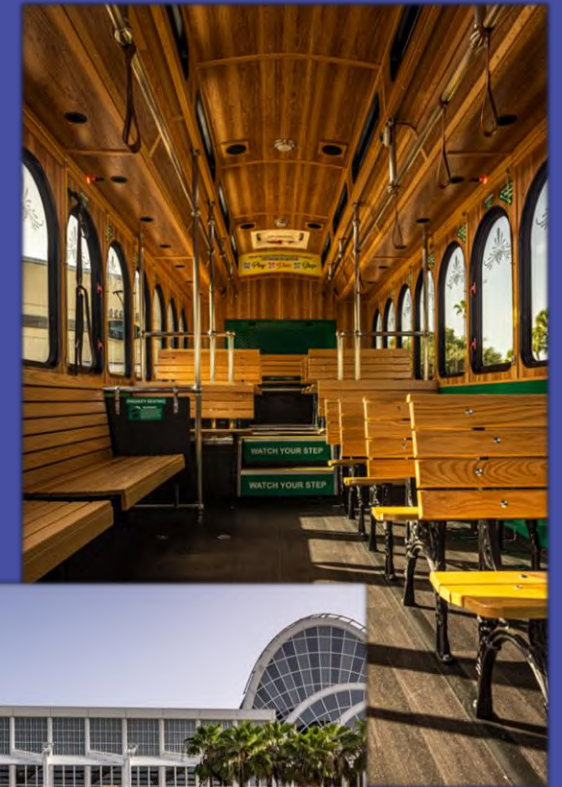


# Year in Review: 2021

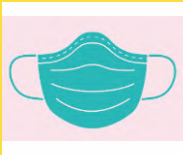
# New Trolley Fleet Photo Shoot



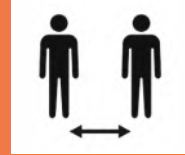
# Covid Protocol Awareness



To ensure the safety of our guests and drivers, we are implementing these new safety measures.



**Face coverings are encouraged for everyone.**  
Guests must bring their own masks.



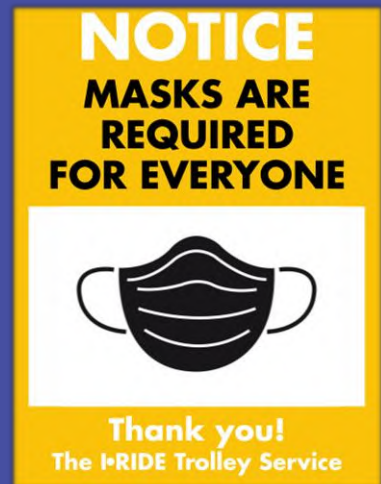
**Physical distancing and capacity measures.**  
Please respect other riders and only sit in



**Increased focus on cleanliness.**  
Hand sanitizer locations are on each trolley.



**Operational changes.**  
Please be sure to visit [www.IRideTrolley.com](http://www.IRideTrolley.com) for any schedule changes.



Join us *socially*

# I-Ride Trolley Welcome Back Visitors



# Redesigned Official Guide / Map

Orlando's Most Dynamic Destination!

INTERNATIONAL DRIVE  
**I-DRIVE**  
OFFICIAL GUIDE / MAP

**I-PLAY**

**I-DINE**

**I-SHOP**

**I-PARTY**

**I-STAY**

**I-RIDE**

Orlando, Florida  
Fall 2021 / Winter 2022  
InternationalDriveOrlando.com

## Play



Discover a new meaning of the word, "play" as you experience over 6 world-famous theme parks, and 40 alluring attractions that call International Drive home! Whether you're in search of a thrill, indulge your mind with unbelievable discoveries, or get out and enjoy activities that everyone in the family will remember for years.

## Dine



It's only fitting that when dining on International Drive you're met with dining options that feature perfectly prepared cuisine from every international destination. With such a large variety of options, we can't promise choosing where to dine will be easy; but it sure will be tasty with world-class dining options that appeal to every taste bud!

