11 hotels with more than 7,000 sleeping rooms. When that radius is widened to just two miles, the options expand to 40 hotels and over 16,800 sleeping rooms. Orlando's convention district offers a wide range of high-quality guest rooms across a wide spectrum of price points.

Orlando named one of the most affordable cities for meetings by *Successful Meetings* magazine.

Capital Improvements

With so many new developments in the works or recently completed, there's always something new to discover. It's never the same destination twice. For example, the \$400 million Dr. Phillips Center for the Performing Arts opened downtown, and the one-year-old Four Seasons Resort Orlando at Walt Disney World® Resort celebrated earning the coveted AAA Five Diamond award as the first in central Florida. Plus, Orlando opened its fifth retail, dining and entertainment complex, I-Drive 360, anchored by the largest observation wheel in the eastern United States. In addition, the Orange County Convention Center is wrapping up its capital improvement project with the opening of a beautiful new ballroom and outdoor terrace area, all available for spectacular events.



ENDLESS array of

meeting space and accommodations for any size group. Check out the numbers.

Because Orlando has one of the largest convention centers in the country, there's a misconception that there are only mega meetings and conventions happening here. However Orlando is a top pick on CVENT due to its large variety of meeting hotels supporting groups of all sizes.

Universal Orlando® Resorts and near popular attractions such as The Mall at Millenia, Orlando Premium Outlets®, SeaWorld® Orlando and Walt Disney Warld® Resorts. The hotel hogests



Many area hotels have meeting and event spaces to accommodate small groups to larger events of 400–2,000 in a single hotel. In fact, in addition to the convention center, Orlando has 141 meeting hotels, one of the most of any city in the United States, offering a combined 4.5 million square feet of meeting space. And what makes Orlando so great for meetings is the wide variety of diverse accommodations—from affordable and mid-scale brands to large convention hotels, as well as uniquely themed hotel experiences and leading luxury brands.



Clockwise from top left: Hyatt Regency Orlando, Rosen Shingle Creek Resort, Walt Disney World Swan and Dolphin

Noteworthy Hotels

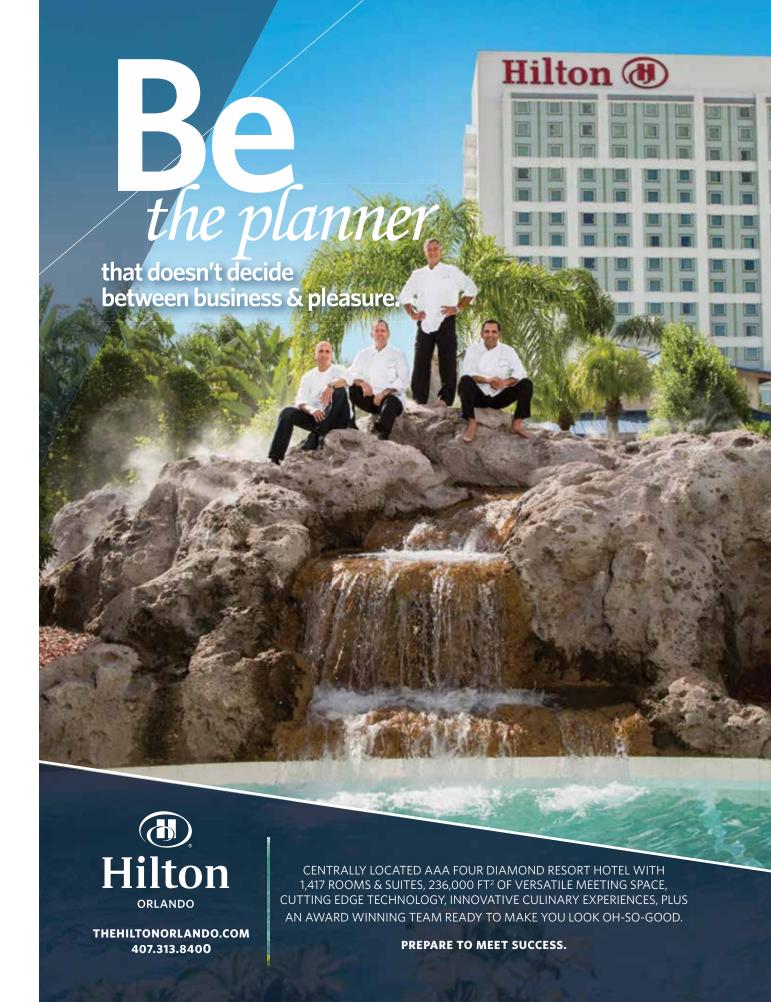
The Caribe Royale All-Suite Hotel & Conference Center, located just 1.5 miles from the Walt Disney World® area, is central Florida's largest all-suite convention hotel, with 1,218 one-bedroom suites, 120 two-bedroom villas, 150,000 square feet of flexible meeting space, and a host of dining options, including an award-winning AAA Four Diamond restaurant. The hotel just completed a \$3.5 million renovation.

