

Generational Profile of Visitors to Orlando

Daryl Cronk

Director of Research

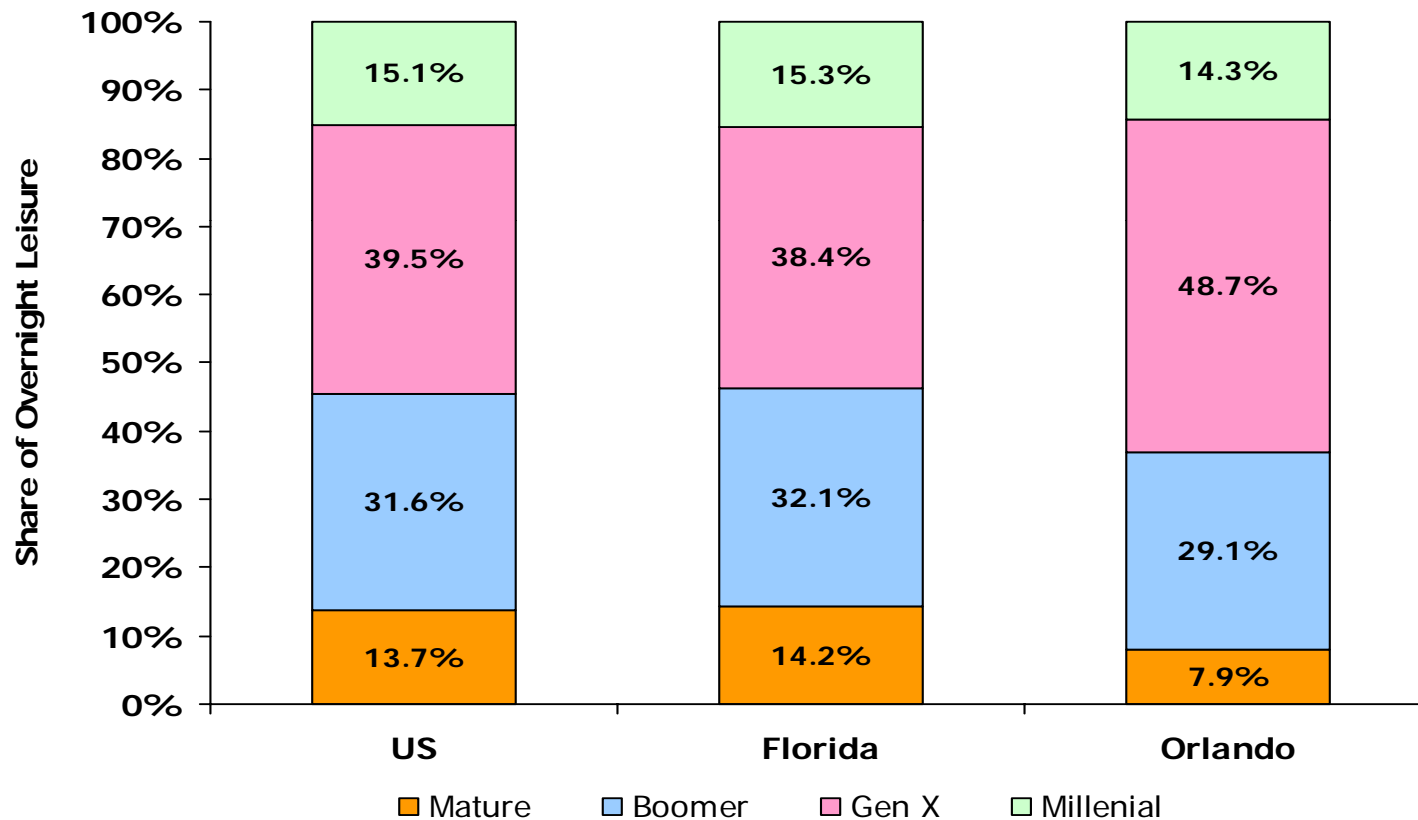
Orlando/Orange County
Convention & Visitors Bureau, Inc.



