




LAKE BUENA VISTA
Resort Village & Spa

MARKET OVERVIEW

2025



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Introduction

2024 Travel Industry Year in Review

In the ever-evolving hospitality landscape of Orlando, staying ahead is crucial to maintaining our status as a premier destination. Lake Buena Vista Resort Village & Spa continues to distinguish itself through its prime location, high-quality amenities, exceptional service, suite configurations, and private balconies. Our marketing approach incorporates a mix of digital marketing, search engine optimization (SEO), website optimization, social media engagement, e-mail marketing, reputation management, print advertising, participation in trade shows, and partnerships with Visit Orlando and Visit Florida.

Market Overview and Key Trends

2024 was a transformative year for travel, with fluctuating occupancy rates reflecting shifting consumer behaviors. While international travel showed signs of recovery, domestic travelers displayed a preference for shorter booking windows and discounted rates. With increased competition in the Orlando market—especially from short-term rental platforms and new hotel openings—Lake Buena Vista Resort Village & Spa adapted by refining pricing strategies, expanding direct booking incentives, and enhancing guest experiences.

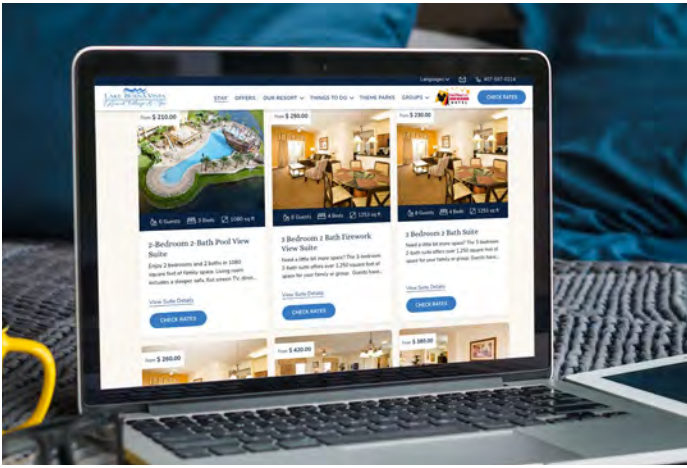
Comprehensive Marketing Strategies

A key pillar of our marketing strategy is the integration of advanced technology to strengthen our market presence. Alongside traditional resort marketing programs, we prioritize SEO best practices, a foundational element of our digital strategy. By incorporating relevant keywords, crafting high-quality content, and ensuring fast load times, we enhance our website's search engine visibility. Our approach combines both on-page and off-page SEO techniques to maximize visibility and drive direct bookings.

We've collaborated with one of the top hotel industry third-party experts, to redesign our website with a mobile-first perspective, acknowledging the rising trend of mobile bookings. This redesign emphasizes user-friendly navigation and a streamlined booking process, making it easy for guests to access information and complete their bookings efficiently.

To create a robust digital advertising strategy, we have implemented cross-channel advertising, encompassing paid search, display ads, and social media campaigns.

Our email marketing campaigns effectively engage both past and prospective guests by offering exclusive deals, personalized offers, and updates about our resort.



We continue to collaborate with influencers and affiliate marketers who resonate with our brand and target audience, leveraging their reach to promote the resort and drive direct bookings.

Through retargeting and remarketing strategies, we re-engage visitors who previously explored our website but did not finalize their bookings.

Consistency in messaging across all channels and marketing sources is achieved through strategic collaboration.

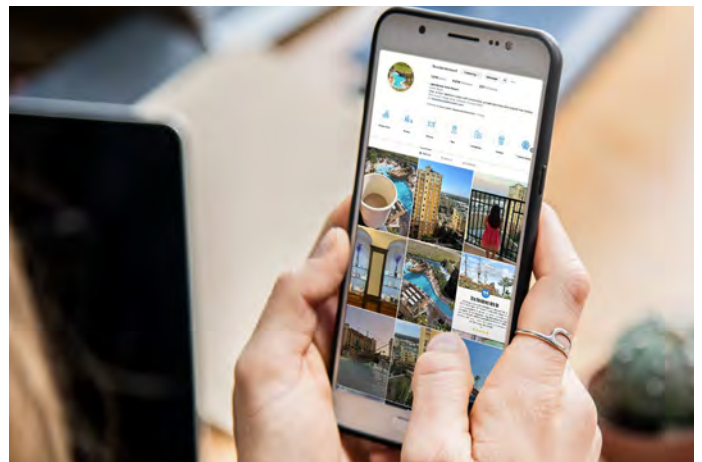
We employ a variety of display advertising methods, including Facebook and Instagram ads, alongside programmatic advertising to boost direct bookings. Our social media platforms are active with three to four posts weekly, featuring guest content and showcasing on-site resort activities in our stories. Additionally, we utilize the Sojern travel marketing platform for both automated and targeted optimization. A weekly email blast supports our strategy to reinforce our online presence.

In partnership with our web design team and booking engine, we meticulously manage content and delivery channels to enhance our online presence and initiatives focused on raising awareness and generating direct business. This approach enhances the return on investment (ROI) for our search engine and social media marketing objectives. Through coordinated campaigns, we engage travelers during their planning and booking phases, driving direct bookings with ads that align with our message and objectives. Beyond our annual retainer, we participate in a commission-based program that incentivizes

results by rewarding successful reservations directly attributed to targeted marketing efforts. This performance-driven approach ensures that marketing investments are tied to actual bookings, maximizing efficiency and return on investment.

We are strategically expanding our digital footprint and actively engaging guests on social media, including a new initiative on TikTok to reach a broader audience. Our social media strategy is led by our Regional Director of Sales and Marketing, supported by a dedicated Social Media Manager and an in-house Graphic Designer. This collaboration ensures our content is visually appealing, brand-aligned, and effectively engages our audience. We create original content and monitor our social media channels daily to provide timely guest support. By staying updated on social trends, we leverage high-quality visuals, user-generated content, and targeted engagement to boost our visibility and interaction with guests.

We also partner with influencers and content creators to extend our reach and showcase authentic guest experiences. Additionally, we participate in online marketing campaigns with organizations like Visit Orlando and Visit Florida, tailoring our messaging to connect with our evolving audience. Each initiative described offers a deeper dive and overview of strategies.



Digital & Traditional Marketing Integration
Marketing remains a core driver of our success. We leverage digital and traditional platforms to enhance visibility, attract guests, and increase revenue. By combining branding efforts, dynamic pricing strategies, and optimized distribution channels, we ensure Lake

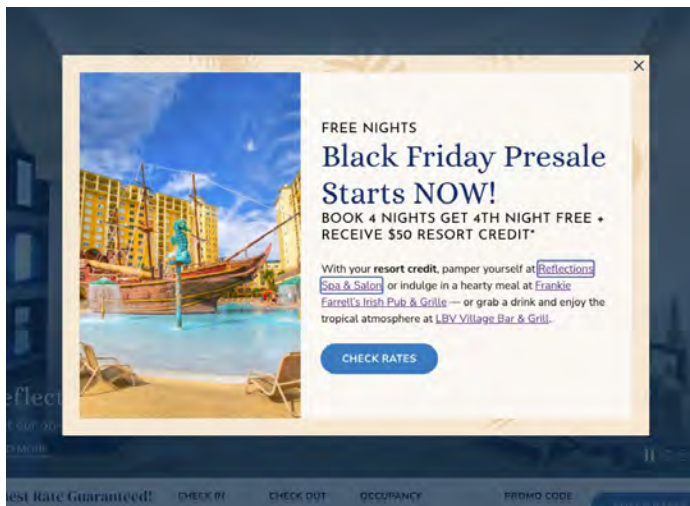
Buena Vista Resort Village & Spa remains a top choice for travelers.

Social Media Engagement

Social media remains a pivotal tool for storytelling and engagement. Platforms like Instagram, Facebook, and X (formerly Twitter) allow us to connect directly with potential guests. In 2024, our focus on user-generated content, influencer collaborations, and real-time guest engagement led to increased brand awareness and direct bookings. Moving into 2025, we will continue leveraging high-quality visuals, interactive content, and targeted promotions to enhance our digital presence.

Search Engine Optimization & E-Commerce Expansion

SEO and e-commerce optimization have played a significant role in increasing our website traffic and conversion rates. The launch of our new, mobile-friendly website in mid-2024 significantly improved user experience and direct bookings. In 2025, we will explore opportunities to enhance this platform with AI-driven chat support, personalized booking recommendations, and expanded multilingual content to cater to our diverse audience.

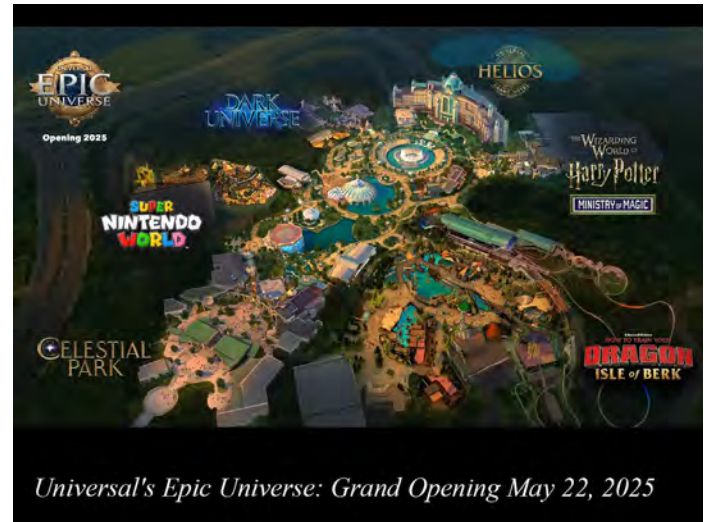


Adapting to Market Changes

Pricing & Booking Trends

As occupancy rates in Orlando experienced fluctuations in 2024, we observed a significant shift

in consumer booking behaviors. Shorter booking windows and last-minute discounts became the norm, requiring us to adapt our pricing strategies. By closely monitoring market trends and leveraging data analytics, we aim to implement more dynamic pricing models in 2025 that maximize revenue while maintaining competitive rates.



Anticipated Impact of Epic Universe & Walt Disney World Updates

The highly anticipated opening of Universal's Epic Universe on May 22, 2025, is expected to significantly impact Orlando's tourism industry. As one of the largest theme park expansions in decades, Epic Universe will introduce new attractions, hotels, and entertainment districts, drawing millions of visitors. This increased foot traffic presents a substantial opportunity for Lake Buena Vista Resort Village & Spa, as travelers seek high-quality accommodations in proximity to both Universal Orlando Resort and Walt Disney World.

Additionally, Walt Disney World is set to unveil several major updates within its parks, further solidifying Orlando's status as the theme park capital of the world. Key enhancements include:

- The transformation of Magic Kingdom's Splash Mountain into Tiana's Bayou Adventure.
- A new nighttime spectacular at EPCOT, following the successful debut of "Luminous: The Symphony of Us."
- Expansion efforts at Disney's Hollywood Studios,

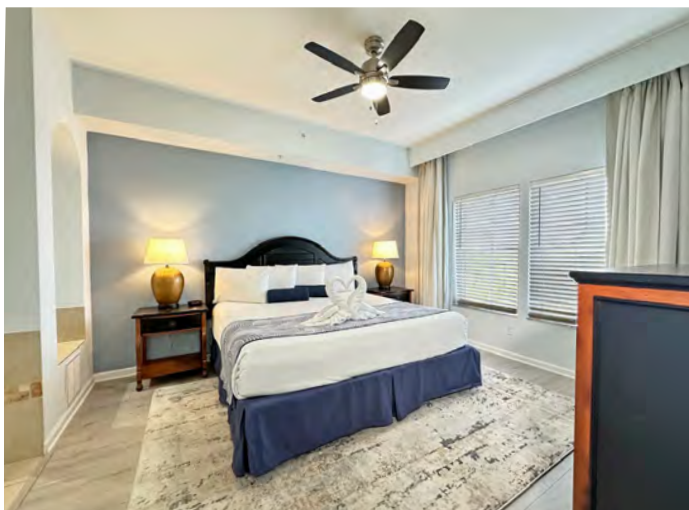
focusing on interactive guest experiences and immersive entertainment.

These developments will drive higher visitation rates, increasing demand for nearby lodging.

Lake Buena Vista Resort Village & Spa is strategically positioned to benefit from this surge due to our Walt Disney World Good Neighbor Hotel designation. This distinction ensures that our guests receive valuable perks, including:

- Complimentary scheduled transportation to Walt Disney World theme parks.
- Access to official Disney planning resources and ticket purchasing assistance.
- High-quality accommodations that meet Disney's stringent hospitality standards.

By leveraging our Good Neighbor Hotel status, we will continue to attract Disney-bound travelers while also appealing to guests visiting Epic Universe and other Orlando attractions.



Renovation & Innovation Initiatives

With Lake Buena Vista Resort Village & Spa celebrating its 18th anniversary, we are prioritizing renovations and technological advancements to maintain our competitive edge. Feedback from guests and owners in 2024 emphasized the need for interior upgrades. In 2025, we will focus on:

- Room Renovations: Modernizing furnishings, decor, and lighting to enhance guest comfort.
- Technology Enhancements: Integrating smart

room features and upgrading in-room amenities.

- Sustainability Initiatives: Implementing eco-friendly practices to align with corporate social responsibility goals.
- Expanded Recreational Offerings: Enhancing pool areas, dining experiences, and communal spaces.

Strategic Partnerships & Distribution Channels

Direct Website & Call Center Optimization

Our investment in a new website and advanced e-mail marketing strategies in 2024 resulted in increased direct bookings. The call center's performance continued to exceed industry standards, highlighting the importance of personalized customer service. In 2025, we will look to integrate more AI-driven customer support features while maintaining the human touch that sets us apart.

Airbnb & Short-Term Rental Strategies

Airbnb has become a key market segment in the Orlando hospitality industry, drawing travelers away from traditional hotels with diverse and often more affordable lodging options. This shift impacts pricing, occupancy rates, and market share, making it essential for Lake Buena Vista Resort Village & Spa to compete effectively. To capture this growing demand, our dedicated Airbnb Host Team exclusively markets the resort on Airbnb, ensuring we maximize visibility, attract high-value guests, and differentiate our offerings. By leveraging this specialized team, we can optimize pricing, enhance the guest experience, and drive direct bookings in this competitive landscape.

Our dedicated Airbnb team continued to expand listings and optimize host engagement in 2024, capitalizing on the platform's popularity. With an increasing number of travelers preferring short-term rental experiences, our focus in 2025 will be on optimizing listing visibility, refining pricing strategies, and enhancing guest communication to maximize revenue from this channel.

Online Travel Agencies (OTAs) & E-Commerce Growth

Our partnerships with OTAs such as Expedia and Booking.com remained a vital component of our marketing strategy in 2024. While these platforms drive significant bookings, our focus in 2025 will be on optimizing OTA relationships while also increasing direct booking incentives. Additionally, we will continue refining our PPC advertising and SEO strategies to enhance e-commerce conversions.

Group & Convention Business

2024 saw steady growth in group travel, particularly in corporate events, student groups, youth sports teams, and family reunions. Orlando's expanding convention market presents a prime opportunity for us in 2025. By tailoring group packages, enhancing meeting spaces, and strengthening partnerships with event planners, we aim to increase group bookings and capitalize on this segment.

Niche Market Expansion



Golf Packages

Orlando's golf market remained strong in 2024, particularly from January to April. Our hotel direct golf packages, combining affordable accommodations with premier golf experiences, proved successful. In 2025, we plan to:

- Expand partnerships with local courses.
- Enhance marketing through golf expos and digital campaigns.
- Increase promotional offerings to attract extended-stay golfers.

International Wholesale & Recovery Strategy

While international travel began rebounding in 2024, challenges such as visa delays and global economic factors continued to impact arrivals. Moving into 2025, we will:

- Strengthen relationships with international tour operators.
- Offer exclusive early booking incentives for overseas travelers.
- Collaborate with Visit Orlando to drive international marketing efforts.

Conclusion

Lake Buena Vista Resort Village & Spa remains committed to adaptability and innovation in 2025. By refining our marketing strategies, investing in renovations, leveraging technology, and maintaining strong partnerships, we will continue providing exceptional experiences for our guests while achieving sustainable growth in an increasingly competitive market. Through resilience, strategic planning, and a focus on guest satisfaction, we are poised to navigate industry challenges and further solidify our reputation as a premier Orlando destination.



Domestic & International Visitation



U.S. Market Update

December 2024

STATE OF THE MARKET

- The US economy is expected to grow 2.7% in 2024 and expand by 2.2% in 2025. Inflation is expected to average 2.4% in 2025, closer to the Fed target. According to The Conference Board, U.S. consumer confidence was 111.7 in November, up from 109.6 in October.
- Visit Orlando's latest Brand Health study highlights value-for-money as key to attracting visitors. Addressing financial barriers with cost-effective options could boost appeal, as U.S. parents prefer Orlando over other cities when cost isn't a factor.
- According to Future Partners, the percentage of travelers who felt that "now is a good time to spend on leisure travel" (34%), is in line with Nov. 2023. However, the share who feel better about their personal finances is down versus prior year (29% much better/better off in Nov. 2024, compared to 34% in Nov. 2023).
- Despite this, excitement for travel remains high at 88%. YTD through Nov. 2024, Orlando ranks 1st in overall appeal among U.S. travelers (51.2% extremely appealing/appealing), slightly ahead of Las Vegas (50%). Additionally, nearly one third (32%) are extremely/somewhat likely to visit Orlando in the next 12 months.

