

WELCOME TO THE



2025 SPRING INTERN PRESENTATION

PLAN OF ACTION | KEY MESSAGE

Educational Awareness Program – Driving Sustainable Knowledge

- **Run Time:** Q2 2025 – Q2 2026
- **Target Audience:** Visit Orlando Staff & Members
- **Goals:**
 - Promote awareness and education
 - Create a sustainable workplace
 - Long Term: To cultivate a more sustainable destination for visitors

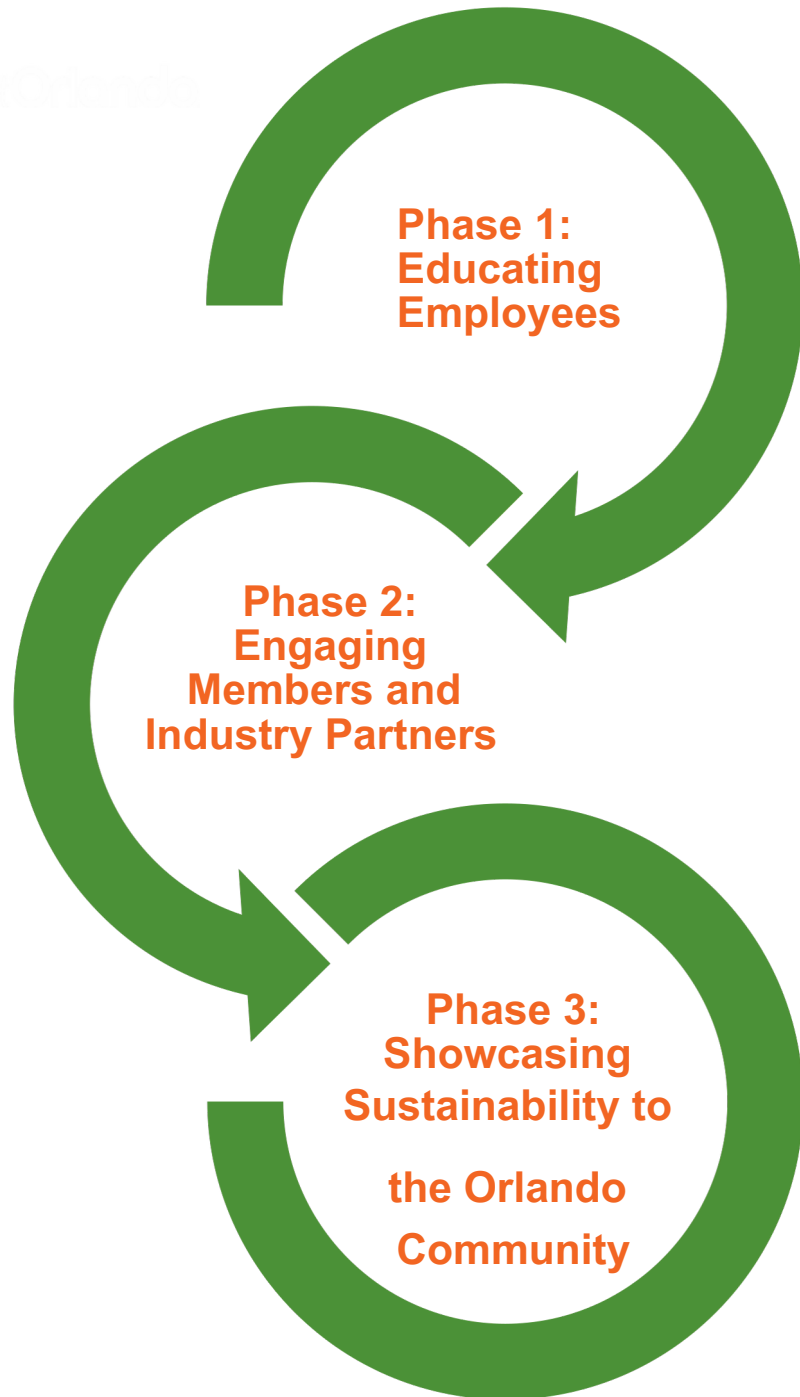
In Orlando, we can thrive together and cultivate a healthier, more resilient community for all.

