

HAKONE ESTATE & GARDENS

PRESENTATION MATERIALS

BY

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Dean Runyan Associates, Inc**

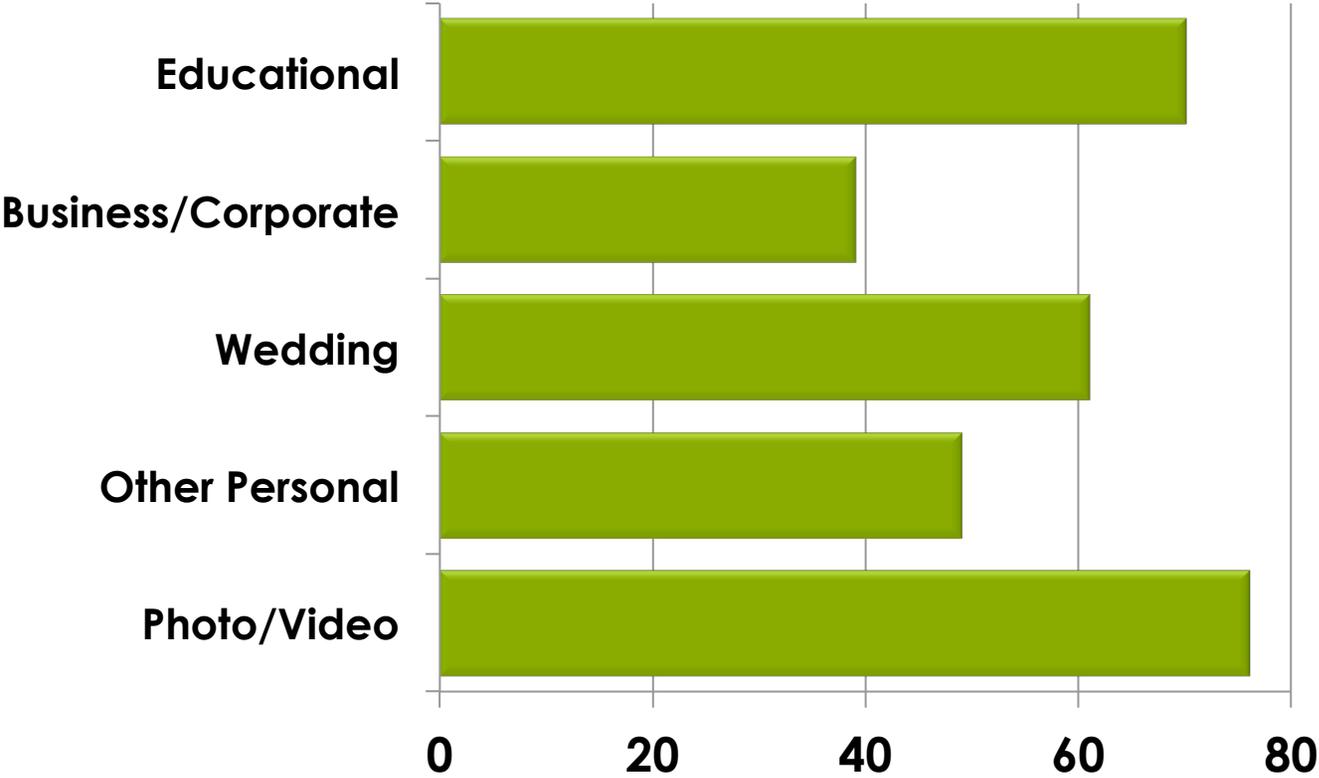
LOCATION



	Population 2010	% of State Population
20mi buffer	2,256,855	6.1%
35mi buffer	3,832,149	10.3%
Saratoga City	29,926	0.1%
Santa Clara County	1,781,642	4.8%
Market Area	4,272,746	11.5%
California	37,253,956	100.0%

