



Visit  Orlando 

SAVOR THE SUMMER 2025

ABOUT OUR CAMPAIGN



OVERVIEW

Seasonal campaign overlays are most effective in driving web sessions, engagement, and stimulating visitation with reasons to come now.

Audience

Domestic, All genders,
18 - 65+

Segment

Culinary Travelers

Timeline

May 2025 - July 2025

OBJECTIVES

Increase Brand Awareness

Boost awareness of Orlando as a top culinary destination among domestic culinary travelers.

Drive Hotel and Flight Bookings

Promote culinary interest resulting in trip bookings, integrating "Savor the Summer" into Visit Orlando's annual marketing campaigns.

TARGETING & SEGMENTATION

Primary Audience

Culinary Travelers

Definition

Travelers who prioritize food experiences in their travel plans.

Interests

Gourmet dining, local cuisine, food festivals, and cultural experiences.

Segmentation

Geographic Segmentation

Focus on metro areas with strong culinary tourism interest, such as Atlanta & Miami, to promote weekend trips.

Demographic Segmentation

Gen Z (18–24)
Millennials (25–40)
Gen X (41–55)
Boomers (45–64)
Matures (65+)

Culinary Traveler Snapshot

Gen Z: +17.6% growth.
Millennials: 77% prioritize food.
Gen X: 45% prioritize culinary activities.
Boomers: 86% seek local cuisine.