**WHAT WORDS COME
TO MIND WHEN YOU
SUSTAINABILITY?
THINK OF**

DID YOU KNOW?

- UN's 17 Sustainable Development Goals
- Sustainability is essential for long-term growth in tourism





Our Sustainability Plan

OUR SUSTAINABILITY COLLABORATION

**Visit Orlando
Members & Employees**

Maritz

**The Sustainability
Committee**

**Local Hotels,
Restaurants, Businesses,
& Attractions**

City of Orlando

SWOT ANALYSIS



- Strong tourism industry network with leading partners

- Growing demand for sustainable tourism
- Stronger partnerships with eco-conscious businesses

- Limited sustainability infrastructure
- Need for stronger internal engagement

- Changing regulations around sustainability
- Lack of interest and perceived low self-efficacy

OUR KEY FOCUS AREAS: THE FIVE PRIMARY SDGs



EDUCATIONAL AWARENESS



PILLAR 1 – NO POVERTY

UN's Goal: End Poverty in all its forms everywhere

How is it related to Visit Orlando?

- Tourism has a direct and indirect contribution to reduce poverty
 - Creating jobs and opportunities for businesses
 - Investing in infrastructure and initiatives

Actions To Meet This Goal:

- Partner with UCF and United Way
 - Collect work attire to support job-seekers
- Donation incentives
- Utilize social media



*The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States.

PILLAR 2 – NO HUNGER

UN's Goal: Reducing Food Waste & Supporting Communities

How is it related to Visit Orlando?

- ■ Propel sustainable agriculture to fully integrate in the value chain
Supporting Sustainable and Local Food Systems

Actions To Meet This Goal:

- Volunteer Event with Second Harvest Food Bank
- Partner with restaurants for donations
-



*The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States.

PILLAR 3 - MENTAL HEALTH & WELL BEING

UN's Goal: Ensure Healthy Lives and Promote Well-Being

How is it related to Visit Orlando?

- Reinvesting in Community Health
- Ensuring a Safe and Healthy Destination
-

Actions To Meet This Goal:

- Encourage mental and physical health
- Partner with local health organizations
- Improve internal wellness programs
- ■



*The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States.

PILLAR 4 - QUALITY EDUCATION

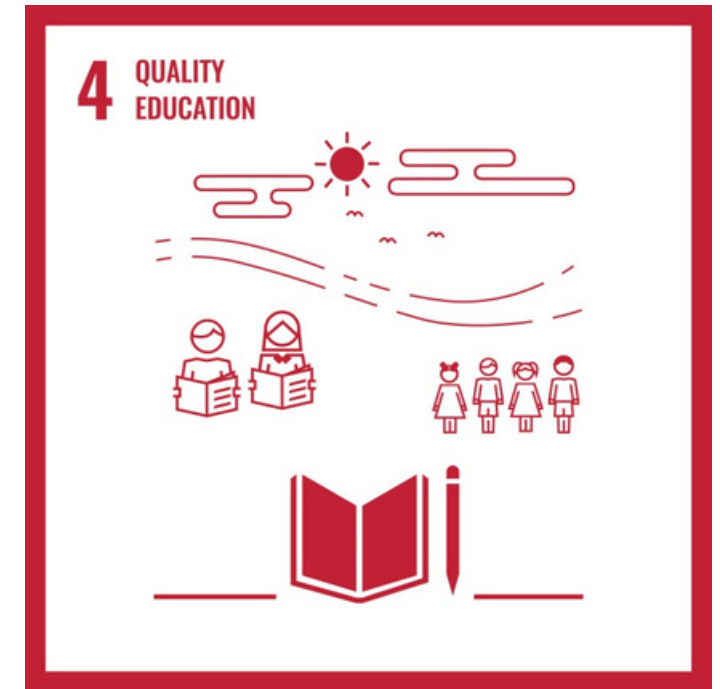
UN's Goal: Ensuring inclusive and equitable quality education and promoting lifelong learning opportunities

How is it related to Visit Orlando?

