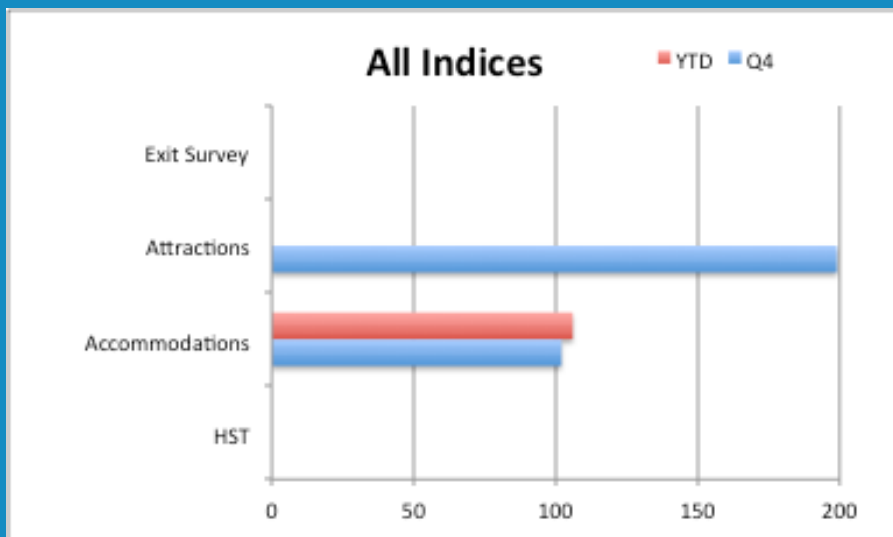


Accommodations and attractions indices are up in fiscal Q4.



## HST Index

Data Incomplete



## Occupancy Index

Up 2% in Q4, up 5.8% YTD (vs 1.9% in Ont)



## Parks Index

Data not available for Fiscal Q4



## Exit Survey

Data Incomplete



## Winter Attractions Index

Up 99% in Q4



## Weather Index

### Average Temperature

-11.6°C  
(-6.3°C in 2012)