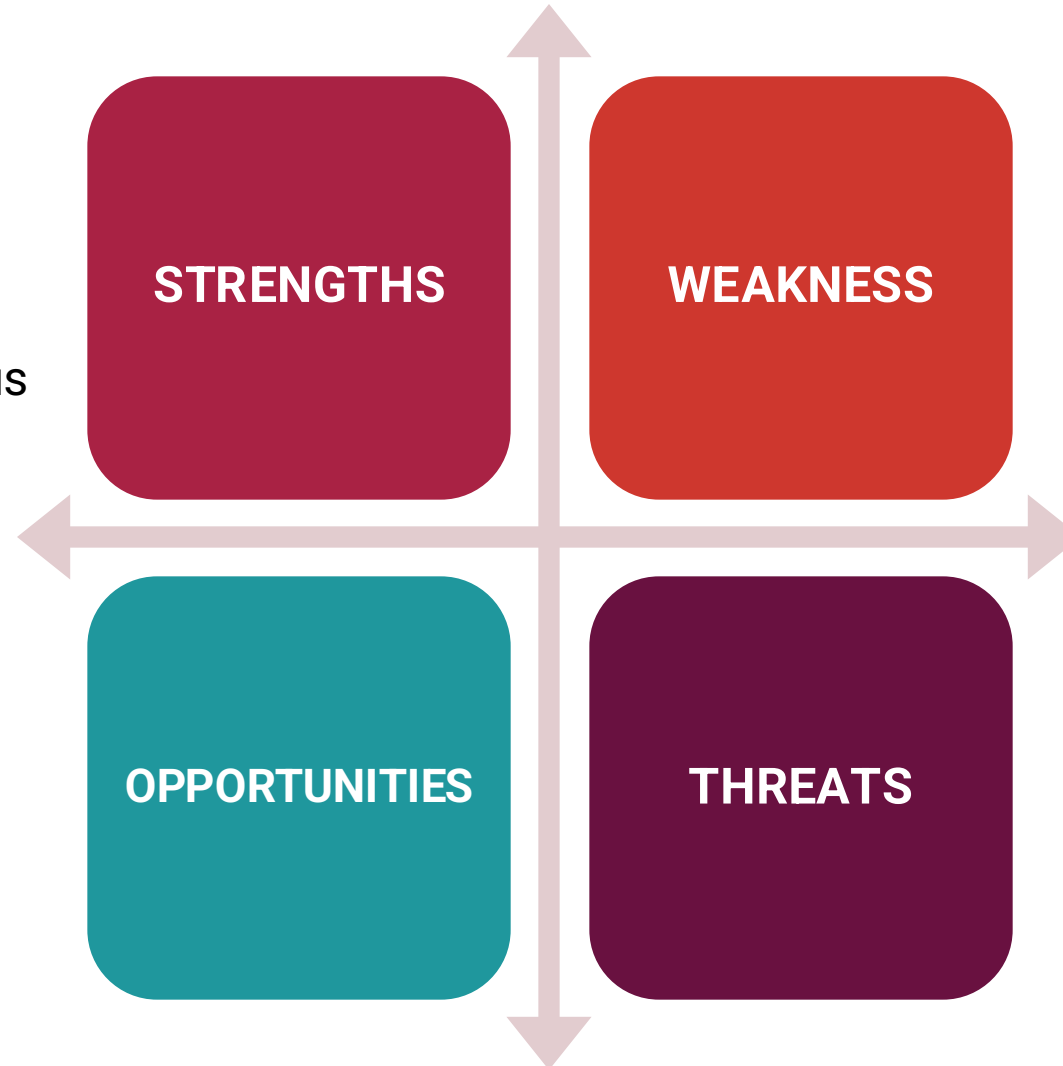
Companions

Majority travel with a spouse.
20% with friends; 15% with family/children.

CULINARY MARKET CONDITIONS

- Diverse array of restaurants
- **Orlando is a Highly Established Tourist Destination**
- Campaign Appeals to Various Audiences

- **Culinary market size projected to reach 6.2 trillion by 2033**
- Highlight local talent
- Cross-promote with theme parks



- **Competitive Market**
- Small activation window

- High level of **competition from other cities** (New Orleans, New York, Nashville, etc.)
- Theme park centric Image

SETTING THE TABLE



CREATIVE



LOGOS



ASSET CREATION MOCKUPS



CAMPAIGN MOCKUPS

SAVOR THE SUMMER 2025

Explore Orlando's Culinary Attractions & Fine Dining!

Travel Now

THE TOWER OF SHARERS.

SAVOR THE SUMMER
Visit Orlando

SEE WORLD-CLASS CHEFS.

SAVOR THE SUMMER
Visit Orlando

WHERE DRINKS COME TRUE.

SAVOR THE SUMMER
Visit Orlando

CAMPAIGN MOCKUPS



CAMPAIGN MOCKUPS



EXPERIENCE THRILLING TASTINGS ALL SUMMER LONG!



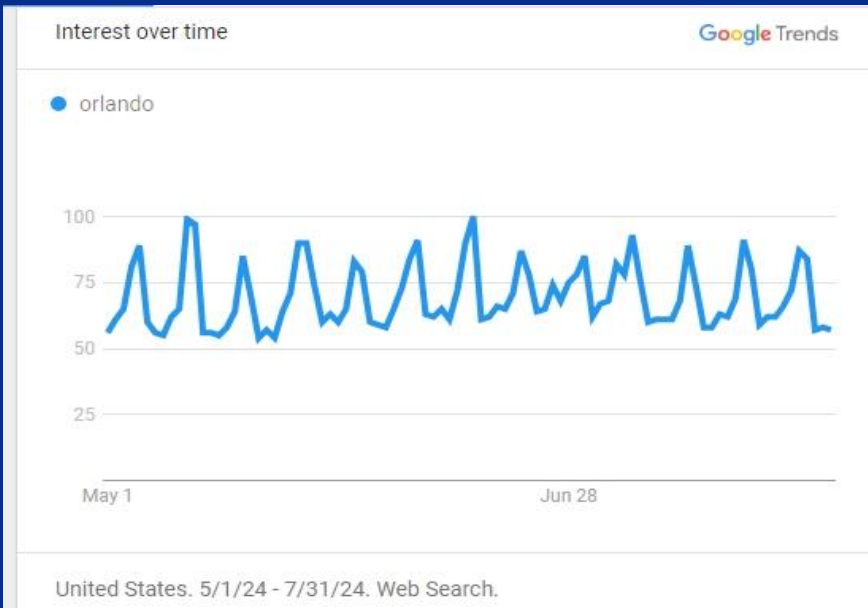
Summer is always here in Orlando! Dive into a culinary showcase expressing the delights and food gems surrounding the city beautiful.

