

COVA'S FY18 MID-YEAR MARKETING REPORT SUMMARY

MID YEAR HIGHLIGHTS:

- Total Fall Golf campaign sessions were **40% above goal**
- YTD Winter Campaign sessions are currently **114% above goal** with 45 days left in the campaign
- YTD Winter Campaign lead collection is at **99% of goal** with 45 days left in the campaign
- Winter Campaign sessions are **up 24% YOY** in first 90 days of campaign
- Winter Campaign outbound clicks are **up 12% YOY** in first 90 days of campaign
- EAT DRINK PLAY Central Oregon Winter edition published October 21st in nine Bay Area publications with a total **distribution of nearly 1 million**
- Phase II of golf research has completed and is implemented into the FY18 Golf Strategy
- Completing lifestyle target segmentation research analysis for implementation
- Implementing digital marketing and tracking software with spring campaigns
- Year two partnership with the WM Phoenix Open (January 29 – February 4)
- Year four partnership with the SF Giants (April 28-29)

FALL GOLF CAMPAIGN August 15 – September 30

Objective

Create awareness and promote Central Oregon as the preferred fall golf vacation destination in our target markets. Two sets of creative will showcase both luxury and value minded packages.

Strategy

Partner with select regional golf associations and advertisers to create awareness and attract visitors from our target markets to book multi-day golf vacation packages in Central Oregon. Traffic is driven to the COGT packages page with messaging that feature our golf packages.

Tactics

- Digital: Web banner ads, retargeting, paid search
- Social Media: Click to website campaign with mobile and desktop versions
- Direct Consumer Engagement: COVA's consumer eNewsletter

Goals

- Increase awareness of Central Oregon as a fall golf vacation destination
- Register 10,000 sessions on the COVA golf Landing Page

Budget: \$26,000

Total Impressions: 3,757,142

CPM: \$6.92

Sessions: 14,021 (140% of goal)

WINTER CAMPAIGN October 1 – February 15

Objective

COVA's winter campaign in the San Francisco Bay Area, Southern California, Greater Phoenix and Seattle is designed to create awareness and promote Central Oregon and Mt. Bachelor as the preferred winter ski vacation destination as well as to generate leads for our consumer database.

Strategy

Leverage the impact of COVA's presence and momentum in these markets to create awareness, drive demand and attract winter visitors to book multi-day ski vacations at Mt. Bachelor. Traffic is driven to a Winter Ski Vacation landing page with outbound links to Mt. Bachelor, COVA lodging partners and other members. Visitors are served a variety of messages and quality leads are generated through an enter-to-win giveaway for continued direct consumer marketing.

Tactics

- Digital: Web banner ads, retargeting, paid search, video
- Social Media: Click to website campaign with mobile and desktop versions
- Direct Consumer Engagement: COVA's consumer eNewsletter

Goals

- Increase awareness of Mt. Bachelor and Central Oregon as a ski vacation destination
- Register 50,000 sessions on the Ski Vacations Landing Page
- Collect 2,000 new qualified leads for the COVA consumer database

Budget: \$140,000

Total Impressions: 16,791,188

CPM: \$8.34

Sessions: 49,566 (99% of goal achieved with 78% of campaign run remaining)

Database Leads: 4,286 (214% of goal with 78% of campaign run remaining)

RESEARCH

Phase II Golf Research has been completed and incorporated into the FY18 golf campaign. Delivering:

- Competitive analysis
- Brand Strategy
- Brand Identity
- Campaign concept and messaging development and execution
- Asset gathering

COVA is finalizing a traveler profile study on the adventure / lifestyle targets to allow us the same ability to be highly surgical in our campaigns throughout the year. The scope of this study will:

- Develop psychographic and demographic profiles of traveler segments
- Identify the various media and planning resources used by traveler segments
- Determine the types of messaging and content most appealing to traveler segments
- Identify the resources and devices (mobile vs. desktop) used in different stages of the travel planning process
- Determine activity, lodging, seasonal, and motivational preferences of traveler segments

In addition., COVA is working with Arrivalist, a firm that will combine the tracking of digital marketing efforts with device tracking. This technology allows COVA to track campaign conversions from first impression to destination arrival; using this information to create more cost efficient marketing programs. This will start at the beginning of our golf and spring campaigns on February 15.