## Shop



Shopping is good for the soul, and whether you're an avid shopper, or just like to peruse the stores – shopping on International Drive will prove to be an unparalleled experience! Between outdoor outlets that allow you to enjoy the fresh air while you shop, to services like curbside pickup... shopping in Orlando is easier than ever!

## Mite



When the sun goes down, it's time to hit the Drive! Grab a drink and dance with friends, groove to live tunes and relish in world-renowned entertainment. A night out on International Drive will have everyone smiling come night's end.



### Welcome!

**Go Mobile!**

**I-Ride**



**KEEP CALM play on**

**COLD STONE** 10% OFF Purchase

**DEL TACO** Buy 1 Del Taco, Get 1 FREE

**MURPHY'S** \$7 OFF

**TOPGOLF** \$10.00 OFF



# Tourist Print

Enjoy Florida Magazine

*900,000 annually*

Florida Attractions Map

*500,000 annually*

Fun Guide

*300,000 annually*

DU Magazine

*500,000 annually*

Big Bang

*895,000 annually*

Insta Values

*835,000 annually*

Travel Host

*31,500 annually /  
58,000 Digital*



## Hop on Board an I•RIDE Trolley

The I•RIDE Trolley is the exclusive, convenient and affordable transportation to hundreds of exciting destinations within the International Drive Resort Area. Discover how this wonderful, cost-saving amenity takes the parking and driving hassles out of your vacation and lets you cruise the Drive in charming style.

**Operates daily, 8:00am to 10:30pm**  
Visit the Guest Services Desk in your hotel lobby to purchase Unlimited Ride Trolley Passes!

[InternationalDriveOrlando.com](http://InternationalDriveOrlando.com) [IRIDEtrolley.com](http://IRIDEtrolley.com)



## I•RIDE

## I•PLAY

## I•STAY

## I•PARTY

## I•SHOP

## I•DINE

### I-DRIVE DISTRICT

— INTERNATIONAL DRIVE —  
[www.InternationalDriveOrlando.com](http://www.InternationalDriveOrlando.com)

\*The I-Ride Trolley is operating at LIMITED service, visit [www.IRideTrolley.com](http://www.IRideTrolley.com) for updates.

# Local Advertising – Digital & Print

*The heartbeat of the community*  
**SOUTHWEST**  
ORLANDO BULLETIN  
Since 1986

 **BUNGALOWER**

 **stuff-to-do** Orlando ▾

**3,356,135 Impressions**  
**25,522 Clicks | Opens | Visits**  
**370,000 circ. | 18 Print ads**

**ORLANDO**  
**WEEKLY**

  
*Orlando*  
DATE NIGHT GUIDE

**Orlando Family**  
magazine

 **watermark**  
Your LGBTQ life. Daily.

# Local Advertising – Print Examples

**I-Drive I-PARTY**



**ENDLESS EXCITEMENT    NONSTOP LIVE MUSIC    TURN THINGS UP A NOTCH**

InternationalDriveOrlando.com

**I-Drive I-STAY**

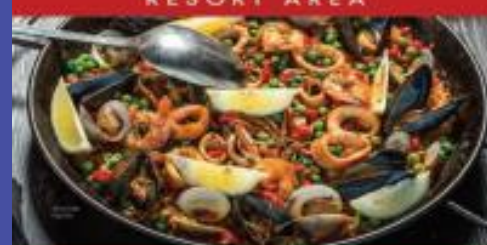
Plan your Spring Break  
**STAYCATION**



**Endless Family Fun    Attractions for ALL Ages    State of the Art Entertainment**

InternationalDriveOrlando.com

**I-Drive RESORT AREA**



Not Orlando's Magic Dining? Consider us. 100+ year long history. Aug. 27 through Oct. 1, 2015. Enjoy three classic dishes at Central Florida's best restaurants for just \$17 per person.

One dollar from each meal will directly benefit multiple cancer and children's health programs. We're happy to make a difference in your Orlando.

Scan for a list of I-Drive restaurants

Visit Orlando magicaldining

InternationalDriveOrlando.com/MagicDining

**I-Drive District HOLIDAY TREE LIGHTING**

at ICON Park Orlando  
December 1st at 6pm

Kick off the Season as we light the official I-Drive District 50ft Holiday Tree!