CONTENTS



COMMS. & PROMOTIONAL EFFORTS





Related queries ? Rising ↓ <> ↻

1	portland thorns vs orlando pride	Breakout	⋮
2	orlando city vs philadelphia	Breakout	⋮
3	magical dining orlando	+800%	⋮
4	4 seasons orlando	+650%	⋮
5	voodoo bayou orlando	+550%	⋮

TREND ANALYSIS

- **Google Trends show key traffic of user engagement in trending searches**
 - Allows us to gain audience insights based around searching culinary
- **Goal: To understand our consumers wants/needs through identifying current trends + keywords**
 - 100% interest represents highest amount of traffic (May/June)= Highest Month for searches & tourism traffic in Orlando

CAMPAIGN EXPOSURE

Local Involvement

- Collaborate with local influencers and news outlets
 - Orlando Weekly, Orlando Business Journal, WFTV 9, Spectrum News 13, Etc.
- Community engagement helps broaden destination awareness for culinary
 - Billboards, MCO, city transportation & hotels in surrounding area

Media Coverage

- Implementing promotional efforts through cross-channel platforms such as Meta, LinkedIn, TikTok, and X (Twitter)
 - Videos, Enewsletters, Print Ads, Paid Social, Paid Search & SEO
- ★ Through strategic partnerships and target marketing efforts, we can enhance the visibility of Orlando's culinary scene, attracting more tourists.

EDITORIAL



Savor the Sea: Coastal Culinary in Orlando

Seas the summer with Orlando's delicious seafood and coastal dining experiences.

Orlando is o-fish-ially your best bet when discovering the seafood destination of your dreams. Here, we combine immersive dining with unique menus, making it easy to eat any-fin you want! Dive in and find your next aquatic culinary experience in the Sunshine State.

Goal

- Emphasize 'Florida Factor'

Restaurants

AVA MediterrAegean*

Big Fin

Four Flamingos*

Landry's Seafood

Sear + Sea*

The Oceanaire

The Osprey Orlando

Toledo – Tapas, Steak, and Seafood

EDITORIAL



Flavors of Orlando: A Culinary Journey Through Culture

Savor Orlando's multicultural experiences.

Beyond Orlando's famous parks and attractions lies a foodie paradise bursting with global flavor. From mouthwatering Latin street eats to dynamic Asian fusion, Orlando serves up a world of taste across every neighborhood. Bring your appetite as we dig into the dishes that make this city a cultural culinary adventure!

Goal

- Showcase diverse culinary landscape

Restaurants

Adega Gaucha — *Brazilian*

BACÁN — *Latin-Caribbean fusion*

Taverna Opa- *Greek, Mediterranean*

Crocante — *Latin Fusion, Puerto Rican, Caribbean*

Cuba Libre — *Cuban*

Edoboy — *Japanese*

Reyes Mezcaleria — *Mexican*

Selam Ethiopian & Eritrean Cuisine — *Ethiopian*

Soseki Modern Omakase — *Japanese*

Domu- *Asian fusion*

PR & EVENTS:

COLLABORATIVE ACTIVATION EVENT

What & Why...

Activation event to kick off Savor the Summer.

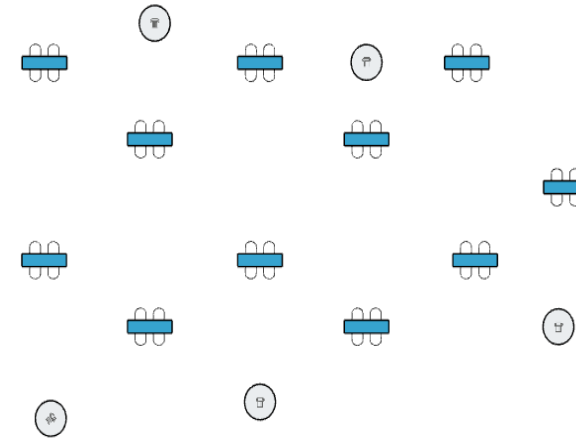
Promote Orlando's diverse culinary landscape.

Boost community engagement

Global Flavors: A Cultural Celebration



#F26522 #FFD735 #FFFFFF #3D7965 #062E8B



When, Where, & Who...

June 8, 2025
12–3 p.m.