### Days of Precipitation

Not Available

### Total Precipitation

Not Available



**Weather  
Index**

**Average  
Temperature**

**-11.6°C  
(-6.3°C in 2012)**

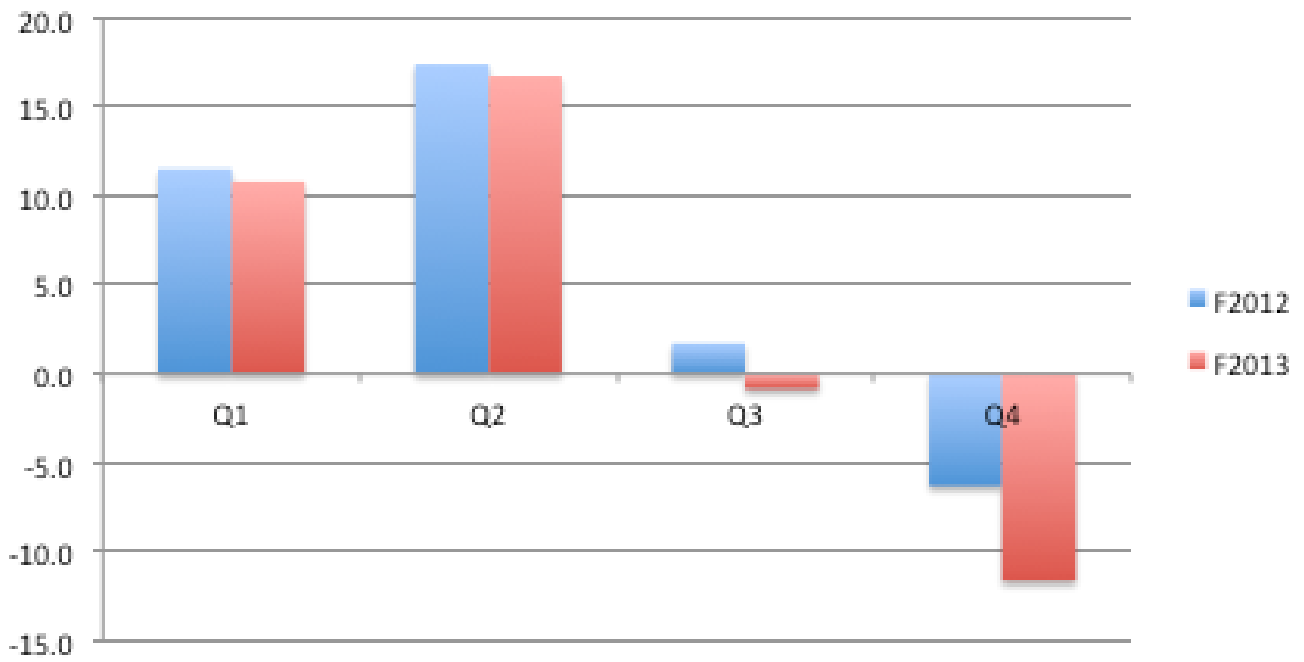