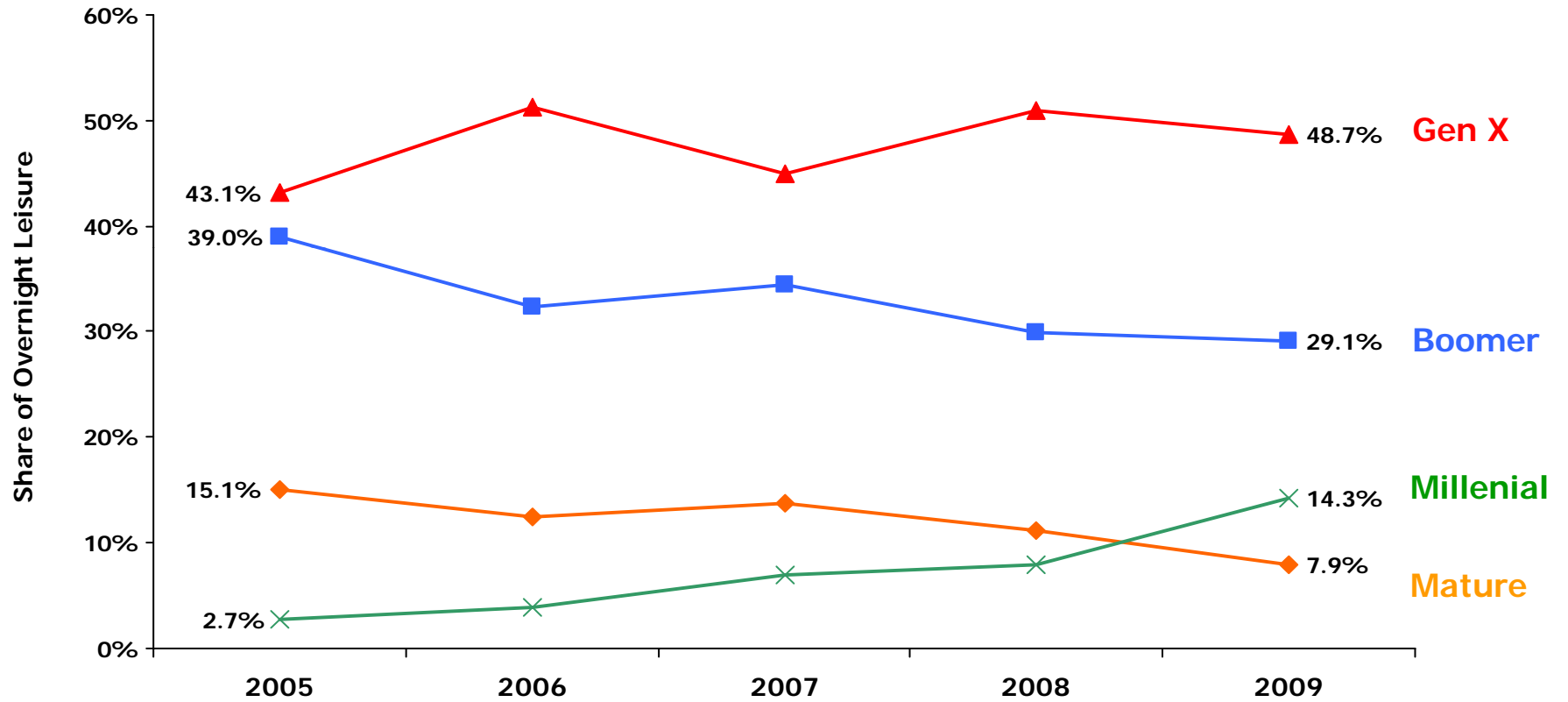
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Travel by Generation

- Relative to state and national travel, Gen X is overrepresented in Orlando while boomers and matures are underrepresented.



5 Year Orlando Trend



Trip Characteristics by Generation

2009 Overnight Leisure

	<u>Overall</u>	<u>Boomer</u>	<u>Gen X</u>	<u>Millennial</u>
Share	100%	29.1%	48.7%	14.3%
Age	42.2	53.6	36.0	25.0
Household Income	\$89,597	\$104,897	\$86,699	\$68,357
Number on Trip	2.8	2.5	3.2	2.5
Children in Travel Party	38.2%	25.1%	58.7%	20.8%
Length of Stay (nights)	4.3	4.6	4.3	3.8
Per Party Spending	\$1,951	\$2,134	\$2,103	\$1,366
Trip Spending share of HHI	2.2%	2.0%	2.4%	2.0%



Orlando's Target Audience

- Primary Target: Gen X
 - Females
 - 25-54 years old
 - Children present in household
 - HHI \geq \$75k
 - East of Mississippi
- Secondary Targets: Couples, Active Older Couples, Singles
 - Fall time period
 - Marketing message slightly different
 - Fewer kids in pictures
 - More focus on dining, shopping, and special events



Marketing to Gen X

- The bi-lingual generation
 - Kenneth Gronbach, “The Age Curve”
 - “Cyber as a second language, but less responsive to Internet marketing efforts; as at home in the cyber world as with television and, in some cases radio, but very low readership of newspapers”



Marketing to Gen X

- Traditional Media
 - National magazine targeting Moms – circulation East of Miss
 - Utilize co-op partners to maintain presence on TV
 - Strategic Alliances/Promotions
- Online
 - SEO/SEM
 - Display advertising



Marketing to Gen X

- Social Media
 - Twitter (<http://twitter.com/visitorlando>)
 - Twitter updated multiple times per day
 - Twitter used to promote immediate offers and member discounts, trivia contests for prizes, special events
 - Local followers & travelers in-market
 - Facebook (www.facebook.com/visitorlando)
 - Once a day at most
 - Inspirational, trip-planning
 - Post questions, stimulate two-way conversation
 - YouTube (<http://www.youtube.com/orlandosmiles>)
 - Building video content on current YouTube channel



Marketing to Gen X

- Social Media (con't)
 - Bloggers
 - Traditional media picking up story ideas from bloggers
 - Mommy Bloggers
 - trusted source for Moms
 - share tips, tricks & “secrets” to make an Orlando vacation perfect
 - Mommy Blogger FAM earlier this year
 - Food Blogger press trip this fall



Social Media Contests

- 67 Days of Smiles
 - <http://67daysofsmiles.com/>
 - Contest in June 2009 to find a pair to spend 67 days in Orlando
 - Different daily itinerary for 67 days
 - Responsibility was to blog, video, Tweet, etc.
- 2010 World Smile Search
 - <http://www.orlandoinfo.com/smile/index.cfm?source=contest>
 - Kyle and Stacey (2009 winners) traveling internationally to find 67 “smile ambassadors” and give away free trips to Orlando
 - Culminating with a world record for most smiles in one place on World Smile Day, October 1, 2010 (first Friday in October)
 - Raising money for Smile Train





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