

Visit Big Sky Program Overview



Data as of January 31, 2018

What we do...



Inntopia/DestiMetrics provides business intelligence to destination marketing organizations, ski companies (attractions) and municipalities to help them understand the lodging performance within their destination and provide a fact base upon which informed decisions can be made.

Benefits of Programs/Reports

MARKETING

- Proactive Sales Targeting
- Informed Planning:
 - Peak vs. Valleys
 - Weekday vs. Weekend Occupancy
 - Shifts in Holidays/School Breaks
 - New Event Placement
- Return on Investment (ROI):
 - Events, Promotions , DMO Marketing
- Understanding Market Share
 - Prop vs. Destination/Comp Set
 - Destination vs. Industry

OPERATIONAL

- Anticipate business levels then plan accordingly:
- Resorts:
 - Anticipate attendance/loads
- Restaurant/Retail:
 - Staffing/scheduling
 - Inventory/F&B Ordering
- Municipal:
 - Transportation/Bus
 - Municipal (Police & Emergency Services)
 - Parking
- RESULT: Better Guest Management
- Better Service Levels
- Lower Costs of Operations

9 Big Sky Data Submitting Properties

320 Guest Ranch

Big Sky Resort

Big Sky Vacation Rentals

Bucks T-4 Lodge

Lodge at Big Sky

Lone Mountain Ranch

Natural Retreats - Big Sky

Rainbow Ranch

River Rock Lodge

Residences

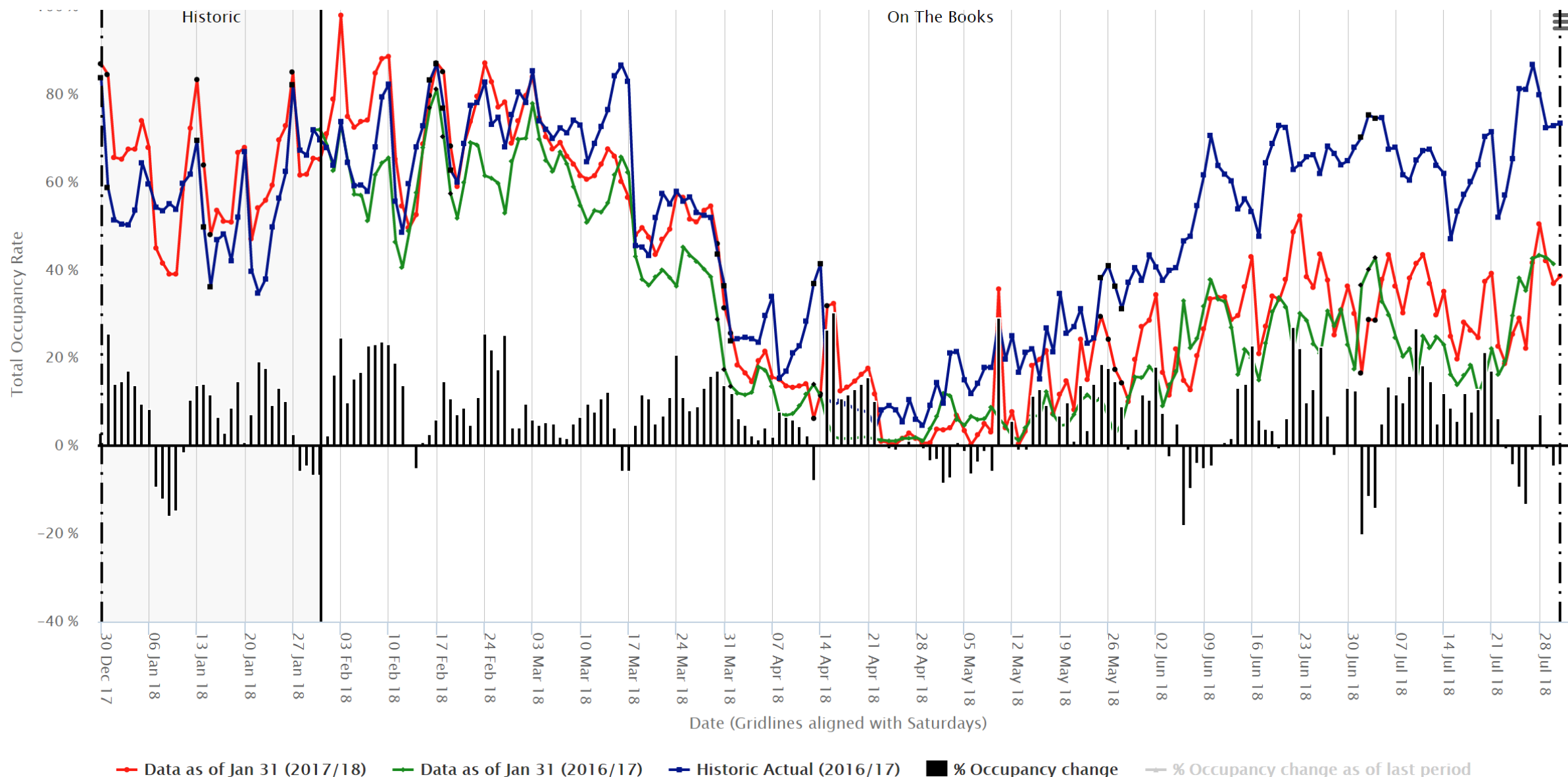
Represents 673 units or
50.4% of Big Sky's
professionally managed
inventory

