2013/2014
OBJECTIVES

ENPLANEMENTS

OCCUPANCY

SALES TAX

YOY

YOY

YOY
AUDIENCE /

ADVANCED FAMILIES
Age: 35-54  
Income: $150K+  
Employment: Full-Time  
Education: College  
HH: Two Children, 12 -18  
Location: International, Suburban North East, Midwest, South

Spending time together is more important than where they go.  
Snow & adventure activities are part of the family DNA.  
Escape everyday routines in off-the-radar locations, bond through challenging activities.

SUCCESSFUL PROFESSIONALS
Age: 35-64  
Income: $150K+  
Employment: Full-Time  
Education: College +  
HH: No Children  
Location: International, Urban/Suburban North East, Midwest, South

They enjoy novelties but are redefining what travel luxury means.  
They are more about connecting to the people and the place.  
They seek once in a lifetime experiences which include novelty, authenticity and luxury.

BABY BOOMERS
Age: 48-64  
Income: $75K+  
Employment: “Soft Retirement”  
Education: College  
HH: No Children  
Location: International, Suburban North East, Midwest, South

They want authentic experiences.  
They want to be challenged by themselves and by the untested terrain.  
They want to end their day in the comfort of finer amenities.
Across channels, communications will work together to increase visitation to Jackson Hole by inspiring a trip to Jackson through paid media, driving audiences to VisitJacksonHole.com where they can easily navigate to partner sites to plan and book. Community outreach will arm businesses with campaign assets and knowledge to dovetail with broader inspiration efforts and amplify snow conversation in season.
## EVOLVING CAMPAIGNS

<table>
<thead>
<tr>
<th></th>
<th>Winter 11/12</th>
<th>Winter 12/13</th>
<th>Winter 13/14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Paid Media</strong></td>
<td>High reach low cost flash banners and search target lowest hanging fruit</td>
<td>Increased focus on brand building while maintaining use of low cost flash banners</td>
<td>Even further emphasis on building brand awareness and stronger focus on top fly markets</td>
</tr>
<tr>
<td><strong>Owned Media</strong></td>
<td>Multiple landing pages throughout campaign, strong focus on offer and Cen Res phone number</td>
<td>Campaign specific landing page with focus on destination education links out to Cen Res and JHMR</td>
<td>First year using destination; <a href="http://www.visitjacksonhole.com">www.visitjacksonhole.com</a> optimized Landing Page for Mobile</td>
</tr>
<tr>
<td><strong>Community Outreach</strong></td>
<td>Introduce #JacksonHole, activate businesses to engage with visitors in social</td>
<td>Education and emphasis on using #jacksonhole on Instagram as well as Twitter</td>
<td>Expanded use of hashtags, Community Toolkits, Community 101s and Blogger Outreach</td>
</tr>
</tbody>
</table>
COMMUNICATIONS OBJECTIVE

TTB Communications will continue to grow destination awareness and affinity at the insight and inspiration phase of trip the trip planning process, leveraging both paid media as well as community partners’ channels to effect overall community success.
**FLIGHTING & BUDGET**

**EARLY SEASON: 67% of Spend, 34% of Impressions**

*Build Brand*
Tactics: Full Page National Print, iPad ads, Premium Pre-Roll Video, Standard Digital Units on Desktop, Mobile and Tablet

**POST HOLIDAY: 33% of Spend, 66% of Impressions**

*Weather Triggered Heavy Up*
Tactics: Email Blasts, Dynamic Banners, Weather.com

*Audience Targeting*
Tactics: Behavioral and Content Targeting, Retargeting

**SHARE OF SPEND**
- 59% in Early Season
- 30% in Post Holiday

**SHARE OF IMPRESSIONS**
- 14% in Early Season
- 15% in Post Holiday

**EVENT BURST**
- Oct
- Nov
- Dec
- Jan
- Feb
- Mar
BUILD BRAND

Tactics: Full Page National Print, iPad ads, Premium Pre-Roll Video, Standard Digital Units on Desktop, Mobile and Tablet

Timing: Launching 10/21 and running through 1/12
AUDIENCE TARGETING

Tactics: Behavioral Targeting, Look-a-Like Targeting, Retargeting, Interest Targeting

