



EXPERIENCE KISSIMMEE: READY FOR THE FUTURE OF TRAVEL

KISSIMMEE, FL (December 4, 2012) – In its commitment to reach new audiences and be out ahead of consumer travel trends and travel behaviors, the Kissimmee, Florida, destination unveiled a new, modern and dynamic logo and overall branding campaign, tourism officials announced today.

The new branding design connects with the consumer on a personal level, paving the way to welcome a new generation of travelers over the next 10 years, while supporting industry partners, wholesalers and tour operators generate new business opportunities and help drive growth now when clients are looking to book a Central Florida vacation. The brand also comes with a new name for the sales and marketing arm of Osceola County to “Experience Kissimmee.”

“Today’s traveler doesn’t simply want to stay in a destination. They want to experience a destination,” said Experience Kissimmee Executive Director Shelley Maccini. “Our mix of attractions and accommodations, our proximity to the theme parks, our natural attractions and our smaller entertainment offerings are perfectly suited to giving visitors the involvement and exploration they want in a vacation destination.”

A survey was conducted with the participation of the tourism industry partners and the consumers to test several concepts and ideas and the campaign concept that best resonated was “Experience Kissimmee.”

Travelers to the Kissimmee area want to feel treated like welcomed guests and research showed that “happiness” is the most relevant word to describe a successful vacation stay. Most people who pick a vacation in the Orlando destination arrive for the attractions experience, which stays true with the Kissimmee brand: Authentic, Unexpected, Fun, Friendly, Relaxing, Convenient, Affordable, Peaceful, Exciting, Satisfying and Sincere.

The objective of this new branding campaign is to communicate the unique differences, value and location advantage of a Kissimmee stay and establish a memorable and recognizable personality that separates the Kissimmee destination from the pack.

Experience Kissimmee believes this new approach is setting up the destination for the years to come to be able to tap into growing markets and younger families traveling to Orlando from all over the world.

Kissimmee offers easy access to world famous Orlando theme parks, as well as smaller attractions, golf courses and other recreation options. Its more than 47,000 total accommodations include well-known hotel chains, large and upscale resorts, campgrounds, vacation homes, villas and much more.

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EDITORIAL CONTACT: Kissimmee Convention & Visitors Bureau
Communications Department
407-742-8211
media@visitkissimmee.com