VISITCENTRALOREGON.COM

FY 18 GOALS:

- 15% increase in VisitCentralOregon.com web sessions
- 15% annual increase in outbound clicks
- 5% Increase in return visitation

NOTE: Year over year, COVA has experienced a decrease in web sessions July – December, attributable to three primary factors:

1. **Advertising spend this year, over the same period as last year, is 36% less.** Last year COVA made an exception to spend advertising dollars through the summer to support a campaign to launch the new PHX non-stop flights. With the route a resounding success, COVA has withdrawn summer ad spend to reallocate to fall/winter/spring.
2. Last August and September **COVA received Added Value placements** from a digital partner contributing **140,000 additional** website sessions.
3. **Smoke and fires in OR, CA and WA region** this summer affected travel planning and overnight stays across the west, in all of COVA’s primary markets.

Even with the drop in total sessions, COVA’s paid digital placements are performing better this year:

- **CPM dropped by 31%**
- When comparing months where COVA was running campaigns (Sept - December), COVA increased website sessions in FY18 by 19%, investing 12% less than in FY17.

WEBSITE SESSIONS – MONTHLY YOY COMPARISONS | DECEMBER 2017 vs. DECEMBER 2016

15/16 – 28,393
 16/17 – 44,794 – +57.8% over 15/16
17/18 – 45,030 – +0.5% over 16/17

*A website Session is a group of interactions someone has on our website. It includes all their actions they take while on the site as one. It is the ‘container’ for the actions a user takes on the website.

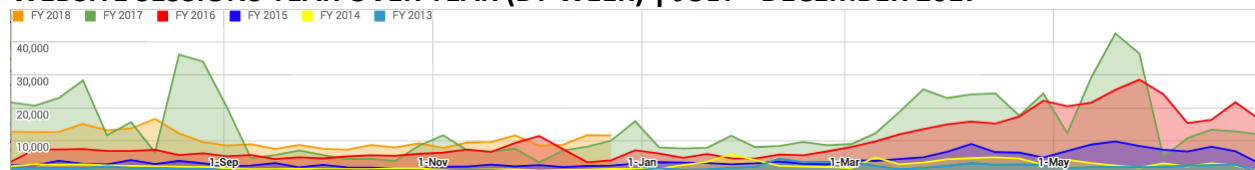
WEBSITE SESSIONS FYTD COMPARISON | JULY - DECEMBER

15/16 – 168,249
 16/17 – 385,455 – +129.1% over 15/16 (*PHX launch campaign + Value Add in summer 2016)
17/18 – 275,525 – -28.5% behind 16/17

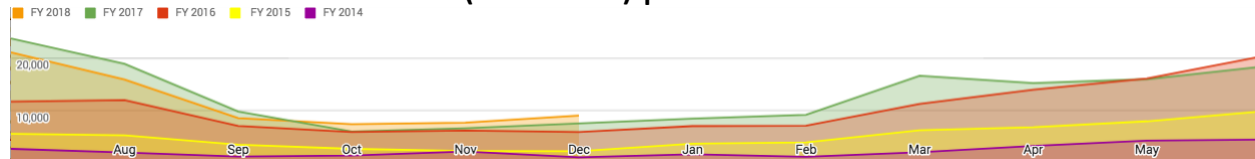
	FY 17	FY 18	% CHG
Monthly Unique Visitors (average)	41,012	37,169	-9.4%

**A Unique Visitor is the number of distinct individuals to visit the website, Sessions include someone who comes back and spends more time on the site.

