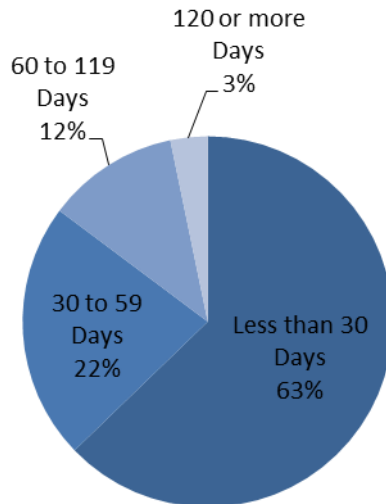




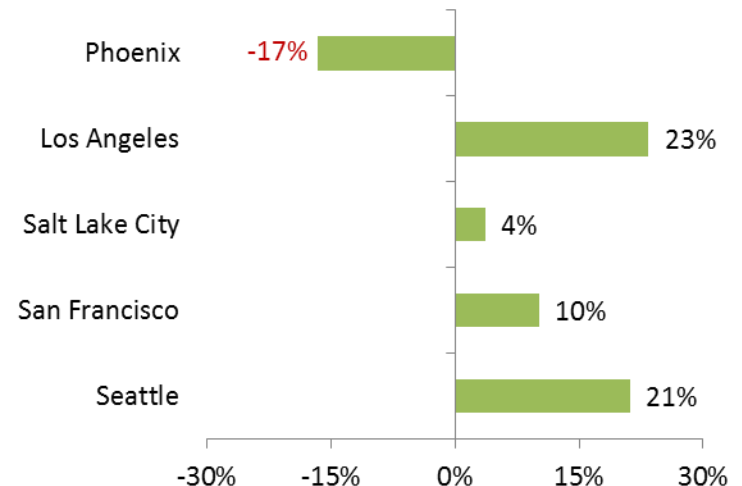
San Diego 2013 summer campaign in jeopardy...has it missed the booking window?

San Diego 2013 summer campaign has been delayed due to non resolved funding needs. However, it is still on time as 63% of 2012 summer¹ arrivals were issued with less than 30 days of anticipation. Besides, selected cities² show positive booking trends to San Diego, with Phoenix as exception

Lead time for 2012 San Diego Summer Period¹ from targeted cities² (% of total arrivals Jun-Aug 2012)



Current booking situation for 2013 San Diego Summer Period¹ from targeted cities² (% Var vs prev. Year)



Notes : (1) Summer period has been defined as 01 June to 30 August

(2) "Key/Priority Source Cities" selected according to the description of the Summer 2013 Campaign available in [UT San Diego](#)

Methodology: Analysis based on air bookings to San Diego (SAN) excluding people transiting, day trips or one way trips. Database as of 09th April 2013