Winter 2017/18 Campaign Recap

4/12/2018
Winter 2017/18 Activation Calendar

<table>
<thead>
<tr>
<th>National Print</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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<td>Outside</td>
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<td>Men's Journal</td>
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<td>Food &amp; Wine</td>
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<td>Travel + Leisure</td>
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<td>Delta Sky</td>
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<td>United Hemispheres</td>
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| OOH / Experiential     |     |     |     |     |     |     |
| Painted Mural(s)       |     |     |     |     |     |     |
| VR Viewfinder          |     |     |     |     |     |     |

| Digital Media          |     |     |     |     |     |     |
| Men's Journal, Outside, TripAdvisor, Travel+Leisure, Weather, OnTheSnow, NYT, Teads, Roku, Google Play, Google, Facebook & Instagram | | | | | | |
2017-2018 Winter Campaign Highlights

69,458,528
Paid media impressions

23,147
Hotel searches

323,175
Sessions to website

2,797
Flight bookings
605
Hotel bookings

134,495
Flight searches

22,197
Total social media fans, adding 4,374 new fans 10/1/17 – 3/12/18
STAY WILD.

STEP UP AND SEE THE VIEW FROM 6,237 FEET.
MEDIA
The print campaign drove a lift in brand awareness and travel intent

“Bucket list destination.”  “Iconic adventure vacation mixed with luxury.”

“Jack Hole is for adventure.”  “Come visit our wild, unspoiled town.”  “I need to go there.”

“I remember this ad because I have a picture of myself from almost the same spot.”

“Jackson Hole is different than any other mountain town.”  “Makes me want to go asap.”

“Jackson Hole is not just another ski town – it’s not Vail or Beaver Creek – it’s still wild.”

“It’s wild, untamed, and full of adventure.”  “There’s no off season in Jackson, just fatter tires.”

“Not for wimps.”  “Makes me want to go to Jackson Hole.”  “Gorgeous.”

“A winter wonderland for many outdoor activities.”  “Simple, pretty, convincing.”

“Natural beauty.”  “Love Jackson Hole.”
Hand painted murals

Used larger than life canvases to make passersby stop and take notice

SoHo, NYC: 1,579,004 impressions

SoMa, San Fran: 1,139,480 impressions

VR Viewfinder

To get others to see the beauty of Jackson Hole, we retrofit an old school binocular viewer with new virtual reality technology, including 4 videos from across the destination.

MSP Airport: 2,001,753 impressions
Digital Media Approach

- First Party Data
- Outdoor Adventure
- Skiers
- Experience Chasers
- Family Travelers
- Luxury Travelers
- Household Income

- Display
- Paid Search
- Paid Content
- Video
- Paid Social
- Remarketing
Publisher Performance

Data source: Google DoubleClick for Publishers
Top Performing Brand Creative

- **Stay Wild.**
  - .15 video – 78% completion rate
  - .30 video – 77% completion rate

- **Last Real Mountain Town.**
- **Never Change.**
- **Go Wild.**
- **Run Wild.**

Data source: Google DoubleClick for Publishers
Rich Media Performance

Desktop Unit
Impressions: 1,100,002
Interaction Rate: 8.50%

Mobile Unit
Impressions: 480,804
Interaction Rate: 12.74%

Data source: Google DoubleClick for Publishers
Data source: Google DoubleClick for Publishers
Remarketing Performance

Data source: Google DoubleClick for Publishers
Advance Purchase by Market

Data source: Google DoubleClick for Publishers
SOCIAL MEDIA
Facebook

5.6% Engagement Rate
12% YOY Increase
5.6x higher than the engagement rate benchmark (1%)

521 New Followers Per Month
528% YOY Increase

81,855 Per Month Reach
50% YOY Decrease*

*Due to decreased posting frequency and Facebook algorithm changes that deprioritize business pages.

Instagram

14.9% Engagement Rate
187% YOY Increase
5x higher than the engagement rate benchmark (3%)

208 New Followers Per Month
308% YOY Increase
Sample Social Media Posts
Visit Jackson Hole Ambassador

Meagan Murtagh

Owen Leeper

Annie Fenn

Jessica Gill
22,010 Unique Blog Page Views
351% YOY Increase

00:01:58 Avg. Time on Page
27% YOY Increase

Blog posts with “Local” in the title earned 7x the unique page views

<table>
<thead>
<tr>
<th>Unique Page Views</th>
<th>Title</th>
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<tbody>
<tr>
<td>711</td>
<td>Elk Bugling in the Fall*</td>
</tr>
<tr>
<td>288</td>
<td>Favorite Fall Hikes*</td>
</tr>
<tr>
<td>1,617</td>
<td>Local's Guide to Dining in Jackson Hole</td>
</tr>
<tr>
<td>523</td>
<td>Craving Healthy Food in Jackson Hole</td>
</tr>
<tr>
<td>800</td>
<td>Ultimate Apres Ski Weekend</td>
</tr>
<tr>
<td>7,321</td>
<td>Local's Guide to Expert Skiing in Jackson Hole</td>
</tr>
<tr>
<td>1,106</td>
<td>Dance the Night Away in Jackson Hole</td>
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<tr>
<td>434</td>
<td>Cross Country Skiing at Turpin Meadow Ranch</td>
</tr>
<tr>
<td>344</td>
<td>Working Up an Appetite in Jackson Hole</td>
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* No Paid Promotion
ELK BUGLING IN THE FALL
A Jackson Hole Tradition for all