**Days of  
Precipitation**

**Not  
Available**

**Total  
Precipitation**

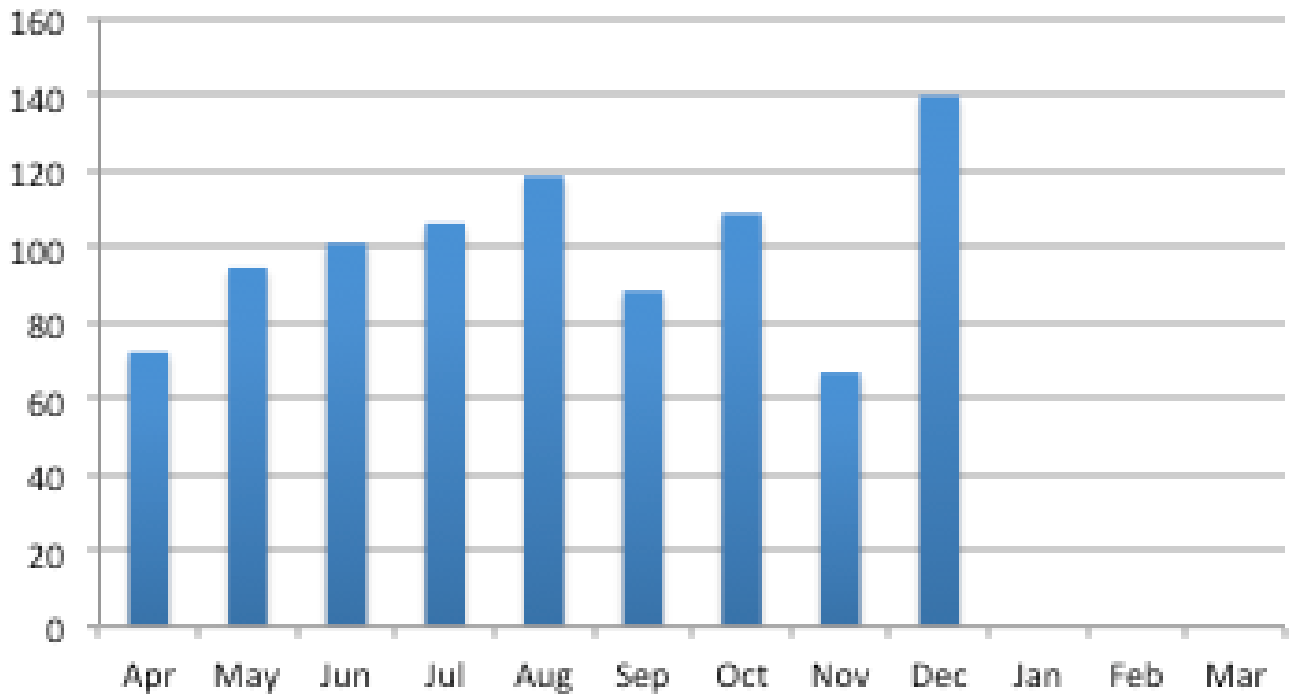
**Not  
Available**

## Average Temperature

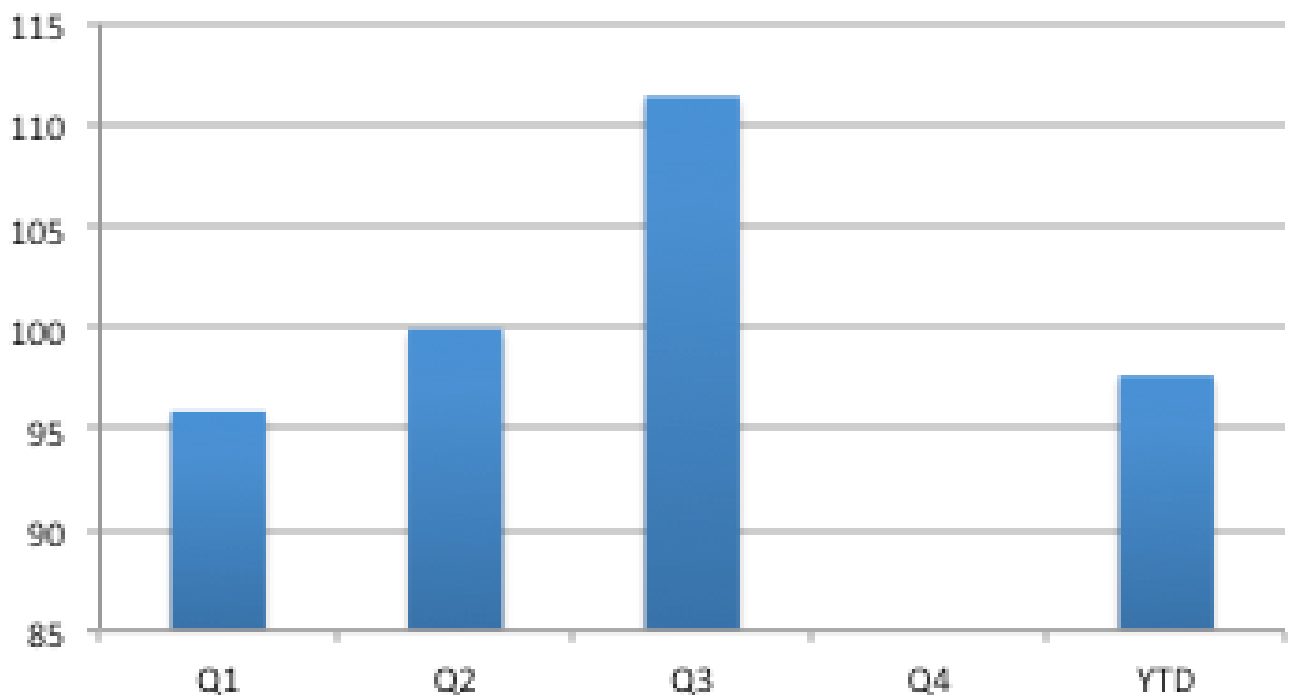