WEBSITE SESSIONS YEAR OVER YEAR (BY WEEK) | JULY - DECEMBER 2017



OUTBOUND CLICKS TO MEMBERS (BY MONTH) | JULY - DECEMBER 2017



OUTBOUND CLICKS – FYTD 18	69,745	-3.9% FYTD behind FY17
OUTBOUND CLICKS – DEC 17	9,046	+19.8% ahead of DEC 16

2018 EVOLUTION OF WEBSITE DEVELOPMENT & DESIGN

The current iteration of the visitcentraloregon.com website – launched in 2014 – was a major project, requiring a complete overhaul of design, structure, content, calls-to-action, and more. The final product was the result of extensive research, focus groups, and industry partner discussion.

Primary considerations in the 2014 launch included:

- Building on a “responsive” mobile-friendly platform
- Simplifying navigation to a maximum of 2 levels deep
- Creating a destination blog with unique and inspiring content
- Incorporate campaign landing pages into the visitcentraloregon.com URL and style
- Implementing page specific SEO strategies

The website yielded immediate positive results with organic website traffic (traffic driven through Google and other searches) increasing by 80% in FY15, 85% in FY16 and 30% in FY17.

FOCUS ON PRIMARY CONVERSION GOALS:

The 2018 website design will

- Generate qualified leads through e-newsletter sign up forms and contest entry forms
- Produce highly qualified clicks to COVA business members and partners
- Initiate lodging bookings with COVA member lodging partners
- Inspire potential visitors to Central Oregon to:
 - Extend their stay (direct revenue)
 - Consider a return visit (brand loyalty)
 - Tell people about their experience (brand advocacy)

MOBILE FIRST

A lot has changed on the web and how people interact with it. In FY14, mobile traffic equated to around 20% of visitors to visitcentraloregon.com. In FY16, mobile made up nearly 40% of all visits to the site.

Through the first 90 days of FY18, mobile traffic represented more than 50% of the traffic on visitcentraloregon.com. This increase in mobile usage justifies the investment made in responsive design in 2014, but also **illustrates the need for mobile first design.**

The website also had a growing technical debt to make up for. The current iteration of visitcentraloregon.com is coded in a way that doesn't efficiently deliver optimized content to mobile platforms, thus contributing to an subpar load time for mobile devices.

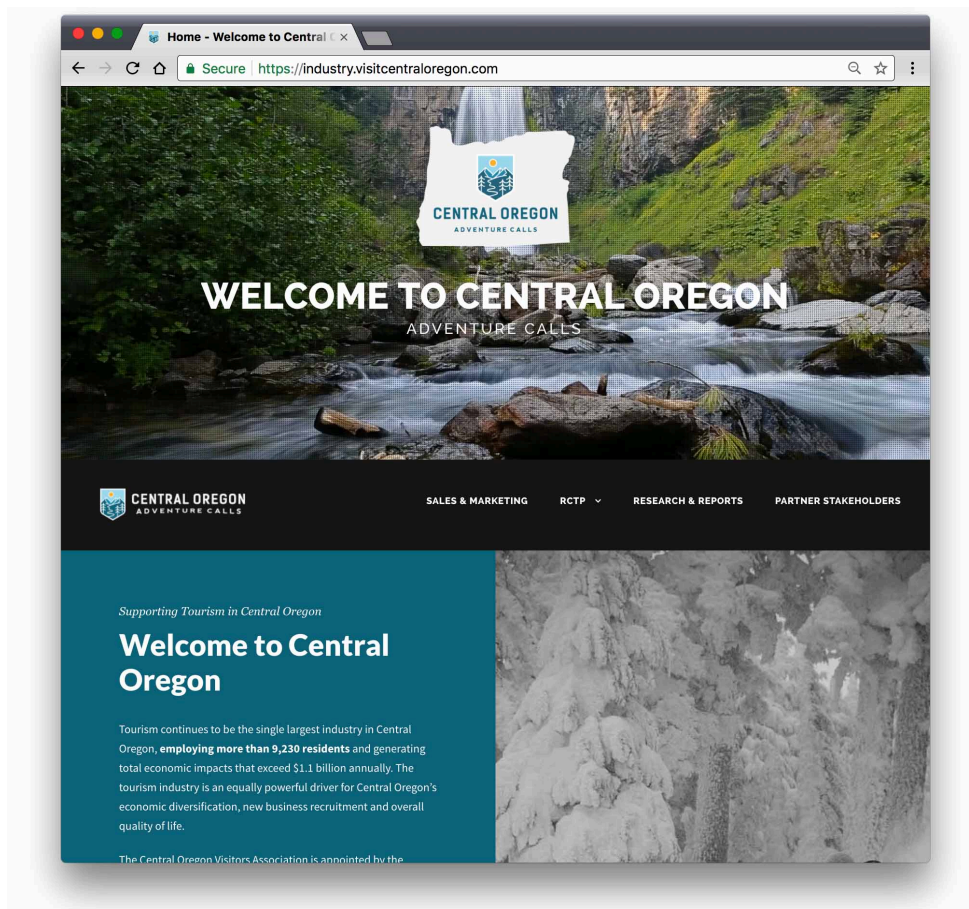
COVA is currently in development of an updated website. In order to ensure maximum visibility for the content, the visitcentraloregon.com website will prioritize performance of these primary metrics:

- **Page Size:** (Total file size including HTML, Images, External Scripts, and Styles)
Currently: 6.4MB.
Goal: 3MB or less.
- **Page Requests:** (The total number of actions required to display content on a page. Can represent both front end and back end data)
Currently: > 200
Goal: < 40
- **Page Load Speed:** (The total time to display all elements above-the-fold on a web page)
Current: 7-12 Sec
Goal: < 4 Sec
- **Remove all Render Blocking Scripts:** (JavaScript or CSS that interferes with loading above-the-fold content)
- **Maintain a Simple URL and Page Title Structure:** (Google only focuses on first 5 words; shorter URLs correlate to higher rank)

INDUSTRY.VISITCENTRALOREGON.COM

The Central Oregon Visitors Association has created and launched a new industry-specific website. This website serves as a portal for thorough and up-to-date information including:

- Stakeholder Partner opportunities with COVA
- Industry Research and Report Data
- Regional Cooperative Marketing Opportunities
- Advertising and Sales Partnership Opportunities
- Group and Non-Profit Grant Guidelines



LODGING VALUE OF WEB CLICKS

DESCHUTES COUNTY LODGING REVENUE FROM VISITCENTRALOREGON.COM:

Utilizing TravelNet Solutions formula, COVA has calculated the attributable accommodations revenue/value of clicks from VisitCentralOregon.com Where to Stay page directly to our lodging partners. This formula is established with accepted baseline industry standards. *Clicks to Resort Partners represent 44% of lodging clicks.

Direct Clicks Conversion Rate x Average Daily Rate x Average Length of Stay x Ancillary Spend

Calculation Factors

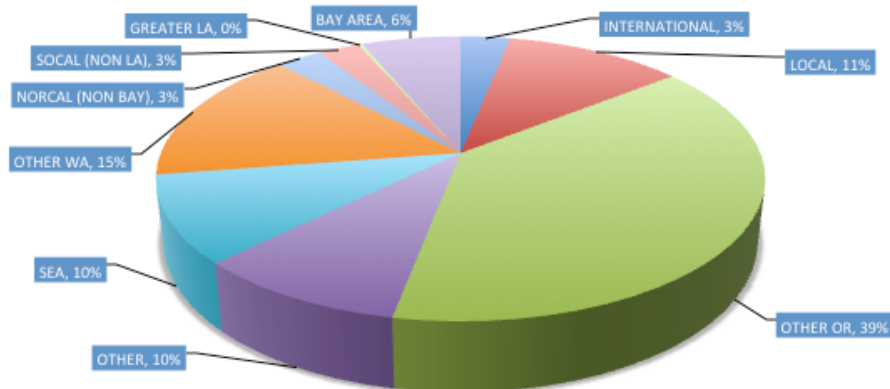
Clicks Conversion Rate	4.0%
Average Daily Room Rate	\$250.00
Average Length of Stay	3.5 nights
Ancillary Spend	x 1.75