Special Performances:  
Singing & Dancing  
Free 3D Holiday Glasses  
The Santa Workshop Experience  
and more!




**I-DRIVE DAZZLES ALL SEASON LONG!**  
Come DINE, SHOP, EXPLORE and BE MERRY on I-DRIVE!

No event is sponsored by the I-Drive District's management. Details - InternationalDriveOrlando.com



**wonderworks • Following**  
International Drive Orlando

wonderworks (Disney Area) from 11 am to 10 pm. The "Twin's Beach Bachelorette" package is \$200. \$ 600 to include drinks and professional photo... More is on its way... Follow @wonderworks and tag #wonderworks to win! - Enter now!  
#I-Drive #InternationalDriveOrlando #WondersWorks #WondersWorks

Like | Comment



**wonderworks • Following**  
International Drive Orlando

wonderworks (Twin's Beach Bachelorette) is a \$100 gift certificate to Magic's Themed Culture Arts and Events. It's a gift certificate that can be used for a variety of... More is on its way... Follow @wonderworks and tag #wonderworks to win! - Enter now!  
#I-Drive #InternationalDriveOrlando #WondersWorks #WondersWorks

Like | Comment



**wonderworks • Following**  
International Drive Orlando

wonderworks (FREE DUFFY ALIVE!) is a live performance by Duffy... More is on its way... Follow @wonderworks and tag #wonderworks to win! - Enter now!  
#I-Drive #InternationalDriveOrlando #WondersWorks #WondersWorks

Like | Comment

**Experience I-DRIVE**

Visit Orlando magicaldining



# First EVER Transportation Webinar

## September 29<sup>th</sup>, 2021

980 invitees | Registration 120 (12.1% conversion rate) | 3,000+ emails | 31.9% open rate



*Coming Soon!*

I-DRIVE BUSINESS IMPROVEMENT DISTRICT  
**TRANSPORTATION PROJECTS UPDATE**  
WEBINAR

Join us for a 1-hour virtual session about transportation projects and initiatives that will impact the I-Drive District and the entire Resort Area in the near future. Hear from representatives from Orange County and the Florida Department of Transportation, who will cover topics such as the I-Drive Transit Lanes, I-Drive Premium Transit System, Improvements to Sand Lake Road, the I-4 Interchange & more.

EMAIL INVITATIONS TO BE SENT OUT SOON!

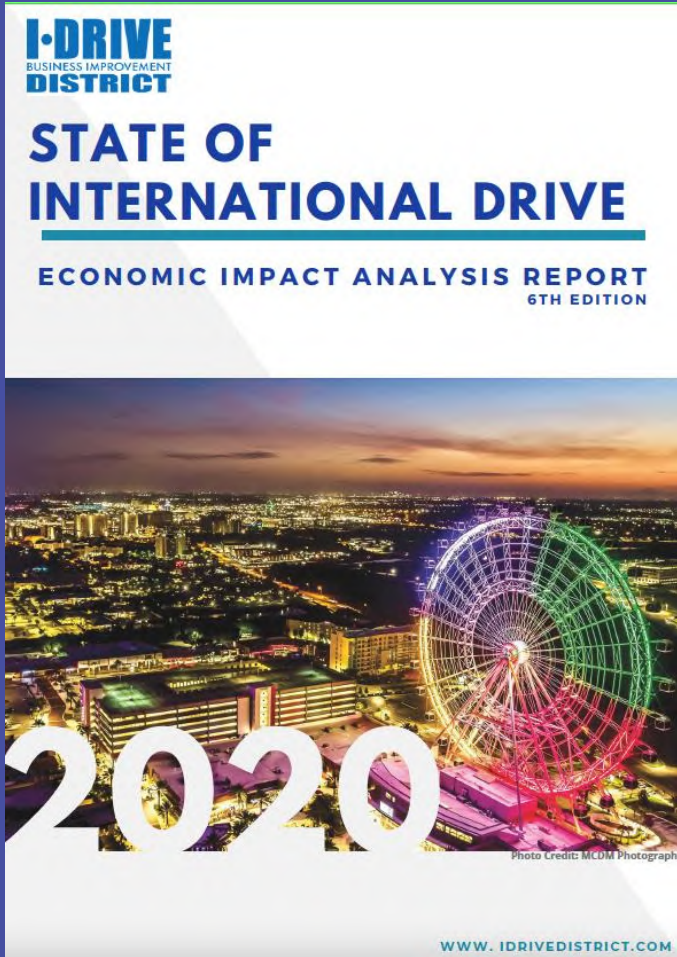
DATE: SEPTEMBER 29TH, 2021  
TIME: 10AM-11AM  
LOCATION: VIRTUAL