Lodging Indicators: Competitors

YTD thru November 2024 (vs 2023)

Destination	OCC	% Chg.	ADR	% Chg.
Orlando	72%	▼ -2%	\$ 193	▲ 0%
Chicago	66%	▲ 3%	\$ 171	▲ 5%
Las Vegas	78%	▼ -2%	\$ 202	▲ 2%
Los Angeles	73%	▼ 0%	\$ 196	▼ -2%
Miami	74%	▲ 3%	\$ 218	▲ 0%
New York	84%	▲ 3%	\$ 207	▲ 5%

Source: STR Lodging Review, November 2024

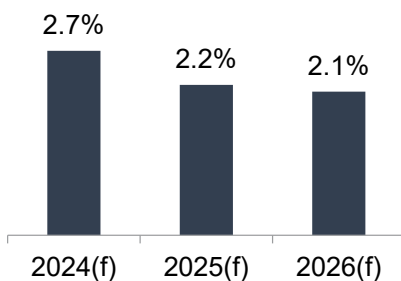
Orlando Advance Hotel Booking Pace by Future Month of Travel

vs. Prior Yr	Total	Group	Transient
Nov-24	▲ 4%	▲ 6%	▲ 3%
Dec-24	▲ 8%	▲ 3%	▲ 9%
Jan-25	▲ 9%	▲ 4%	▲ 12%
Feb-25	▲ 15%	▲ 15%	▲ 15%
Mar-25	▼ -4%	▲ 5%	▼ -8%
Apr-25	▲ 22%	▲ 23%	▲ 22%

Source: Amadeus, December 8, 2024

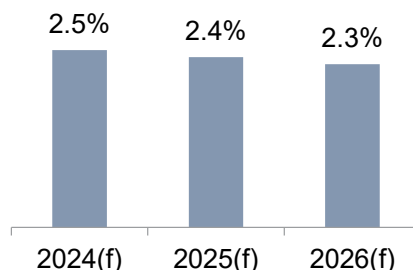
Real GDP Growth

(% Change)



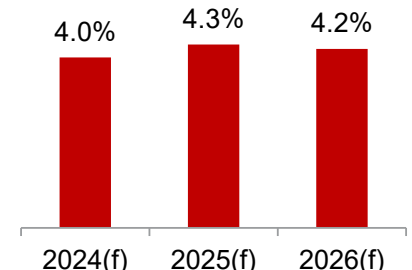
Inflation

(% Change)



National Unemployment

(% Change)



Source: Survey of Professional Forecasters, Q4 2024



UNITED KINGDOM Market Update

December 2024

ECONOMY/POLITICS

UK's 2025 GDP growth is forecast at 1.4%, supported by government spending but constrained by higher labor costs from rising national insurance contributions (NICs). Inflation, driven by the NIC increases, ongoing Ukraine conflict, and a strong US dollar post-Trump victory, is expected to stabilize near 3%.

The Sterling, currently undervalued against the dollar, is forecast to average 0.77/USD and gradually strengthen in 2025.

TRAVEL

According to NTTO, UK visitor volume to the U.S. YTD through November 2024 was up 4% from 2023 levels.

Air arrivals from the UK to Orlando YTD through September are down from last year (-1%).

Direct seat capacity to Orlando from the UK in Q1 2025 is expected to decrease and further decrease in Q2 2025.

The most recent forecast from Tourism Economics anticipates UK visitation to Orlando to grow 6% and 11% in 2024 and 2025, respectively.

Direct Seats to Select U.S. Destinations % Change from 2024

Destination	Q1 2025	Q2 2025
Orlando	-2%	-8%
Los Angeles	-21%	-17%
Miami	-6%	0%
New York	-7%	-7%
Tampa	5%	-4%

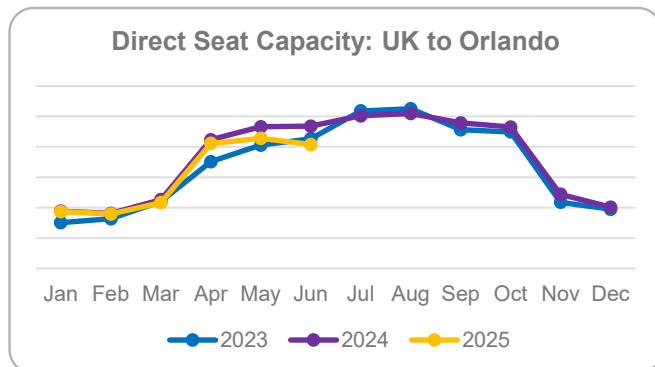
Source: Diio Mi, December 2024

Air Passenger Arrivals & Future Ticket Sales % Change 2024 vs 2023

Destination	Jan-Sep 2024 Arrivals	Oct-Dec 2024 Bookings
Orlando	-1%	12%
Los Angeles	5%	-16%
Miami	18%	3%
New York	8%	-2%
Tampa	-1%	-5%

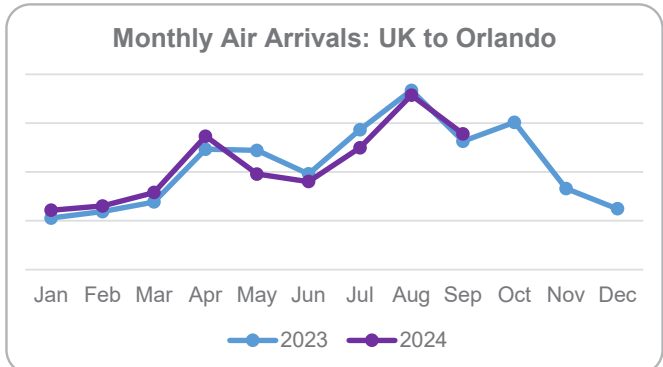
Source: Diio, ForwardKeys

Direct Seat Capacity: UK to Orlando



Source: Diio Mi

Monthly Air Arrivals: UK to Orlando



Source: Diio Mi

Visitation to Orlando Forecast

Revised November 2024	Visitor Volume & Percent Change YoY
2023 Volume	877,000
2024 (f)	6%
2025 (f)	11%

Source: Visit Orlando, Tourism Economics

Monthly Exchange Rate

	GBP per USD	% Chg. from Prior Year
Nov-24	0.79	-2.4%
Forecast	2024 (f)	2025 (f)
Year-End Avg	0.78	0.77

Source: Federal Reserve Board, Tourism Economics



CANADA Market Update

December 2024

ECONOMY/POLITICS

Canada's 2025 GDP growth is forecast at 1.5%, supported by falling interest rates and labor market recovery. Slower immigration may tighten the labor market, while high household debt and housing costs pose risks.

Inflation is projected at 1.7% by Q1 2025 but could rise due to U.S. fiscal policies and Trump's 25% tariffs and triggering a recession.

The Canadian dollar is expected to strengthen to 1.37/USD, driven by faster Bank of Canada rate cuts.

TRAVEL

According to NTTO, Canadian air visitation to the U.S. YTD through September 2024 was down -2% from 2023.

After setting record visitation levels in 2023, air arrivals from Canada to Orlando are still growing, up 12% YTD through September 2024. Tourism Economics forecasts visitation to Orlando to grow 3% in 2024 and 10% in 2025.

Looking into 2025, direct seat capacity to Orlando is expected to stay flat in Q1 before growing slightly in Q2 (up 4%).

Advance airline ticket bookings for Q4 2024 is down 1% from last year.

Direct Seats to Select U.S. Destinations

% Change from 2024

Destination	Q1 2025	Q2 2025
Orlando	0%	4%
Las Vegas	-5%	-6%
Los Angeles	-10%	1%
Miami	7%	4%
New York	-13%	-5%

Source: Diio Mi, December 2024

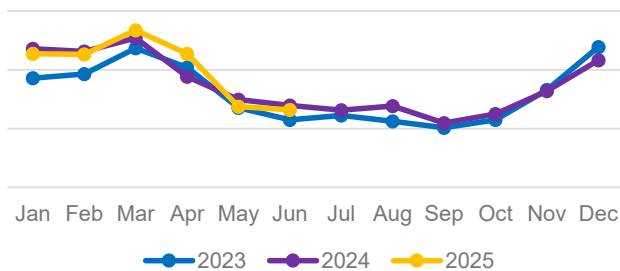
Air Passenger Arrivals & Future Ticket Sales

% Change 2024 vs 2023

Destination	Jan-Sep 2024 Arrivals	Oct-Dec 2024 Bookings
Orlando	12%	-1%
Las Vegas	15%	-4%
Los Angeles	3%	-1%
Miami	1%	-7%
New York	-13%	0%

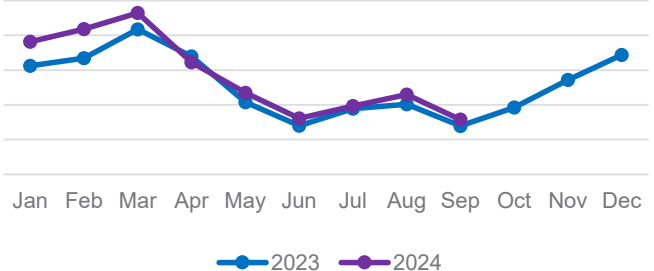
Source: Diio, ForwardKeys

Direct Seats: Canada to Orlando



Source: Diio Mi

Monthly Air Arrivals: Canada to Orlando



Source: Diio Mi

Visitation to Orlando Forecast

Revised November 2024	Visitor Volume & Percent Change YoY
2023 Volume	1,256,000
2024 (f)	3%
2025 (f)	10%

Source: Tourism Economics

Monthly Exchange Rate

	CAD per USD	% Chg. from Prior Year
Nov-24	1.40	↑ 1.9%
Forecast	2024 (f)	2025 (f)
Year-End Avg	1.37	1.37

Source: Federal Reserve Board



BRAZIL Market Update

December 2024

ECONOMY/POLITICS

Brazil's 2025 GDP growth is forecast at 1.5%, with inflation at 4.2% due to rising food prices and a weak Real, averaging 5.33/USD.

While political uncertainty has eased, policy execution risks persist, and rising market rates could exacerbate debt concerns.

TRAVEL

According to NTTO, Brazilian visitation to the U.S. YTD through November 2024 was up 18% from 2023.

Air arrivals to Orlando from Brazil YTD through September are -6% compared to 2023, while other popular U.S. destinations have increased in air arrivals.

Direct seat capacity to Orlando in H1 2025 is up versus the same time in 2024 by 85% in Q1 and 129% in Q2.

According to ForwardKeys, Brazil accounted for the second largest share of airfare searches to Orlando in early December (22%). Two-thirds of Brazilians searching for Orlando are looking to travel between now and March 2025.

The most recent forecast from Tourism Economics anticipates Brazilian visitation to Orlando to grow 1% YoY in 2024, and 7% in 2025.

Direct Seats to Select U.S. Destinations

% Change from 2024

Destination	Q1 2025	Q2 2025
Orlando	▲ 85%	▲ 129%
Ft. Lauderdale	▲ 21%	▲ 55%
Los Angeles	▲ 30%	▲ 32%
Miami	▲ 14%	▲ 7%
New York	▲ 20%	▲ 6%

Source: Diio Mi, December 2024

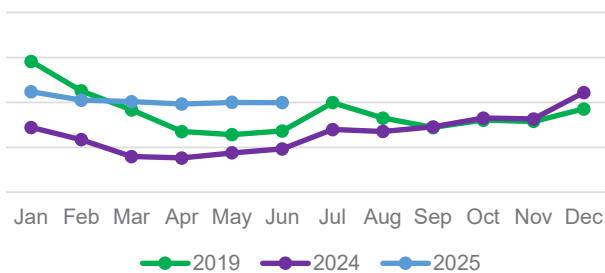
Air Passenger Arrivals & Future Ticket Sales

% Change 2024 vs 2023

Destination	Jan-Sep 2024 Arrivals	Oct-Dec 2024 Bookings
Orlando	▼ -6%	▲ 24%
Ft. Lauderdale	▼ -13%	▼ -9%
Los Angeles	▲ 9%	▼ -4%
Miami	▲ 18%	▲ 6%
New York	▲ 6%	▼ -17%

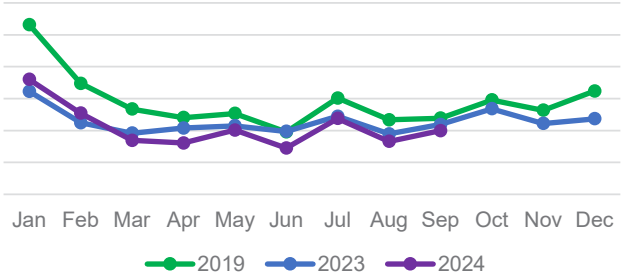
Source: Diio, ForwardKeys

Direct Seat Capacity: Brazil to Orlando



Source: Diio Mi

Monthly Air Arrivals: Brazil to Orlando



Source: Diio Mi

Visitation to Orlando Forecast

Revised November 2024	Visitor Volume & Percent Change YoY
2023 Volume	696,000
2024 (f)	1%
2025 (f)	7%

Source: Visit Orlando, Tourism Economics

Monthly Exchange Rate

	BRL per USD	% Chg. from Prior Year
Nov-24	5.80	▲ 18.3%
Forecast	2024 (f)	2025 (f)
Year-End Avg	5.28	5.33

Source: Federal Reserve Board, Tourism Economics



ARGENTINA Market Update

December 2024

ECONOMY/POLITICS

Argentina's economy is recovering in 2025, with GDP growth forecast at 3.9% and inflation easing to 42%, though pressure on the Peso may cause inflation to rise later. The Peso is expected to average AR1,531.5/USD.

While President Javier Milei maintains high approval, political pressures ahead of the October 26, 2025 election could drive increased government spending.

TRAVEL

According to NTTDO, Argentine visitation to the U.S. YTD through November 2024 was up 15% from 2023.

YTD through September, air passenger volume to Orlando from Argentina was up 16% compared to 2023.

Looking ahead, ForwardKeys reports a 2% increase in advance airline ticket booking pace for the fourth quarter of 2024 compared to the same time last year. Buenos Aires accounts for a large share of ticket sales to Orlando.

The most recent forecast from Tourism Economics anticipates Argentine visitation to Orlando to be up 22% YoY in 2024, and up 9% in 2025.

Direct Seats to Select U.S. Destinations % Change from 2024

Destination	Q1 2025	Q2 2025
Orlando	N/A	N/A
Los Angeles	N/A	N/A
Miami	▲ 20%	▲ 37%
New York	▼ -17%	▼ -53%

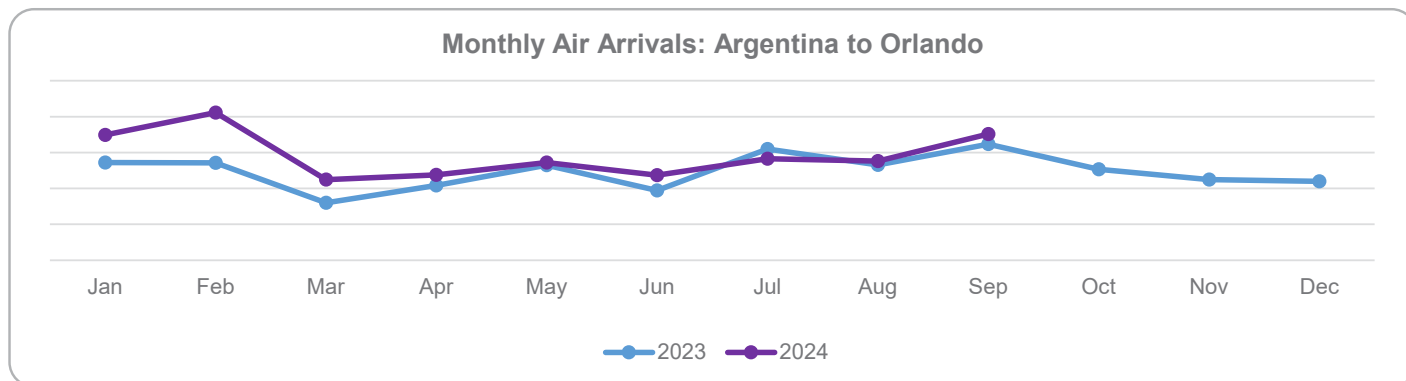
Source: Diio Mi, December 2024

Air Passenger Arrivals & Future Ticket Sales % Change 2024 vs 2023

Destination	Jan-Sep 2024 Arrivals	Oct-Dec 2024 Bookings
Orlando	▲ 16%	▲ 2%
Los Angeles	▼ -3%	▼ -16%
Miami	▲ 18%	▼ -14%
New York	▲ 22%	▼ -24%

Source: Diio, ForwardKeys

Monthly Air Arrivals: Argentina to Orlando



Source: Diio Mi

Visitation to Orlando Forecast Estimate

Revised November 2024	Visitor Volume & Percent Change YoY
2023 Volume	151,000
2024 (f)	22%
2025 (f)	9%

Source: Visit Orlando, Tourism Economics

Monthly Exchange Rate

	ARS per USD	% Chg. from Prior Year
Nov-24	998.29	▲ 178%
Forecast	2024 (f)	2025 (f)
Year-End Avg	921.46	1531.47

Source: Oanda, Tourism Economics



COLOMBIA Market Update

December 2024

ECONOMY/POLITICS

Colombia's 2025 GDP growth is forecast at 2.1%, with economic stabilization driven by slower consumption and recovering investments, though political risks and intervention concerns persist. The Colombian peso is expected to average COP 4,124/US, while inflation is projected to ease to 4.2% by year-end despite rising service costs.

