

CTTC Fiscal Year 2009-2010 Domestic Brand Advertising Matrix

Domestic – without Transportation Expenses	Spring 2007	Winter 2007/2008	Spring 2008	2008 Total	Winter 2008/2009	Spring 2009	Fall 2009
Targeted Households	53 million	16 million	53 million	53 million	15 million	54 million	54 million
Ad Awareness %	56%	27%	74%	74%	14%	68%	65%
Ad Aware HHs	29 million	4.5 million	39 million	39 million	2.2 million	37 million	35 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	\$6.7 million ²
Cost per Aware HH	\$0.31	\$0.22	\$0.29	\$0.50	\$0.69	\$0.19	\$0.19
Influenced Trips ³	--	949,000	--	--	955,000		
Incremental Trips	2.6 million	86,000	2.9 million	3.6 million	NA ³	2.7 million	
Average Party Trip Expenditures – w/o Trans.	\$845	\$1,605	\$1,305	\$1348	\$1,666	\$1,116	Available in Spring 2010
Total Incremental Spending w/o Air	\$2 billion	\$137.5 million	\$3.7 billion	\$4.9 billion	\$216 million	\$3.0 billion	
Incremental Tax Revenue	\$129 million	\$8.9 million	\$240 million	\$318 million	\$14.0 million	\$195 million	
Campaign Spending ROI	\$221 to \$1	\$141 to \$1	\$244 to \$1	\$263 to \$1	\$145 to \$1	\$424 to \$1	
Campaign Tax Revenue ROI	\$14 to \$1	\$9.10 to \$1	\$16 to \$1	\$17 to \$1	\$9 to \$1	\$27 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.; MeringCarson