- Quality education programs are essential for the tourism industry to grow into a sustainable sector
- Tailored programs can provide career opportunities
- Stakeholder education plays a significant role

Actions To Meet This Goal:

- Educate members on sustainability
- Educate Meeting Planners on our efforts
- Visitor Awareness and Educational Programs on sustainability



*The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States.

PILLAR 15 - LIFE ON LAND

UN's Goal: Protect, restore and promote sustainable use of terrestrial ecosystems

How is it related to Visit Orlando?

- Promoting Eco-Tourism and Conservation
- Sustainability and Community Impact
-

Actions To Meet This Goal:

- Encourage Sustainable and Eco-Friendly Tourism
- Support Conservation Efforts
- Utilize O-Town Compost
- Promoting outdoor activities



*The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States.

SUSTAINABILITY EVENTS CALENDAR

Date	Event	Description	SDG Pillar
April 22nd, 2025	Earth Day	Earth Day Lunch & Learn	All Pillars
May 3rd, 2025	National Alliance on Mental Illness	Walk Event & In-Office Masseur	Pillar 3
May 28th, 2025	World Hunger Day	Second Harvest Food Bank	Pillar 2
June 5th, 2025	World Environment Day	One Orlando, One Planet: Webinar Event	All Pillars
July 2025	Disability Pride & Plastic Free Month National Wellness Month	Celebrating Disability Pride & Plastic-Free Progress In-Office Yoga & Juice Bar	Pillars 10 & 12
August 2025			Pillar 3
September 2025	Secondhand September	Clothing Drive	Pillar 1
October 10th, 2025	National Mental Health Awareness Month	Therapy Dogs & Educational Event	Pillar 3

SUSTAINABILITY EVENTS CALENDAR

Date	Event	Description	SDG Pillar
October 19th, 2025	Come Out with Pride Orlando	Pride Parade	Pillars 3 & 5
November 4th, 2025	National Day of Community Service	Second Harvest Food Bank	Pillar 2
December 5th, 2025	World Soil Day	O-Town Composting	Pillar 15
January 2026	Poverty Awareness Month	UCF Professional Clothing Drive	Pillar 1
February 2026	American Heart Month/National Cancer Prevention Month	Orlando Health Event	Pillar 3
March 2026	International Women's History Month Spring Begins	EmpowerHer Orlando	Pillar 1, 3, & 5
March 20th, 2026		Garden Area: "Mental Health Break"	Pillar 3
April 22nd, 2026	Earth Day 2026	Central Florida Earth Day Celebration	All Pillars

MEMBERSHIP ENGAGEMENT

Our Commitment

- In Phase 2, we'll focus on leading by example with **transparency, collaboration, and measurable action.**

Using *Persefoni*

- Helps organizations track and analyze their carbon footprint.
- Identify opportunities for **reduction and improvement.**

Plan For Phase 2:

- Carbon Footprint Storytelling
- Sustainability Starter Toolkits
- Sustainability Mentorship Program
- Member Surveys & Assessments



2026 POWER LUNCH – Educational Panel



Visit Orlando

POWER LUNCH

Sustainability in Orlando Tourism

Keeping Orlando Sustainably Real

Join us for a networking event designed to spark meaningful connections. Kickstart your day by engaging with fellow professionals, building authentic relationships, and discovering exciting opportunities for collaboration. Then, enjoy a fresh farm-to-table lunch hosted by 4Roots and gain insights from our stellar panel of industry experts on how Orlando is becoming a leading sustainable destination.

Agenda

- 11 - 12 | Registration, Networking & Wandering the Campus
- 12 - 12:30 | Lunch and an Introduction from 4Roots
- 12:30 - 1 | Panel on "Sustainability in Orlando Tourism"
- 1 - 1:30 | Closing Remarks from Our Membership Team

Our Panelists

4ROOTS | Maritz | KAYA | PERSEFONI | Orange County Convention Center

Event Resume

How do we engage members during the event?