Political uncertainty grows as Finance Minister Bonilla resigned over corruption allegations.

TRAVEL

According to NTTO, Colombian visitation to the U.S. YTD through November 2024 was up 16% vs 2023.

Through September 2024, passenger arrivals from Colombia to Orlando are up 2% compared to 2023.

Looking ahead, direct seat capacity from Colombia to Orlando is expected to decrease (down -7% in Q1 2025 and down -23% in Q2 2025). The same is true for competitors

Airline ticket booking activity is looking healthy as ForwardKeys estimates a 12% increase in airline booking pace for the fourth quarter of 2024.

The most recent forecast from Tourism Economics anticipates Colombian visitation to Orlando to grow 11% YoY in 2024, and 5% in 2025.

Direct Seats to Select U.S. Destinations % Change from 2024

Destination	Q1 2025	Q2 2025
Orlando	▼ -7%	▼ -23%
Ft. Lauderdale	▼ -4%	▼ -56%
Los Angeles	▼ -100%	N/A
Miami	▼ -1%	▼ -5%
New York	▼ -8%	▼ -14%

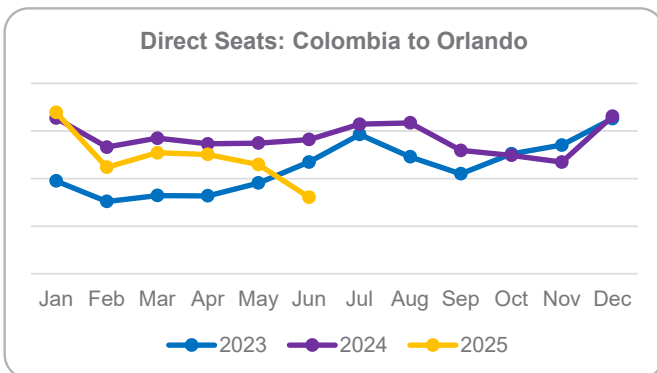
Source: Diio Mi, December 2024

Air Passenger Arrivals & Future Ticket Sales % Change 2024 vs 2023

Destination	Jan-Sep 2024 Arrivals	Oct-Dec 2024 Bookings
Orlando	▲ 2%	▲ 12%
Ft. Lauderdale	▼ -13%	▼ -36%
Los Angeles	▼ -30%	▼ -14%
Miami	▲ 12%	▲ 16%
New York	▼ -9%	▲ 2%

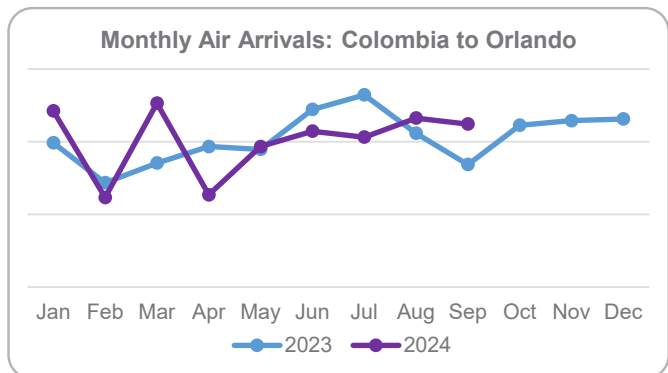
Source: Diio, ForwardKeys

Direct Seats: Colombia to Orlando



Source: Diio Mi

Monthly Air Arrivals: Colombia to Orlando



Source: Diio Mi

Visitation to Orlando Forecast

Revised November 2024	Visitor Volume & Percent Change YoY
2023 Volume	302,000
2024 (f)	11%
2025 (f)	5%

Source: Visit Orlando, Tourism Economics

Monthly Exchange Rate

	COP per USD	% Chg. from Prior Year
Nov-24	4,433.30	▲ 12.0%
Forecast	2024 (f)	2025 (f)
Year-End Avg	4021.8	4123.96

Source: Oanda, Tourism Economics



MEXICO Market Update

December 2024

ECONOMY/POLITICS

Mexico's economy is stable but is facing risks. The 2025 GDP growth is forecast at 1.7%, supported by a strong external sector offsetting weak domestic demand.

Inflation is expected to ease to 3.8% by late 2025. Trump's reelection raises tariff risks, but the free trade agreement should limit major disruptions ahead of its 2026 renegotiation.

The Peso is expected to remain relatively stable at averaging 19.92/USD in 2025, anchored by the likely continuation of the USMCA trade agreement.

TRAVEL

According to NTTO, Mexican air arrivals into the U.S. through September 2024 were up +18% above 2023 levels.

Air passenger arrivals to Orlando from Mexico in 2024 are above 2023 arrivals YTD through September (+19%).

Direct seat capacity from Mexico to Orlando is expected to grow in Q1 2025 and further grow through Q2 2025. Advance airline ticket bookings to Orlando for Q4 2024 are pacing -4% behind the same time last year, per ForwardKeys data.

The most recent forecast from Tourism Economics anticipates Mexican visitation to Orlando to be flat (-1%) YoY in 2024, but up 5% in 2025.

Direct Seats to Select U.S. Destinations

% Change from 2024

Destination	Q1 2025	Q2 2025
Orlando	▲ 16%	▲ 17%
Las Vegas	▲ 24%	▲ 23%
Los Angeles	▲ 0%	▲ 2%
Miami	▲ 14%	▲ 10%
New York	▼ -2%	▼ -1%

Source: Diio Mi, December 2024

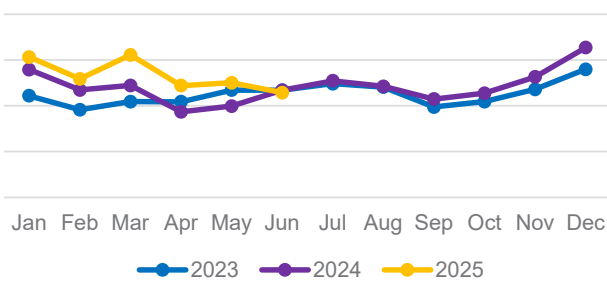
Air Passenger Arrivals & Future Ticket Sales

% Change 2024 vs 2023

Destination	Jan-Sep 2024 Arrivals	Oct-Dec 2024 Bookings
Orlando	▲ 19%	▼ -4%
Las Vegas	▲ 27%	▲ 26%
Los Angeles	▲ 4%	▲ 1%
Miami	▲ 17%	▼ -10%
New York	▲ 3%	▼ -2%

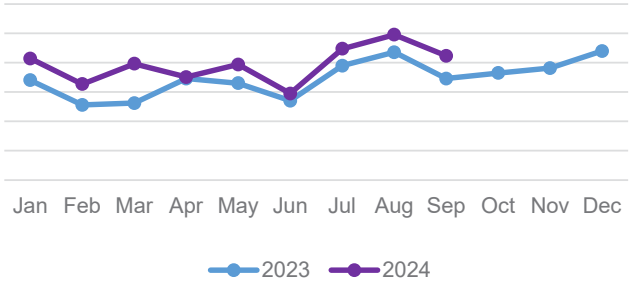
Source: Diio, ForwardKeys

Direct Seat Capacity: Mexico to Orlando



Source: Diio Mi

Monthly Air Arrivals: Mexico to Orlando



Source: Diio Mi

Visitation to Orlando Forecast

Revised November 2024	Visitor Volume & Percent Change YoY
2023 Volume	432,000
2024 (f)	-1%
2025 (f)	5%

Source: Visit Orlando. Tourism Economics

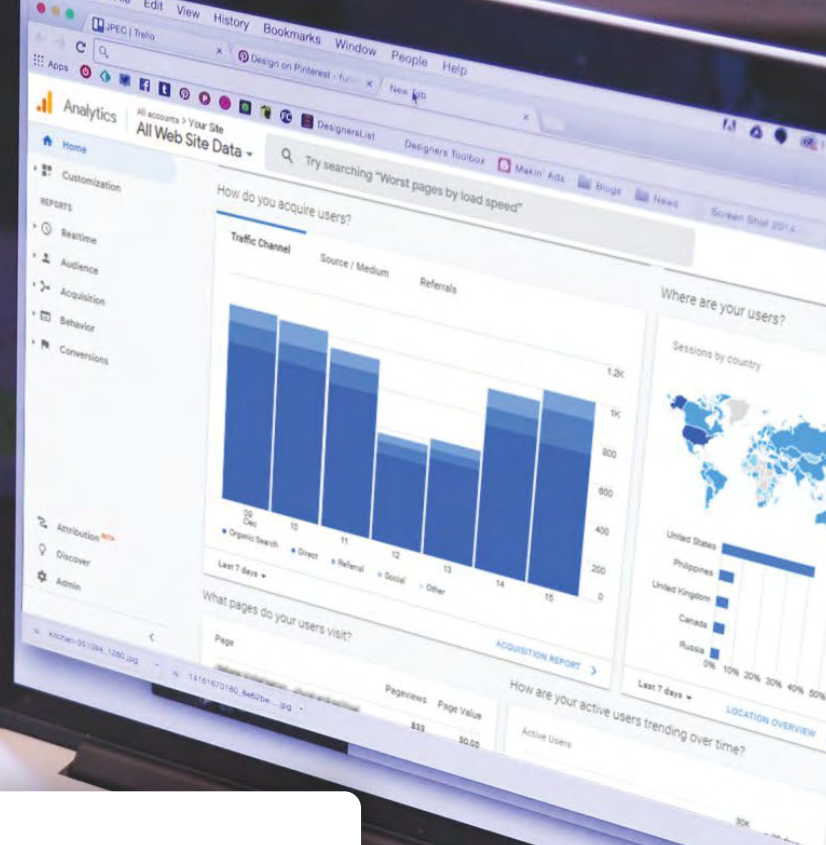
Monthly Exchange Rate

	MXN per USD	% Chg. from Prior Year
Nov-24	20.34	▲ 17.2%
Forecast	2024 (f)	2025 (f)
Year-End Avg	18.2	19.92

Source: Federal Reserve Board

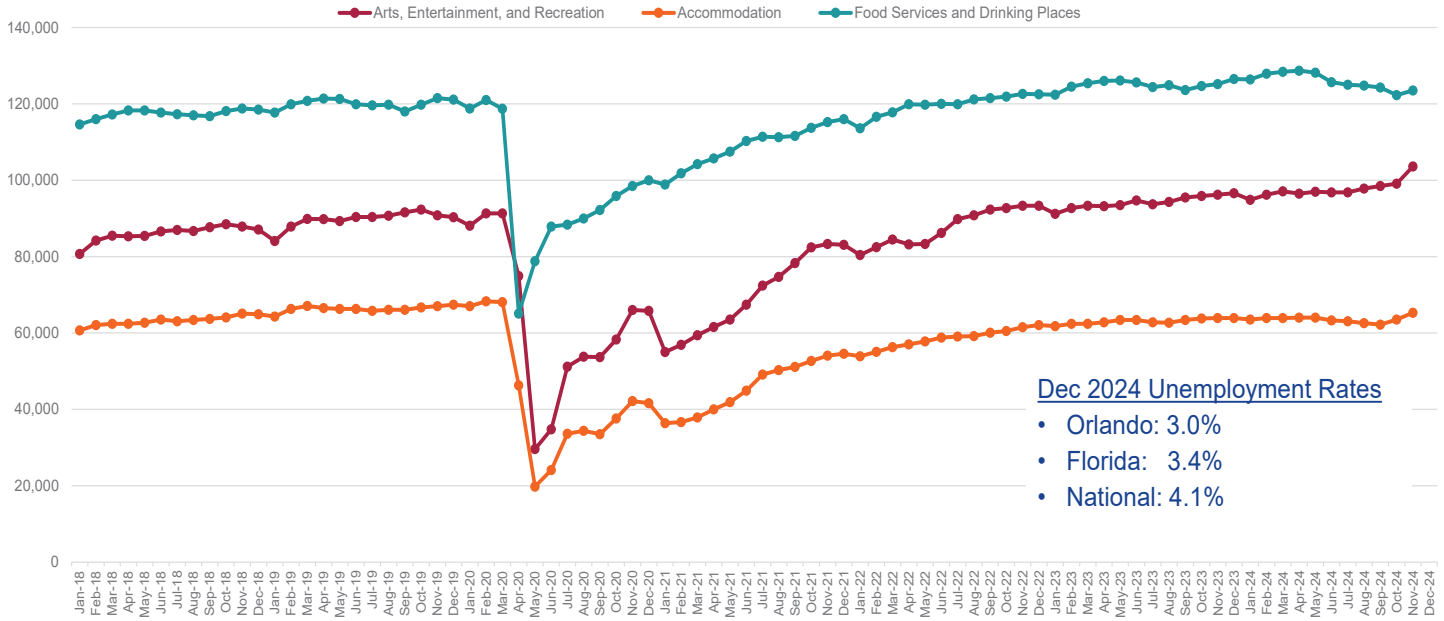


Latest Research

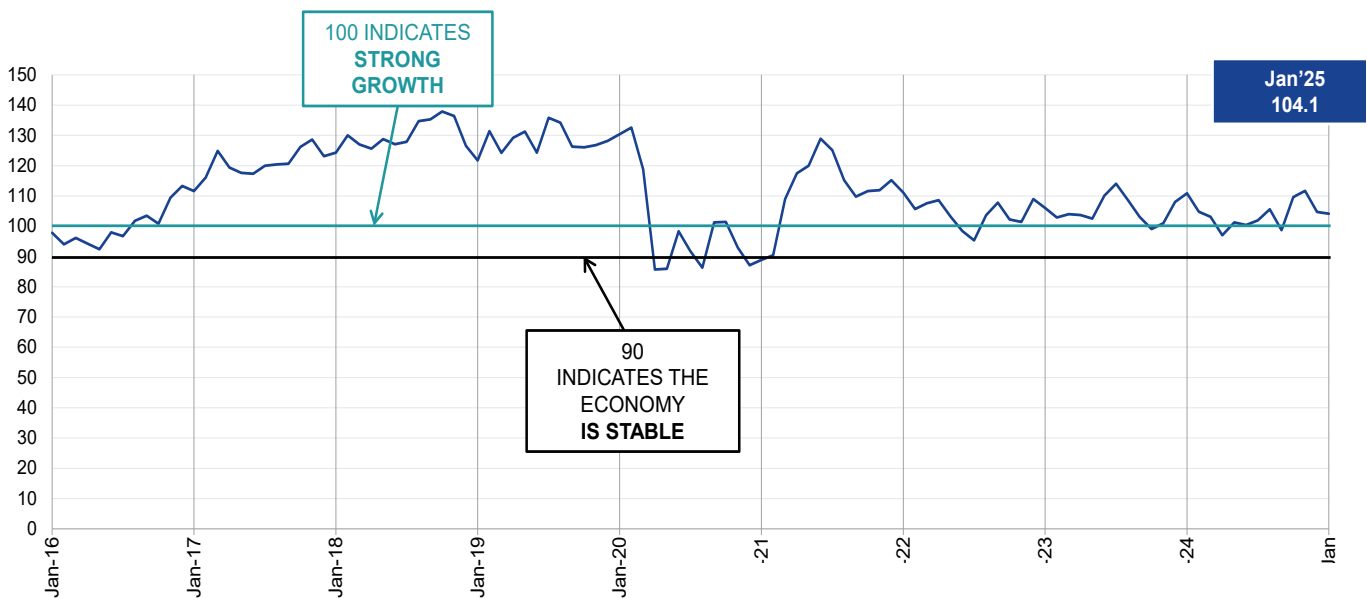


ORLANDO LEISURE & HOSPITALITY EMPLOYMENT

Orlando MSA Leisure & Hospitality Employment

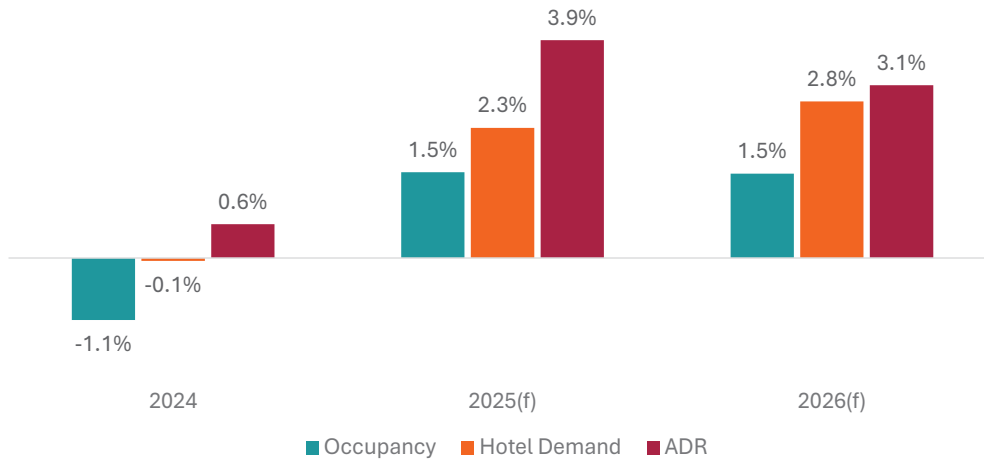


CONSUMER CONFIDENCE INDEX



HOTEL PERFORMANCE FORECAST

% change Year-over-Year



Source: STR, November 2024

EXCHANGE RATES: % CHANGE YOY

Foreign Currency Per USD January 2025 vs January 2024			% Change	
Brazilian Real		6.01 BRL	Weakened	+22.2%
Canadian Dollar		1.44 CAD	Weakened	+7.2%
Colombian Peso		4,298 COP	Weakened	+9.8%
Euro		0.97 EUR	Weakened	+5.2%
Mexican Peso		20.54 MXN	Weakened	+20.1%
UK Sterling		0.81 GBP	Weakened	+2.8%