Clicks from COVA's Where to Stay Landing Page | Attributable Accommodations Revenue

	DECEMBER 16	DECEMBER 17	FYTD '17	FYTD '18
RESORT partners:	\$ 84,035	\$ 136,097	\$ 744,004	\$ 759,071
All lodging partners:	\$ 201,684	\$ 326,634	\$ 1,785,609	\$ 1,821,771

DIRECT CONSUMER ENGAGEMENT

WALK-IN TRAFFIC BY HOMETOWN – DECEMBER 2017



REGIONAL VISITOR INFORMATION CENTER – FYTD COMPARISON | JULY – DEC 2017

	Dec 16	Dec 17	FYTD	YOY CHANGE
Total Visitor Engagements	*-----	12,396	59,939	*-----
Walk-In Visitors:	879	1,001	11,507	

Engagements = visitor inquiry leads, walk-in visitors, concierge contacts (phone & email)

*2018 COVA visitor guide reporting change to reflect seasonality of distribution via group event, and partner distribution.

INDUSTRY RELATIONS

OBJECTIVE

Fulfill fiduciary and management requirements of Travel Oregon's Regional Cooperative Marketing Program for Central Oregon. Manage all Central Oregon Stakeholder meetings and communications with our community DMO stakeholders in Bend, Sunriver, Sisters, Redmond, LaPine, Madras, Prineville and Maupin. Maintain the funnel of industry information and opportunities flowing with industry partners at all levels.

RCTP SCOPE OF WORK

Destination Development:

- Air Service Marketing and Development Fund
- Deschutes Trails Collaborative
- Group Meetings & Event Development
- Central Oregon Matching Grant Programs
 - Inaugural regional grant programs announced
 - Guidelines, application and budget forms distributed to COVA Membership via COVA Winter Industry eNewsletter (Dec. 4th).
 - Implement WizeHive grant management system with ongoing staff training and testing in December.
 - COMGP Group Development applications due Jan. 2, 2018.
 - COMGP online application goes live Jan. 2, 2018 on new COVA Industry site

Global Marketing:

- Media FAM's and Story Pitches
- Digital Content Development
- Website Development

Global Sales (Domestic & International):

- International Sales & FAM's
 - Brand USA Microsite
- Domestic Sales & FAM's

Industry & Visitor Services

- Support industry education via attendance at Governor's Conference on Tourism

CONSUMER REMARKETING

E-Newsletter & Remarketing Audience

FY 18 GOALS:

- 20% Open Rate for e-Newsletter (industry average is 17%)
- 10% Click through rate (industry average is 7.9%)
- 15% Annual increase in Consumer opt-in database

CONSUMER E-NEWSLETTER FY18

Average eNewsletter open rate:	22.3%
Monthly email Click Through Rate:	8.0%
Consumer email database:	108,722

LAUNCH OF "TRAILHEAD"

The new year brings with it new ways to get COVA's vast library of inspiring content in front of potential visitors. In addition to COVA's monthly "Adventure Guide", the marketing team at COVA has not introduced visitors to Trailhead Magazine.

Trailhead Magazine, a new monthly digital magazine (scheduled to be published the beginning of each month) officially launched January of 2018 - sent to nearly 90,000 opt-in subscribers. The publication is created entirely in-house and showcases the partners of the Central Oregon Visitors Association in addition to highlighting the people, activities and events that make our region so spectacular.

It will be an ever-changing resource - a living, breathing visitor guide - that draws attention to Central Oregon and pushes potential visitors to our website and partner websites. The first issue had a cover story and video on Sunriver Brewing Co. and features and videos on the Cloudchaser lift at Mt. Bachelor and the free snowshoe tours with a ranger offered at the ski area.