- Creating **accessible information** through panel Q&As, handouts, Member Insider, and Committees.
- Showcasing **easy-to-implement options** for sustainable changes. Providing industry specific
- **sustainable initiatives** and **partners** for members.



2026 EARTH DAY OUTWARDS COMMS. EVENT



How are we sharing our message with Orlando?

- Investing in relationships with the community through cause-driven events like Central Florida Earth Day at Lake Eola Park.
- Educating the public by highlighting our sustainable partnerships and sharing relatable information.



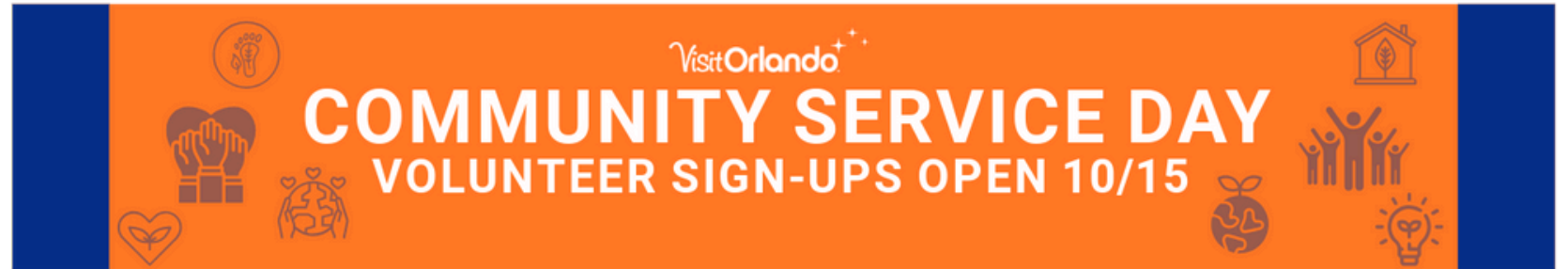
*All Eco-Friendly & Recyclable

MARCOM STRATEGY ✨ ✨ ✨




CREATIVE







Visit Orlando®








Visit Orlando

April 15


...

Celebrate this Earth Day with outdoor activities across Orlando!




 Jet ski & Boat Rentals


Learn More

 Get Up and Go Kayaking

Learn More

 Showdown ATV

Learn More

 Winter Park

Learn More



PUBLIC RELATIONS

E-Lead

Niche Fact Sheet



To: Visit Orlando Members

From:

Date Sent:

Respond by:

Request: Visit Orlando would like to offer you the opportunity to participate in an upcoming initiative in which we would like to **showcase our members who are making strides towards sustainability through marketing materials**. Over the course of the past year, Visit Orlando has begun to educate internally on the importance of sustainability within our destination and our lives.

Sustainability is a growing interest of tourists and meeting professionals alike. Out of 519 meeting professionals, 54% agree sustainability is [extremely or very important](#). As of 2024, 75% of travelers say they want to [travel more sustainability](#).

In alignment, Visit Orlando is adopting socially and ecologically responsible practices internally, while informing and promoting them externally. Though there's many ways to implement sustainable practices, we have chosen to focus on ____ pillars developed by the United Nations: (list pillars).

By sharing your practices, you are helping Visit Orlando to **promote your business to an increasingly sustainably-conscious audience** through blog articles, press kits, events, social media advertising, and more.

Call to action: If you feel as though your business practices reflect any of the pillars above, please fill out [this form](#) to share your story by ____.

Deadline:

Visit Orlando E-LEADS and Marketing Opportunities are proprietary information intended for the sole use of the recipient. Please remember, the client has provided direction to Visit Orlando regarding which categories or specific partners should receive this information. Distribution of this E-LEAD/Marketing Opportunity to any other company, Visit Orlando partner or otherwise, is not permitted per your partner agreement. Should a partner be found to be sharing, distributing or publishing E-LEAD/Marketing Opportunity content to another partner(s) or a non-partner(s), Visit Orlando reserves the right to take action up to and including cancellation of the member partnership.