Autumn in the mountains is short and fleeting, but also one of the most beautiful times of the year to visit Jackson Hole. Antelopes gather and rut, and fall colors begin to change, becoming shades of orange and yellow. The leaves on the grand Tetons begin to turn red and mix, creating a stunning display of colors. This is the time of year when Jackson Hole is at its best. The weather is cooler, and the air is crisp, making it the perfect time for outdoor activities. Whether you're a seasoned hiker or a casual stroller, the fall colors provide a beautiful backdrop for enjoying nature's splendor.

LOCAL'S GUIDE TO DINING IN JACKSON HOLE

Your local buds (yes, ya'll) will thank you.

I'm a foodie, and when it comes to eating out, I tend to be a bit particular. I look for food that is not only delicious, but also affordable. In the Jackson Hole area, there are plenty of options that fit the bill. From casual to fine dining, there's something for everyone. The restaurants listed below are some of my favorite spots for great food and great company.

Breakfast/Brunch - Coyote Coffee
Coyote Coffee has become a favorite spot for breakfast and brunch. The coffee and pastries are delicious, and the atmosphere is cozy. They offer a variety of options to choose from, all of which are sure to satisfy your cravings.

Dance the Night Away in Jackson Hole
Forbidden venues for live music and western dancing

There's something so特特 about country traditions in the Wild West. One of my personal favorites has to be the western dancing. It's a unique experience that allows you to dress up, dance the night away, and connect with others who share your passion for this traditional art form. The best part is that you can continue the festivities at home with some great tunes and a good old-fashioned barn dance. So, grab your dancing shoes, and let's get ready to square up and swing like the pioneers did!
Sample Ambassador Social Posts

The ambassadors’ social channels have collectively grown 23% over the course of the campaign. The most successful influencer programs are the result of mutually beneficial partnerships – Jackson Hole content will now organically be served up to more people.
CONTENT CREATION
Throughout the campaign New Thought has contributed large quantities of original content to the public Libris Library. In total, New Thought added roughly 800 high-res images to the library.

**Culture**
The Wort - Trippers & Slips Concert
Teton Hand Fired Pizza
Rendezvous Bistro
Moose Hockey
Snake River Brewing
Big Gigantic Concert at the Pink Garter
Snowmobile Snocross Race at Snow King Mountain
Roadhouse Brewery
Pinky G’s Pizzeria
Haydens Post Restaurant at Snow King Resort
Pedigree Dog Sled Race
Shopping in Town Square
Ice Skating in Town Square
Ice Skating at Jackson Hole Mountain Resort
Thai Me Up/Melving Brewing Restaurant
Scenic Safari Snowcoach Tour in Yellowstone National Park
That’s WY Flag
Rendezvous Music Festival Music Under the Tram
Rendezvous Music Festival Town Square Concert
Rendezvous Music Festival at Jackson Hole Mountain Resort
Firemans Ball

**Nature**
Fly Fishing on The Snake River
National Elk Refuge Bighorn Sheep

**Adventure**
Snow King Mountain Hike
Fly Fishing on The Snake River
Top of the Tram at Jackson Hole Mountain Resort
Snowshoeing and XC skiing in Grand Teton National Park
Special Olympics Ski Race at Jackson Hole Mountain Resort
MEDIA BUZZ
Jackson Hole Revived Hollywood's Most Powerful Speech for a Stirring New Tourism Campaign

Stay Wild channels Charlie Chaplin's call for freedom.

Charlie Chaplin's Anti-Fascist Speech Comes To Life In New Jackson Hole Tourism Ad

"The Great Dictator" serves up a surprisingly modern message.

How Super Bowl Arrivals in Minneapolis Will Suddenly Be Whisked Off to Jackson Hole

Colin McVoy's "Rnoculars" offer an immediate mountain escape.

Travel and Tourism board releases new ad campaign

Make This Life Free And Beautiful With A Vacation to Jackson Hole
OPPORTUNITIES
Opportunities for 2018/19 Stay Wild campaign

Tell Stories

- **Video**: Harness the power of video to tell compelling stories and drive brand connection. Create shorter, more snackable videos telling the stories of Jackson Hole.
- **Mobile**: Small screens can deliver big ideas. Use innovative, mobile-first storytelling formats (rich media) to immerse travelers in a deep brand experience.
- **Local**: The Experience Chaser wants to experience Jackson like a local. Partner with local “characters” to share their Jackson stories – the unique, authentic and unknown.

Nature + Lifestyle

Jackson Hole has unmatched nature and wildlife. But travel is also a very personal activity, so by pairing nature with lifestyle, we can drive deeper brand connection and help prospective travelers see themselves vacationing in Jackson Hole.

Tiered market approach

Develop a tiered market approach to maximize campaign results and effectiveness. By leveraging advanced booking/purchase trends data, we can activate paid media to align with when each market books winter travel. Start the campaign earlier to influence December travel, especially in markets with longer advanced booking windows.
THANK YOU