SOCIAL MEDIA ENGAGEMENT

RESULTS – DEC 17:	FY17 YTD	FY18 YTD	% CHG YTD
Total Facebook Fans (end of FY17)	51,039	54,226	+ 6.2%
Average Reach per FB post	8,456	5,144	- 42.1%
Total FB Impressions	7,713,078	5,306,869	- 31.2%
Instagram followers (end of FY17)	5,712	7,806	+ 36.6%
Twitter followers (end of FY17)	5,268	5,588	+ 6.07%
Social Media Clicks to COVA Website:	14,571	37,733	+159%

Facebook Reach and Impressions are down FYTD through October. COVA had a couple of very high-performing posts in October 2016 that sent our impression and reach numbers skyrocketing.

Even with the decrease in reach, traffic driven directly to the COVA website from social media has increased FYTD. A change in call-to-action and conversion strategies has allowed our social media to convert at a much higher rate than in past years.

BLOG/STORIES FYTD

- FY 18 to date: 25 new blog posts
- FY 18 to date: 11 new video blogs produced and posted

RESULTS:

DOMESTIC EARNED MEDIA:	DEC 17	FYTD
Total Story Placements:	137	429
Total Reach:	353 Million	1.6 Billion
Earned Media Value:	\$3.3 Million	\$14.7 Million

DECEMBER VIDEO PRODUCTION

In December, Mackenzie focused on creating video content that utilized graphic elements and previously shot footage to promote giveaways and winter holiday adventure.

Edit 1: Immersion Brewing 2 Min Edit

Purpose: Highlighting the Brew It Yourself Experience that COVA member, Immersion Brewing, offers in Bend. We felt this content was worthy our video resources because it's a unique experience that can help us draw in craft beer lovers from other states.

Current status: Completed, live on website and social where it has over 5.1K views.

Edit 2: High Desert Museum 2 Min Edit

Purpose: Mackenzie shot two interviews and b-roll at the High Desert Museum to update our video resources on the museum.

Current status: Completed, live on website and social where it has over 8.7K views.

Edit 3: Real Winter 1 Min Edit

Purpose: Use existing footage and voiceover from "real winter" campaign to create video for 2017 holiday adventure.

Current status: Completed, live on website and social where it has over 5.8K views on Facebook.

Edit 4: Sled Dog 1 Min Edit

Purpose: Video to promote Top 5 Family-Friendly Adventures in Central Oregon blog post on website.

Current status: Completed, live on website and social where it has over 5.5K views.

Edit 5: Ice Cold 30 Sec Edit

Purpose: To utilize photos COVA received from photographer, Abe Kislevitz during his visit in 2017.

Current Status: Completed, uploaded to Instagram where it has over 450 views.

Edit 6: Winter Getaway Giveaway 40 Sec Edit

Purpose: Video using graphics to encourage people to click through to our website from the new Trailhead magazine to enter winter getaway contest.

Current Status: Completed, loaded into Trailhead Magazine for distribution.

SIDE PROJECTS:

- Met with Sunset Lodging about marketing opportunities.
- Met with Bend Pet Express about marketing opportunities.
- Helped Ted with first issue of Trailhead by editing and writing a few stories.
- Connected with marketing for McMenamins to set up video shoot for early February.

PR/SOCIAL MEDIA UPDATE

Central Oregon was once again the talk of the town in national media in December with a total of 165 article mentions. The potential reach was nearly 210 million with an ad value of \$1.9 million.

Among the highlights: Time Magazine naming Bend among its “33 Amazing Cities You Should Visit in 2018,” Bos Taurus restaurant was named the Best New Restaurant in Oregon according to Yelp and a series of stories from the Seattle Times that showcased all the best things to do and see during the winter.

From July through December, Central Oregon has been included in more than 730 stories with a potential reach of 1.6 BILLION people. The ad value of those stories is roughly \$14.7 million.