Orlando's Sustainable Practices

In a city that plays host to more than 75 million visitors a year, sustainable practices are a top priority. While people associate Orlando with its booming tourism industry, many do not realize that Orlando is paving the way for a more eco-friendly and sustainable future. The [United Nations Foundation](#) has recognized Orlando as a "model city" on the rise. Additionally, Orlando is ranked as one of the greenest cities in America by [WalletHub](#). Orlando is also a [top city for urban farming](#) and [voluntourism](#), and is one of only five cities awarded the [Smart City Council Readiness Challenge grant](#) in 2017.

Sustainability is essential for long-term growth in tourism, benefiting businesses, visitors, and the environment.

Below are some of the steps that Orlando has taken toward becoming a sustainable metropolis. From venues and businesses, golf resorts and LEED certified lodging to restaurants, activities and theme park conservation efforts, Orlando is committed to creating a destination that prides itself on making a sustainable impact.

CITY-WIDE PROGRAMS

- Orlando Mayor Buddy Dyer launched [Green Works Orlando](#) in 2007 to contribute zero waste into Orlando landfills by 2040, and transfer to 100% renewable energy for city operations by 2030 and city-wide by 2050.
- Orlando created the [Good Food Central Florida Food Policy Council](#) to address gaps in the current local food system which has increased food assets, including six farmers markets, 149 grocery stores and more than 700 community garden plots within the city limits.
- In 2016, the city of Orlando approved the [Property Assessed Clean Energy](#) financing program to help lower and repay the up-front costs for energy efficiency upgrades and solar installations.

PUBLIC RELATIONS

Scan QR code for
press trip itinerary
details!



6:30 pm - 2 hours - Eastern Daylight Time

Welcome dinner at Everoak Farm

Everoak Farm is a small, family-run business just outside the city limits of Orlando, operated by husband-and-wife team Mike and Nikki Garcia. Established in 2019, the 3-acre farm is dedicated to growing a wide variety of seasonal fruits and vegetables using bio-intensive gardening techniques and regenerative farming practices. Everoak prioritizes building healthy, biologically active soil to provide clean, nutrient-dense food for your family and community.

Enjoy a private 12-person dinner and farm tour like no other. From the fields to your plate, experience the flavors of Everoak Farm through a prix-fixe five-course menu inspired by the abundance of our land. From farm-grown vegetables, fruits, and pastured poultry to thoughtfully sourced ingredients, every bite tells a story of intention and care.

- Instagram: @EveroakFarm
- Hashtags: #SustainableOrlando #VisitOrlando



11:45 am - 1 hour 45 minutes - Eastern Daylight Time

Visit the Orange County Convention Center for tour and tasting

Owned and operated by Orange County Government and located in the heart of the area's tourism district, the Orange County Convention Center (OCCC) serves as the perfect destination to host events. Offering two concourses with a total of seven million square feet of space, flexible facilities, 47 nearby hotels, plus its upcoming expansion, OCCC is the second largest convention center in the United States.

The Orange County Convention Center is a proud leader in innovative urban agriculture. In partnership with Centerplate, the freshest vegetables and herbs are prepared daily for clients from its very own Center-to-Table Gardens. Located in the Westwood Lobby, the 2,000 sq. ft. aeroponic gardens yield edible greens grown on properly in an all-natural, chemical-free environment.

- Instagram: @OrangeCountyConventionCenter
- X: @OCCC
- Hashtags: #SustainableOrlando #VisitOrlando



Internal Engagement

Featured Visit Orlando Offers

Professional Clothing Drive for UCF



This month, Visit Orlando is partnering with UCF Helping Knights Pantry to host a professional clothing drive that will benefit the UCF community for individuals who are in need of professional attire for interviews, jobs, headshots, and career readiness in observance of Poverty Awareness Month.

This ensures that members in the Orlando community may have access to basic supplies for themselves and their families, and are equipped with the proper tools to succeed.