Source: Federal Reserve Board; Oanda.com as of 2/4/2025

Positive change means currency **devaluation** against
Negative change means currency **appreciation** against



ORLANDO 2024 DECEMBER YTD



MCO
Passengers*

-0.7%



Hotel
Demand

-0.1%



Average
Daily Rate

+0.6%



Citywide
Attendance

+13%



Leisure & Hospitality
Employment*

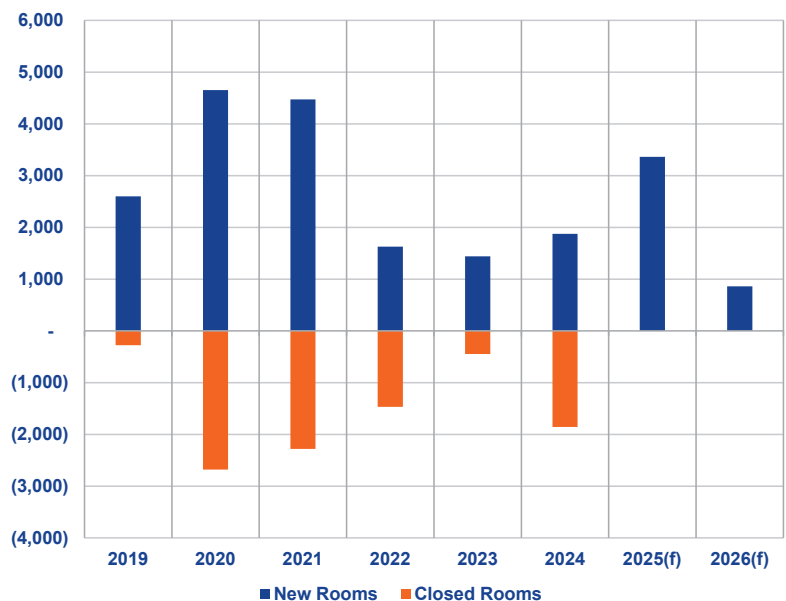
+2.5%

HOTEL SUPPLY

2024 YE: **130,464**

2025 YE Forecast: **133,827**

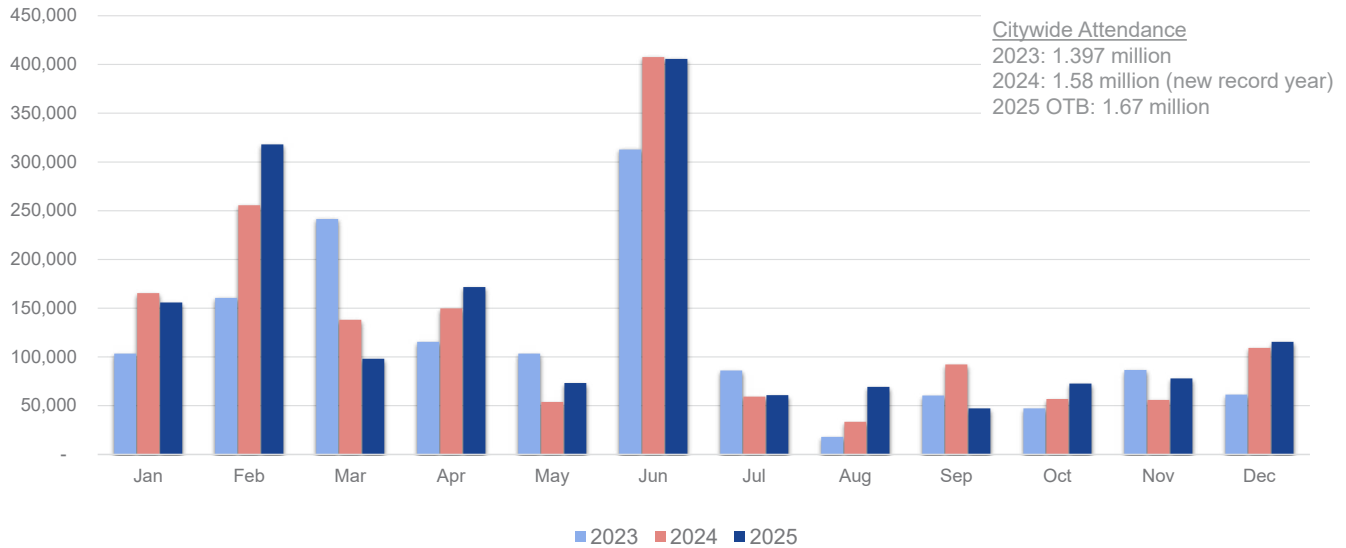
2026 YE Forecast: **134,689**



ORANGE COUNTY CONVENTION CENTER

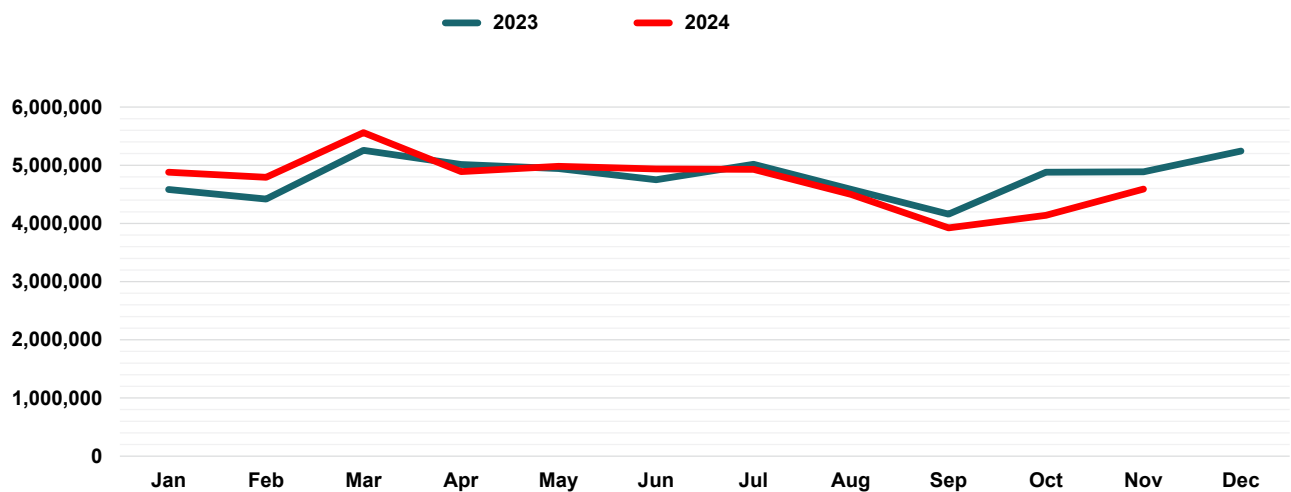
Citywide Event Attendance

Actuals through January 2024; future months on the books (OTB)



ORLANDO INTERNATIONAL AIRPORT

Passenger Traffic: Domestic and International Combined



Source: Greater Orlando Aviation Authority as of 2/4/2025

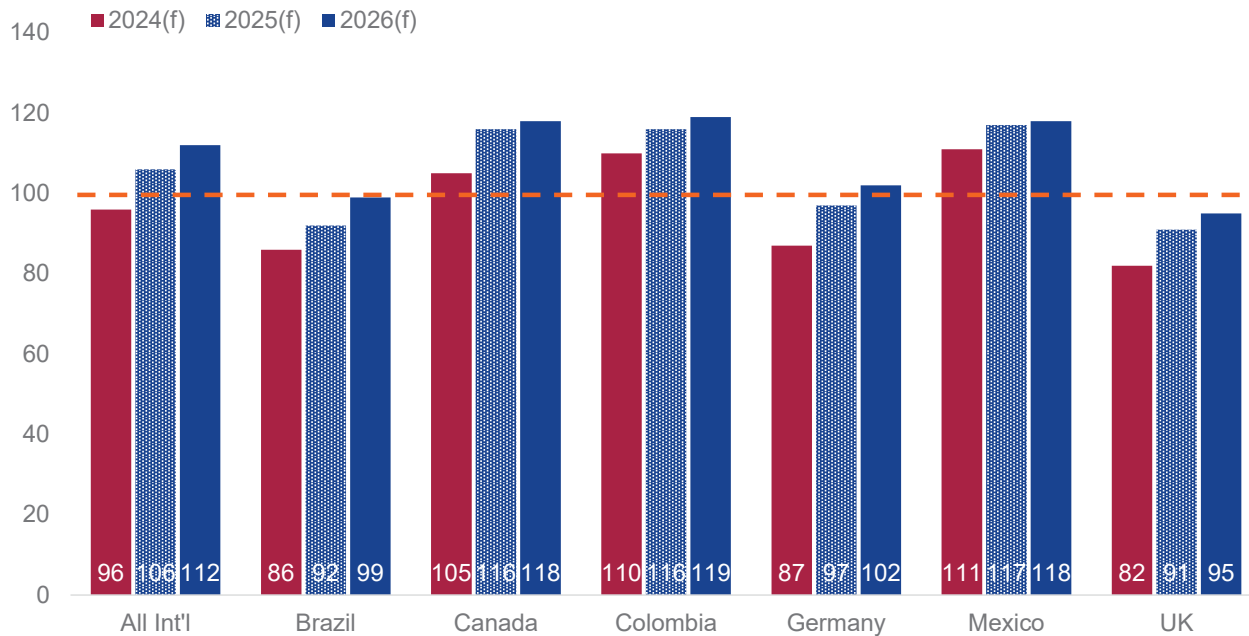
ECONOMIC FORECAST

The economic forecast is based on a survey of 37 professional forecasters conducted by the Federal Reserve Bank of Philadelphia.

2024 Q4 Survey of Professional Forecasters	2024	2025
Gross Domestic Product (growth rate)	2.7%	2.2%
Unemployment	4.0%	4.3%
Headline Inflation	2.5%	2.4%
Core Inflation (excl. food & energy)	3.1%	2.4%

INTERNATIONAL VISITOR FORECAST

Indexed to 2019

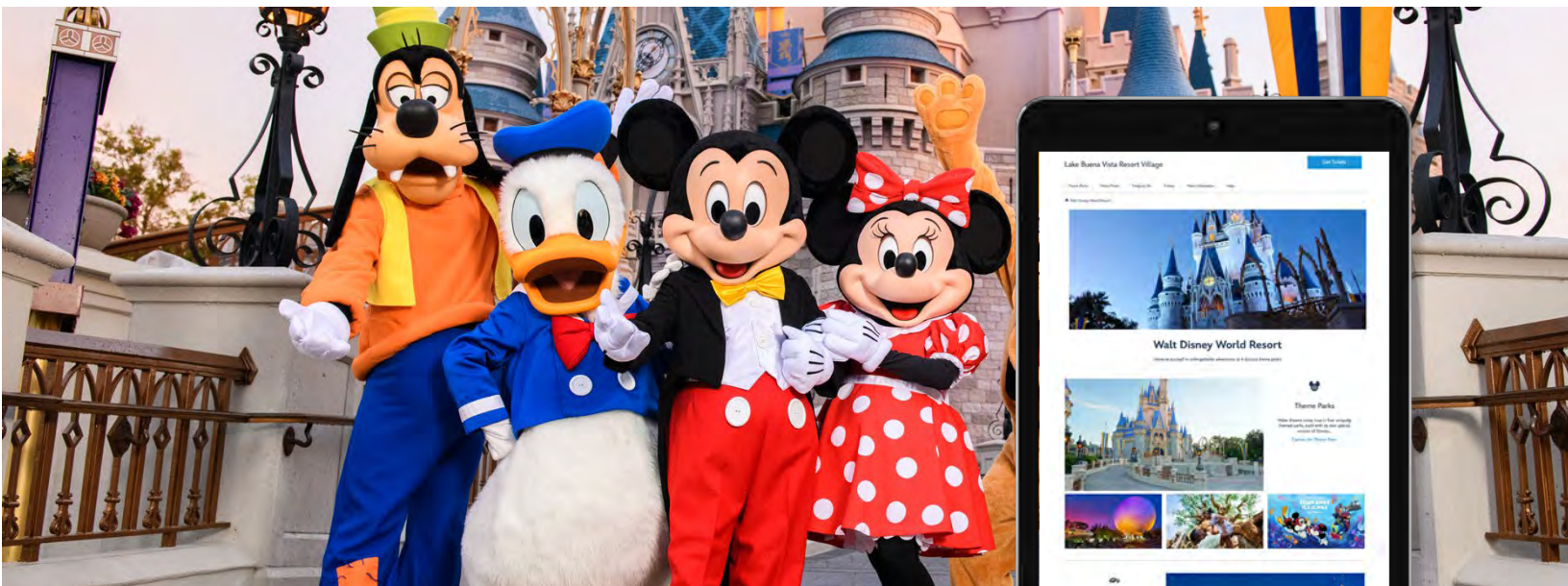




Marketing Strategy

Walt Disney World Good Neighbor Hotel

MARKETING STRATEGY



Guest can make the most of their Orlando vacation when they stay at Lake Buena Vista Resort Village & Spa, a Walt Disney World Good Neighbor Hotel.

Guests Enjoy:

- Access to Walt Disney World® vacation packages
- Insider's Guide to Walt Disney World® Resort
- Scheduled Transportation to the Walt Disney World® Theme Parks
- Purchase Walt Disney World Theme Park tickets through our online links.



The Lake Buena Vista Resort Village & Spa is AAA 3 diamond rated and was recently recognized with the AAA Best of Housekeeping award.

Radio Promotions

NEW COUNTRY 101.FIVE

Partner: WKHX-FM (New Country)
Theme: "Mother's Day Florida Flyaway"
Promotion Dates: April 29 – May 10, 2024
Market: Atlanta

104.5 SNX

Partner: WKQI-FM (Detroit), WSNX-FM (Grand Rapids), WVKS0FM (Toledo)
Theme: "Mojo's Flyaway to Florida"
Promotion Dates: March 4 – 29, 2024
Market: Detroit, Grand Rapids, MI, and Toledo, OH

949KLTY YOUR LIFE...INSPIRED

Partner: KLTY-FM (Contemporary Christian)
Theme: "Florida Flyaway"
Promotion Dates: September 16 - October 21, 2024
Market: Dallas

CHANNEL DETROIT'S HIT MUSIC 955

Partner: WKQI-FM (Detroit), WSNX-FM (Grand Rapids), WVKS0FM (Toledo)
Theme: "Mojo's Flyaway to Florida"
Promotion Dates: September 30 – October 25, 2024
Market: Detroit, Grand Rapids, MI, and Toledo, OH



