

# REOPENING ORLANDO

## #STRONGERORLANDO

We understand that the past several weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Orlando's Phase 2 reopening and current traffic patterns.

### PHASE 2 REOPENING

- JUNE: Sea World opens with limited rides. Bars and pubs may operate at 50% capacity inside and full capacity outside for dine-in service.
- JULY: The Four Seasons Resort Orlando is open with new safety measures. Universal Orlando has reopened with limited capacity and health and safety measures in place. The Magic Kingdom and Disney's Animal Kingdom as well as several hotels on Disney property open July 11. EPCOT and Disney's Hollywood Studios open July 15.

### TRAFFIC PATTERNS

- As summer road trips kick off, and more businesses and offices reopen, we are seeing an increase in impressions. Within the last seven days, we are delivering an average of 86% of impressions.
- We are currently delivering an average of 76% of impressions across all inventory, a significant increase since the National Emergency was declared on March 15.