On the social media front, we’ve generated more than 5.6 million impressions since July, which is down about 25% from last year. This is, in part, due to continued changes in Facebook’s algorithms and a focus on quality over quantity when it comes to posts. In speaking with Facebook ad representatives, they’ve continued to tell us we’re doing everything right in terms of quality of posts. We’ll continue to monitor trends and do what we are able to boost engagement at a reasonable cost.

Our fan base this year is up 20% to 67,620 – with our biggest gain coming on Instagram where we’ve increased our following 100% since July 1st. Instagram is also where we’re seeing our biggest gains in engagement – we’re up 122% year-to-date.

We expect to see these numbers grow even more in the coming months, especially following our weeklong activation at the Waste Management Phoenix Open, the most-attended golf tournament in the world. We’ve attached a “Follow us on Instagram” requirement to the Golf Getaway contest entry procedures for the event.

Nearly 50 PR pitches have been initiated, responding to national reporter queries. Five of those pitches were accepted. Including a piece for AMEX Essentials on the Breedlove guitar amenity at Tetherow, a piece on “Rooms with a Brew” in US News and World Report and Sisters as a “Best Small Mountain Towns for Summer” which appeared in Country Living, Redbook, MSN Travel and Yahoo.

Ted is currently working with Backbone Media and Mt. Bachelor on a late January “Super FAM” featuring a handful of adventure writers from various publications including the San Francisco Chronicle, Conde Nast, National Geographic, the LA Times and more.

In other PR news, Ted spent a lot of time in December putting the finishing touches on COVA’s new monthly digital magazine, Trailhead. Hopefully you all saw it in your e-mail on January 4th. It was well received by our e-news subscribers.

The e-blast included an easy Contact Us link, with one reader messaging COVA to say, “First E-magazine/promo I’ve ever enjoyed. Great job.”

INTERNATIONAL MARKETING

OBJECTIVE

Build awareness and growing visitation from primary international markets, managing Central Oregon Regional Co-Op Tourism Program (RCTP) tactics through collaboration with Travel Oregon. RCTP grant funds complement, and are completely supported and leveraged by COVA's larger (\$2.4 million) investment strategies dedicated to Central Oregon destination marketing.

FAMs / CALLOUTS

- FYTD FAMs hosted in-region – **15 Int'l Travel Trade & Media groups, consisting of 50 guests from 7 countries** – Germany, France, Netherlands, UK, China, Canada and Australia.
- Callout for Feb. 2018 FAM – UK Media – *Fall-line* ski magazine, Alf Alderson; sponsored by Ski Safari, ski tour operator w/ Central Oregon product.
- **2017 Oregon Road Rally Results from Travel Oregon at December Tourism Commission Meeting**
 - 21 International Tour Operators and 4 International Travel Media guests from 11 different countries toured throughout Oregon in April 2017.
 - 16+ Articles Generated from Oregon Road Rally, including:
 - Traveller.com, Australia (\$298,500 value)
 - Sydney Morning Herald, Australia (\$24,166 value)
 - The Melbourne Age, Australia (\$16,111 value)
 - Outdoor Exploration Magazine, China (\$180,893 value)
 - Selling Travel, UK (\$4,800 value)
 - 2 future stories w/ Le Point magazine, France (\$191,000 value)
 - Stuff.co.nz, New Zealand (\$9,000 value)
 - FMV with 28-page online gallery, Germany (\$30,000 value)
 - Tabs on Travel, New Zealand (\$2,000 value)
 - Herald News, Southern Oregon (175,529 circulation)
- **2017 Oregon Road Rally Results – 6 months post-Rally Trade Results**
 - Germany
 - Canusa: New Oregon fly/drive itinerary; *including Sisters – Five Pine*
 - Argus Reisen: New product to include in existing Oregon itineraries - *Wilson's Ranch*
 - Netherlands
 - Beleef Amerika: 3 new Oregon 17, 21 and 24 day sample itineraries on website (tailor-made tour operator); *includes Smith Rock as a highlight*
 - Tioga Tours: New Oregon hotel and activity product *added in Central Oregon (High Desert Museum, Des Chutes Historical Museum, Bend Ale Trail, Newberry Nat'l Volcanic Monument, Bend Ale Trail, Three Sisters)*
 - De Jong Intra: New 16-day fly/drive itinerary – *Smith Rock featured on product page*
 - Scandinavia
 - Unike Reiser: Now has 5 Oregon trips – *one including "Seven Wonders", Smith Rock/Central Oregon*
 - MyPlanet: Added a 14-day Oregon itinerary in all 7 regions
 - New Zealand
 - House of Travel: New 10-day Oregon itinerary - *including "Seven Wonders", Smith Rock/Central Oregon*; new 6-day itinerary with winter coast dates
 - Ireland
 - Platinum Travel promotion of Oregon via email blast in April
- **Go West Summit – Salt Lake City**

