

‘We Love Orlando’ Campaign Teases Upcoming Launch of Orlando.com

New Online Orlando Guide and E-commerce site Will Appeal to Residents and Visitors

ORLANDO, Fla. — **Monday, January 14, 2013** — A crowd-sourced online campaign to promote the upcoming launch of Orlando.com is underway and has already attracted immediate attention.

Central Florida-area residents — as well as the more than 56 million visitors who traveled to the destination in 2012 — are encouraged to go to Orlando.com and log in via their Facebook credentials. Once logged in to the Pinterest-like interface, users can post text, photos or videos that express what they love about the Orlando experience — whether they live here or are frequent visitors. This campaign exposes Orlando experience to their friends and family in social media environment, which is highly viral and sharable. Which is really good for Orlando brand.

The four-month campaign will also promote Orlando.com, which is launching this spring. The city-guide-like e-commerce website and mobile application will deliver compelling destination content catering to both residents and visitors alike. Users will be able to book Orlando tourism-related reservations, like hotel, air, car, destination services and tickets, while reading insightful editorial reviews of each attraction, lodging and tourism service. The site will include daily coupon “deals,” business listings, blog posts, and area news and articles about what to do and where to go in Orlando.

“The ‘We Love Orlando’ campaign provides fans with a fun way to send some love to the City Beautiful. There are so many reasons why millions of people choose to live here and why we’re the number one, most-visited travel destination in the world,” said Yatin Patel, CEO of Symcom, the company developing Orlando.com. “We want to hear from the community & tourists to help tell Orlando’s story and share to their friends & family. In turn, we’re hoping to get Orlando more exposure as a beautiful city to live, work, visit and vacation”

Contact:

Sara Brady

Sara Brady Public Relations, Inc.

407-702-6632

sbrady@sarabradyp.com