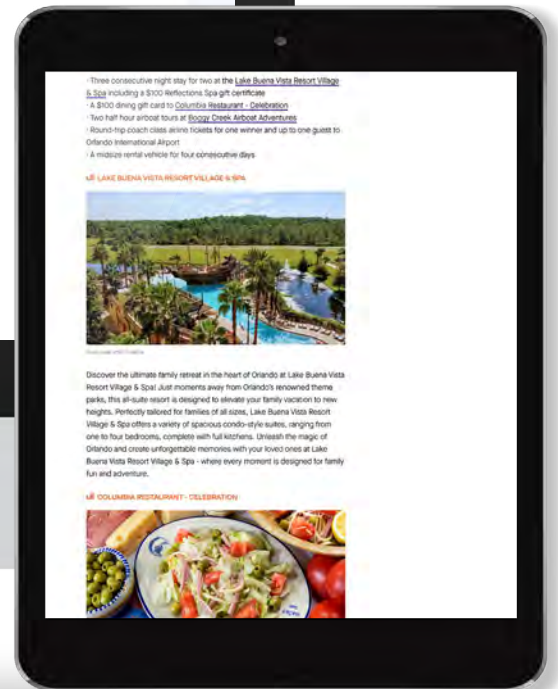
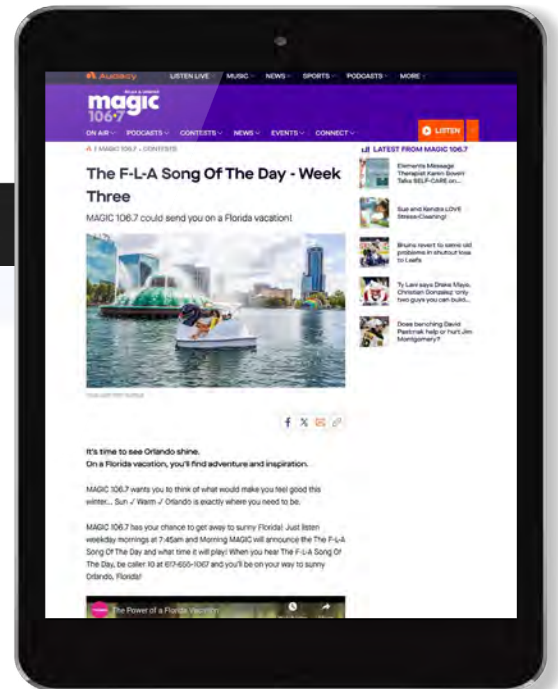
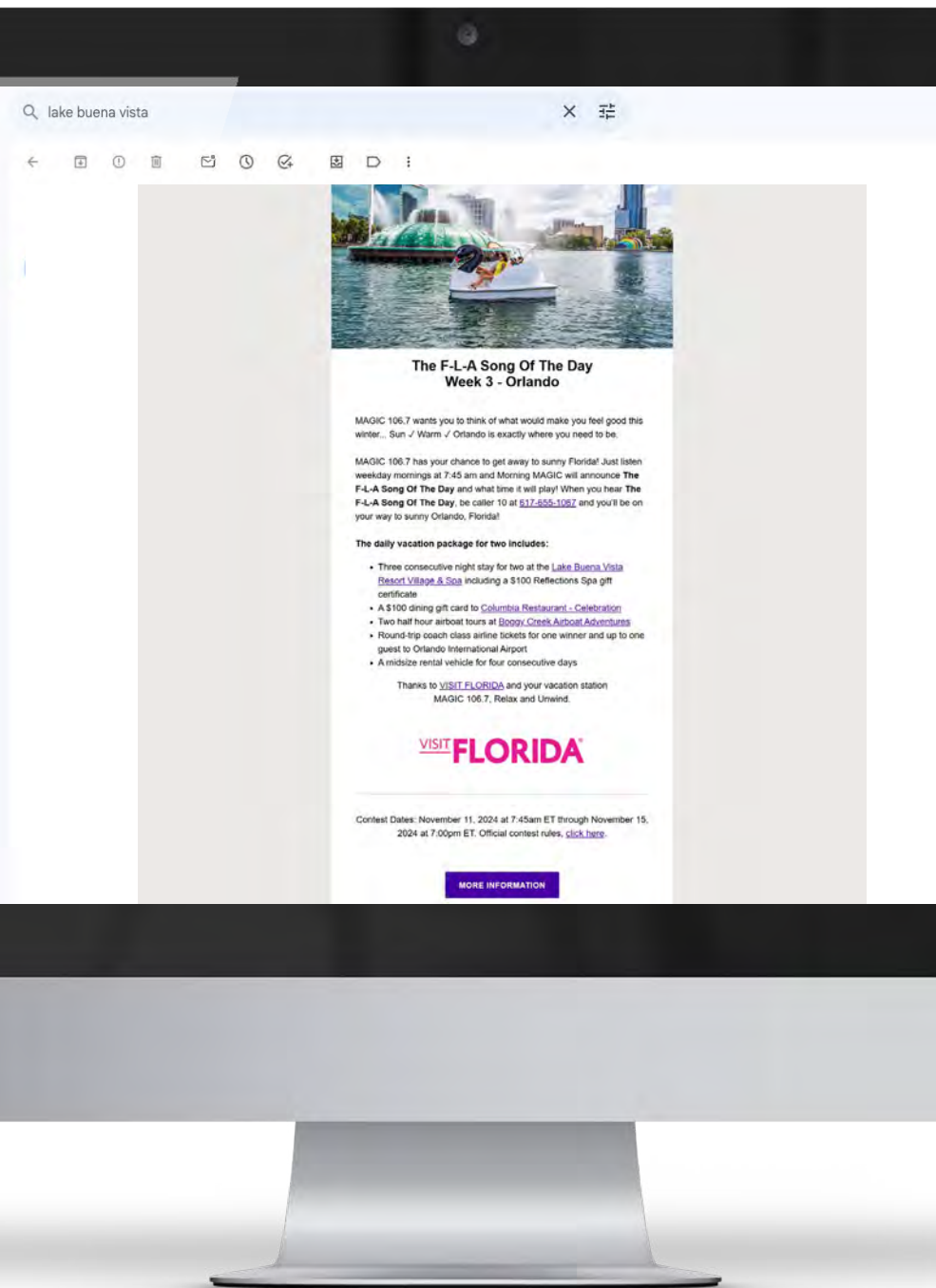
Online:

- Direct Website Content & Ongoing Updates
- E-mail Marketing
- Expedia Travel Ads
- Expedia Media Solutions Advertising
- Facebook & Instagram Display Ads
- VisitOrlando.com Featured Listing and co-op Advertising
- Visit Florida Featured Listing & Co-op Advertising
- SEO - Search Engine Optimization
- Online Display Ads & Retargeting
- ADA Accessible Website
- Paid Search & Digital Marketing

Other:

- Travel Agent Reward Program
- Private Offers Program
- stayAgain Program
- US Travel Associations
- Hotel Golf Packages
- Influencers and Bloggers

Advertising & Radio Promotions



Magic 106.7 "F-L-A Song of the Day" - Radio Contest for a Florida Vacation Package

Printable Advertisements

ATTRACTIONS
KEY TO SYMBOLS:
* Certified Water Recreation Center

Seaworld Orlando Aquarium
seaworld.com/orlando/ Discover something amazing at SEA LIFE Orlando Aquarium and dive into an underwater adventure!

SeaWorld Orlando
seaworld.com Discover something amazing at SEA LIFE Orlando Aquarium and dive into an underwater adventure!

SeaWorld Orlando
seaworld.com Discover something amazing at SEA LIFE Orlando Aquarium and dive into an underwater adventure!

Sebring, Lake Placid, and Aven Park Golf Courses
sebring.com
Play the Ultra Golf Test in Sebring, FL - "The Home of Central of America!"

SILVER SPRINGS
Silver Springs
silversprings.com Explore the Florida destination meeting all guests to enjoy nature's most amazing attraction.

ST. CLOUD
St. Cloud Main Street
stcloudmainstreet.com A redevelopment program designed to encourage shipping, economic development & historic preservation.

STREAMSONG
Streamsong Resort Golf Courses
streamsongresort.com The only destination in Florida with 3 courses ranked in the Top 100 Top Golf Courses in the U.S.

TITUSVILLE
Get Up and Go Kayaking - Titusville
getupandgokayaking.com/titusville Titusville is a fantastic place to see the nature and wildlife Florida has to offer!

WINTER GARDEN
Florida Film Academy
floridafilmmuseum.com Creative Arts and STEM Programs. Pop-In events, workshops and more at residency camps in Orlando.

Winter Garden Heritage Foundation, Inc.
wintergardenheritage.com Two history museums and a History Research Center located in the heart of Orlando's Winter Garden.

WINTER HAVEN
LEGOLAND Florida Resort
legoland.com/florida LEGOLAND Florida is a brick-tastic Resort with more than 50 rides, shows and attractions.

WINTER PARK
Hertz Rent A Car - Apopka
hertz.com

AVON PARK
Hertz Rent A Car - Avon Park Jet Center
hertz.com

CHAMPIONS GATE
Tropical Escape Vacation Homes
Welcome Center
tropicalresortvacationhomes.com We are located in the entrance of Champions Gate.

DAVENPORT
Visit Central Florida Welcome Center
visitcentralflorida.org/visit-central-florida-center-Plus County's Premier Welcome Center, located in Winter Hill and State Sports Hall of Fame.

DUNNELLON
Dunnellon Chamber & Business Association
dunnellonchamber.com Discover Suncoast, you'll love our town!

HEATHROW
Orlando North Seminole County Tourism
centralflorida.com Experience world-class attractions, eclectic dining, craft beverages, exciting festivals and more.

KISSIMMEE
Experience Kissimmee
experiencekissimmee.com Experience Kissimmee is the official tourist authority for Orlando County, Florida.

LAKE BUENA VISTA
Hertz Rent A Car - Lake Buena Vista at Disney Courtyard Marriott
hertz.com

LAKE WALES
Lake Wales Area Chamber of Commerce
lakewaleschamber.com And Lake Wales, the heart of Central Florida and beyond.

LAKE BUENA VISTA Resort Village & Spa

Escape to Lake Buena Vista Resort Village & Spa! Choose from our spacious 1- to 4-bedroom suites, relax by two sparkling pools, rejuvenate at Reflections Spa & Salon, enjoy on-site dining, and explore nearby shopping.

Plus, we offer free shuttles to Walt Disney World®, Universal Orlando®, and SeaWorld® Orlando!

Book your perfect Orlando getaway today!

SAVE UP TO 35% WHEN YOU BOOK WITH US!

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LBVResort

I-RIDE
I-PLAY
I-STAY
I-PARTY
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I-DINE

I-DRIVE DISTRICT
— INTERNATIONAL DRIVE —
www.InternationalDriveOrlando.com

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Natural Escapes Theme Park Thrills Sun-Kissed Cities Bold Flavors Beaches For Miles (And Miles)

1/2 Page Magazine Ad

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For Miles
(And Miles)

ORLANDO
Central Florida Hotel & Lodging Association
Discover Downtown, Downtown Orlando Info Center
Discover Downtown™ - Downtown Orlando Info Center
Fabulous Buses
Gray Line Orlando
Merit Rent A Car - Orlando at The Embassy
I-Drive District
Hisco Transportation Group
Orlando International Airport
Visit Orlando
Xplore Florida

PALM BEACH
Explore Palm Beach
SEBRING
TAVARES
WAUCHULA
WILDWOOD
WINTER GARDEN
WINTER HAVEN
WINTER PARK
WINTER PARK Welcome Center
WINTER PARK
WINTER PARK Welcome Center
WINTER PARK

DAVENPORT
Magical Vacation Homes & RV
KISSIMMEE
LAKE BUENA VISTA
LAKE PLACID

OCALA
The Equestrian Hotel at
Hollyhock Inn Ocala
Hollyhock Inn Hotel & Suites
Homes Away from Home
The Riding Academy Hotel
ORLANDO
The Orlando Hotel, Orlando
Cyprus Pointe Resort
Doubtless by Hilton
Drury Hotels of Florida
Evermore Orlando Resort
FloralBarron.com
Grand Hotel Orlando at Universal
Hart House Hotel at Universal
Hilton Orlando/Orange County
Hotel Landry
Hyatt House Orlando
Lorenz Pirellino Bay Hotel
Lorenz Pacific Resort at Universal
Lorenz Sapphire Falls Resort at Universal
Mandarin Orlando Airport
Mandarin Cypress Harbour Villas
Mandarin Harbour Lake
Mandarin Lakeshore Reserve

ACCOMMODATIONS
KEY TO SYMBOLS
CHAMPIONS GATE
CLERMONT

90 • VISITFLORIDA.COM

OCALA
The Equestrian Hotel at
Hollyhock Inn Ocala
Hollyhock Inn Hotel & Suites
Homes Away from Home
The Riding Academy Hotel
ORLANDO
The Orlando Hotel, Orlando
Cyprus Pointe Resort
Doubtless by Hilton
Drury Hotels of Florida
Evermore Orlando Resort
FloralBarron.com
Grand Hotel Orlando at Universal
Hart House Hotel at Universal
Hilton Orlando/Orange County
Hotel Landry
Hyatt House Orlando
Lorenz Pirellino Bay Hotel
Lorenz Pacific Resort at Universal
Lorenz Sapphire Falls Resort at Universal
Mandarin Orlando Airport
Mandarin Cypress Harbour Villas
Mandarin Harbour Lake
Mandarin Lakeshore Reserve

WINTER PARK
The Allford Inn
WINTER GARDEN
ZEPHYRHILLS

KEY TO SYMBOLS
Full-Service Hotel
Pet-Friendly
RV Park
Resort
Ski Area
Spa
Tennis
Water Park
Wildlife
Zoo

OFFICIAL FLORIDA VACATION GUIDE • 91

SPECIAL ADVERTISING SECTION



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Oceanfront condominium resort on over 42 acres just a few minutes south of charming St. Augustine. From history buffs and families to beach lovers, just Ocean Gallery Properties is your home away from home in the nation's oldest city.

4600 AIA South, Saint Augustine, FL 32080, 904-471-6663
TheOceanGallery.com



5 TRAVELERS REST RV RESORT & GOLF COURSE

The perfect place to stop in Central Florida. North of Tampa, three miles from I-75, Exit 79A. Quiet country setting 15 minutes from historic Dade City's shops and restaurants. Convenient to major attractions and events. 100+ activities from Jan-Marsh.

30129 Johnston Rd, Dade City, FL 33529, 352-888-2013
TravelersRestResort.com



6 SHEPARD'S BEACH RESORT

Florida's #1 Entertainment Resort! Luxury rooms with stunning beach views. Tropical pool-deck and SPA. Live waterfront dining in the Cove Kitchen + Bar. Famous Tiki Beach Bar with huge stage for live music, dancing, DJ, and Wine Night Club.

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Shephards.com



7 PLAZA BEACH HOTEL-BEACHFRONT RESORT

Private Beach - Saw 90% when pool bank direct. Newly renovated, 1950s, retro-themed, family-owned boutique beach resort with only 40 suites. St. Pete Beach voted #1 Beach in America. Resort has won the Certificate of Excellence by TripAdvisor. Call and book now!

4506 Gulf Blvd, St. Pete Beach, FL 33706, 727-367-2791
PBR.travel/visit

SPECIAL ADVERTISING SECTION



2 BEACHER'S LODGE OCEANFRONT SUITES

Choose your own adventure in history, cuisine, and culture in St. Augustine. Unwind with unmatched ocean views. Relax by our oceanfront heated pool and white-sand beach. With a variety of suites, find the perfect beach stay at Beacher's Lodge.

6970 AIA South, Saint Augustine, FL 32080, 904-471-8849
BeachersLodge.com



3 HAMMOCK BEACH GOLF RESORT & SPA

Located on the Atlantic Ocean, Hammock Beach offers 285 luxury accommodations, a full-service spa, fitness center, 10 swimming pools including a lazy river, beach access, two Signature golf courses, tennis center, oceanfront dining, and so much more!

200 Ocean Crest Drive, Palm Coast, FL 32137, 386-246-5555
HammockBeach.com



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Located on Kings' Bay and Three Sisters Springs. Boating, swim-with-the-manatee tours, fishing charters, onsite marina with all water activity rentals. On land: championship golf, lagoon-style pool, hot tubs and onsite spa-gym, plus three on-site eateries.

9301 West Fort Island Trail, Crystal River, FL 34429, 352-796-4211, 800-632-6262
PlantationonCrystalRiver.com



8 THE DON CESAR

Experience Coastal Luxury at The Don Cesar, Florida's Crown Jewel Perched above dunes, it offers stunning gulf views, poolside relaxation or a beach escape. It's all here!

3400 Gulf Blvd, St. Pete Beach, FL 33706, 855-621-0949
DonCesar.com



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Four Orlando hotels in prime locations near Universal Orlando, SeaWorld, and Walt Disney World theme parks. Scheduled complimentary shuttles. Complimentary parking, and Wi-Fi. No resort fee. Swimming Pools/Bar/Casino Room/Restaurant (kids eat free, five and under).

8442 Palm Parkway, Orlando, FL 32836, 407-470-7197
RosenInns.com/offers



10 LAKE BUENA VISTA RESORT VILLAGE & SPA

Stay in our spacious one-to-four-bedroom suites, unwind by two pools, rejuvenate at our spa, enjoy on-site dining, and explore nearby shopping. Plus, we offer free shuttles to Orlando's top theme parks! Book your perfect Orlando getaway today!

8113 Resort Village Drive, Orlando, FL 32821, 407-597-0214
LBVOrlandoResort.com

Top 10 of "Great Places to Stay"

"Stay in our spacious 1- to 4-bedroom suites, unwind by two pools, rejuvenate at our spa, enjoy on-site dining, and explore nearby shopping. Plus, we offer free shuttles to Orlando's top theme parks! Book your perfect Orlando getaway today!"