Date: Jan. 1-31st

Location: Break Room - Drop-Off Bin

Time: Operating Hours

Featured Visit Orlando Offers

November Volunteer Opportunity



As part of our commitment to sustainability, we're excited to celebrate National Day of Community Service on November 4th, 2025! We're inviting all Visit Orlando employees to volunteer at a meal packaging event with Second Harvest Food Bank.

This is a meaningful way to give back to the community and build a strong, compassionate Orlando. Your time and effort will go a long way in helping our city thrive, one meal at a time.

Date: November 4th, 2025

Location: Second Harvest Food Bank

Time: Multiple time slots available

Volunteer Webpage: [*Insert Link Here*](#)

Internal Engagement

VisitOrlando. MEMBERINSIDER

SPONSORED BY

fighting hunger. feeding hope.



Sign up your team to volunteer at a meal packaging event to fight hunger in Orlando!



FIND OUT MORE NOW:
feedhopenow.org

COMMUNITY GIVEBACK EVENT

Join Second Harvest Food Bank in building a strong, compassionate Orlando. By volunteering your time and effort in a fun and engaging way, you're truly making an impact to help eradicate hunger, ensuring our community thrives.

LEARN MORE



VISIT ORLANDO WEEKLY NEWS

It's Fri-nally time for some self-care. You (yes, you) – treat yourself this weekend!!

Take a Walk

...at the National Alliance on Mental Illness Walk on May 3rd!

[2025 NAMI Walk: TEAM MEMBER SIGN UP](#)

First Dibs

The week after crushing your step goal at the NAMI walk, we'll have some much-deserved massage therapy in office. Everyone can sign up, but those who attended the NAMI walk get first dibs! Sign up on **Ultipro** by 4/2.



EDITORIAL



The Ultimate Guide to Sustainability in Orlando

The best ways to see and keep our City Beautiful, beautiful.

Exciting adventures don't have to leave a carbon footprint. From award-winning dining to unique outdoor retreats, Orlando has unique sustainable experiences for visitors and locals alike.




Ways to Celebrate Earth Day in Orlando

Green adventures in Orlando, a haven of natural beauty.

If you're looking for exciting ways to honor our planet, you don't want to miss out on all the *tree-mendously* fun activities in Orlando. With blooming theme park festivals, crystal clear waters, unique wildlife, scenic nature trails and more, The City Beautiful has natural attractions and celebrations galore.


CORP COMMS.


 Visit Orlando
Post to Anyone





Last week, your Visit Orlando team was proud to participate in National Day of Community Service, in partnership with Second Harvest Food Bank of Central Florida.


Second Harvest Food Bank of Central Florida, a private, nonprofit organization collects, stores and distributes donated food to more than 750 feeding partners in seven Central Florida counties: Brevard, Lake, Marion, Orange, Osceola, Seminole and Volusia.


Our team spent the morning completing quality checks on donations, sorting items and packaging meal boxes. Our actions highlight our commitment to giving back to the community and reflect our core value, "We Serve," proving that at Visit Orlando, service is our strength!



 Rewrite with AI




 Post


 Visit Orlando
Post to Anyone





Today, we recognize all women and girls in honor of International Women's Day. At Visit Orlando, we embrace female leadership across the hospitality and tourism industry, celebrating the achievements and contributions of women in shaping the future of these fields.


This year's International Women's Day theme, "**Accelerate Action**," calls for urgent steps to achieve gender equality, emphasizing the need for increased commitment, advocacy, and tangible action to drive progress.

At Visit Orlando, we remain committed to fostering an inclusive environment that encourages and celebrates the leadership, creativity, and impact of women everywhere. |




 Rewrite with AI



 Post


CORP COMMS.


 Visit Orlando
Post to Anyone





Visit Orlando proudly took part in the 20th annual Central Florida Earth Day Celebration on April 19.


The event offered a variety of educational activities designed to promote sustainability and healthy living. These included yoga classes, cooking demonstrations focused on preparing vegan dishes, and live entertainment. It was a day filled with learning and community connection.



We were honored to represent Visit Orlando at this meaningful event, celebrating the local community's commitment to a sustainable future!