Timing: 10/21-1/12 and 10/21-3/9

Behavioral and Demographic Network Targeting

Retargeting Online Users Based on Flight Search Behavior

Travel Research and Purchase

rocketfuel

SOJERN

ORBITZ

CheapTickets

tripadvisor
WEATHER TRIGGER

Tactics: Weather.com placements, Dynamic Snow Banners, Email Blasts

Timing: December-March

2x/Publisher Dedicated Emails

10/21-3/9
300x250, 728x90, 160x600

Dynamic Banners on Desktop, Static Mobile Placements

10/21-3/9
300x250, 728x90, 160x600

Behaviorally Targeted Dynamic Banners

11/25-3/9
300x250, 728x90, 160x600
#JACKSONHOLE

2011-2012
Training visitors and local businesses to use the hashtag

Twitter & Facebook

2012-2013
Aggregating the conversation to display visual nature of JH

Twitter & Facebook
Instagram

2013-2014
Inspiring visitors at every stage of trip planning

Twitter & Facebook
Influencers/ TripAdvisor
INSTAGRAM 2.0 & INFLUENCER TRAINING
JACKSON HOLE, OCTOBER 2013
Getting the Most out of TripAdvisor

FEBRUARY 2014
CREATIVE EXECUTIONS
Imagine a vacation in Jackson Hole. There’s obviously incredible world-class skiing, but it’s so much more. We’re not just a one trick pony and our guests are not shy to prove it. Check out #jacksonhole and you will see that it’s more than just skiing. They took pictures of the Tetons, of course. Everybody does. But they were also moved by the wildlife, the snowmobiling adventures, and the never-ending parade of things to do in this amazing town. It’s clearly a ski-town that has more to offer than just skiing.
THERE'S MORE TO WINTER 2.0
CAMPAIGN ASSETS

- Campaign Landing Page
- Standard Flash Banners
- Weather Triggered Dynamic Banners
- Pre-Roll Video
- Magazine Print Ads
- SkiNet.com Photo Gallery
- Tablet Unit
- Email Blasts
IT'S WORD OF MOUTH ADVERTISING, WITHOUT THE WORDS.

There's more to winter here. And people sent us over 50,000 pictures to prove it. Take a look #Jacksonhole and see why we're the #1 ski destination. Then plan your trip at visitjacksonhole.com
That's why Jackson Hole is one of the most photographed places on earth. And the #1 ski destination. There's just more to winter here. And people sent us over 50,000 pictures to prove it. Take a look #jacksonhole. Then plan your trip at visitjacksonhole.com.
LET YOUR FRIENDS LIVE VICARIOUSLY THROUGH YOU.

PLAY TO DISCOVER WHY THERE'S MORE TO WINTER HERE.

WITH $300 OFF, NOW'S THE PERFECT TIME TO SEE WHY WE WERE RATED THE #1 SKI DESTINATION.

$300 OFF YOUR TRIP
LET YOUR FRIENDS LIVE VICARIOUSLY THROUGH YOU.

THERE'S MORE TO WINTER. AND WE HAVE OVER 50,000 OF YOUR PICTURES TO PROVE IT.

#JACKSONHOLE.

$300 OFF YOUR TRIP

WHEN PEOPLE ARE MOVED BEYOND WORDS, THEY PULL OUT A CAMERA.

SNOW ALERT: XX" IN THE NEXT TWO WEEKS.

THERE'S MORE TO WINTER. AND WE HAVE OVER 50,000 OF YOUR PICTURES TO PROVE IT.

#JACKSONHOLE.

$300 OFF YOUR TRIP
RESULTS/

SOCIAL MEDIA
November 1, 2012: 10,454 photos with #JacksonHole

November 2013: 55,000+ photos with #JacksonHole

Today: 89,000+ photos with #JacksonHole

INCREASE VS. NOVEMBER 2012

88 PERCENT

INCREASE VS. NOVEMBER 2013

38 PERCENT

PERCENT
EARNED SOCIAL IMPRESSIONS /

160 MM

INCREASE OF 140 % in Winter 2013-14 vs Winter 2012-13
RESULTS/

PAID MEDIA
PERFORMANCE BY TACTIC /

Standard Flash Banners

Weather Triggered Dynamic Banners

Pre-Roll Video

Tablet Unit

Email Blasts

High Traffic Driver .08% CTR

Late Season Snow Message Boost .07% CTR

2.9MM Completed Views 64% Completion Rate

46% of the total campaign traffic was from mobile/tablet placements 1.14% CTR

95,329 Inboxes Reached
VISITJACKSONHOLE.COM / 113,195 CLICKS

7,000 more clicks than winter 2012-13

65,829 Visits Driven to www.jacksonholewy.com & www.jacksonhole.com/
VISITJACKSONHOLE.COM VISITS /