DoubleTree by Hilton Orlando at SeaWorld is in the midst of a significant expansion and when completed, the hotel will have 100,000 sq. ft. of indoor and outdoor meeting and event space. The largest addition will be the 20,000-sq.-ft. ballroom and the new outdoor event space in its beautiful tropical setting.

Experience warm hospitality at DoubleTree by Hilton at the Entrance to Universal Orlando. As a Universal Studios Orlando hotels partner, the hotel is located at the entrance to Universal Orlando® Resorts and near popular attractions such as The Mall at Millenia, Orlando Premium Outlets®, SeaWorld® Orlando and Walt Disney World® Resorts. The hotel boasts 60,000 sq. ft. of flexible meeting space.

Embassy Suites by Hilton Orlando Lake Buena Vista Resort finished a \$13 million redevelopment last year transforming the resort with an upscale contemporary feel. The property features 10,000 square feet of meeting and event space.

Hilton Orlando will be unveiling 8,909 square feet of new meeting space to be completed in 2016. The ballroom expansion will introduce a total of eight new meeting rooms adjacent to the existing 14,900-sq.-ft.





Florida Ballroom. The new Key Largo and Key West meeting rooms will be accompanied by new pre-function space, a check-in registration desk, and a registration office (totaling 11,000 square feet of expanded space). Steps away is the 50,000-sq.-ft. outdoor Promenade, ideal for events and meetings large and small.

Hilton Orlando Bonnet Creek is nestled in the 482-acre Bonnet Creek Nature Preserve and offers 12 unique restaurant and lounge experiences and 132,000 sq. ft. of event space. Venues include exclusive Signature Island and the new Bonnet Creek Pavilion with 10,000 sq. ft. of covered space and views of the hotel's waterway and golf course.

The Hyott Regency Grand Cypress is situated on 1,500 lush acres and has completed its extensive transformation with a modern restyling of all 750 guestrooms and suites. The new rooms boast sleek furnishings, hightech amenities and spectacular views of the resort's private 21-acre lake and nature preserve, and nightly fireworks from nearby theme parks.

The Hyatt Regency Orlando features 315,000-sq.-ft. of meeting and event space, including five pillar-free ballrooms and 105 breakout rooms. There are four restaurants on property, a fitness center, a full-service spa and three sparkling pools. The hotel

is located directly across from and connected to the Convention Center.

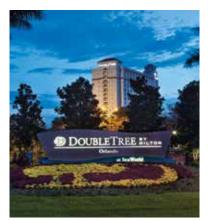
Rosen Hotels & Resorts has created a kosher catering service at Rosen Plaza Hotel, one of three award-winning Rosen convention hotels and one of seven total Rosen properties in Orlando. Also at Rosen Plaza, the 5,000-sq.-ft. Club 39 at The Plaza has opened and can accommodate 500 people indoors, or 1,500 guests when the event is extended to the patio and pool deck, called '39 Poolside Bar & Grill. Rooms at Rosen Plaza have all been updated. Rosen Shingle Creek has updated its guestrooms, the Headwaters Lounge, the lobby and Café Osceola.

The Walt Disney World Swan and Dolphin Resort's \$125 million, multiphased upgrade is scheduled to be completed by 2017. The renovations will transform every guest room in the 758-room Swan Hotel and in the 1,509-room Dolphin Hotel from top to bottom to exceed guest expectations for years to come.

Wyndham Grand Orlando Resort Bonnet Creek commenced a major expansion project set to increase the resort's available meeting space by 7,000 square feet. The project is designed to enhance the resort's current meeting space offerings with larger, more flexible spaces that will be adjacent to the resort building. The new

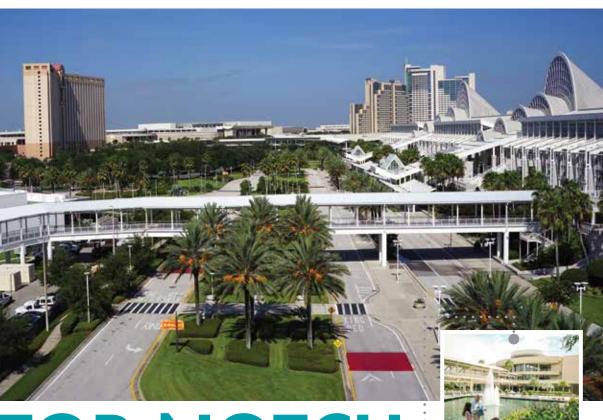
spaces, along with the original 25,000 square feet, will allow meeting planners to customize space for events of up to 360 people.

