TA Winter Report
16/17

Winter Focus…."Think Steep Thoughts"

- LA and Chicago air markets
    - Chicago doubled PAX
    - GUC was Alaska Air's only growing ski market
- Gunnison Getaway
    - 1/3 of all seats sold by GCBR were to Gunnison lodging properties
    - Program grew vs PY

Winter Results

- Valley occupancies grew faster than 17 other mountain valleys in *each* winter month, though properties were discounting heavily to promote traffic:
    - December, +12%
    - January, +51%
    - February, +16%
    - March, +12%
- GCB now sits at #14 in winter occupancies vs #17 or #18 in DestiMetrics set
- January-March county tax collections dropped 2% vs PY

Summer Focus…

- MTB
    - TrailQuest launch
    - Sonoran Desert Mountain Bike affiliation
    - TGR bike test
    - Outerbike
    - Media visits
- Fishing
    - Media visits

Summer is off to a fast start

- Destimetrics reports across 18 mountain valleys pre-bookings are flat with PY
    - June is +62% vs PY in GCB
    - July, +17%
    - August, +92%
    - September, +85%