Participating MTN Destinations

- Aspen
- Avon, Colorado
- Breckenridge
- Beaver Creek
- Big Sky
- Copper
- Gunnison/Crested Butte
- Keystone
- Mammoth
- Jackson Hole
- North Lake Tahoe
- Snowmass
- Steamboat
- Sun Valley
- Park City Area
- Summit County, CO
- Sun Valley
- Telluride
- Vail
- Winter Park

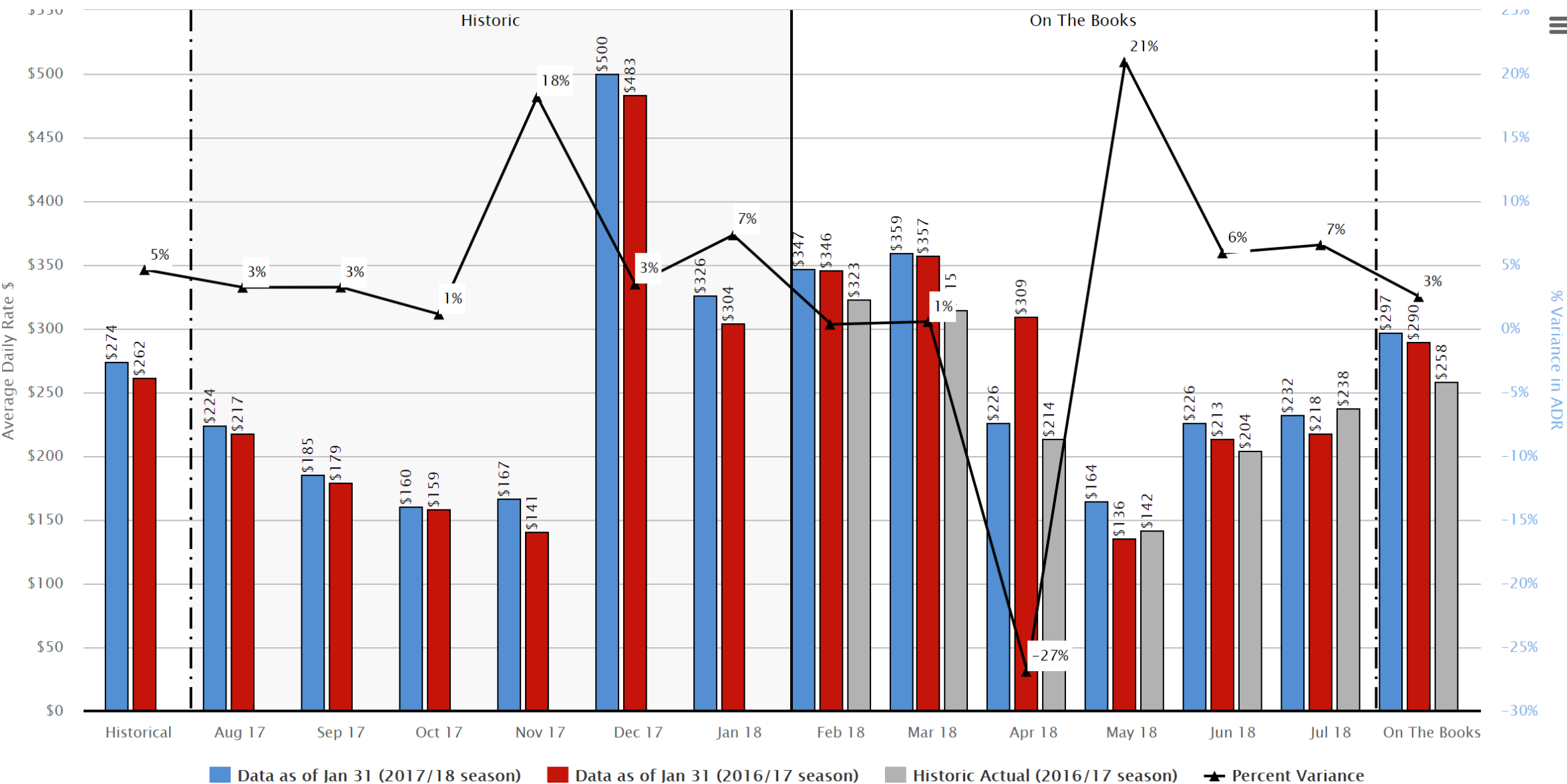
Big Sky Daily Occupancy | Rolling 7 Month View