COST: FREE

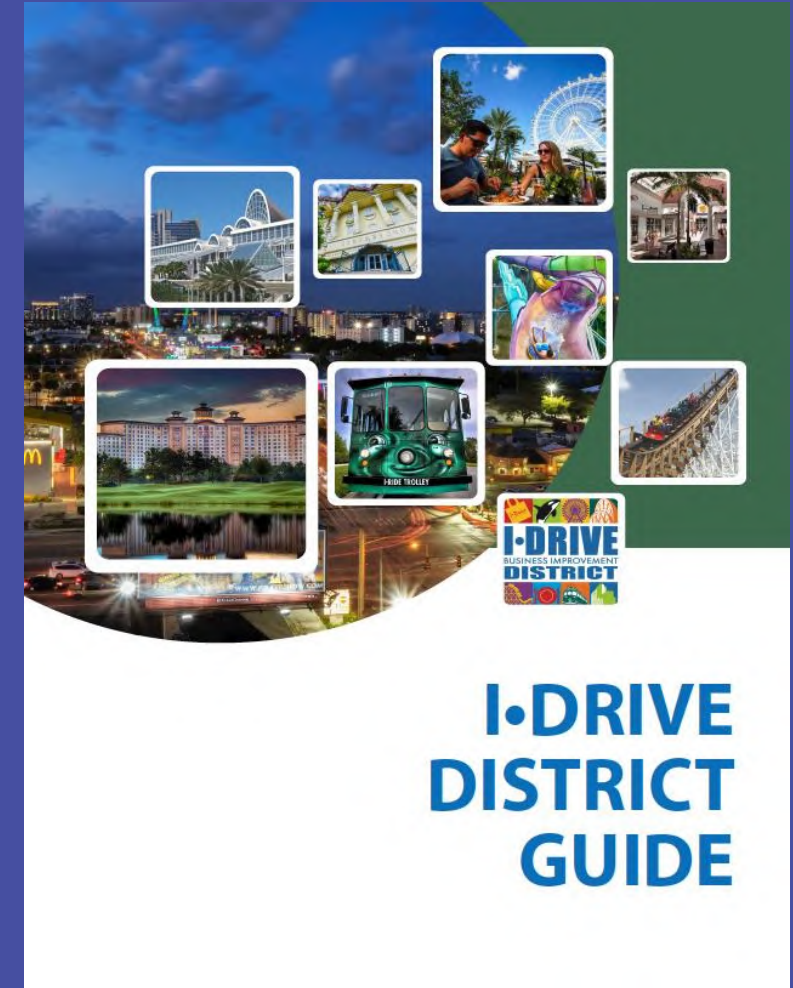
I-DRIVE BUSINESS IMPROVEMENT DISTRICT  
FDOT  
ORANGE COUNTY GOVERNMENT

- International Drive and Sand Lake Road Pedestrian Bridge Study
- Trade Show Boulevard RCA Study
- Sand Lake Road to Apopka Vineland Improvements
- Kirkman Road Extension Project
- International Drive Dedicated Transit Lanes
- International Drive Premium Transit Project (TFATA)
- I-4 Beyond the Ultimate
- New Sand Lake Road Interchange
- New Daryl Carter Road Interchange