Wyndham Orlando Resort International Drive has more than 60,000 square feet of newly renovated, customizable, flexible meeting space and 34 multifunctional meeting rooms, including two grand ballrooms. From the 18,480-sq.-ft. Palms Ballroom, which has 25-foot-high ceilings and which comfortably seats up to 1,500 people for a sit-down banquet, to the 520-sq.-ft. Azalea Room, which will accommodate 16 people in a conference setting, this Orlando resort is perfect for a vast array of events.



From top: Hilton Orlando, DoubleTree by Hilton Orlando at SeaWorld





TOP-NOTCH

Orlando is not only a top tradeshow destination but also the most connected city with a walkable and vibrant convention district.

The Orange County Convention Center is one of the top convention centers in the country; it's also the second-largest.

With more than 2.1 million square feet of exhibition space and 480,000 square feet of flexible function space, meeting professionals appreciate the Center for its flexibility and functionality. The complex is comprised of two separate buildings connected by a 1,500-foot, open-air bridge with moving sidewalks above International Drive. Recent additions to the Center include new furniture groupings and an upgraded wireless system to increase connectivity; the opening of the Sunburst Room & Terrace, a 'signature room' providing both indoor and outdoor meeting space; and the Tangerine Ballroom, a 48,961-sq.-ft.

room featuring state-of-the art LED lighting and technology. The Tangerine Ballroom can be used for exhibits, general sessions and formal functions. In addition, the newest I-Drive pedestrian bridge began construction to connect the Convention Center to the Hyatt Regency Orlando hotel allowing meeting goers to safely cross over International Drive. Its completion date is set for early 2017.

"Orlando is great for our groups because we use several hotels that are walkable to the Convention Center," says Karen Gebhart, VP Business Development, Helicopter Association International, based in Alexandria, VA. Gebhart also likes the fact that the Convention Center is large enough to accommodate their precious cargo—and has a helipad to facilitate their landing.

SPACE, SPACE & MORE SPACE

- 2.1 million square feet of total exhibition space
- Two 92,000-sq.-ft. general assembly areas
- 74 meeting rooms with 235 breakouts
- Three full-service restaurants and eight food courts
- On-site parking for 6,227
- Three covered loading docks and 173 truck bays
- Free Wi-Fi in public areas and food courts
- Tangerine Ballroom— 48,961 square feet

Check it Out!
OrlandoMeeting.com
Get the information you need from the experts in the field.







Experience the New Orange! Since opening our doors, we have exceeded expectations at The Center of Hospitality. From the notable guest experience, to satisfying event planners and producing economic impact, we are a world-class, top-rated facility. Now more than ever, we understand the need for unique, versatile meeting spaces for our clients and guests. Our strategic vision has paved the way for new meeting rooms, a beautiful new ballroom and an outdoor terrace in the West Concourse, which are all open and ready for booking.



We also offer assistance and services through our partnerships with the following providers:

Centerplate - Catering and Specialty Services **Smart City** - Internet, Telecommunications and Digital Advertising

FedEx Office - Business Centers and Mobility Solutions

LMG - Audio-Visual Services

Bags - Remote Skycap, Valet, Bag and Coat Check **SeaWorld® Orlando** - Onsite Gold Key Partner

SeaWorld® Orlando - Onsite Gold Key Partner

Universal Orlando® Resort - Onsite Gold Key Partner

Discover what the Orange County Convention Center can do for you.

Call our Sales Department at **1-800-345-9845** or e-mail sales@occc.net







AFTER-HOURS Experience

Tithin a four-mile radius of the Orange County Convention Center, there are multiple retail, dining and entertainment complexes with over 150 restaurants, bars and live-music venues offering a wide array of exciting after-hours entertainment.

One of the most popular and within walking distance of the Convention Center is Pointe Orlando, which offers 18 restaurants, including five live-music venues such as the new Lafayette Music Room and Itta Bena speakeasy, along with BB Kings Blues Club, Cuba Libre Restaurant & Rum Bar and the trendy new Blue Martini nightclub.