### HST Index by Month (F2013 versus F2012)



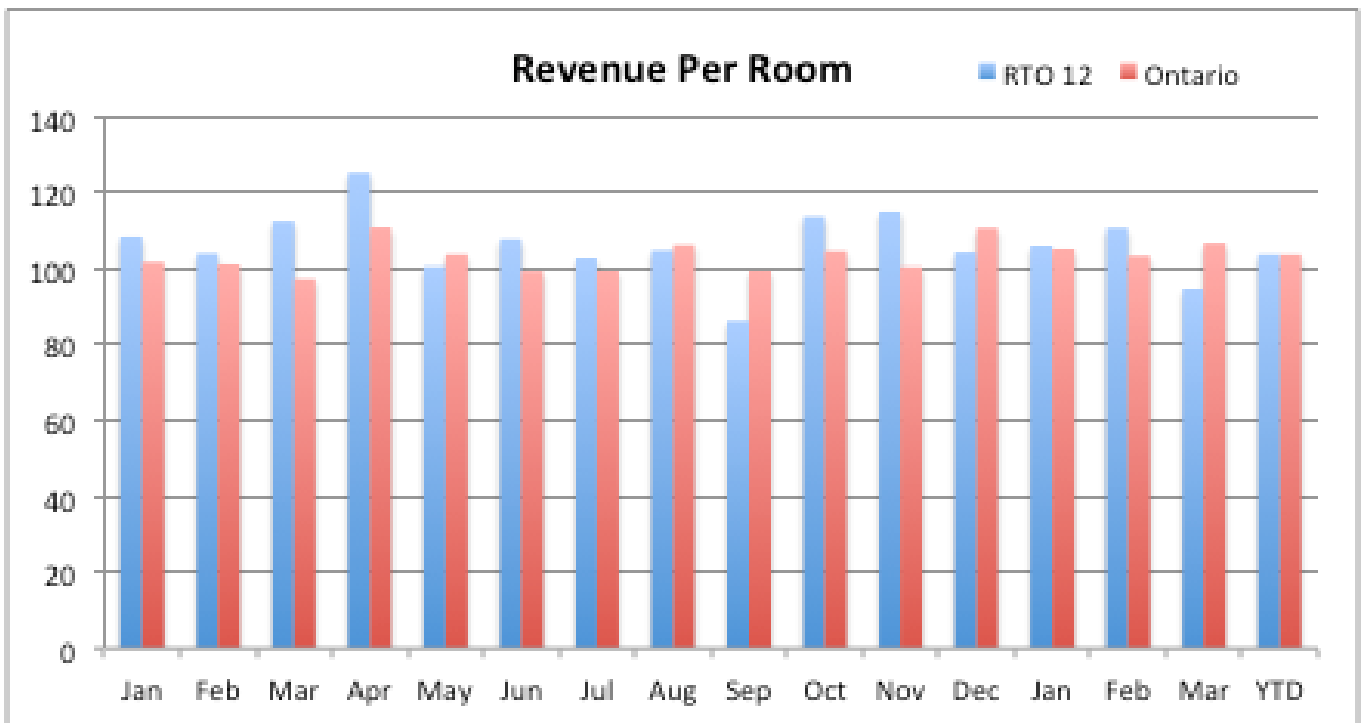
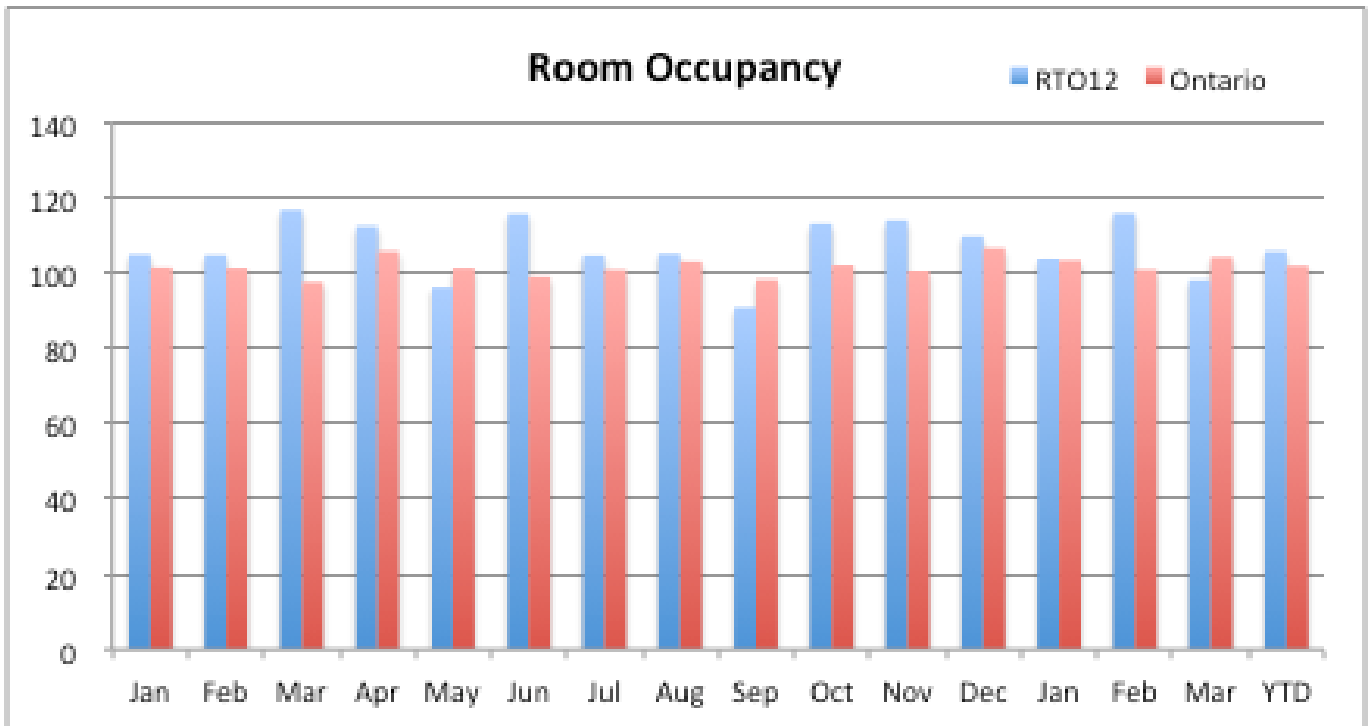
### HST Index by Quarter (F2013 versus F2012)