- COVA appointment selection and prep for conference attendance – January 16-19, 2018.
- Go West Summit offers an ideal forum where Suppliers representing destinations, properties and attractions from the American West and international tour operators participate in multi-day networking sessions, familiarization trips and Adventure Day activities with the goal of showcasing the destination for future tourism business.

RCTP FY 2018 CENTRAL OREGON IN-REGION FAMILIARIZATION GROUPS						2017																									
COUNTRY GROUP NAME	TRAVEL TRADE MEDIA	2017												#	#	\$	\$ Approx. Ancillary*														
		JUL			AUG			SEP			OCT							NOV			DEC										
		04	11	19	25	01	08	15	#	29	05	12	19	26	03	10	17	24	31	07	14	21	28	05	12	19	26	Guests	Nights	Lodging	Ancillary*
FRA J. Choukroun - VirDevIn.com	Media																										1	2	\$ 496	\$ 218	
CHN KOL-group	Media																										4	1	\$ 495	\$ 436	
US Samantha Brown Show; Kevin O'Leary scout trip	Media																										2	2	\$ 489	\$ 436	
UK Ben Hatch; Daily Telegraph & book research	Media																										4	2	\$ 304	\$ 872	
FRA Nelly Gullier w/ Monde Authentique	Travel Trade																									3	2	\$ 741	\$ 654		
NET "Wie is de Mol?" Press Trip	Media																									7	2	\$ 2,655	\$ 1,526		
US Travel Channel - Samantha Brown Show	Media																									10	2	\$ 1,591	\$ 2,180		
US NW Travel Magazine - Tamara Muldoon	Media																									2	2	\$ -	\$ 218		
CHN Fujian EZtrip Golf	Travel Trade																									12	4	\$ 7,165	\$ 5,232		
UK IAGTO NAC Operations	Travel Trade																									2	4	\$ -	\$ 872		
FRA Ananda Productions - E. Bacos	Media																									1	1	\$ 189	\$ 109		
FRA Geo and Hotel & Lodge Magazines	Media																									2	2	\$ -	\$ 436		
FRA Blue Claire Film Crew	Media																									4	1	\$ 325	\$ 436		
UK N. American Travel Service (NATS)	Travel Trade																									7	1	\$ 966	\$ 763		
GER Der Tagesspiegel - Bjeorn Rosen	Media																									1	1	\$ 156	\$ 109		
US Mayflower Tours - Tim Patrick	Travel Trade																									1	2	\$ -	\$ 218		
US Best of Bikeable Ches Blog	Media																									4	2	\$ 110	\$ 872		
US & Canada Society of American Travel Writers Pre-FAM	Media																									5	3	\$ 2,975	\$ 1,635		
AUS Vacations-Travel; Holidays w/ Kids - Helen Hayes	Media																									2	2	\$ 371	\$ 436		
																											74		\$ 19,028	\$ 17,658	

*2015 Longwoods Avg. \$109 per person/night expenditures data using more conservative figure due to some items being on comp, but also considering ancillary personal expenses.