Another half mile down the road on International Drive (I-Drive) is Orlando's newest retail, dining and entertainment complex, I-Drive 360, offering cutting-edge restaurant options, live music and attractions. Meeting attendees will enjoy networking or entertaining clients or guests on the 400-foot The Orlando Eye, taking selfies with their favorite celebrity at Madame Tussauds Orlando wax attraction, or being surrounded by sharks at SEA LIFE Orlando Aquarium.

Across the way, Mango's Tropical Cafe is the newest addition to I-Drive. With nightly entertainment, it will be a spectacular venue for groups.

Another popular dining area is "Restaurant Row," located on Sand Lake Road (just 8 minutes from the Convention Center), with more than 15 up-

scale restaurants, including the rustic new SLATE, Eddie V's Prime Seafood, Big Fin Seafood Kitchen, Dragonfly Robata Grill & Sushi, Roy's Restaurant and Seasons 52. In addition, guests may revel in the local nightlife experiences at places such as The Whiskey, Rocco's Tacos and Tequila Bar.



Universal CityWalk® is full of terrific restaurants, dining and exciting entertainment, including eight new venues recently added plus the first NBC Sports Grill & Brew. Groups can relax over dinner, mingle over cocktails, see an electrifying concert or dance the night

away. Nightclubs and other after-hour hot spots include CityWalk's Rising Star karaoke club, Hard Rock Cafe & Live Orlando and The Blue Man Group.

Highly anticipated additions are starting to open at *Disney Springs*TM, formally *Downtown Disney*® Area, currently undergoing a multi-million dollar expansion and re-theming. By late 2016, the *Disney Springs* complex will double the number of shops and restaurants, including several new waterfront dining options that are sure to impress groups.

While Orlando boasts some wellknown celebrity chefs such as Wolfgang Puck, Todd English and Emeril Lagasse and now Chef Morimoto, Orlando has also been named by Wine Enthusiast one of the year's 10 Best Wine Travel Destinations, and the New York Times designated Orlando one of the 52 places to go in the world in 2015, citing a dynamic food scene. In addition to these accolades, Orlando's homegrown chefs are making a splash. For the third consecutive year, Orlando captured the most nominations of any Florida city for the prestigious James Beard Foundation's 2015 Restaurant and Chef Award Semifinalists.

Clockwise from top left: Tommy Bahama's at Pointe Orlando, Walt Disney World Swan & Dolphin Resort, Universal CityWalk—photo by Matt Marriott







MAGINE planning one-of-a-kind events within

unforgettable venues and stunning backdrops.

or an unforgettable event that doubles as a once-ina-lifetime opportunity for your attendees, there is no better place than Orlando's world-renowned theme parks and other unique venues. Many of the hotels, too, have incredible settings that offer unique experiences that can't be found anywhere else.

When the Helicopter Association International had their Heli-Expo trade show at the Orange County Convention Center, many exhibitors held customer appreciation events all over Orlando. One exhibitor took over the Production Central area of Universal Studios Florida®, where about 1,000 guests were treated to food, drink and entertainment. One helicopter manufacturer made a splash by landing their newest helicopter backstage at Disney's Hollywood Studios®; the helicopter was then towed into the event space inside the park for display during the private event. And the Helicopter Association's opening night reception was held on the 50,000-ft. outdoor Promenade at the Hilton Orlando. complete with food trucks for some unique cuisine.

One of the private events during Microsoft's Worldwide Partner Con-

: ference was held at **Epcot**®. The 3,000 guests enjoyed a private dining experience at Epcot World Showcase, and then had access to the park after it closed. "We had an incredible party at Epcot at Walt Disney World® Resort. Our partners loved it. They had a full run of the park for a few hours, the rides were amazing, and there was food and beverage everywhere. It's the epitome of innovation and experience for us. Our partners had a fantastic time," says Ahinsa Mansukhani, U.S. Lead at Microsoft.





SeaWorld® Orlando is a great place for a private event, too. Small groups can host a private reception in the wild arctic and enjoy the beauty of beluga whales swimming by, and the park's dedicated banquet facility, Ports of Call, another ideal venue, which can accommodate groups of 100-750 for catered functions and meetings. Or, if looking for a tropical beach experience with a dolphin encounter, check out Discovery Cove®. Additionally, SeaWorld provides excellent teambuilding opportunities. Passport to Adventure is a two-hour program designed to maximize the need for cooperation, collaboration and strategy, while having a good time.