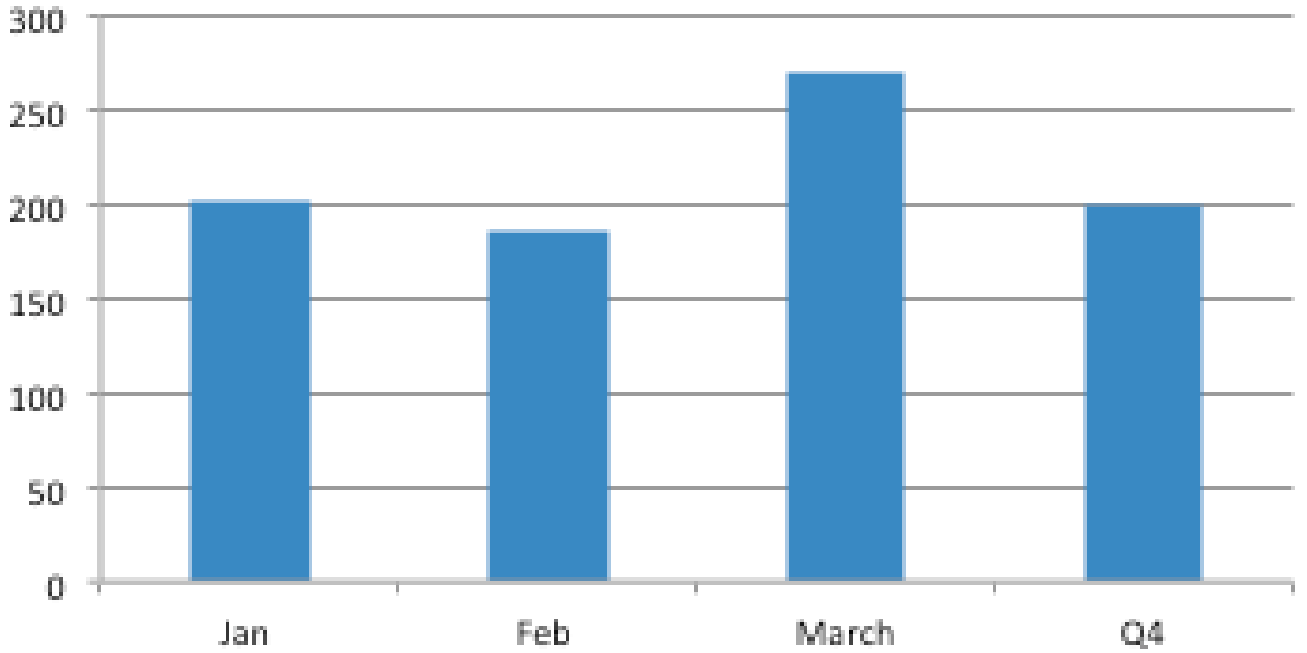
# Occupancy Index

Up 2% in Q4, up 5.8% YTD (versus 1.9% in Ontario)





### Winter Attractions Index



## Interpreting the Data

The data sources are as follows:

- HST is collected by Segall & Partners LLP. Data is provided by month. 11 board members have participated up to December, so caution must be exercised with this data as the sample size is small
- Occupancy data is from PKF Consulting and is reported Monthly.
- Weather data is from the Environment Canada's Muskoka weather station. Precipitation data not available in 2014.
- Parks data is provided by Ontario Parks, MNR. Data is reported for May through October only. Reporting parks are Algonquin, Arrowhead, Grundy, Killbear, Mikisew & Restoule
- Winter attractions data is from 3 operators only. Shown in aggregate only. Caution must be exercised with this data as the sample size is small
- Segall was able to collect golf data from one operator only. As a result the data cannot be reported
- Exit survey data is provided by RTO 12, and is pulled from an ongoing survey fielded in local hotels. Sample size is presently very small