Sculpture Gardens at Lake Nona Wave Hotel

Media invites and raffle winners

RAFFLE MOCKUP

CAROUSEL



Savor the Summer Raffle Guidelines:

- ☀️ Must be 18+
- ☀️ Must be a FL resident
- ☀️ Must be following @VisitOrlando



SAVOR THE SUMMER 2025



PRESS TRIP & INFLUENCER RESEARCH

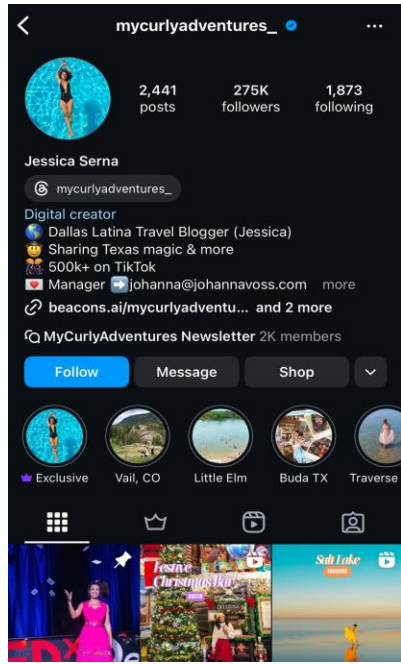
Audiences in Key U.S. Cities



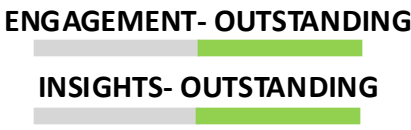
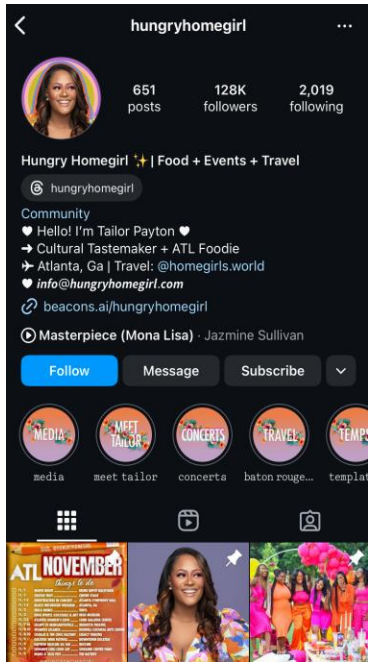
SCAN ME!



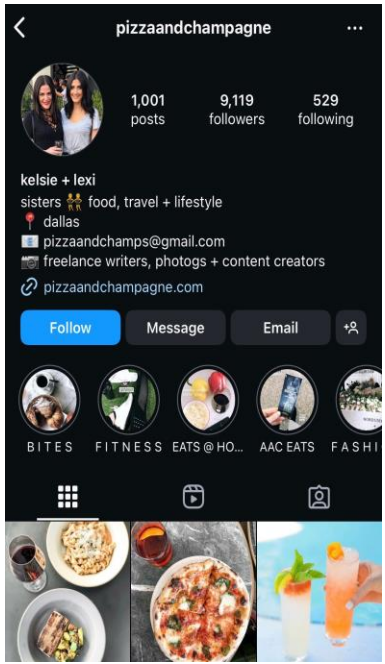
Dallas, TX- 43%



Atlanta, GA- 35%



Dallas, TX- 42%



PUBLIC RELATIONS

PRINT MOCKUPS

Pitch

Highlights: Summer Culinary Happenings in Orlando

Savor the Summer: Upcoming Culinary Events and Flavorful Offerings in Orlando

News Value: Timeliness, Currency, Uniqueness
For: Outlets/writers in key U.S. cities

Savor the Summer: Upcoming Culinary Events and Flavorful Offerings in Orlando
[DOWNLOAD VISUAL ASSETS HERE](#)

Dear X,

This summer, Orlando is turning up the heat with exciting new culinary events and seasonal offerings that celebrate the city's diverse food scene. From pop-up dining experiences featuring local chefs to themed food festivals and refreshing summer-inspired menus, Orlando's culinary hotspots are serving up can't-miss flavors all season long. Here are some details on what's cooking in Orlando this summer!