46% Desktop
20% Mobile
34% Tablet

=53.62%
Up from 25% in the 2012-13 Winter Season
With an increased CTR from .9% to 1.14%
CAMPAIGN CTR /

INCREASE VS. TWO YEARS AGO
50 PERCENT

INCREASE VS. ONE YEAR AGO
20 PERCENT
Double the industry standard
CALLS TO UNIQUE NUMBER /

1,632 Calls

Increased from 175 calls during the 2012-13 Winter Season
SKIER VISITS /

12 PERCENT

JHMR SKIER VISITS OVER LAST YEAR
OBJECTIVES /

- ENPLANEMENTS
- OCCUPANCY
- SALES TAX
RESULTS / WINTER 2013-14

ENPLANEMENTS
10 PERCENT
ACTUAL 10.6%
*SOURCE: JHIAIR

OCCUPANCY
OCTOBER - MARCH
8 PERCENT
ACTUAL 8.2%
*SOURCE: DESTIMETRICS

SALES TAX
July - February
6 PERCENT
ACTUAL 6.81%
*SOURCE: TTB
QUESTIONS
IMPLICATIONS

Continue to evolve communications plans

- Leverage top performing networks
- Ramp up cross platform placements
- Explore in-ad experiences
IMPLICATIONS

Continue simplified network approach, focusing on top performers (Sojern & Rocketfuel).

Utilize video assets to enact initial interest and branding, while maintaining or increasing presence on OTA’s to achieve lower purchase funnel engagement.

Plan even more cross platform placements (smartphone, tablet, desktop) as we see many people beginning the research and inspiration on one device and completing the purchase on another.

Explore rich in-ad experience placements & engagement metrics to expand on video and weather triggered ad success.

Engage in further subject line testing in paid email sends to increase email performance later in the season.
## EMAIL RESULTS/

<table>
<thead>
<tr>
<th></th>
<th>Ski Mag Friday 1/10</th>
<th>Ski Mag Tuesday 1/28</th>
<th>eTarget Thursday 2/6</th>
<th>eTarget Thursday 2/27</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emails Sent</td>
<td>101,193</td>
<td>100,092</td>
<td>200,000</td>
<td>173,965</td>
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<tr>
<td>Opens</td>
<td>18,923</td>
<td>17,416</td>
<td>31,512</td>
<td>30,478</td>
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<tr>
<td>Open Rate</td>
<td>18.7%</td>
<td>17.4%</td>
<td>15.8%</td>
<td>17.5%</td>
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<tr>
<td>Clicks</td>
<td>578</td>
<td>324</td>
<td>2,598</td>
<td>2,541</td>
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<tr>
<td>Click Rate</td>
<td>3.1%</td>
<td>1.9%</td>
<td>8.2%</td>
<td>8.3%</td>
</tr>
<tr>
<td></td>
<td>WINTER 11/12</td>
<td>WINTER 12/13</td>
<td>WINTER 13/14</td>
<td></td>
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<tr>
<td>------------------</td>
<td>--------------</td>
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<td></td>
</tr>
<tr>
<td>Spend</td>
<td>$700,000</td>
<td>$700,000</td>
<td>$800,000</td>
<td></td>
</tr>
<tr>
<td>Timing</td>
<td>December though Early March</td>
<td>Late October though Early March</td>
<td>Late October though Early March</td>
<td></td>
</tr>
<tr>
<td>Geographic Targets</td>
<td>80% Destination: NYC, CHI, BOS, DAL, SF, LA, ATL, MPLS 20% Regional: Denver, Salt Lake, Boise, Las Vegas</td>
<td>80% Destination: NYC, CHI, BOS, DAL, SF, LA, ATL, MPLS 20% Regional: Denver, Salt Lake, Boise, Las Vegas</td>
<td>75% Destination: NYC, CHI, BOS, DAL, SF, LA, ATL, MPLS 25% Regional: Denver, Salt Lake City</td>
<td></td>
</tr>
<tr>
<td>Impressions</td>
<td>60,000,000</td>
<td>81,600,000</td>
<td>61,500,000</td>
<td></td>
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<tr>
<td>Placements</td>
<td>[List of placements]</td>
<td>[List of placements]</td>
<td>[List of placements]</td>
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</tbody>
</table>