

CTTC Fiscal Year 2008-2009 Brand Advertising Matrix

Domestic – without Transportation Expenses	Spring 2007	Winter 2007/2008	Spring 2008	2008 Total	Winter 2008/2009	Spring 2009
Targeted Households	53 million	16 million	53 million	53 million	15 million	54 million
Ad Awareness %	56%	27%	74%	74%	14%	68%
Ad Aware HHs	29 million	4.5 million	39 million	39 million	2.2 million	37 million
Media Costs	\$9.0 million ¹	\$970,000 ¹	\$11.5 million ²	\$18.8 million ²	\$1.5 million ¹	\$7.1 million ²
Cost per Aware HH	\$0.31	\$0.22	\$0.29	\$0.50	\$0.69	\$0.19
Influenced Trips ³	--	949,000	--	--	955,000	
Incremental Trips	2.6 million	86,000	2.9 million	3.6 million	NA ³	
Average Party Trip Expenditures – w/o Trans.	\$845	\$1,605	\$1,305	\$1348	\$1,666	
Total Incremental Spending w/o Air	\$2 billion	\$137.5 million	\$3.7 billion	\$4.9 billion	\$216 million	Available December 2009
Incremental Tax Revenue	\$129 million	\$8.9 million	\$240 million	\$318 million	\$14.0 million	
Campaign Spending ROI	\$221 to \$1	\$141 to \$1	\$244 to \$1	\$263 to \$1	\$145 to \$1	
Campaign Tax Revenue ROI	\$14 to \$1	\$9.10 to \$1	\$16 to \$1	\$17 to \$1	\$9 to \$1	

Media Costs: 1= TV only; 2= TV and Print; only includes costs for media purchases; 3: The 2008/2009 snow research measured influenced travel instead of incremental travel as true incremental travel is now measured for all campaign elements combined; a like influenced travel number is provided for the 2007/2008 snow campaign

Sources: Strategic Marketing & Research, Inc.; Rakuten Research; Mering Carson; Times Media Group; Yomiko

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International – without Transportation Expenses	Canada Spring 2007	Canada Fall/Winter 2007/2008	United Kingdom Spring 2008	Japan Spring 2008	Canada Spring 2009	United Kingdom Spring 2009
Targeted Households	2.1 million	4.5 million	16 million	12.8 million	17.1 million	16 million
Ad Awareness %	73%	62%	63%	68%	63%	77%
Ad Aware HHs	1.5 million	2.8 million	10.1 million	8.7 million	10.8 million	12.3million
Media Costs	\$800,000 ¹	\$1.8 million ¹	\$1.9 million ²	\$3.9 million ²	\$1.7 million ¹	\$3.1 million ²
Cost per HH	\$0.52	\$0.63	\$0.19	\$0.45 ³	\$0.16	\$0.26
Incremental Trips	39,000	118,000	177,000	75,600 ³		
Average Party Trip Expenditures – w/o Trans.	\$1,871	\$2,570	\$2,659	\$5,335		
Total Incremental Spending w/o Air	\$73.4 million	\$303.5 million	\$471 million	\$403 million	Available Winter 2009	Available Winter 2009
Incremental Tax Revenue	\$4.8 million	\$19.6 million	\$30.5 million	\$26.1 million		
Campaign Spending ROI	\$93 to \$1	\$257 to \$1	\$120 to 1	\$104 to \$1		
Campaign Tax Revenue ROI	\$6.10 to \$1	\$17 to \$1	\$7.80 to \$1	\$6.70 to \$1		

Media Costs: 1= TV only; 2= TV and Print; only includes costs for media purchases (includes outdoor and online as well for UK in spring 2009)
 3: Cost per household based on all targeted households. Incremental travel based on targeted households and likelihood to travel to the US.
 Sources: Strategic Marketing & Research, Inc.; Rakuten Research; Mering Carson; Times Media Group; Yomiko