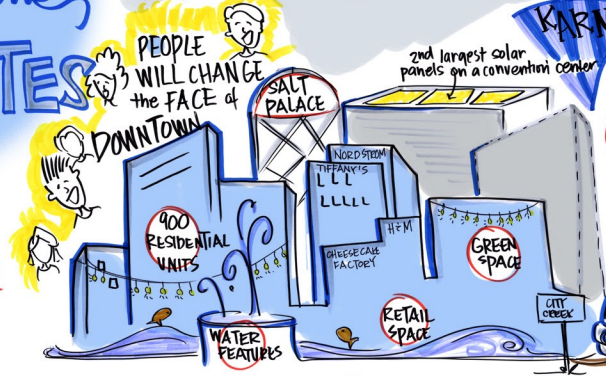


WELCOME Introductions & UPDATES

SALT LAKE CUSTOMER ADVISORY BOARD
APRIL 12-14 2012
OPEN HONEST FEEDBACK

MOST STRATEGIC THING WE'VE EVER DONE.

RENAISSANCE



REVIVAL

KARMA

FINANCIAL FEASIBILITY PLAN
START to DEVELOP A CONVENTION CENTER HOTEL

over 1000 rooms
STARTS TODAY

HOTELS renovations to maintain relevancy

SEPT 2012
DIRECT TRAX FROM AIRPORT

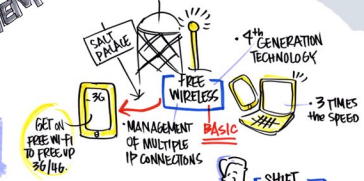
\$4.25 PER TRIP

REBIRTH

ACTION ITEM UPDATES

WHAT are the BEST METRICS we should measure?
we need to ASK YOU!

WHY WE SHOULD BEING OUR METRICS TO SALT LAKE



SHIFT IN THINKING
HOSPITALITY EXECUTIVE WHO MANAGES BUILDINGS

THANK YOU FOR LISTENING



SEND YOUR POSTCARDS!

CITY [25 HUGE CITY BLOCKS] CREEK

