

CASE STUDY



Visit Orlando tasked **PASSPORT** with creating a video that would appeal to LGBTQ travelers and show that Orlando had much more to offer them than the Mega-Resorts and Theme-Park Attractions for which Orlando is world famous. To achieve this we enlisted the help of Jorge Estevez, an openly gay news anchor at WF-TV Channel 9 the Orlando ABC Affiliate, We interviewed Jorge to find out where he and his husband liked to spend their time when relaxing. We asked specifically about their favorite community owned and operated hangouts: restaurants, lounges, nightclubs and more outdoorsy purists and then filmed him as he visited them with us.

“Uniquely Orlando” launched on November 9th, 2018.

Video Views Across all PASSPORT Platforms: 380,477

Average Video Completion Rate: 83.4%

Ancillary Video Viewership: Inside Central Florida: 22,000+ (as of December 31st, 2018) Inside Central Florida is an OTT daily series available on Roku, apple TV and Direct TV

At the request of Visit Orlando, we edited the video into 3 2.5 minute segments which were made available on demand and broadcast over three nights on a nightly news segment.

The video was also streamed on the Visit Orlando site.