Printable Advertisements

"NORTHEAST GOLF" FALL 2024



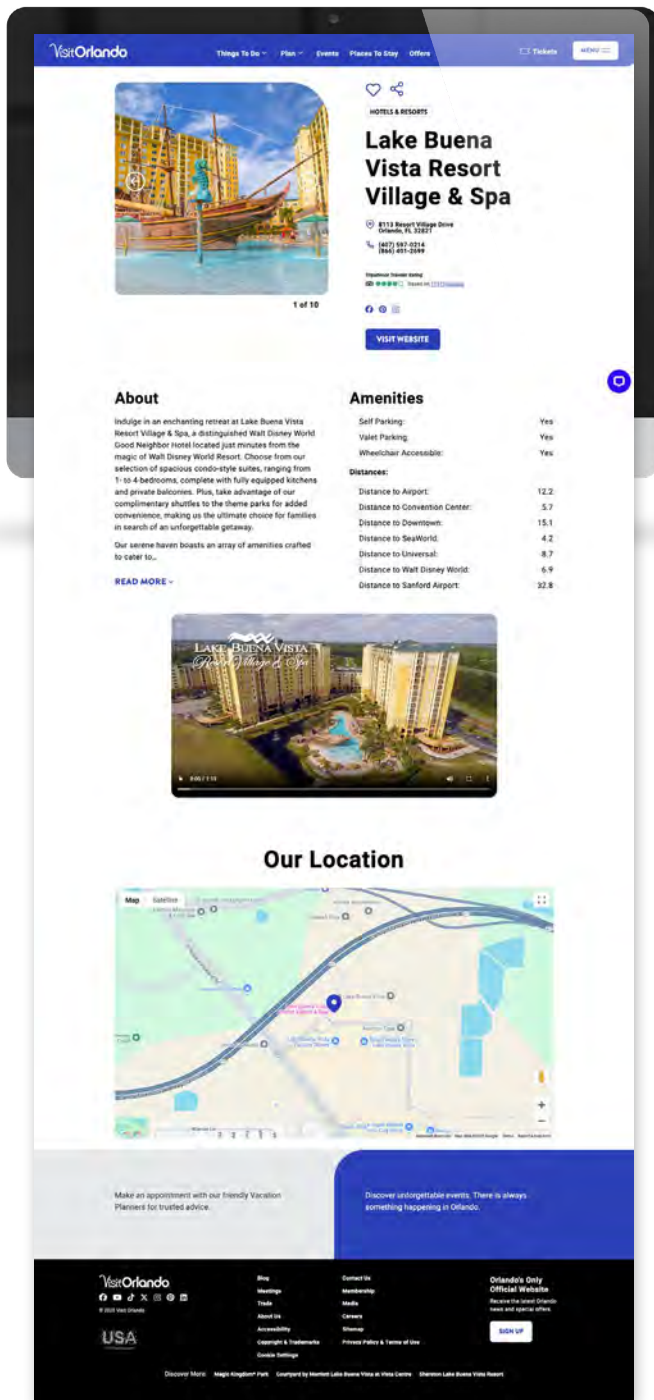
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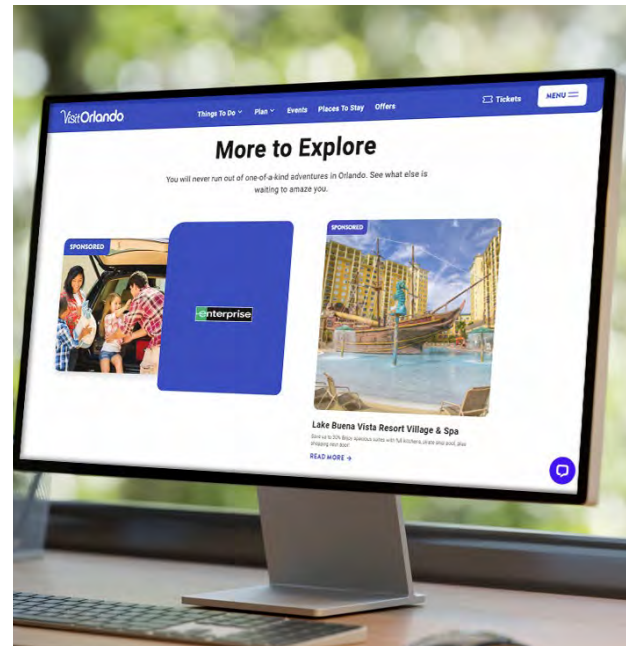
Full page editorial



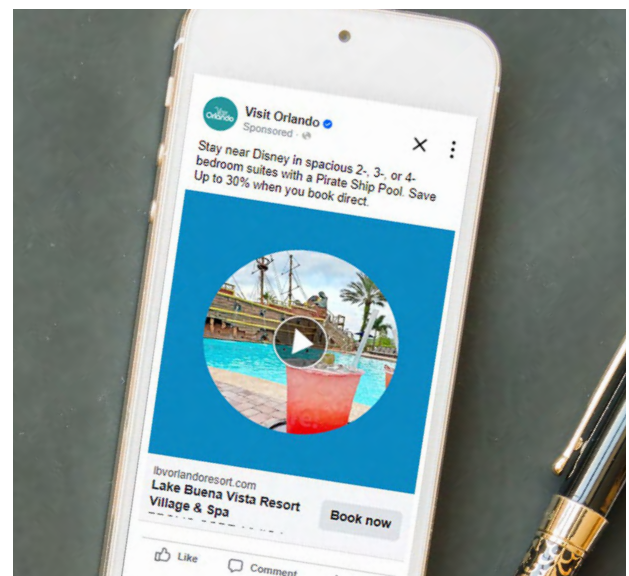
Visit Orlando



Visit Orlando - Resort's Page Listing



Visit Orlando Homepage



Visit Orlando Social Media Post & Video

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TRAVEL PARTNERS



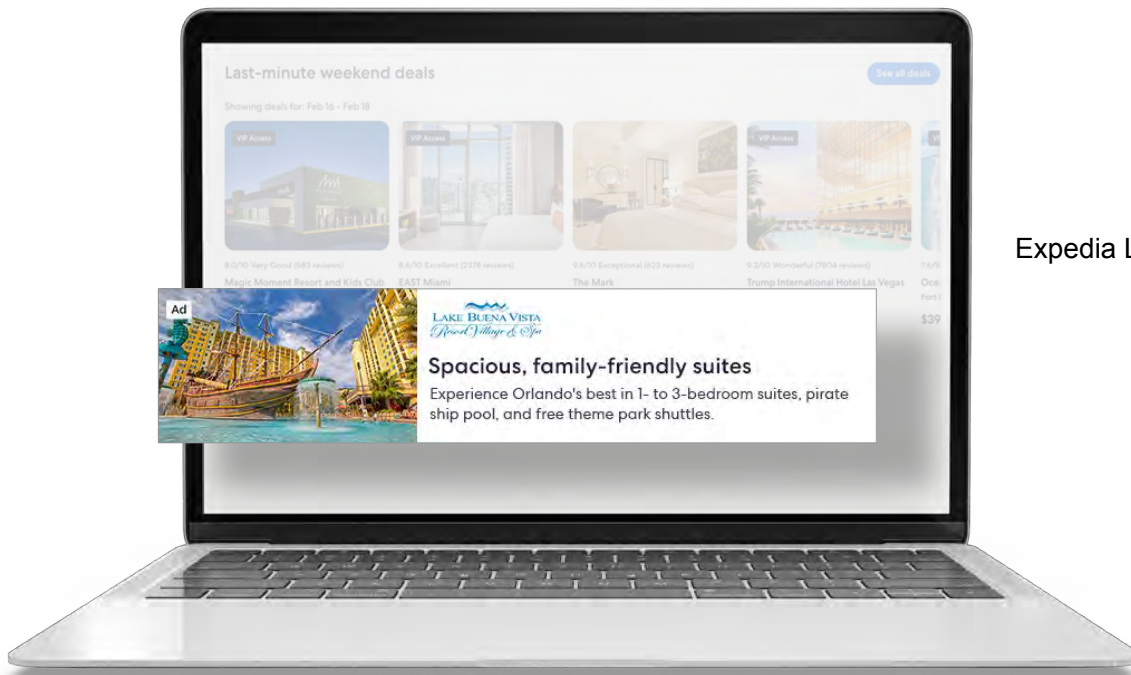
Visit Orlando
Digital Display Spring Co-Op 2024 (Animated Gif with 3 Slides)



Visit Orlando
Digital Display Summer Co-Op 2024 (Animated Gif with 3 Slides)



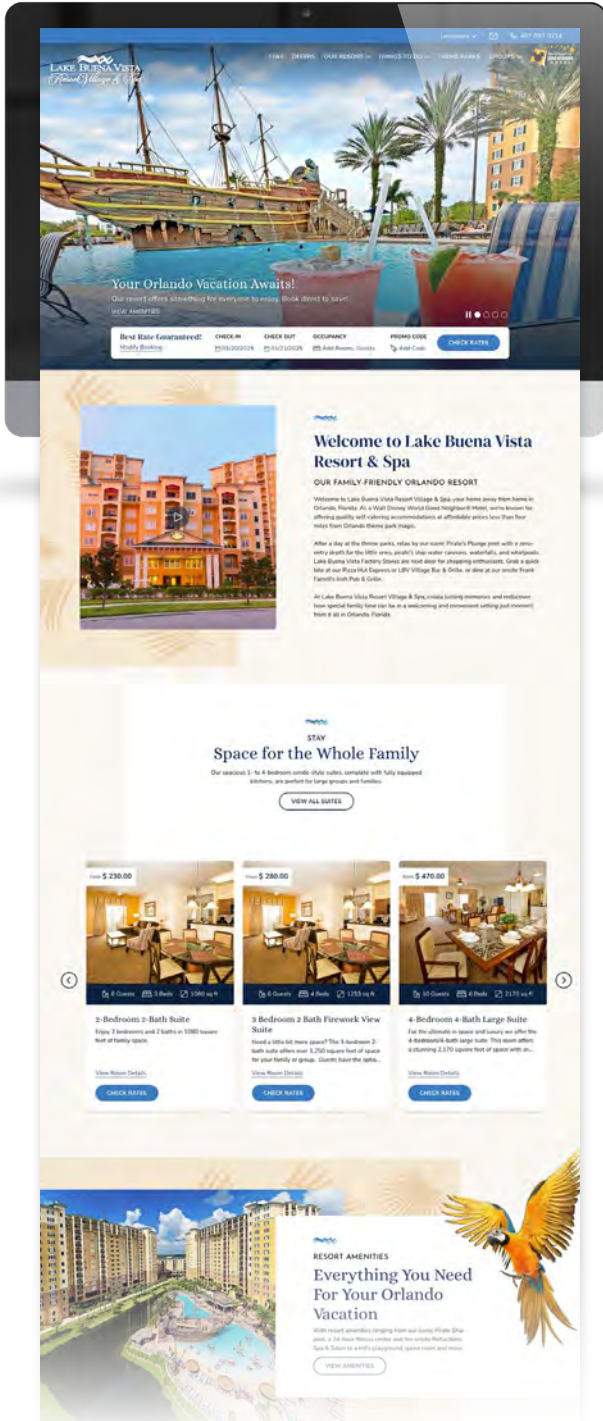
Expedia Domestic Ad



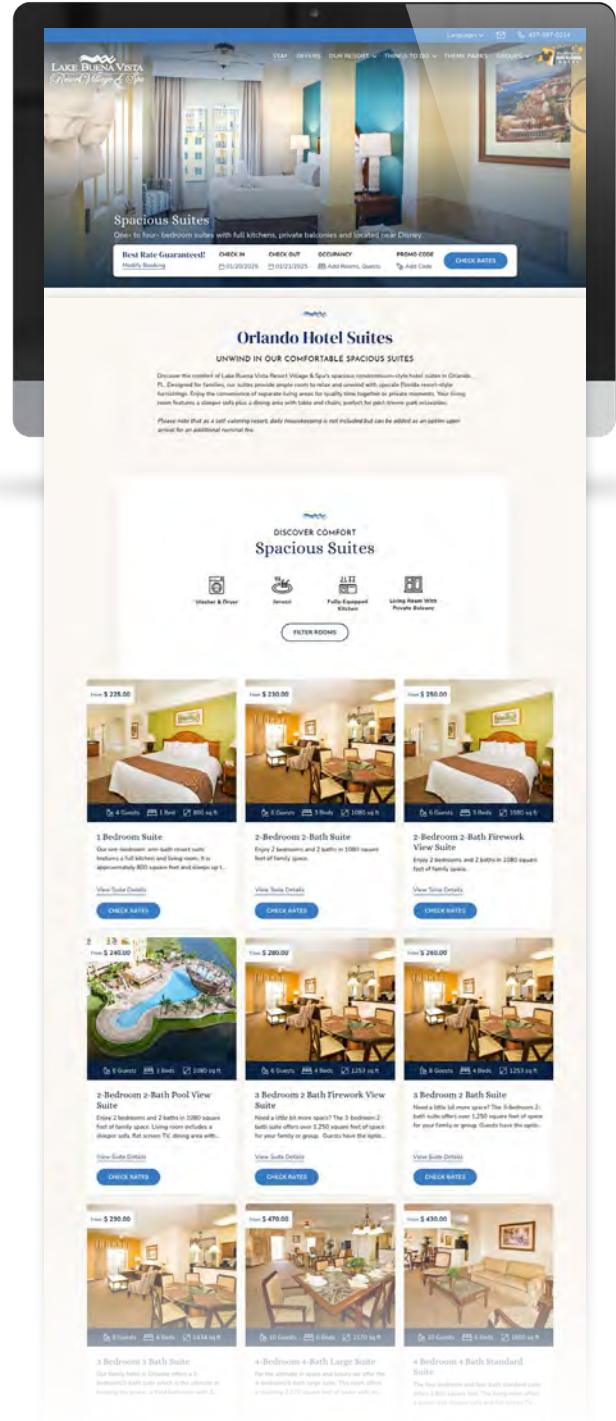
Expedia Listing Ad

New Website Launched

LBVORLANDORESORT.COM



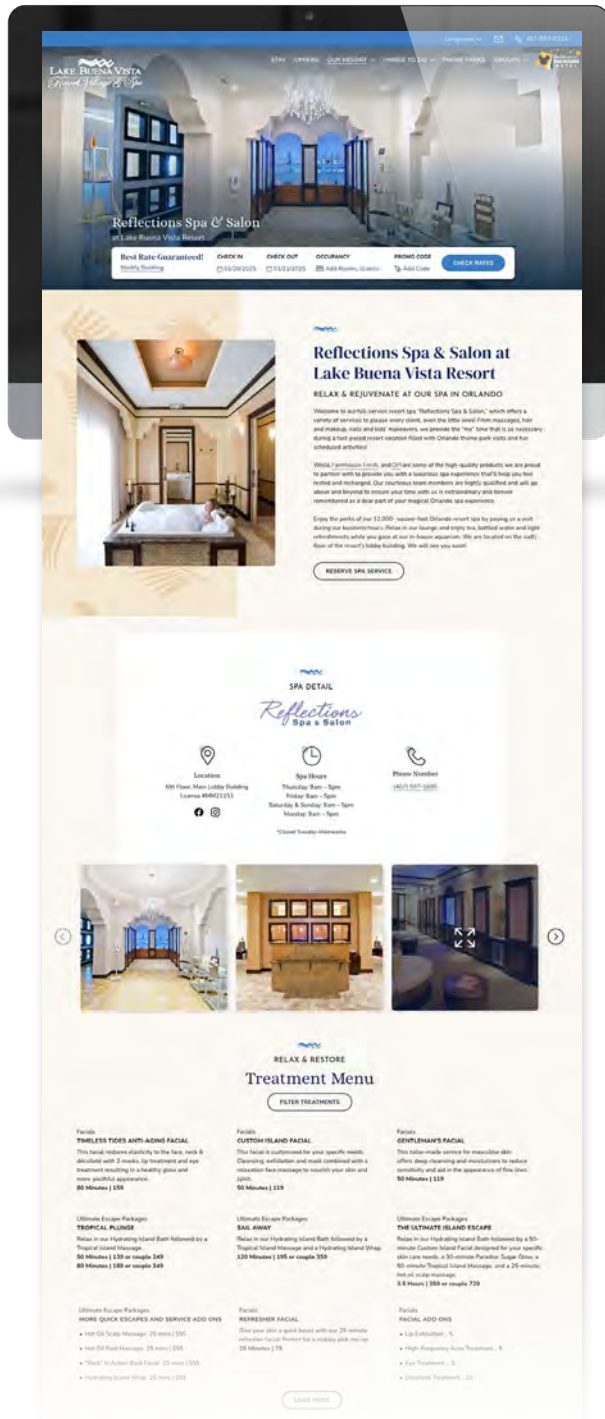
New Homepage



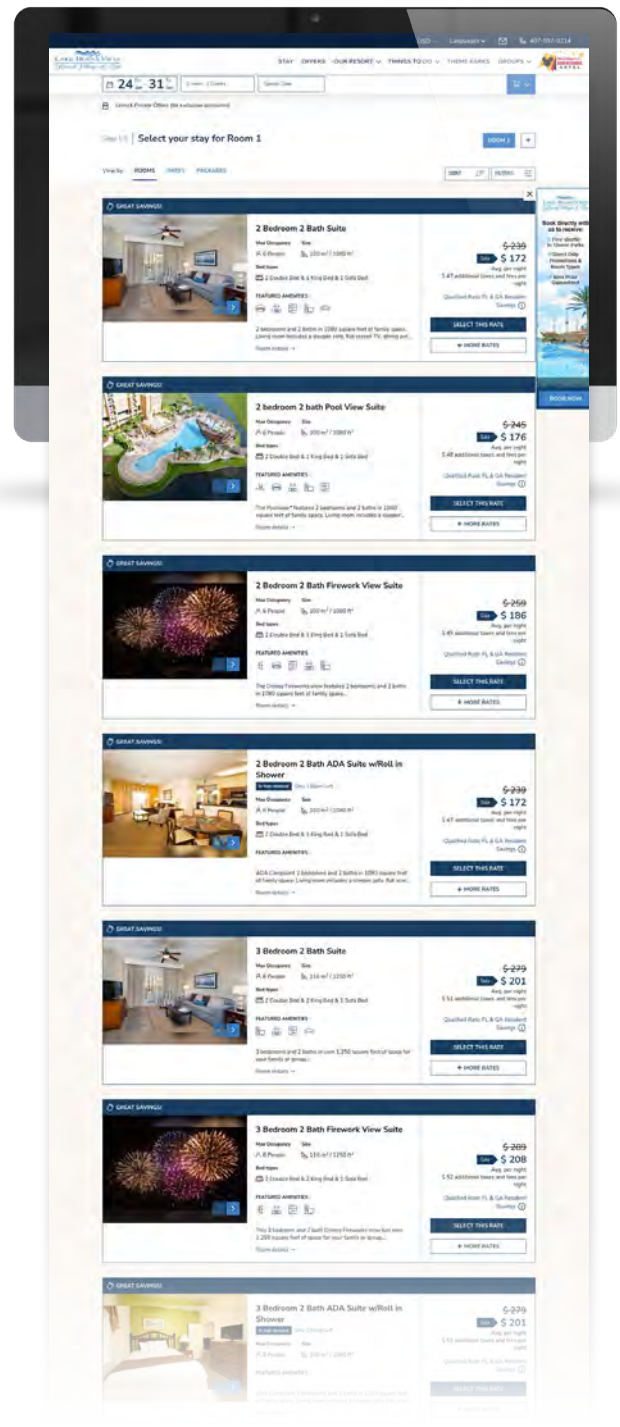
New Room Listings "Stay" Page

New Website Launched

LBVORLANDORESORT.COM



New Amenities' Pages



New Booking Engine Update



Holiday Magic at Lake Buena Vista Resort Village and Spa

Updated December 2, 2024

Sample of Blog Content: Orlando is brimming with festive cheer, from dazzling parades and enchanting theme park celebrations to sparkling light displays that capture the spirit of the season. Click here to discover all the exciting holiday events happening around town. But the holiday magic doesn't stop there! Right here at our resort, we've planned a spectacular lineup of activities to bring the festivities to you...



