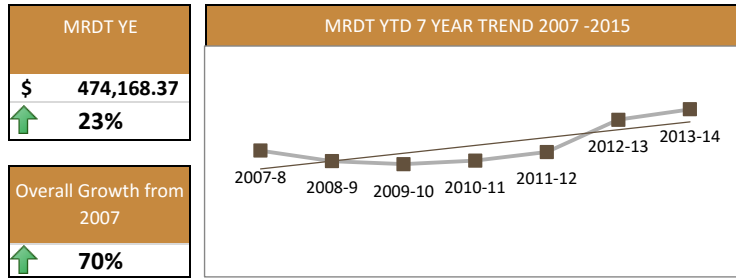




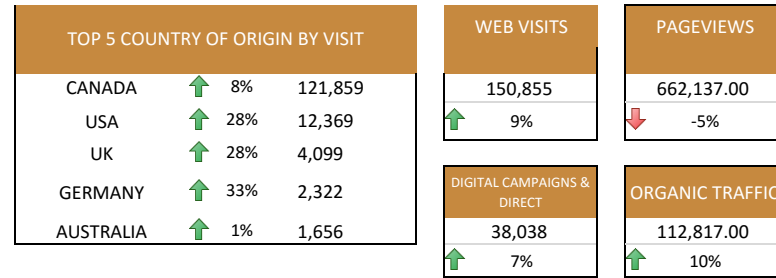
KEY PERFORMANCE INDICATORS 2014-2015 FY

FINAL

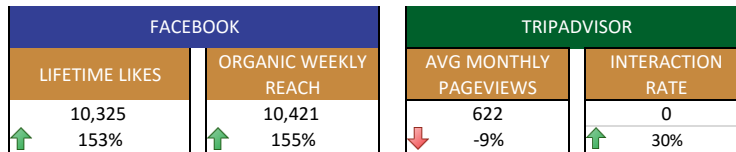
MRDT REVENUES



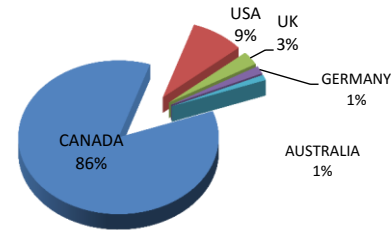
WEBSITE ANALYTICS



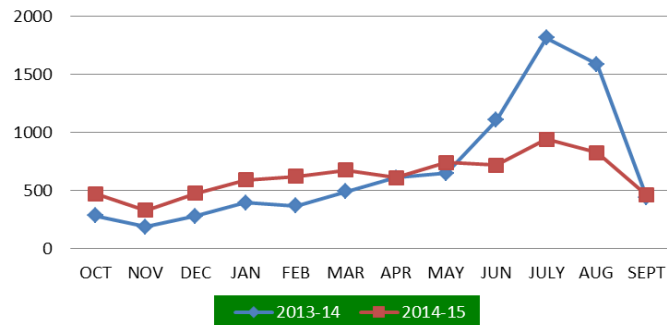
SOCIAL MEDIA AND REVIEW SITES



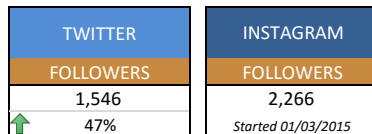
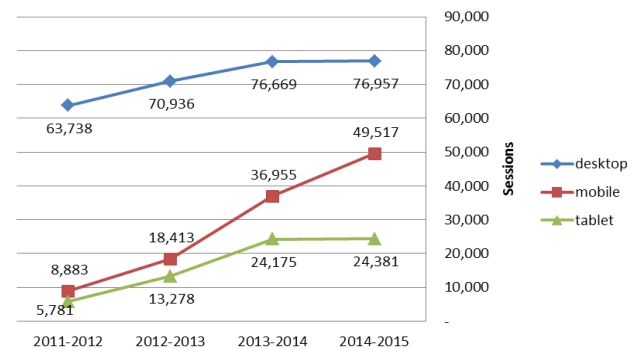
WEBSITE VISITS BY COUNTRY OF ORIGIN



Tripadvisor DMO Pageviews



TECHNOLOGY USER TRENDS 2011 - 2015





KEY PERFORMANCE INDICATORS 2014-2015 FY

FINAL

CONSUMER DATABASE	
	3,577
↑	153%

CONSUMER NEWS OPEN	
	24%
↓	-11%

EARNED IMPRESSIONS	
	10,337,367

PAID IMPRESSIONS	
	13,859,285

P.R. & EARNED MEDIA



CANADIAN GEOGRAPHIC TRAVEL MAG - WINTER



CANADIAN GEO. TRAVEL ONLINE FEATURE



EXPLORE MAGAZINE - WINTER 2014



SKITRAX MAGAZINE WINTER 2015



BCAA Westworld Spring 2015



MONTECRISTO MAG SPRING 2015

P.R. & EARNED MEDIA



KOOTENAY MOUNTAIN CULTURE MAG - SUMMER 2015



EXPERIENCE MOUNTAIN PARKS - SUMMER 2015



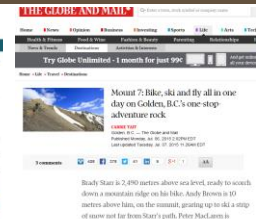
CROWFOOT MEDIA



TETON GRAVITY RESEARCH



HIGHLINE MAGAZINE



GLOBE AND MAIL



MYSPOTLIGHT CANADA (DE) SUMMER ISSUE- 3 PAGES



WESTJET MAGAZINE MAY 2015



CALGARY HERALD