

## Q1- Visit Sun Valley Performance Tracking - January 2013

Measure	Benchmark (As of 9.30.12)	Industry Comparison	Annual Target	% Increase (Annual)	YTD	% Of Target Achieved	Source of Measurement	Cost of Measurement
<b>1. Brand Awareness</b>								
Share of Mind – California Skiers	1%	Needs Improvement	TBD	+	N/A	N/A	Survey Sampling International	\$4 - 8,000/yr
Share of Mind – Washington Skiers	9%	Needs Improvement	TBD	+	N/A	N/A	As above	Included above
PR Ad Equivalency	Est \$5.7MM (includes \$2.7MM for Skippy)	Above Average	\$3.3MM	10% (excluding Skippy)			Vocus (likely to change for next year)	\$13,000/yr
<b>2. Brand Engagement</b>								
Facebook Fans	39,500	Above average	46,500	+18%	42,048	90%	Internal	Staff time
Twitter Followers	2,500	Average	3,570	+40%	2,700	76%	Internal	Staff time
Instagram	300	Needs improvement	1,000	+333%	500	50%	Internal	Staff time
Pinterest	100	Needs Improvement	1,000	+1000%	100	0%	Internal	Staff time
Website Visits	185,183	Needs improvement	200,000	+8%	+36% vs Q1 2011	22%	Google Analytics	Staff time
E-Newsletter Open Rate	13%	Average	15%	+ 2 points	12%	-	Campaign Monitor	Included in cost
E-Newsletter Click Through	11%	Average	12%	+ 1 point	14%	+	Campaign Monitor	As above
Database – New Names	4,518	Above average	5,000	+10%	1,900	38%	Internal	Staff time
<b>3. Sales Indicators</b>								
Local Option Tax	+7% YTD Ketchum; -4% YTD Sun Valley	N/A	+				City data – target to reflect City goals	None
Skier Visits	383,000	Needs improvement	+		N/A	N/A	SVR – target to reflect SVR goals	None
Winter Occupancy – Dec 15 to Mar 31 <sup>st</sup> (weekends)	61%	Average	+		54% Q1	+6% vs Q1 last year	Member hotels	Staff time
Summer Occupancy– June 7 to Sept 19(weekdays)	66%	Above average	+		N/A	N/A	Member hotels	Staff time
Total Enplanements	46,118	Needs Improvement	+		N/A	N/A	Fly Sun Valley	None
<b>4. Internal</b>								
Membership	242	Needs improvement	275	+14%	245	89%	Membership	Staff time