1 month historic actuals | 6 months pacing/on the books



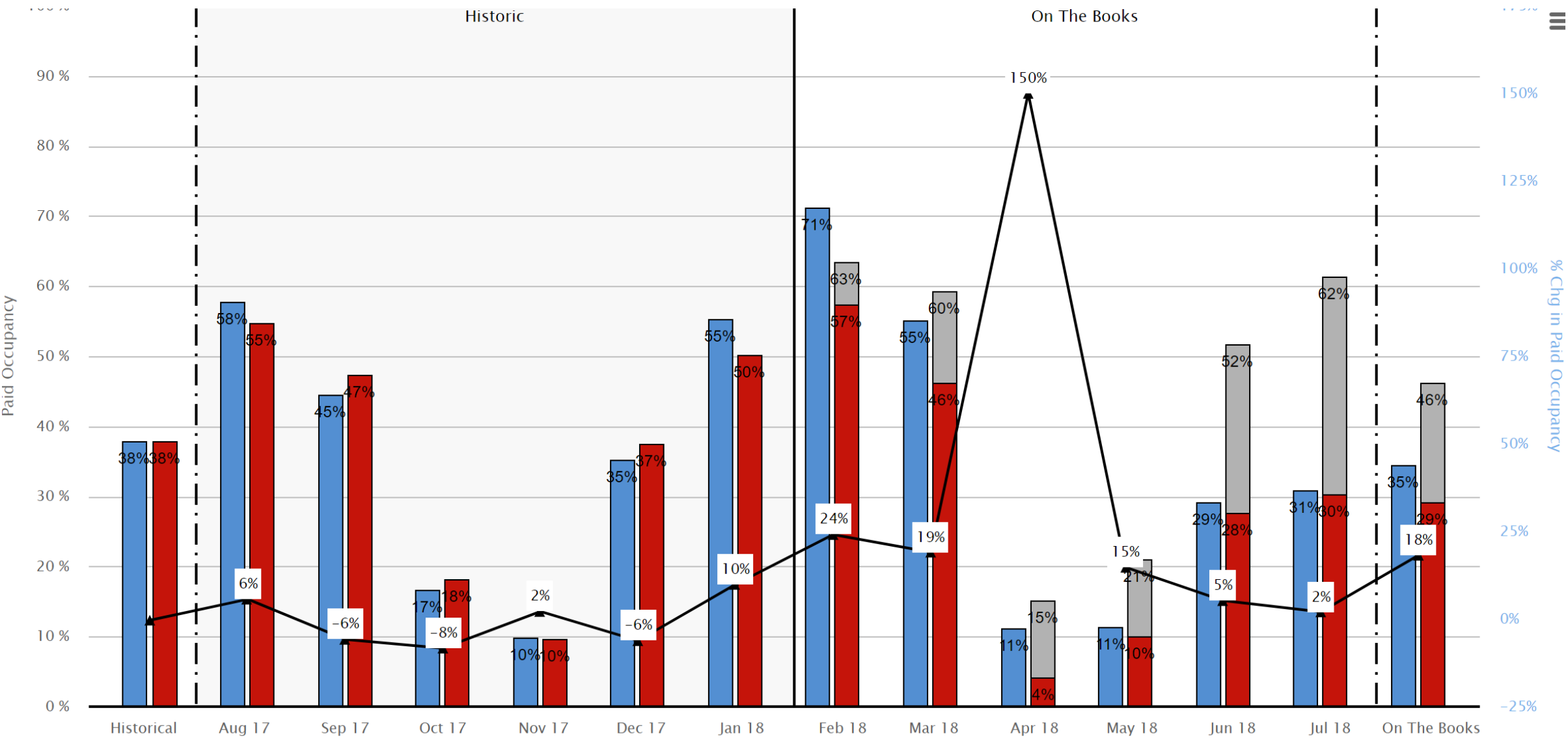
Big Sky Average Daily Rate | Rolling 12 Month View

