SPRING 2017 CAMPAIGN
Campaign Update

+ Campaign Duration: April 1 - May 31
  + Core campaign: April 1 - May 8
  + Phoenix Campaign: May 1 - May 31
+ Campaign Budget: $135,000
  + Core campaign: $100,000
  + Phoenix campaign: $35,000
+ Channels: Multi Channel Programmatic Display, Native Video, Remarketing, Outdoor, Airport Billboards, Geofencing
WINTER 2016-2017 CAMPAIGN
Campaign Recap

+ **Duration:** October 1 through March 31
  + Last year run dates: October 19 - March 20
+ **Budget:** $549,227
  + Initial budget: $424,000
  + Winter Reopening addendum: $125,000
  + Last year: $500,000
+ **Channels:** Multi Channel Programmatic, Display, Programmatic Video, Multi Channel Retargeting, PPC, Print, boosted Facebook posts
INTRODUCE THEM TO RECORD SNOWFALL

SKI FREE, STAY FREE

BOOK NOW >

BOOK NOW >
The Latest Colorado Snow Totals & Ski Conditions

Check out the current Colorado snow report, updated daily with new snow, base depth, number of lifts open, number of acres open and weather conditions for Colorado ski resorts. For the best Colorado skiing, click through to each ski area’s full set of webcams before heading to the mountains. Click the weather icon for your ski resort of choice to see a powder forecast or visit each mountain’s ‘Pull Report’ for more skiing and snowboarding information, including the official snow report for that ski resort. To have a look at the ski area overview, click the resort name of interest. Colorado snow reports are sourced directly from the ski resorts.

<table>
<thead>
<tr>
<th>Resort Name</th>
<th>Status</th>
<th>New Snow</th>
<th>Base Depth</th>
<th>Lifts Open/Closed</th>
<th>Open/Total</th>
<th>Latest Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arapahoe Basin Ski Area</td>
<td></td>
<td>24 MPH 0&quot;</td>
<td>72 MPH 0&quot;</td>
<td>N/A - N/A</td>
<td>N/A</td>
<td>9/13</td>
</tr>
<tr>
<td>Aspen Snowmass</td>
<td></td>
<td>24 MPH 0&quot;</td>
<td>72 MPH 0&quot;</td>
<td>N/A - N/A</td>
<td>N/A</td>
<td>9/11</td>
</tr>
<tr>
<td>Beaver Creek</td>
<td></td>
<td>24 MPH 0&quot;</td>
<td>72 MPH 0&quot;</td>
<td>N/A - N/A</td>
<td>N/A</td>
<td>9/11</td>
</tr>
<tr>
<td>Breckenridge</td>
<td></td>
<td>24 MPH 0&quot;</td>
<td>72 MPH 0&quot;</td>
<td>N/A - N/A</td>
<td>N/A</td>
<td>4/26</td>
</tr>
<tr>
<td>Copper Mountain Resort</td>
<td></td>
<td>24 MPH 0&quot;</td>
<td>72 MPH 0&quot;</td>
<td>N/A - N/A</td>
<td>N/A</td>
<td>4/26</td>
</tr>
<tr>
<td>Crested Butte Mountain Resort</td>
<td></td>
<td>24 MPH 0&quot;</td>
<td>72 MPH 0&quot;</td>
<td>N/A - N/A</td>
<td>N/A</td>
<td>4/5</td>
</tr>
<tr>
<td>Eldora Mountain Resort</td>
<td></td>
<td>24 MPH 0&quot;</td>
<td>72 MPH 0&quot;</td>
<td>N/A - N/A</td>
<td>N/A</td>
<td>4/15</td>
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<tr>
<td>Howelsen Hill</td>
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<td>24 MPH 0&quot;</td>
<td>72 MPH 0&quot;</td>
<td>N/A - N/A</td>
<td>N/A</td>
<td>9/19</td>
</tr>
</tbody>
</table>
Native Video

Narrated by Jimmy Chin, Jackson Hole local and world-renowned filmmaker, photographer and mountaineer.
IMPRESSIONS: 96,605,593 +8% YoY
WEBSITE VISITS: 324,031 +35% YoY
Web Sessions by City

New York: 22,500
Chicago: 15,000
Houston: 12,000
Los Angeles: 10,000
Dallas: 8,000
Atlanta: 7,500
San Francisco: 7,000
Denver: 5,000
Seattle: 4,500
Minneapolis: 4,000
Salt Lake City: 3,500
FLIGHT SEARCHES: 72,120 +27% 
Source: ADARA
FLIGHT BOOKINGS: 995
+13%  
Source: ADARA
CALLS TO CEN RES: 1,273

+111%
Looking Ahead

+ Early start to winter campaign is resonating with target audience and driving results
+ Geographic strategy reveals good opportunities for growth in specific markets
+ New ad units performed well, will identify additional publishers to leverage this engagement next year
Questions?