



New Kissimmee Destination Magazine Designed to Inspire Dream Vacation

KISSIMMEE, Fla. (April 29, 2015) – Experience Kissimmee has launched a new 68-page magazine to educate and inspire consumers and travel trade professionals. At trade shows, sales and media missions and other activities, the Experience Kissimmee team will use this annual publication as an opportunity to heighten awareness of what travelers can “experience” when visiting Kissimmee.

Taking the place of the former printed area guide, the magazine will be distributed in the Official Visit Florida Visitor Centers and to those travelers who request information for trip planning, as well as to tour operators, media, meeting planners and other connections made throughout the world by Experience Kissimmee staff. A digital version also is available online at ExperienceKissimmee.com.

By design, the piece is a distinct departure from promotional materials of the past. It responds to the way people research and are inspired to travel today. It reaches them while they are in the “dream and discover” phase, as they decide the best destination in which to spend their time and reconnect.

“This magazine showcases everything that’s great about Kissimmee,” said DT Minich, President/CEO of Experience Kissimmee. “One day you’re standing in the shadow of one of the most majestic castles in the world, and a day later, you’re kayaking under the shade of tall cypress trees that are just as majestic as that castle. With this magazine we are connecting with the visitor, inspiring them and showing them what a great place this is.”

Experience Kissimmee also debuted a new Official Visitor Map, a colorful and easy-to-use, fold-out map designed to be carried in-market to help find fun local attractions that are unique to Kissimmee – an authentic travel experience visitors today are looking for in a destination.

Through its feature stories and articles, the Kissimmee Destination Magazine shines a light on the diversity of an area known to travelers around the globe as the Gateway to Walt Disney World, Universal Orlando and SeaWorld Orlando. It also talks to the destination’s rodeo heritage and its natural attractions, particularly around area lakes, which are the headwaters of the Florida Everglades.

The magazine also engages the reader on a personal level and puts a face to Kissimmee through interviews with local experts, who provide “insider tips.” Those include the “dean of gator wrestling” at Gatorland and a knight at Medieval Times.

Boasting more than 50,000 total accommodations that include luxury resorts, well-known hotels and a large inventory of vacation home rentals, Kissimmee is the best place to stay and play on a Central Florida vacation. Visit ExperienceKissimmee.com to learn more.

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