 Rewrite with AI



 Post


 Visit Orlando
43,092 followers
1d • 


Last Saturday, your Visit Orlando team was proud to participate in the National Alliance on Mental Illness (NAMI) Walk.





NAMI is the nation's largest grassroots mental health organization dedicated to building better lives for millions of Americans affected by mental illness.


Hosted by the greater Orlando chapter, this walk promotes awareness of mental health and reduces stigma, while raising funds for NAMI's free, top rated mental health programs and building community.

For more information on NAMI and how to participate in next year's walk read more here |



 Rewrite with AI



 Post

SOCIAL MEDIA

Social Media Goals

- Raise awareness about sustainable tourism options in Orlando.
- Inspire both locals and visitors to make eco-conscious travel choices.
- Highlight eco-friendly businesses, attractions, and practices.
- Drive engagement through interactive, shareable content.



[Intern Earth Day.mov](#)

CONTENT CREATORS & INFLUENCERS

Content Creator: Amanda Perla

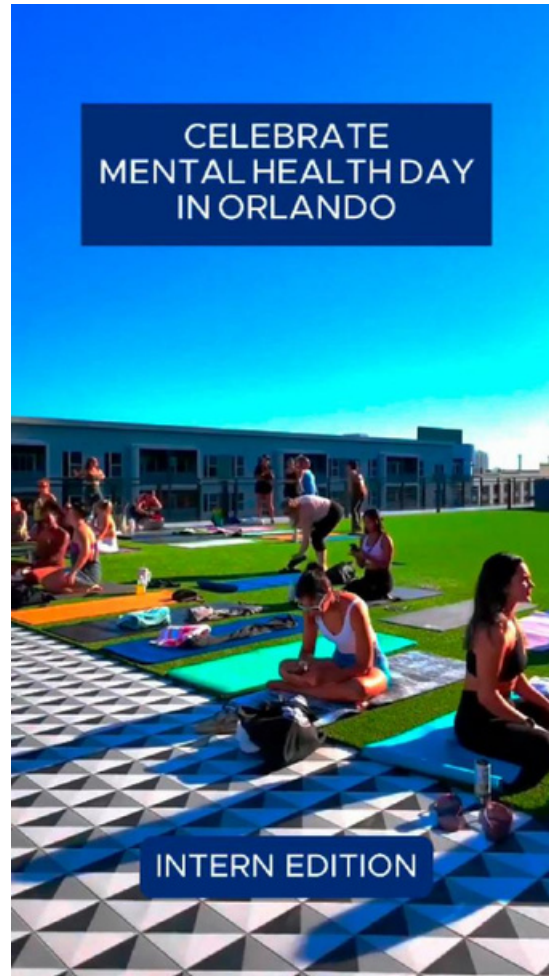
Founder of NextStep Orlando Paralysis Recovery Center, a non-profit organization dedicated to providing Activity-Based Therapy for individuals with neurological disorders.

She is a passionate advocate for accessibility, inclusion, and showing the world that people with disabilities can lead independent, fulfilling lives.



@mando313 | IG: 115k followers | reels | Blog

SOCIAL MEDIA



[Intern Mental Health Day 1.mov](#)



NEXT STEPS IN IMPLEMENTING THIS PROGRAM

**Highlighting &
supporting
members**

**Community-
facing messaging
to showcase
Orlando**

**Staying
consistent**

**Measuring
Programs KPI's**



THANK YOU!



Meet VISIT ORLANDO'S SPRING 2025 INTERNS



ANNA SCHNEIDER
Destination Site



MANUELA RODRIGUEZ
Social Media & Content



FABIANA UNGARO
Public Relations



MADISON CAMPBELL
Trade Shows Events



DEVANI ALLEN
Corporate Communications



ADRIANA VARGAS
Public Relations



ANN LAURY ATUS
Travel Industry Sales



KAYLA SMITH
Consumer Marketing



TAYLOR ARNOLD
Editorial Content



NICK TORRES
Destination Experience

VisitOrlando.