Pop-Up Experiences with Local Chefs

Orlando's culinary stars are taking their talents to unique pop-up events around the city. Each gathering features an exclusive menu inspired by summer flavors and regional ingredients, allowing food lovers to experience creative dishes that go beyond the usual restaurant fare.

International Food Festivals

From Caribbean street food to Mediterranean feasts, Orlando's diverse community comes together to host a lineup of food festivals celebrating global flavors. These festivals offer an authentic experience, with live music, cooking demos, and specialty bites that transport guests to different cultures—no passport required!

Summer-Exclusive Menus

Restaurants all over Orlando are introducing refreshing summer menus that highlight seasonal produce and bold flavors. From tropical cocktails to inventive appetizers and dessert creations, there's something for every palate. Each dish and drink is crafted to bring a bit of summer magic to your plate.

Savor the Summer: Global Flavors: A Cultural Celebration



Experience the flavors of the world at Global Flavors: A Cultural Celebration on June 8, 2025, from 12-3 p.m. at Lake Nona Sculpture Garden. Hosted by Visit Orlando, this event spotlights the city's diverse dining scene with MICHELIN-recognized restaurants and foodie influencers like Taylor Payton (@hangryhomegirl) and Jessica Serna (@myculinaryadventures). Enter Visit Orlando's social media raffle for a chance to win one of 40 exclusive invites, plus enjoy discounts at participating restaurants. Follow @visit Orlando for updates!

Press Release

Highlights: Activation Event

Global Flavors: A Cultural Celebration

News Value: Timeliness, Currency, Uniqueness
For: Outlets/writers in key U.S. cities

FOR IMMEDIATE RELEASE
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[Download Visual Assets Here](#)

Savor the Summer: Visit Orlando Celebrates Culinary Diversity With New Summer Event

ORLANDO, Fla. (May 7, 2025)— Set sail on an unforgettable culinary expedition with Visit Orlando's Savor the Summer campaign event, Global Flavors: A Cultural Celebration. This will be a one-of-a-kind experience showcasing flavors from all over the world, right here in Orlando. Hosted by Visit Orlando, this extravaganza will celebrate global diversity and culture, and spotlight the city's thriving culinary scene.

The Savor the Summer event will take place on June 8, 2025 from 12-3 p.m., among the picturesque greenery and art of Lake Nona Sculpture Garden, which is nestled beside Lake Nona Wave Hotel. A number of prominent content creators and influencers will be in attendance, including Taylor Payton (@hangryhomegirl) and Jessica Serna (@myculinaryadventures).

In addition, Visit Orlando will host a social media raffle on Instagram and TikTok, granting event invites to 40 lucky U.S. residents. All attendees will also find discounts at the participating restaurants, so you can continue enjoying delicious food during your stay!

"This is a true testament to the growth and vibrancy of Orlando's culinary scene, fueled by the dedication of our talented chefs, restaurateurs and committed service staff," said Cassandra Matis, president and CEO of Visit Orlando. "Together, we've made Orlando a vibrant hub for international cuisine, attracting food enthusiasts, and enhancing the local dining experience."

There will be a range of local food provided at the event this summer, some of which is from MICHELIN Guide restaurants. The featured restaurants include:

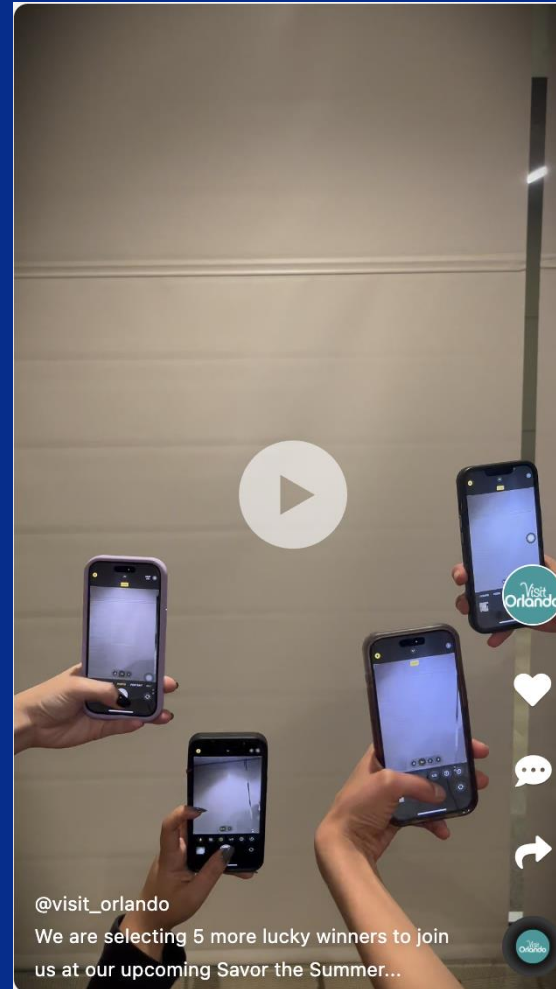
- **Adega Gaucha** — Brazilian

SOCIAL MEDIA

ENGAGING DOMESTIC
AUDIENCES THROUGH
SOCIAL MEDIA

Objective #1

Drive interest in Orlando's
culinary scene while
supporting *Savor the
Summer* event and
efforts.

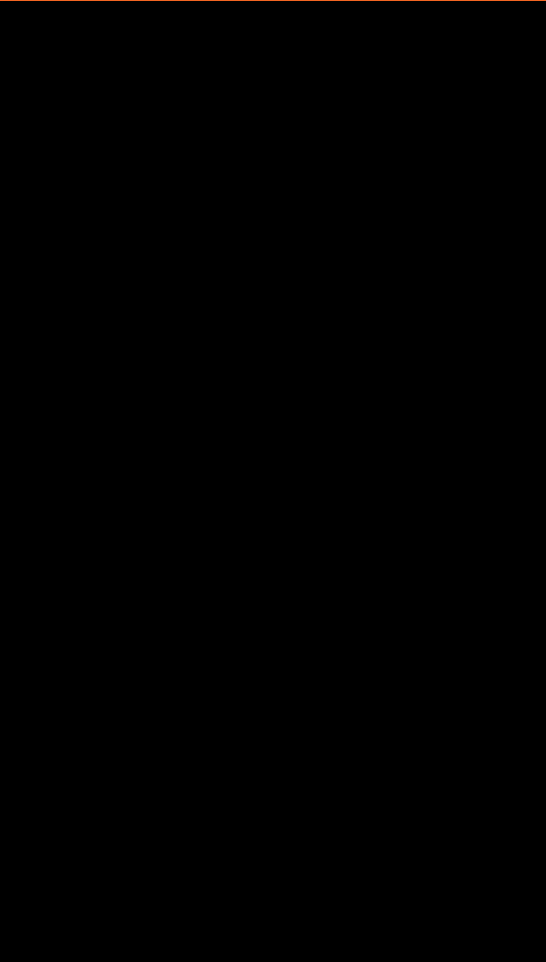


SOCIAL MEDIA


ENGAGING DOMESTIC
AUDIENCES THROUGH
SOCIAL MEDIA

Objective #2


Tailor content to each
social media platform to
effectively engage our
diverse demographic.







MOCKUPS



 **Visit Orlando** 🌟 @VisitOrla... · Nov 18
I can't cry about having a lot in my plate ... when my goal was to eat 😊

📍: @CubaLibreBrand
📷: IG bytiffanynguyen






  

 **visitorlando**



**me, you and your wallet
in Orlando this summer:**


 **visitorlando**





Make your reservations and seas the summer in Orlando! Indulge in the freshest catches at the city's top seafood restaurants. 🦞🍷

[OrlandoSeafood](#) #TasteOrlando
#SummerEats

what are your plans for dinner?

Me:



SOCIAL MEDIA

ENGAGING DOMESTIC
AUDIENCES THROUGH
SOCIAL MEDIA

Objective #3

Push social and editorial content to highlight Orlando's destination offerings, including arts, culture, and unique neighborhoods.



CULINARY GUIDE

SAVOR THE SUMMER

Discover scrumptious summer bites in Orlando. ☀️

SOCIAL MEDIA

Current
Christina Pestos
[@somehowimeverywhere](#)
Kyla Sanae
[@theorlandoqueen](#)

Potential
Andrea Sage
[@cheatdayorl](#)



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