Orlando Restaurants Serving Thanksgiving Dinner

Updated October 29, 2024

Sample of Blog Content: Looking to make Thanksgiving in Orlando memorable? Orlando's vibrant restaurant scene has you covered with a variety of options for a delicious holiday meal. From traditional turkey feasts to unique, chef-inspired menus, check out our roundup of Orlando restaurants serving Thanksgiving to make this holiday both stress-free and satisfying.



Halloween at Lake Buena Vista Resort Village & Spa

Date Published: September 13, 2024

Sample of Blog Content: Lake Buena Vista Resort Village & Spa is thrilled to announce that we're hosting our very own spooktacular activities for kids staying at our resort! Families can look forward to a range of festive events that will make their Halloween celebration even more special. From a Pirate Skeleton Hunt to trick-or-treating, our resort will be alive with excitement and fun...



Summer Fun 2024 at Lake Buena Vista Resort Village & Spa

Date Published: July 01, 2024

Sample of Blog Content: Join us for an unforgettable summer packed with excitement and fun! We have an array of activities and treats lined up to ensure our Orlando resort guests have a blast during their stay.



Family Reunions

<https://www.lbvorlandoresort.com/groups/family-reunions>

Sample of Content:

Planning a family reunion? Create unforgettable memories at Lake Buena Vista Resort Village & Spa, where comfort, fun, and togetherness come naturally. Located in the heart of Orlando, our resort offers everything you need for a seamless and joyful family gathering.



Corporate Meetings and Businesses

<https://www.lbvorlandoresort.com/groups/corporate-meetings-and-businesses>

Sample of Content:

Planning your company's next corporate meeting or training seminar? Look no further than Lake Buena Vista Resort Village & Spa. Nestled in the heart of Orlando, our resort offers the perfect blend of comfort and convenience for your business gatherings.



Spa Services for Kids & Tweens

<https://www.lbvorlandoresort.com/our-resort/reflections-spa-salon/spa-services-for-kids>

Sample of Caption:

At Reflections Spa Orlando, we believe that everyone deserves a little pampering—even the youngest members of the family! Whether your child dreams of becoming a princess, a pirate, or a mermaid, our kid-friendly spa services are designed to make their day truly magical.



Nearby Orlando Courses (Each Golf course has their own landing page)

Example: Walt Disney World® Golf

Sample of Caption:

Escape to the enchanting world of golf and magic when you stay at Lake Buena Vista Resort Village & Spa. Our resort is your ideal home base for an unforgettable golfing experience at Disney World® Golf. Nestled in the heart of Orlando, just moments away from the magic of Walt Disney World, our Orlando resort not only offers exceptional hotel amenities but our golf specialists can offer you exclusive golf packages that will take your Orlando vacation to a whole new level.

Monthly E-Newsletter Sampling

TOP E-NEWSLETTERS FOR
2024



Lake Buena Vista Resort Village & Spa

ORLANDO EVENTS
August E-Newsletter

Exciting Summer Fun Continues at our Resort!

Treats Galore: Enjoy cotton candy, popcorn, or snow cones every Thursday & Friday from 3pm - 5pm in the Lobby Area.

Poolside Party: Dance the day away with our DJ taking song requests by the Pirate Plunge Pool every Thursday to Saturday afternoon!

Kids' Activities: We'll have fun activities lined up for the kids at the resort. From bracelet making to scavenger hunts and more, there's something for everyone! We ask that parents stick around to supervise. Keep an eye out for more details!

Join us for all the fun and make the most of your summer!

Magical Dining Month Returns

Magical Dining Month is back from August 16 to September 30, 2024, with a record-breaking 150+ restaurants participating. Enjoy six weeks of delicious three-course meals at two exceptional prices. It's the perfect chance to savor new flavors and support local dining!

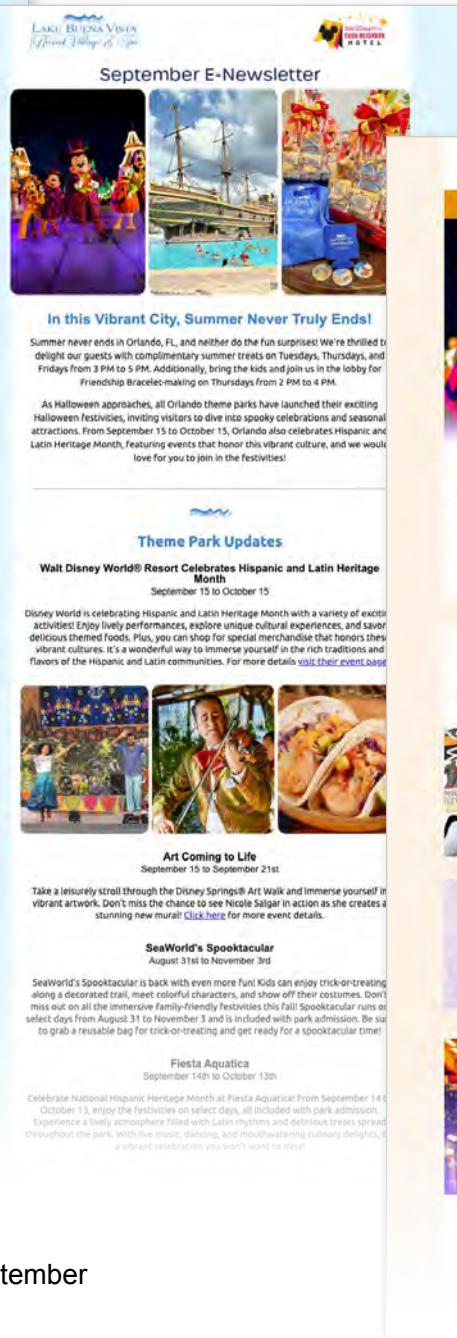
Reflections Spa & Salon
Book Any Spa Service and Receive **20% OFF**
BOOK NOW

Walt Disney World® Resort News

Mickey's Not-So-Scary Halloween Party
August 9 - October 31
Mickey's Not-So-Scary Halloween Party is starting earlier this year! Get ready for spooky fun and festive treats as the celebration kicks off sooner than ever. It's the perfect opportunity to enjoy all the Halloween magic with less of the crowd.

H2O Glow After House at Disney's Typhoon Lagoon
H2O Glow After Hours at Disney's Typhoon Lagoon is sadly ending on August 31. This vibrant, nighttime event has been a splash-kastic highlight of the summer, offering glowing fun and music. If you haven't had the chance to experience it...

August



Lake Buena Vista Resort Village & Spa

September E-Newsletter

In this Vibrant City, Summer Never Truly Ends!

Summer never ends in Orlando, FL, and neither do the fun surprises! We're thrilled to delight our guests with complimentary summer treats on Tuesdays, Thursdays, and Fridays from 3 PM to 5 PM. Additionally, bring the kids and join us in the lobby for Friendship Bracelet-making on Thursdays from 2 PM to 4 PM.

As Halloween approaches, all Orlando theme parks have launched their exciting Halloween Festivities, inviting visitors to dive into spooky celebrations and seasonal attractions. From September 13 to October 15, Orlando also celebrates Hispanic and Latin Heritage Month, featuring events that honor this vibrant culture, and we would love for you to join in the festivities!

Theme Park Updates

Walt Disney World® Resort Celebrates Hispanic and Latin Heritage Month
September 13 to October 15

Disney World is celebrating Hispanic and Latin Heritage Month with a variety of exciting activities. Enjoy lively performances, explore unique cultural experiences, and savor delicious themed foods. Plus, you can shop for special merchandise that honors these vibrant cultures. It's a wonderful way to immerse yourself in the rich traditions and flavors of the Hispanic and Latin communities. For more details [visit their event page](#).

Art Coming to Life
September 15 to September 21st

Take a leisurely stroll through the Disney Springs® Art Walk and immerse yourself in vibrant artwork. Don't miss the chance to see Nicole Salgar in action as she creates a stunning new mural! [Click here](#) for more event details.

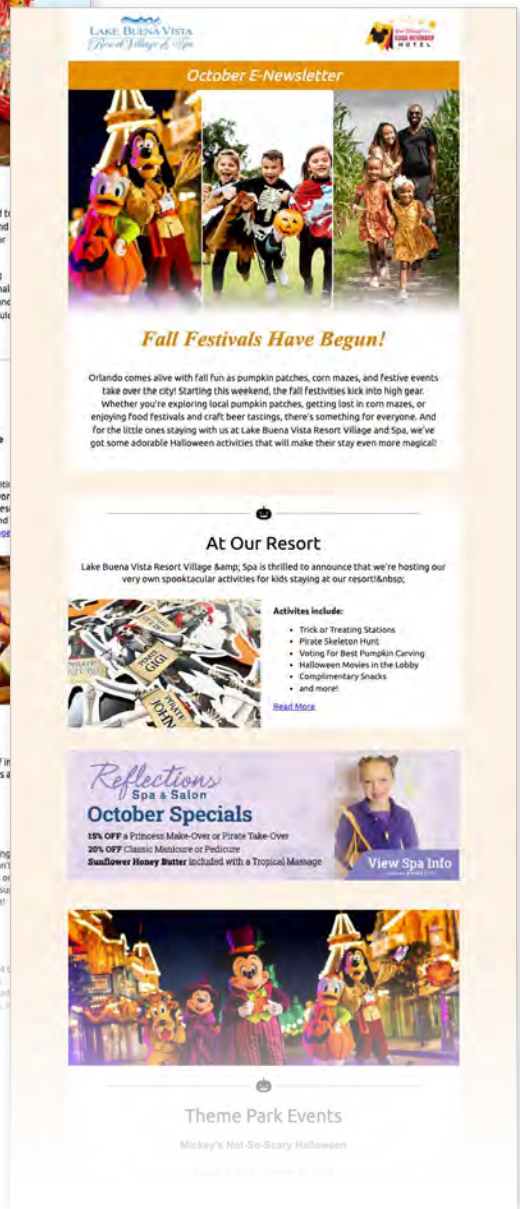
SeaWorld's Spooktacular
August 31st to November 3rd

SeaWorld's Spooktacular is back with even more fun! Kids can enjoy trick-or-treating along a decorated trail, meet colorful characters, and show off their costumes. Don't miss out on all the immersive family-friendly festivities this Fall! Spooktacular runs on select days from August 31 to November 3 and is included with park admission. Be sure to grab a reusable bag for trick-or-treating and get ready for a spooktacular time!

Fiesta Aquatica
September 14th to October 13th

Celebrate National Hispanic Heritage Month at Fiesta Aquatica! From September 14 to October 13, enjoy the festivities on select days, all included with park admission. Experience a lively atmosphere filled with Latin rhythms and delicious treats spread throughout the park. With live music, dancing, and mouthwatering culinary delights, it's a vibrant celebration you won't want to miss!

September



Lake Buena Vista Resort Village & Spa

October E-Newsletter

Fall Festivals Have Begun!

Orlando comes alive with fall fun as pumpkin patches, corn mazes, and festive events take over the city! Starting this weekend, the fall festivities kick into high gear. Whether you're exploring local pumpkin patches, getting lost in corn mazes, or enjoying food festivals and craft beer tastings, there's something for everyone. And for the little ones staying with us at Lake Buena Vista Resort Village and Spa, we've got some adorable Halloween activities that will make their stay even more magical!

At Our Resort

Lake Buena Vista Resort Village Spa is thrilled to announce that we're hosting our very own spooktacular activities for kids staying at our resort!​

Activities include:

- Trick or Treating Stations
- Pirate Skeleton Hunt
- Voting for Best Pumpkin Carving
- Halloween Movies in the Lobby
- Complimentary Snacks
- and more!

[Read More](#)

Reflections Spa & Salon
October Specials

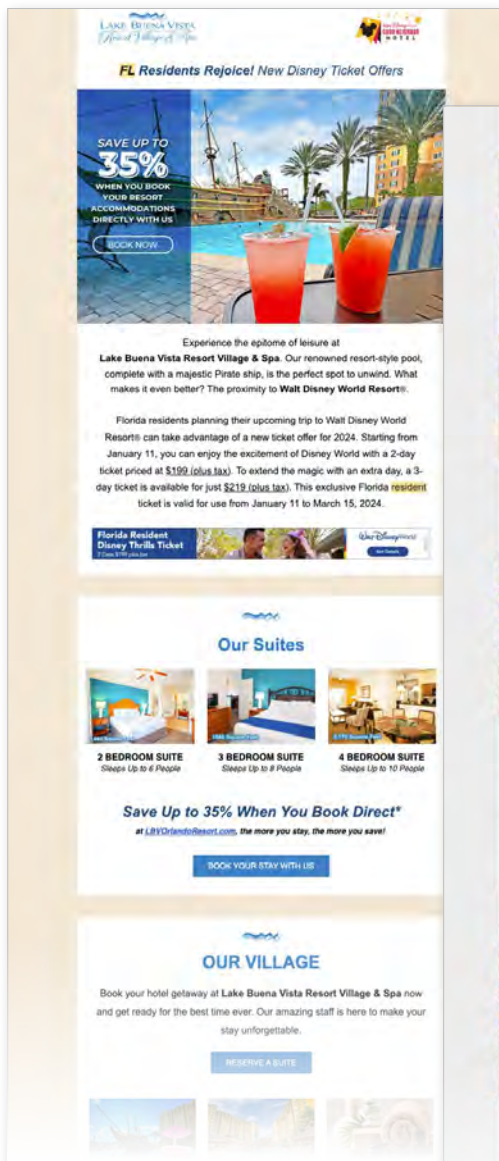
15% OFF a Pirates Make-Over or Pirate Take-Over
20% OFF Classic Massage or Pedicure
Shadower Heavy Butter included with a Tropical Massage

[View Spa Info](#)

