

Full-season email performance across 15 campaigns and 1.76M delivered emails. Period covers the peak revenue window including the annual pass and program sale.

15 Campaigns Sent	1,762,725 Emails Delivered	\$4.46M Opened Revenue 412% above previous period	\$2.16M Clicked Revenue 1,822% above previous period
16.20% Average Open Rate	0.30% Average Click Rate	\$2.53 Revenue Per Email 324% above previous period	\$844.30 ROI Per \$1 spent

Delivery Health

Metric	This Period	vs Previous Period
Total Delivered	1,762,725	+21.01%
Bounce Rate	0.10%	-50.00% (improved)
Opt Out Rate	0.10%	Stable
Open Rate	16.20%	Stable
Click Rate	0.30%	Stable

Top 5 Campaigns by Opened Revenue

Campaign	Sent	Open Rate	Click Rate	Opened Revenue	ROI
Pass Email 3	119,124	16.70%	0.43%	\$712,968	\$1,998
Final Hours of Sale	119,012	16.97%	0.37%	\$693,633	\$1,945
Spring Has Sprung	118,944	16.95%	0.14%	\$675,374	\$1,895
Pass Sale Starts Tomorrow	119,240	15.05%	0.63%	\$650,861	\$1,822
Pass Program Sale Live	119,162	14.85%	0.48%	\$633,816	\$1,776

Top 5 Campaigns by Clicked Revenue

Campaign	Sent	Open Rate	Click Rate	Clicked Revenue	ROI
Pass Sale Starts Tomorrow	119,240	15.05%	0.63%	\$550,137	\$1,540
Pass Program Sale Live	119,162	14.85%	0.48%	\$519,122	\$1,455
Pass Email 3	119,124	16.70%	0.43%	\$425,451	\$1,192
Wednesday Night Pre-Sale	118,976	15.50%	0.86%	\$339,712	\$953
Final Hours of Sale	119,012	16.97%	0.37%	\$242,987	\$681

Revenue by Product Category

Product Category	% of Total Email Revenue
Season Passes	40.3%
Snow Sports School	27.2%
Window Tickets	21.0%
Retail	2.6%
Miscellaneous	2.3%

Revenue attribution model: revenue is attributed to a campaign if the recipient transacts within 4 days of having interacted with that email.
Period: January 1 through March 27, 2026.