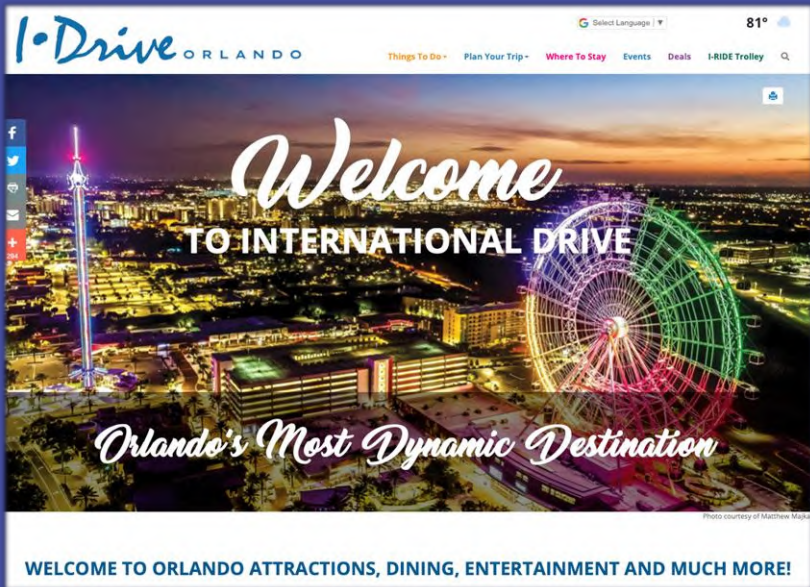
# Economic Impact Analysis Report 6<sup>th</sup> Edition



# I-Drive District Guide

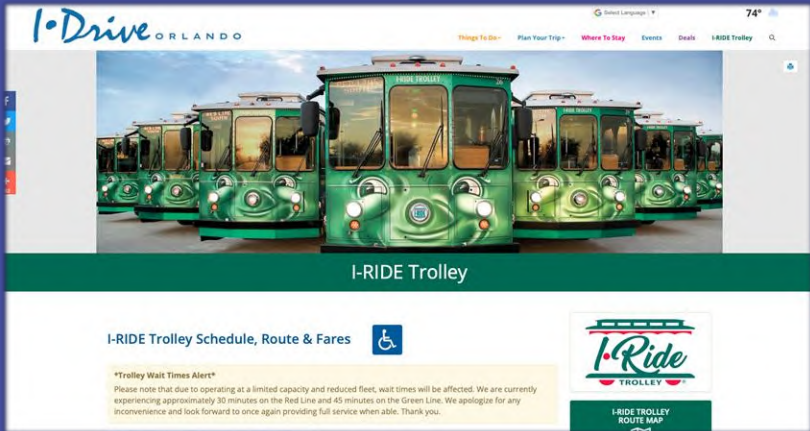


*Both publications are produced annually*



WELCOME TO ORLANDO ATTRACTIONS, DINING, ENTERTAINMENT AND MUCH MORE!

InternationalDriveOrlando.com  
553,640 Sessions | 1,248,800 Pageviews



IRideTrolley.com  
553,640 Sessions | 1,248,800 Pageviews

# District Websites 2021



IDriveLiving.com  
4,859 Sessions | 7,632 Pageviews



IDriveDistrict.com  
17,770 Sessions | 23,006 Pageviews

# Web Articles

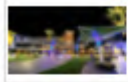
## 2021 – 17 posted

### What's Happening on I-Drive!



#### What's New on I-Drive!

ORLANDO, February 8th, 2022 - Orlando's tourism corridor. More than \$2 billion of high-profile development planned for 2022 and beyond in the I-Drive Area. I-Drive continues to increase its presence as a major player in Orlando's booming hospitality industry. The past several years have brought changes to the tourism corridor...



#### 50 Date Night Ideas on I-Drive for Locals

Tourists may come to mind when you think of International Drive. But reducing this vibrant district to solely a tourist mecca does it an extreme disservice. Local couples can take advantage of happy hour deals, diverse dining options, live music, lazy weekend brunches, playful experiences, unique entertainment venues and bars...