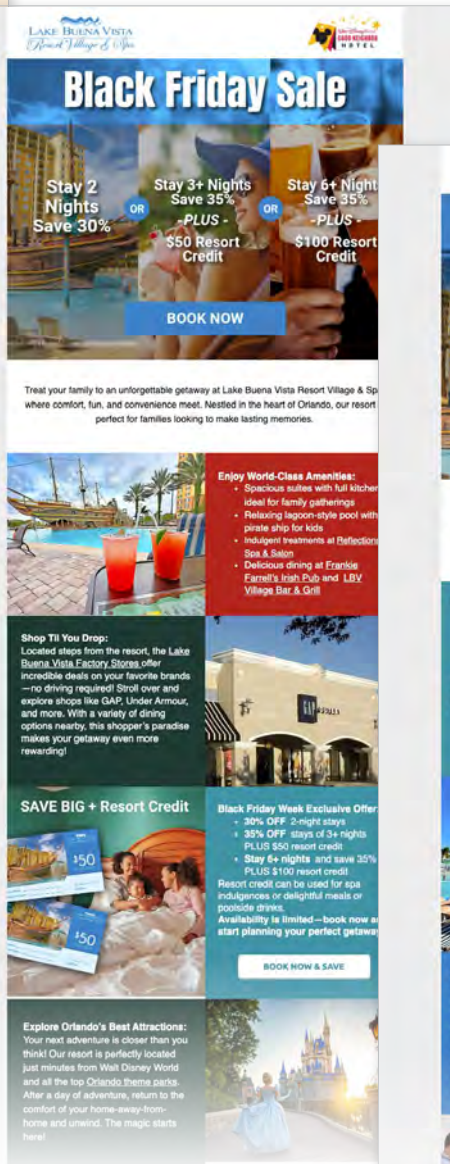
Theme Park Events

Mickey's Not-So-Scary Halloween
August 9, 2024 - October 31, 2024

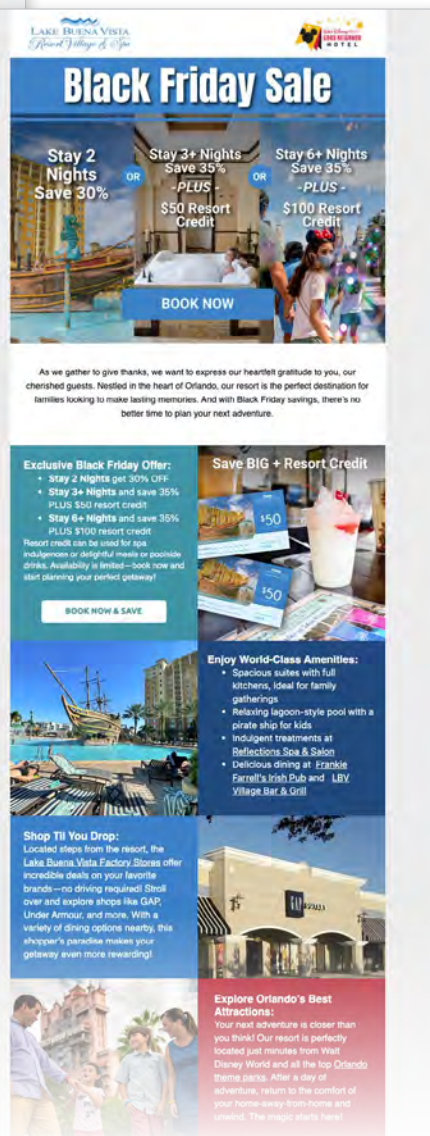
October



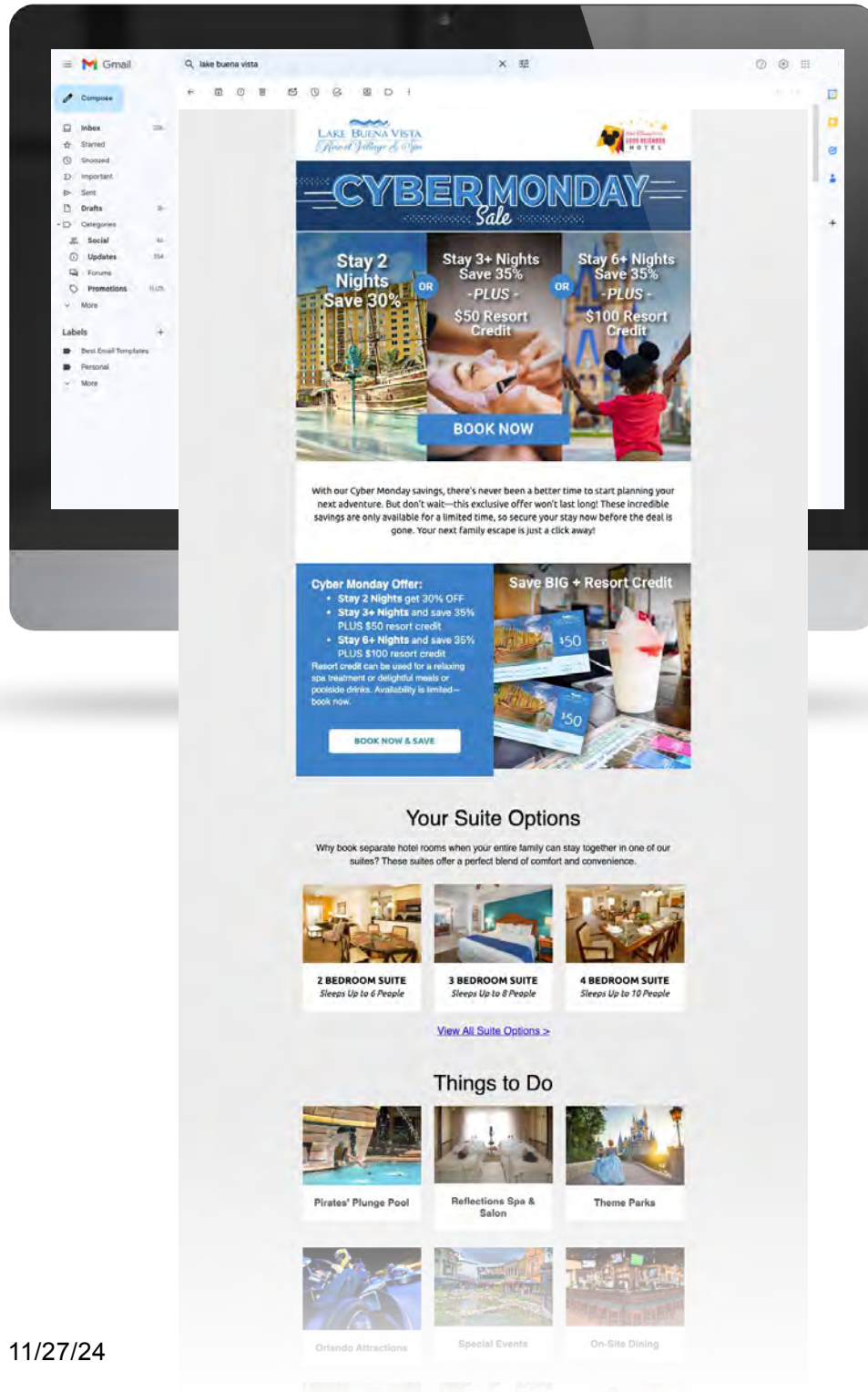
Subject: Embrace Winter with FL Resident Promotions
1/26/24



Subject: Black Friday Savings up to 35% + Resort Credit
11/25/24



Subject: Black Friday Sale: Save Up to 35% + \$100 Resort
11/28/24



11/27/24



LBV INFLUENCER RESULTS

2024 Travel Industry Year In Review

What We Offer

A 2-night complimentary accommodations at the, Lake Buena Vista Resort Village & Spa. in a two-bedroom suite. In addition, if the blogger would like to also mention our Reflections Spa & Salon, we offer them a wonderful Spa treatment of their choice from the below menu (offer based on availability):

1. Reflections Spa Custom Island Facial
2. Island Bliss Hot Stone Pedicure
3. Tropical Island Massage (50 Minutes)

The Deliverables

We ask that if the blogger accepts the offer they will provide us with the previously agreed deliverables:

1. UGC (user generated content) in video format (could be a saved reels or TikTok so we can use it on our channels) + 6 high-res pictures at the resort. We will be allowed to use these for organic or paid posts and ad materials.
2. One Static post on Instagram and 1 video reels (minimum).
3. Six stories with a minimum of 1 with a swipe up link to our website.

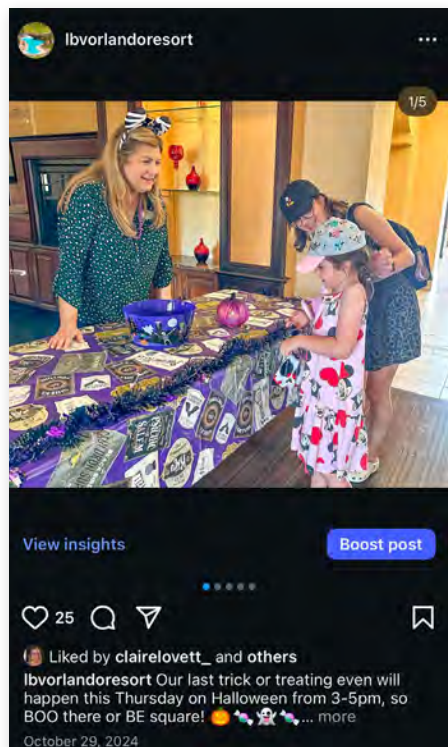
As a reminder, all bloggers, influencers and journalists are thoroughly vetted by Fernanda. She makes sure they not only have great social numbers but also foster a good community, have good engagement and that their past partnerships look professional. We only partner with the creators that seem the most promising and that will yield the best ROI.

When creators don't pass through our vetting process, we always invite them to keep in touch for a future opportunity. That ensures that we maintain a good relationship with these micro creators and we could reach back out to them in case they experience exponential growth in the future.



Organic Social Media

TOP 2024 POSTS @LBVRESORT

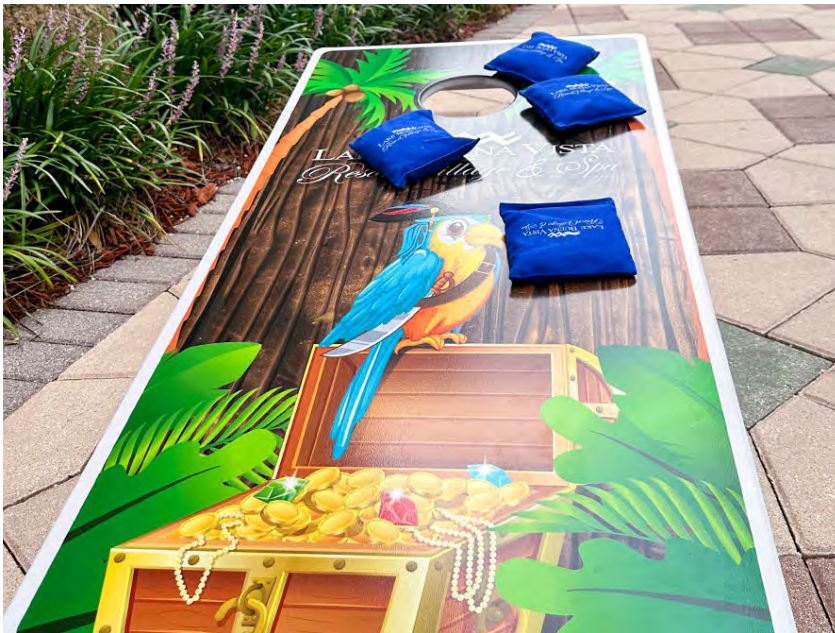




Exhibits

Surprising & Delighting Our Guests

SUMMER FUN 2024



Games such as cornhole, giant Jenga and giant Connect 4 became available for guests



Posters and flyers



112 prizes were raffled away



140 Hours of Live DJ Music played by the pool.

Surprising & Delighting Our Guests

WEEKLY COMPLIMENTARY TREATS FOR GUESTS THROUGHOUT THE YEAR



Fresh Popcorn



Snow Cones



Ice cream



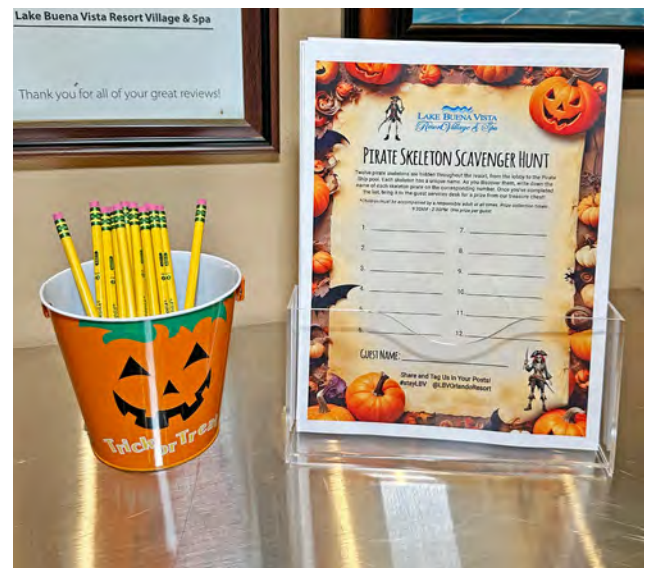
Cotton Candy

Surprising & Delighting Our Guests

HALLOWEEN & THANKSGIVING AT OUR RESORT



Trick-or-treating stations were set up weekly throughout the resort, bringing festive fun until Halloween.



81 adventurers joined our Halloween Skeleton Scavenger Hunt. 98 explorers found our hidden pirate turkeys, and 56 sleuths found our holiday pirates throughout our resort.

Surprising & Delighting Our Guests

HOLIDAY MAGIC AT OUR RESORT



211 cups of hot chocolate were served to warm hands and hearts.



310 Holiday Activity Books were gifted to kids to spark festive cheer.



35 festive ornaments were lovingly crafted to brighten trees at home.



93 letters to Santa were written and sent to the North Pole.



Our Elf on the Shelf was hidden throughout the resort, spreading holiday cheer until December 24. We shared daily updates on social media to showcase its hiding spots!

Check-In Folder Update



Check-In Folder Update



New Rack Cards 2024

Trade Show



Tabletop Banners



Branded Giveaways

Having Reflections Spa & Salon on property at Lake Buena Vista Resort Village & Spa enhances the guest experience by providing a convenient and luxurious retreat for relaxation and self-care. Guests can enjoy a range of rejuvenating services, from massages to beauty treatments, without ever leaving the resort, adding to the overall appeal of their stay.

The spa serves as a valuable amenity that increases the resort’s desirability, attracting more guests and potentially boosting occupancy rates and rental income. This premium on-site offering helps differentiate the resort, making it a more attractive destination for vacationers.



4-Fold Brochure Updated in 2024



Reflections Spa & Salon
Valentine Specials
 Now until February 29th

 <p>Tropical Island Couples Massage with Complimentary Scrub 50 min - Normally \$238 NOW \$214.20 80 min - Normally \$358 NOW \$322.22</p>	 <p>Deep Tissue with Complimentary CBD Spot Treatment 80 min - Normally \$263 NOW \$182.70</p>
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*Pricing includes gratuity

Find us on the 6th Floor of the main lobby building
 Dial 4000 from your room phone to book over the phone

www.ReflectionsSpaOrlando.com



Reflections Spa & Salon
SUMMER SPECIALS

 <p>July 4 - 8 Express Mani & Pedi with FREE Lip Wax</p>	 <p>July 11 - 15 Classic Mani & Pedi with FREE Eyebrow Wax</p>	 <p>July 18 - 22 Custom Island Facial with FREE Foot Massage</p>
 <p>July 25 - 29 Book a Get Mani & Pedi and receive a complimentary paraffin massage with your treatment.</p>	 <p>August 1 - 5 Tropical Island Massage with FREE Polish Change</p>	 <p>August 8 - 12 Tropical Island Massage with FREE Foot or Back Scrub</p>

License #MM21151

Visit us on the 6th Floor of the main lobby building.
 Dial 4000 from your suite's phone to reserve your appointment.

ReflectionsSpaOrlando.com



Reflections Spa & Salon
Mother's Month SPA SPECIALS
 Valid through May 31, 2024

 <p>Tropical Island Massage With Back Scrub Included! Surrender your senses and let our skilled massage therapists create a relaxation massage.</p>	<p>50 MIN Regular \$760 NOW \$99</p>
 <p>Custom Island Facial Plus a Mini Scalp Massage! Perfect for dehydrated skin. Pamper your skin and enhance your natural glow with a facial today.</p>	<p>50 MIN Regular \$730 NOW \$119</p>
 <p>Classic Manicure & Pedicure CBD Soak Included! Indulge in self-care and leave feeling polished from head to toe.</p>	<p>Manicure - \$32 Pedicure - \$50 CBD Soak - \$16 ALL for \$98</p>

*Gratuity not included | License #MM21151

Visit us on the 6th Floor of the main lobby building.
 Dial 4000 from your suite's phone to reserve your appointment.

ReflectionsSpaOrlando.com



Reflections Spa & Salon
Get 20% OFF Any Full Service Spa Treatment

Plus a complimentary mimosa is included with your treatment!

Reflections Spa Mug with Complimentary Samples!
 Treat yourself this December! For a limited time, when you purchase our new spa mugs, you'll receive complimentary spa samples - perfect for pampering yourself or gifting someone special!

 **Call or Book Online: 407.597.1695**

Visit us on the 6th floor of Building 4!

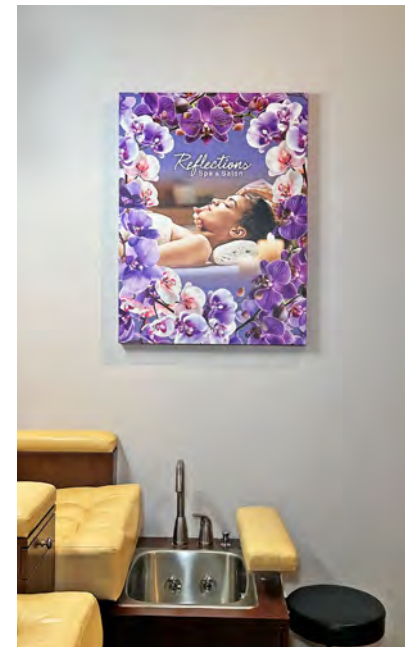
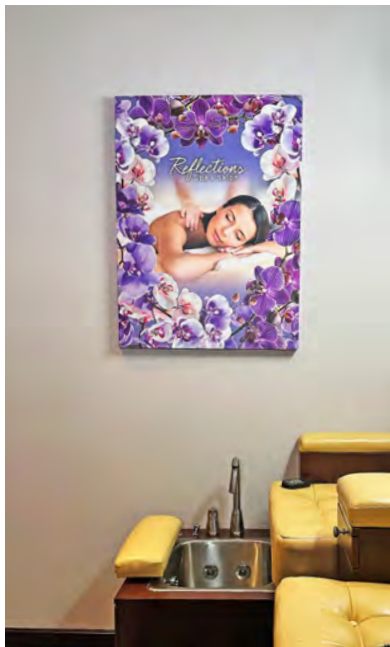
All appointments based upon availability. No Additional discounts, credits, or promotions may apply. Offers valid through 12/31/24. The 20% off offer is available for purchase only once per customer.

License #MM21151

Reflections Spa & Salon



New Rack Cards 2024



New Canvases

The background of the image is a repeating pattern of various tropical leaves in a light beige or tan color. The leaves include palm fronds, ferns, and monstera leaves, scattered across the entire page. The text is centered horizontally and vertically.

Your Home Away From Home



Lake Buena Vista Resort Village & Spa

8113 Resort Village Drive • Orlando, FL 32821 • (407) 597-0214

LBVOrlandoResort.com

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