Other prime event spots include a private block party at Universal CityWalk®. Events here can include unique food stations, bars and imaginative settings able to accommodate groups of all sizes. New themed lands and venues coming soon include SeaWorld's MAKO Shark realm, Universal's King Kong and Disney's new AVATAR theme park inside Disnev's Animal Kingdom® Theme Park and the Star Wars expansion at Disney's Hollywood Studios®.

Clockwise from top left: Universal Orlando®, Disney's Hollywood Studios®, SeaWorld® Orlando, Discovery Cove®



MULTI-MILLION DOLLAR 2016 RENOVATION FEATURING 40,000 SQ. FT. OF NEW EVENT SPACE







Great things are in store at DoubleTree by Hilton Orlando at SeaWorld in 2016! A multi-million dollar renovation featuring an all-new 20,000 square foot ballroom, new pool decks, and 100,000 square feet of indoor/outdoor meeting and event space will transform the hotel into the premier destination for business meetings, social events and conventions.

The DoubleTree by Hilton Orlando at SeaWorld is already one of Florida's premier meeting locations with over 1,000 guest rooms and new technology enhancements providing full live-streaming, broadcasting capabilities. And in 2016, things are only going to get better.

Double Tree by Hilton. Where the little things mean everything.™



ORLANDO AT SEAWORLD®

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HOSPITALITY and exceptional

service is what has set Orlando apart from other meeting destinations.



Let our knowledgeable VISIT ORLANDO TEAM help you find the perfect new hotel or venue for your next meeting in Orlando. Submit your online RFP at OrlandoMeeting.com and put our destination experts to work for you today.

avvy planners know the value of tapping into our destination experts to help them find the perfect locale to ensure an unforgettable meeting or event.

With so many new venues to choose from, our experienced Destination Services team is an invaluable resource. And, Visit Orlando's knowledgeable Convention Sales team works in tandem with meeting professionals to understand the experience they are trying to achieve, in order to find the venue that best fits each group's needs.

With one out of every three jobs supported by the hospitality industry, Orlando's vast workforce knows how to treat its guests. "Orlando has more than southern hospitality and a magical atmosphere ... they have great people. The level of service your group receives in Orlando is second to none in America. Yes, it's southern: great weather and sunshine," says Kevin Brooks, PR & Conference Management for Church of God.

Visit Orlando's Destination Services team knows meetings. All service managers are currently Certified Meeting Professionals or pursuing this designation, who understand the complexity of event planning and know the city inside-out. Visit Orlando offers exceptional service before and during the meeting and can help find the perfect venue for an event or source restaurants for a dine-a-round. As destination experts, they come alongside the meeting planners and become an extension of their team, coordinating site visits across the city and providing exhibitor assistance to ensure a successful experience for all. For organizations that want to plan a CSR event, or need help with on-site registration and convention staffing, Visit Orlando can help with that too. In fact, the service level of Visit Orlando's convention registration staffing assistance is often recognized as "excellent" by meeting professionals.

SERVICES

Our team of destination experts is here to assist you to find the perfect event venue. Contact us at 407-541-4215 or meeting. services@visitorlando.com.





Universal Orlando® Resort turns meeting planners into wonder-working, awe-inspiring heroes. Where else can you find an entertainment icon and a hospitality legend working hand in hand with you to create a stunning, memorable event? We offer your clients five spectacular on-site hotels, two amazing Universal theme parks and the private block-party potential of Universal CityWalk®. With all-new event options, hotels and meeting spaces, you need to get to know us again.

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WHERE MEETING PLANNERS BECOME



LOCAL FLAVOR Downtown

is a destination in itself with an array of options to choose from.



7 ith the addition of the Dr. Phillips Center for the Performing Arts for traveling Broadway productions, ballet and musical events, groups can experience some wonderful shows.

Locally owned restaurants have been cropping up, too, in recent years like The Rusty Spoon by James Beard nominee Kathleen Blake, Two Chefs and Artisan's Table. Around Lake Eola, there's also some great eateries like 310 Lakeside, Spice and the Eola Wine Company. Traveling just north of downtown is the quaint Winter Park area with award-winning restaurants, boutiques, and The Charles Hosmer Morse Museum of American Art, housing the largest collection of Tiffany glass in the world.









-WHAT'S NEW

Orlando is constantly adding new options for meeting attendees.

SeaWorld introduces the all new MAKO – In Summer 2016. SeaWorld will unveil Orlando's tallest. fastest and longest coaster, Mako. This new attraction will complement an entirely new realm, reminiscent of a giant underwater shipwreck. With shark theming throughout, this new venue will provide plenty of heartpounding excitement for your attendees along with a clearer understanding about sharks.