#### Aquatica Orlando Plunges into 2022 with Park-Wide Enhancements

An all-new waterslide, new dining locations, more space to relax, for USA's number one waterpark making the park even better and wetter in 2022!



#### SeaWorld Orlando announces new rollercoaster, Ice Breaker, to Open in February of 2022

Artic adventure awaits as SeaWorld Orlando's first launch coaster, boasting the steepest beyond vertical drop in Florida, is set to open.

### I-Drive Announcements



#### Orlando Magazine Best of ORL 2021 - International Drive Wins!

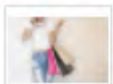
75 years strong, Orlando Magazine has never been more excited to report on the best of our fascinating city. Every year they ask readers for their picks for Best of ORL. Below are businesses on International Drive that made the list.



#### New Rosen Aquatic & Fitness Center Impacts Orlando Meetings and Tourism

New Rosen Aquatic & Fitness Center on International Drive in Orlando Celebrates Opening With Official Ribbon Cutting Ceremony. Southeast's Largest Competitive Swim Facility And Workout Center Will Host More Than 50 Meets Annually and Individual Orlando Visitors with Daily/Weekly Passes.

### The Endless Possibilities of I-Drive...



#### Looking for a splurge or a bargain? I-Drive Offers Visitors Endless Shopping Choices

What is a vacation without a little retail therapy? Whether you are looking for a splurge or a bargain, more than 500 shops and outlets make shopping in this popular destination an attraction that is not to be missed.

# Web Blogs

## 2021 – 50 posted

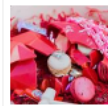
### Latest Posts



#### New Attractions on I-Drive

If you thought you couldn't have any more fun in Orlando's Most Dynamic Neighborhood, think again. That's because, not one, not three, but SIX new attractions have made their much-anticipated debuts. Check out the new thrills waiting for you: Credit: ICONParkOrlandoFacebook The Orlando SlingShot and Orlando FreeFall at ICON Park ICON Park has officially added more than 700 feet of fun with the recent debuts of The Orlando SlingShot and Orlando FreeFall. At 300 feet, The Orlando...

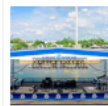
[Read More](#)



#### Love is in the Air on I-Drive

It's already February, and that means love is officially in the air. Have you decided where you're celebrating Valentine's Day with your sweetie this year? Cupid has visited Orlando's Most Dynamic Neighborhood and has plenty of suggestions. For Food Lovers Credit: Opa.OrlandoFacebook Taverna Opa Add a little Opa! to your eternal love this Valentine's Day. Taverna Opa is offering a special four-course prix fixe menu featuring authentic Greek cuisine for couples Friday...

[Read More](#)



#### February Happenings

Visiting I-Drive this February? Whether you're looking to plan a romantic getaway this month for Valentine's Day, or simply looking to make the great escape for a good time in Orlando's Most Dynamic Neighborhood, there are plenty of exciting events happening this month that you won't want to miss. Celebrations Family Fun Hitting I-Drive with the family this month? Don't miss Elmo's Birthday Celebration at SeaWorld Orlando this month. Celebrate Elmo's Bir...

[Read More](#)



#### Crushing Your New Year Resolutions on I-Drive

New year, new you? Whether it's healthy eating, adding more movement to your routine, or expanding your mind by learning something new... In Orlando's Most Dynamic Neighborhood you'll find destinations along International Drive that can help you keep up your resolutions for the new year, while still having a blast! Credit: SubwayFacebook Eating Healthy There are plenty of places to grab a bite that is both delicious and nutritious on I-Drive. Looking for a quick bite before...

[Read More](#)



#### January Happenings on I-Drive

2022 is here, and we're off to a roaring start here on International Drive. Aside from cooler temps being matched with sunny skies making it the perfect time to explore the Orlando area, there are also lots of exciting events to enjoy if you'll be on International Drive this month! Kick off 2022 with one-of-a-kind celebrations, exciting shows and exhibits, and live entertainment that will have you dancing into an amazing new year! Credit: SeaWorld.com Celebrations Three Kings at SeaW...

