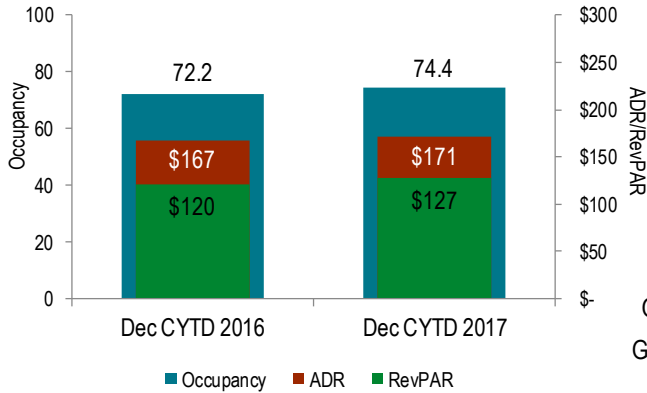


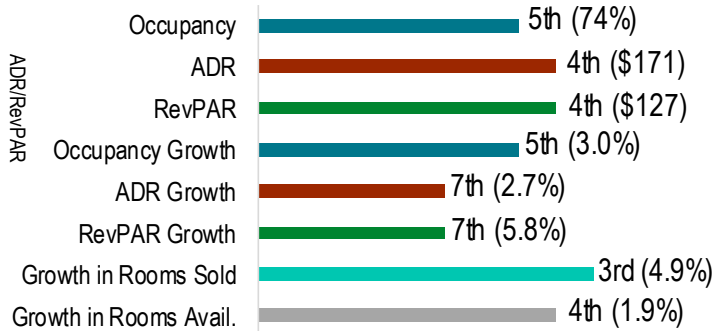
Hotel Performance Dashboard CYTD—Jan. to Dec. 2017



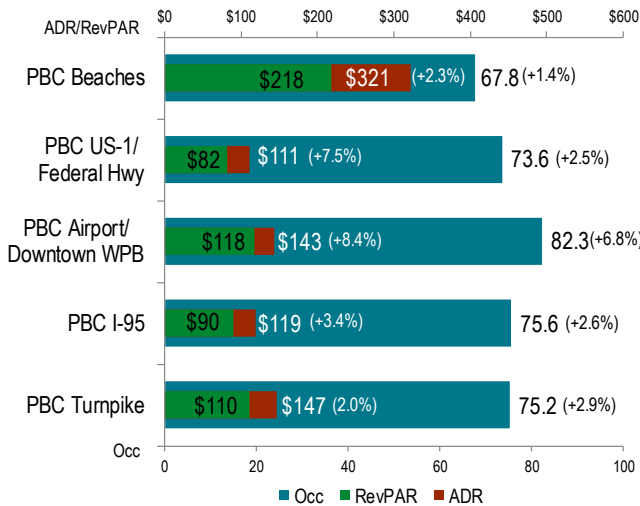
PBC Performance*—Jan. to Dec. 2017



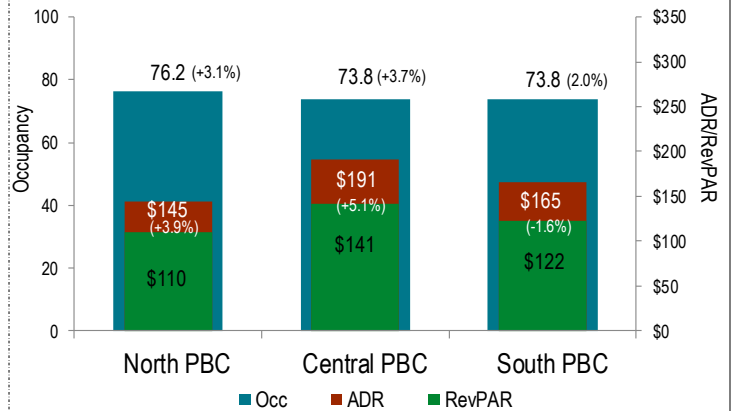
Palm Beach County Ranking vs. Florida Destinations*
(Calendar Year-to-Date Comparison)



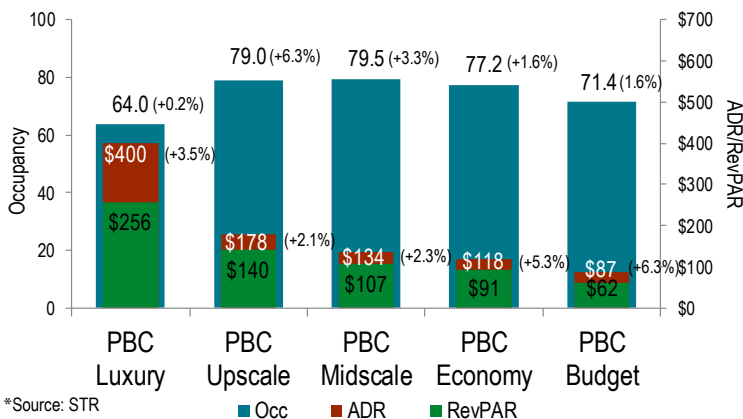
Hotel Performance by Location^{2*}—Jan. to Dec. 2017



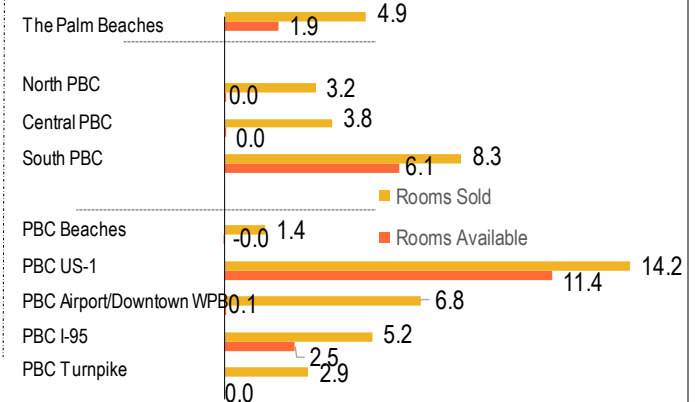
Hotel Performance by Region^{2*}—Jan. to Dec. 2017



Hotel Performance by Scale^{3*}—Jan. to Dec. 2017



Growth in Rooms Sold vs. Rooms Available
Jan. to Dec. (2016 vs. 2017)



*Source: STR

- Ranking derived by Discover The Palm Beaches by comparing STR data for PBC and all 12 major Florida markets.
- Region and Location breakdowns are customized segments for Discover The Palm Beaches.
- Scale breakdowns are customized segments for Discover The Palm Beaches based on average rate from the previous calendar year.
- USD—U.S. Dollar, GBP—British Pound, CAD—Canadian Dollar, BRL—Brazilian Real, EUR—Euro, COP—Colombian Peso
- CYTD—Calendar Year-to-Date