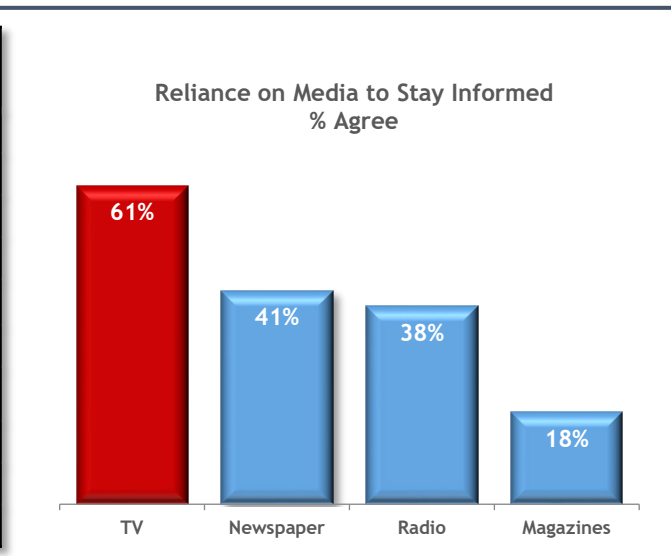


## Market Close-Up: Orlando-Daytona Beach-Melbourne, FL

One of the main driving forces in Orlando's economy is its tourism industry and the city is one of the leading tourism destinations in the world. Nicknamed the 'Theme Park Capital of the World', the Orlando area is home to Walt Disney World, Universal Studios Orlando, SeaWorld Orlando, Legoland, and Fun Spot America theme parks. Orlando is a major industrial and hi-tech center. The metro area has a \$13.4 billion technology industry employing 53,000 people and is a nationally recognized cluster of innovation in digital media, agricultural technology, aviation, aerospace, and software design. Two Fortune 500 companies that are headquartered in Orlando are American timeshare company Wyndham Worldwide which operates several hotel brands globally and restaurant company Darden Restaurants which has a portfolio of restaurants brands which include Olive Garden and LongHorn Steakhouse.

Median HH Income
\$61,500

TV stations serving the area of Orlando-Daytona Beach-Melbourne, FL:	
WESH	NBC, MeTV
WFTV	ABC, Laff, Court TV Mystery
WKCF	CW, True Crime Network, Estrella TV
WKMG	CBS, Dabl, Cozi TV, Start TV, Decades
WOFL	FOX, Buzzr
WOPX	ION, Qubo, Ion Plus, Ion Shop, QVC, HSN
WOTF	UniMás, LATV, Comet TV, Charge!, Court TV
WRDQ	Independent, Court TV. Grit
WTMO	Telemundo, TeleXitos
WVEN	Univision, GetTV, Bounce TV, Quest



### Orlando-Daytona Beach-Melbourne, FL Interesting Facts

- The Orlando Wetlands, located in east Orange County, is home to over 30 species of wildlife that are listed on the Florida Wildlife Conservation Commission's Threatened and Endangered Wildlife list.
- Orlando is home to the world's largest McDonald's, which consists of a 19,000 square-foot McDonald's restaurant that boasts over 50 arcade games and a children's play area the height of a male giraffe, around 22 feet.
- The famous band, "The Backstreet Boys" were officially founded in Orlando, on April 20, 1993.

### Orlando-Daytona Beach-Melbourne, FL Demographic Overview

**47%** loyal to vehicle brand