I-Drive 360 – A retail, dining and entertainment complex located on International Drive. It includes the new Orlando Eye observation wheel towering 400 feet above the Convention District providing incredible views of central Florida. The complex also includes the Madame Tussauds wax attraction and SEA LIFE Aquarium, as well as exciting new restaurants such as Sugar Factory, Yard House, Cowgirls Rockbar, and Tin Roof live music venue.



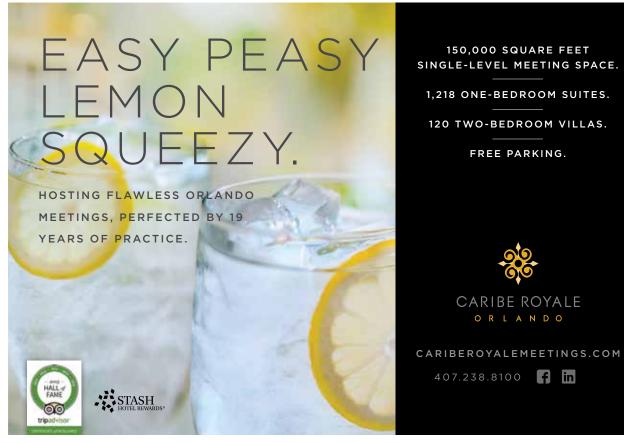
Loews Sapphire Falls Resort coming to Universal Orlando[®] Resort in 2016

Scheduled to open summer 2016, the Caribbean-inspired hotel at Universal Orlando® Resort will offer an island escape in the heart of an unforgettable adventure. The hotel will feature 1,000 guest rooms and suites, a resort-style pool and a scenic restaurant, complete with breathtaking water views.



New worlds are coming to Walt **Disney World**® – Walt Disney Imagineering in collaboration with filmmaker James Cameron is bringing to life the mythical world of Pandora, inspired by Cameron's AVATAR, at Disney's Animal Kingdom. Floating mountains, bioluminescent rainforests and soaring Banshees will become real for Disney guests in 2017.

Disney Parks also announced plans to bring the far, far away galaxy of Star Wars closer to guests with a historic themed land expansion at Disney's Hollywood Studios.









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Downtown Disney Becomes Disney Springs

In 2016, **Disney Springs** will complete its transformation doubling the number of shops, dining and entertainment experiences for attendees. It will offer exciting new waterfront restaurants like the BOATHOUSE, STK Steakhouse and Morimoto Asia by celebrity Chef Masaharu Morimoto, which may also be used for spectacular private events.

Exciting New Restaurants Open in the Convention District

Several exciting new restaurants have opened in the heart of the convention district within walking distance from the convention center including Del Frisco's Double Eagle Steak House with five private dining rooms, Itta Bena fine dining and piano club, and Lafayette's Restaurant & Bar with southern cuisine and live music nightly.



New Skull Island: Reign of KongSM at Universal Orlando[®]

At Universal's Islands of Adventure[®], a mysterious new realm is rising. Skull Island: Reign of KongSM will be an intense, all-new adventure brought to life in a dramatically themed environment. Guests will be pulled into a powerfully told story and become part of the Kong legend. Thrill your attendees with this exciting new event option.

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Mango's Tropical Cafe

Bringing the heat from Miami's South Beach, the 55,000-square -foot Mango's restaurant and nightlife entertainment destination is located in the heart of International Drive and one mile from the Orange County Convention Center. It will offer nonstop entertainment to groups of all sizes.



Orlando City Soccer Stadium – Spring 2016

Orlando City Soccer Club's new major-league soccer stadium will have a full 360-degree lower bowl, a unique threestand seating upper bowl and the capacity of 19,500. The new stadium is scheduled to open prior to the 2016 Major League Soccer season.



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We've recently completed our extensive \$13 million redevelopment plan - officially making us an exciting RESORT destination for your next meeting or event. We've upgraded our 10,000 square feet of meeting space and added a multitude of new recreational amenities, on-site dining, questroom upgrades and more. Our exciting, NEW meeting amenities include:

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Meet in the middle of the action.

Hyatt's Orlando meetings hotels combine award-winning meetings space, state-of-the-art services, distinctive amenities, and unrivaled convenience with premier locations on International Drive, across from and connected to the Orange County Convention Center, and onsite at Orlando International Airport. No other brand brings you closer to all Orlando has to offer.