6 month historic actuals | 6 months pacing/on the books



Big Sky Occupancy | Rolling 12 Month View

6 month historic actuals | 6 months pacing/On the books

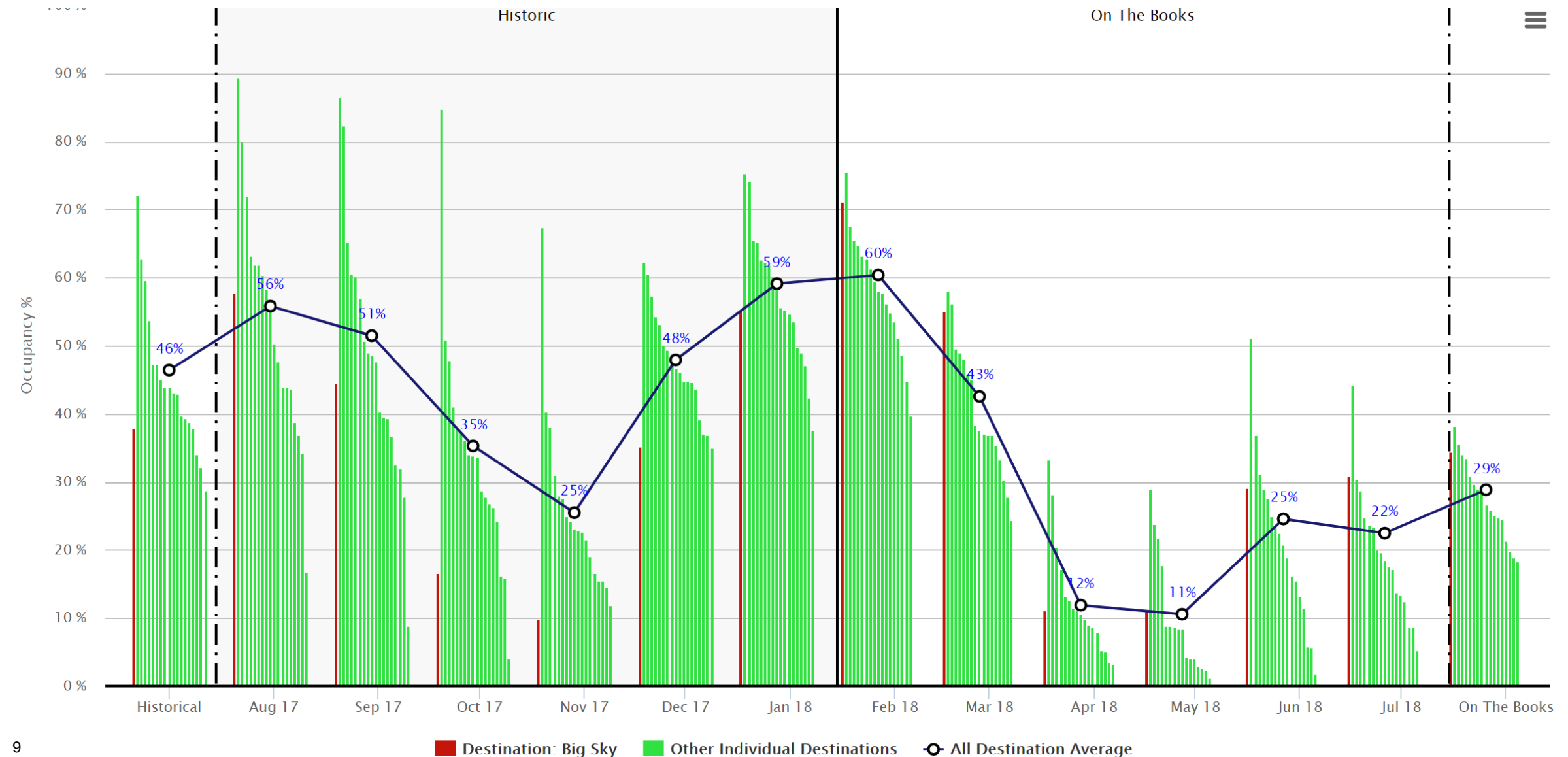


Big Sky vs. MTN Data Set | Rolling 12 Month View

Occupancy | 6 month historic actuals | 6 months on the books

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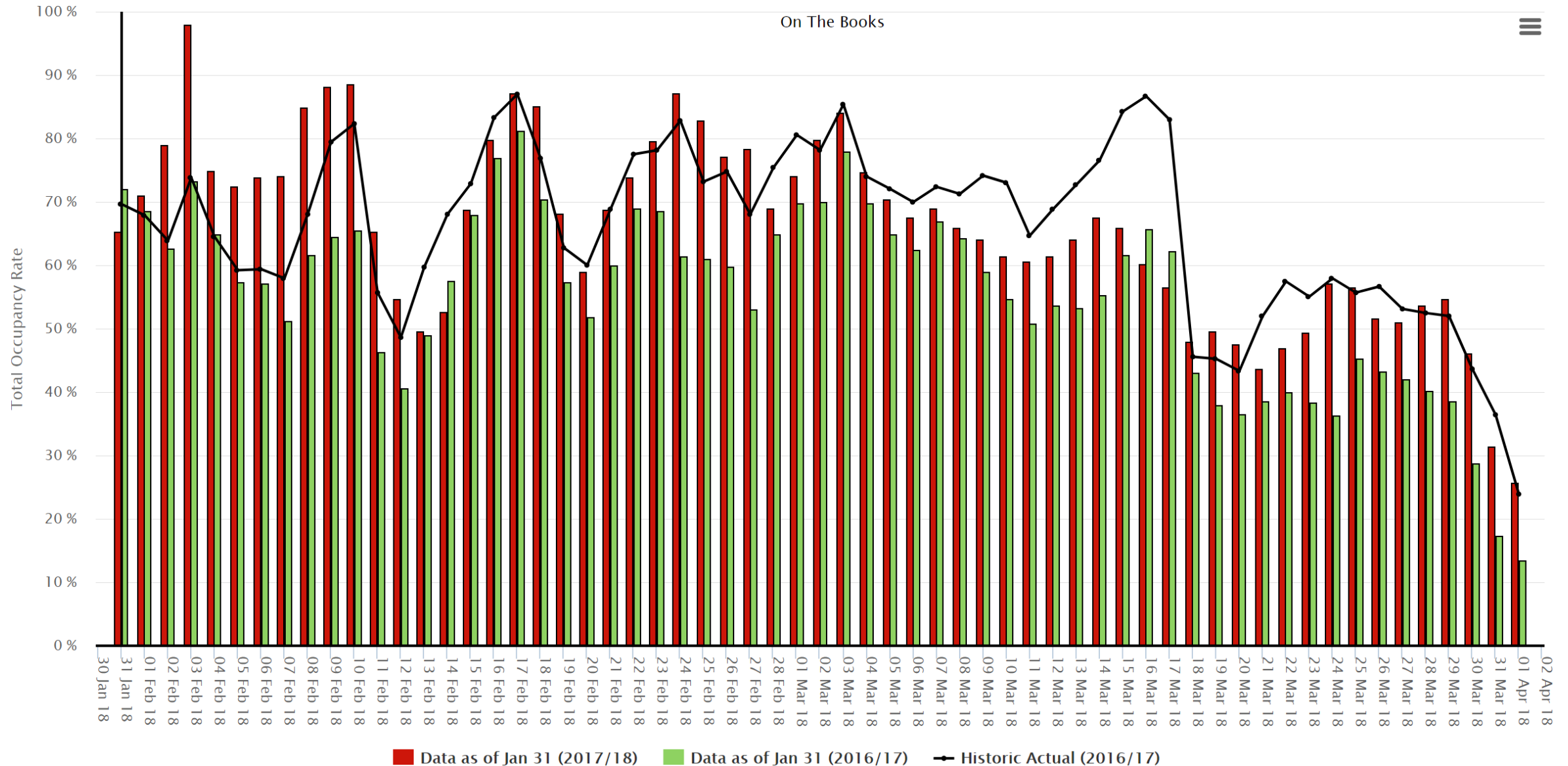


Big Sky Daily Occupancy | Retail Report

Forward Looking 60 Days | Available for Public Distribution

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Rent By Owner Metrics

- Offering Quantification & Monitoring of Rent By Owner units & listing in resort communities
- Ongoing Reports or fully integrated system for compliance, licensing & monitoring
- Lodging Performance Metrics – Inferences of Occupancy, Average Daily Rate & RevPAR for Rent-by-Owner Units.
- Comparisons to performance of professionally managed units via DestiMetrics programs.

Thank You!

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