[Read More](#)



#### Coming to I-Drive in 2022

As we bid farewell to 2021, we look ahead to a new year on International Drive, and there's a lot to look forward to! If you'll be visiting I-Drive during 2022, check out these can't miss destinations that will be coming to Orlando's Most Dynamic Neighborhood this year! For the Foodies Credit: BrotherJimmy'sBBQFacebook Brother Jimmy's You're going to want to roll your sleeves up for this one! This famous New York restaurant will be taking to ICON Park and will ...

[Read More](#)

# Web Events Calendar

## 2021 – updated real-time

Search: Use any or all of the following:

EVENTS

Trolley Map

Keyword

Start Date

End Date

Trolley Stop

Event Type

All

All

Search

Reset

[view past events](#)



#### SeaWorld Orlando's Christmas Celebration

Event Date: 11/12/2021 to 1/2/2022

Location: SeaWorld Orlando  
Immerse yourself in a sea of lights, holiday entertainment, and much more! Gather your family and join all your festive friends at...



#### Christmas in The Wizarding World of Harry Potter

Event Date: 11/13/2021 to 1/2/2022

Location: Universal Studios Florida  
Join the celebration as Hogwarts™ castle lights up for the holidays and festive decor brightens up the streets of Hogsmeade™...



#### Holidays at Universal Orlando Resort

Event Date: 11/13/2021 to 1/2/2022

Get in the spirit with Holiday shows and decorations in both lands of The Wizarding World of Harry Potter™. Enjoy...



#### Deck the Seas at SEA LIFE

Event Date: 11/26/2021 to 12/31/2021

Location: SEA LIFE Orlando Aquarium at ICON Park



#### Immersive Van Gogh Orlando

Event Date: 11/26/2021 to 1/9/2022

At Immersive Van Gogh Exhibit Orlando, you will be immersed in Van Gogh's works - from his



#### Create Envious Family Holiday Snaps at Museum of Illusions Orlando

Event Date: 12/1/2021 to 12/30/2021

Location: Museum of Illusions

### EVENTS

Wondering what's happening on I-Drive? Keep your calendar full and become a local in the know with our curated list of upcoming concerts, specialty dinners, theme park happenings, cultural experiences and more.

[see all events](#)

#### LIVE MUSIC

[see live music](#)



I-Drive is home to more than 200 restaurants specializing in diverse global cuisines. Wind down after work at one of our favorite local happy hours, spanning from upscale eateries to casual taverns.

#### HAPPY HOUR

[see happy hours](#)



I-Drive is the ideal place to enjoy a leisurely weekend feast paired with endlessly flowing mimosas. Keep your weekend brunch plans in the neighborhood by dining at one of these great brunch hangouts.

#### BRUNCH

[see brunches](#)



I-Drive is the ideal place to enjoy a leisurely weekend feast paired with endlessly flowing mimosas. Keep your weekend brunch plans in the neighborhood by dining at one of these great brunch hangouts.

# Social Media- Marketing Analytics



## Visitor eNewsletters

1/2021 – 8,649 dist.

4/2021 – 8,834 dist.

7/2021 – 9,122 dist.

10/2021 – 9,189 dist.



## District eNewsletters

1/2021 – 699 dist.

4/2021 – 718 dist.

7/2021 – 735 dist.

10/2021 – 739 dist.



## Local eNewsletters


1/2021 – 108 dist.

4/2021 – 172 dist.


7/2021 – 171 dist.




# District Partner & I-Drive Living Local Updates – Biweekly emails



ICYMI: Check out these updates & offers



**BLACK Friday**  
SAVE OVER 60% ON TICKETS  
HURRY, OFFER ENDS NOV. 26



[Fun Spot America: Black Friday Savings Start NOW!](#)  
[Hard Rock Live: Velvet Unplugged at Universal Orlando](#)  
[ICON Park: The Santa Workshop Experience Returns](#)  
[Ole Red: This New Year's Eve, Paint the Town \(Ole\) Red](#)  
[Orange County Mayor Jerry Demings invites you to participate in the Mayor's Toy Drive](#)  
[SeaWorld Orlando: Black Friday Starts Now!](#)  
[Texas de Brazil: From Our Grill to Your Table](#)



**I-DRIVE LIVING**  
*Neighborhood Update*

Click [here](#) for the latest events in your backyard!

