OUR AUDIENCE

• 36% FIRST-TIME ATTENDEES
• 75% MALE
• 39 AVERAGE AGE (12 YRS < AVG)
• 78% HHI $75,000+
• 77% COLLEGE GRAD+

SOCIAL MEDIA FANS

1.1 MILLION* IMPRESSIONS
407,971** PEOPLE REACHED
45 COUNTRIES

*from November 2014 – February 2015
**from January 15 – February 15, 2015
2015 SCORECARD

- 118,719 ATTENDEES
- 10% INCREMENTAL INCREASE
- 22% OUT OF MARKET
- 24.5 MILLION TV VIEWERS
- 18.25 HOURS LIVE TV COVERAGE
- 140 COUNTRIES
- 350 MILLION HHs GLOBALLY
- $25 MILLION ECONOMIC IMPACT
- 46,364* ACTUAL ROOM NIGHTS
- 15,539* INCREMENTAL ROOM NIGHTS
- 50% INCREMENTAL INCREASE

*Preliminary calculations as reported by L. Robert Payne School of Hospitality and Tourism Management, SDSU

Note: Since 2013, event sales ↑40%
## SPECTATOR SURVEY SUMMARY

### EXPERIENCE AREAS

**SCALE: 1–5 BEST**

- Parking/Shuttle
- Security/Admission
- Concessions
- Ticket Value/Process
- Overall Experience

<table>
<thead>
<tr>
<th>Year</th>
<th>Parking/Shuttle</th>
<th>Security/Admission</th>
<th>Concessions</th>
<th>Ticket Value/Process</th>
<th>Overall Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Avg. 3.72</td>
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<tr>
<td>2013</td>
<td>Avg. 3.71</td>
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<tr>
<td>2014</td>
<td>Avg. 3.68</td>
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<tr>
<td>2015</td>
<td>Avg. 3.85</td>
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</tbody>
</table>

- 2015: 95% would recommend to a friend
HOSPITALITY SURVEY SUMMARY

EXPERIENCE AREAS
SCALE: 1–5 BEST

Food & Beverage | Parking | Value | Renew | Overall Experience

Avg. 4.00 | Avg. 3.95 | Avg. 4.14 | Avg. 4.25