**NEWS ON I-DRIVE**

[Disney, Universal theme parks' holiday celebrations take a 'giant step towards normal' - USA TODAY](#)  
[WATCH LIVE: ICON Park lighting of 50-foot Christmas Tree - FOX Orlando](#)  
[Check Out The December 2021 Orlando Calendar](#)  
[In a viral video, The Grinch actor charms the internet by complimenting a woman's shape ...](#)

# UCF Rosen College of Hospitality / I-Drive Living Tabling Events & Social Media



**I-Drive Living**  
Living in Orlando's Most Dynamic Destination!



Living in Orlando's Most Dynamic Neighborhood



**IDriveLiving.com**

Too busy studying to keep track of all the exciting events and offers available on I-Drive?

Discover everything from **live music** joints to exclusive **local deals**, **weekend brunches** to after-work **happy hours**, chances to **WIN FREE** food & attraction tickets, **what's new** on I-Drive, and more.

Let us show you all the ways to live and play in your own backyard.



[f IDriveLiving](#)  
[@IDriveLiving](#)  
[IDriveOrlando](#)  
[@IDriveOrlando](#)



## I-Drive District 11,868 Apartment Units

- 1 Deseo Grand - 365 - opening April 22
- 2 Bainbridge Sand Lake - 330 - opening December 2023
- 3 Triton Cay - Universal Apartments 510
- 4 Legacy Universal Apartments - 350
- 5 Essex Luxe Apartments - 330
- 6 Jefferson Sand Lake Apartments - 264
- 7 The Courtney at Universal Boulevard - 355
- 8 The Addison at Universal Boulevard - 344
- 9 The District Universal Boulevard - 425
- 10 Lake Vue - 196
- 11 Monterey Lake Apartments - 504
- 12 Sea Isle - 356
- 13 Sancerre Sand Lake - 316
- 14 Integra Cove Apartments - 338
- 15 Axis West Apartments - 268
- 16 Westwood Park Apartment Homes - 178
- 17 The Vinings at Westwood - 400
- 18 Lantower Grande Pines - 282
- 19 Solaya - 322
- 20 The Adelaide Apartments - 408
- 21 Westwood Suites Apartments - 112
- 22 Ancora Apartment Homes - 287
- 23 Citi Lakes Apartments - 346
- 24 Mission Club - 356
- 25 Pavilion at Lake Eve - 264
- 26 Altis Lake Willis - 329 - opening late 2022
- 27 Solstice Signature Apartment Homes - 390
- 28 Veer Apartments - 250
- 29 The Commons - 280
- 30 Discovery Palms - 145
- 31 Cumberland Park Apartments - 456
- 32 Patterson Court Apartments - 384
- 33 Chatham Square - 448
- 34 Sabal Palm at Lake Buena Vista - 400
- 35 The Addison Lake Bryan Apartments - 266 - opening fall 2021
- 36 Linden Crossroads - 314



**I-DRIVE DISTRICT**  
 INTERNATIONAL DRIVE  
 7081 Grand National Drive - Suite 105 - Orlando, FL 32819  
 407-248-9590 • IDriveDistrict.com  
 Map not to scale - Subject to change without notification  
 2-9-22



# Participated with Local Government and Marketing Committees

VO Global Marketing Committee

VO Membership Committee

CFHLA Government Action Committee

Rosen UCF Deans Alumni Advisory Board

Rosen UCF Alumni Chapter Board

CFHLA Cares Drive



UCF

**Rosen College of  
Hospitality Management**

UNIVERSITY OF CENTRAL FLORIDA

VisitOrlando



# Official I-Drive Holiday Tree Lighting

*December 1<sup>st</sup>, 2021 - 250 guest attended at ICON Park*



**I-Drive District**  
**Happy Holidays**



# Florida Citrus Sports