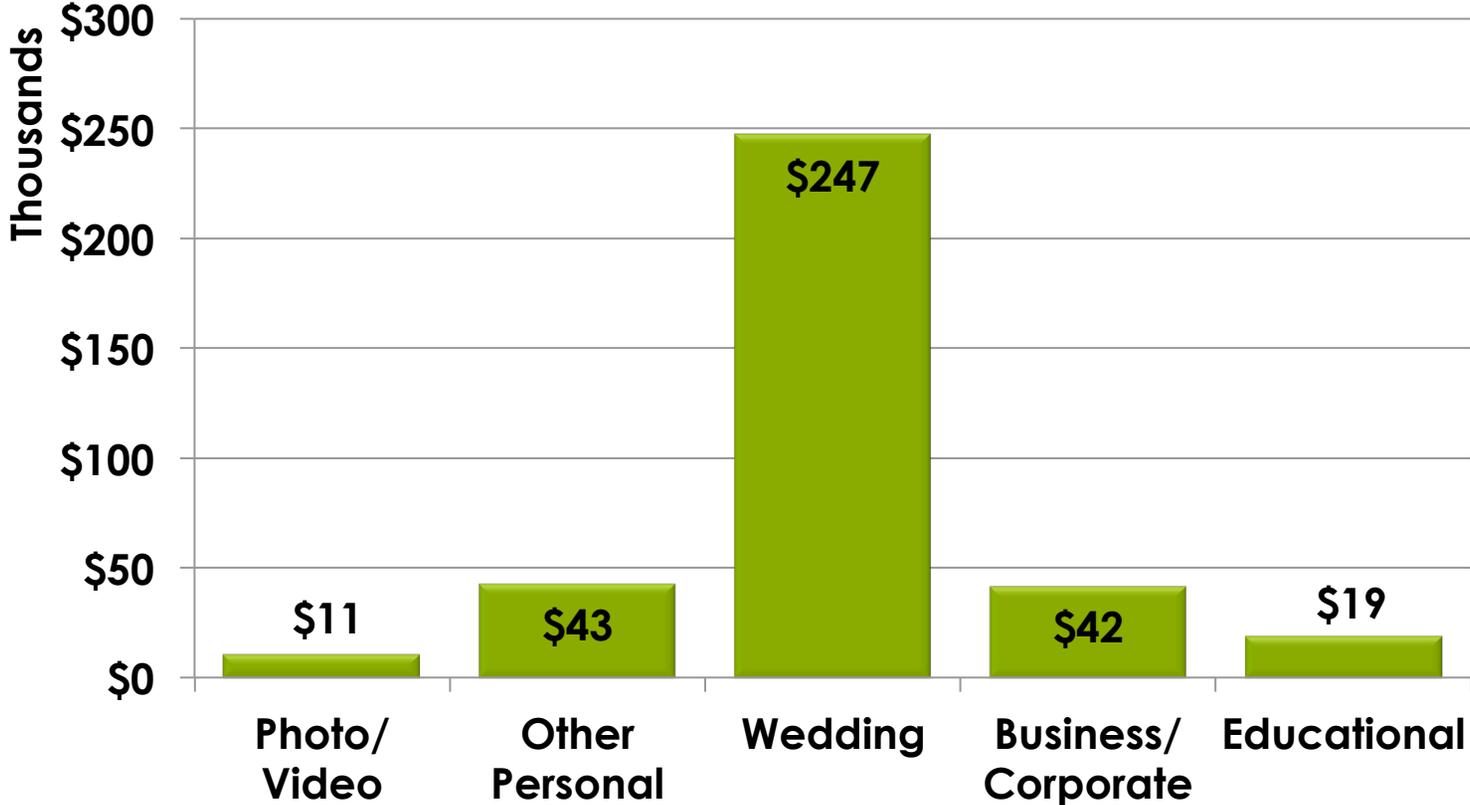
ALL EVENTS

**Number Events, by Type
FY 2014**



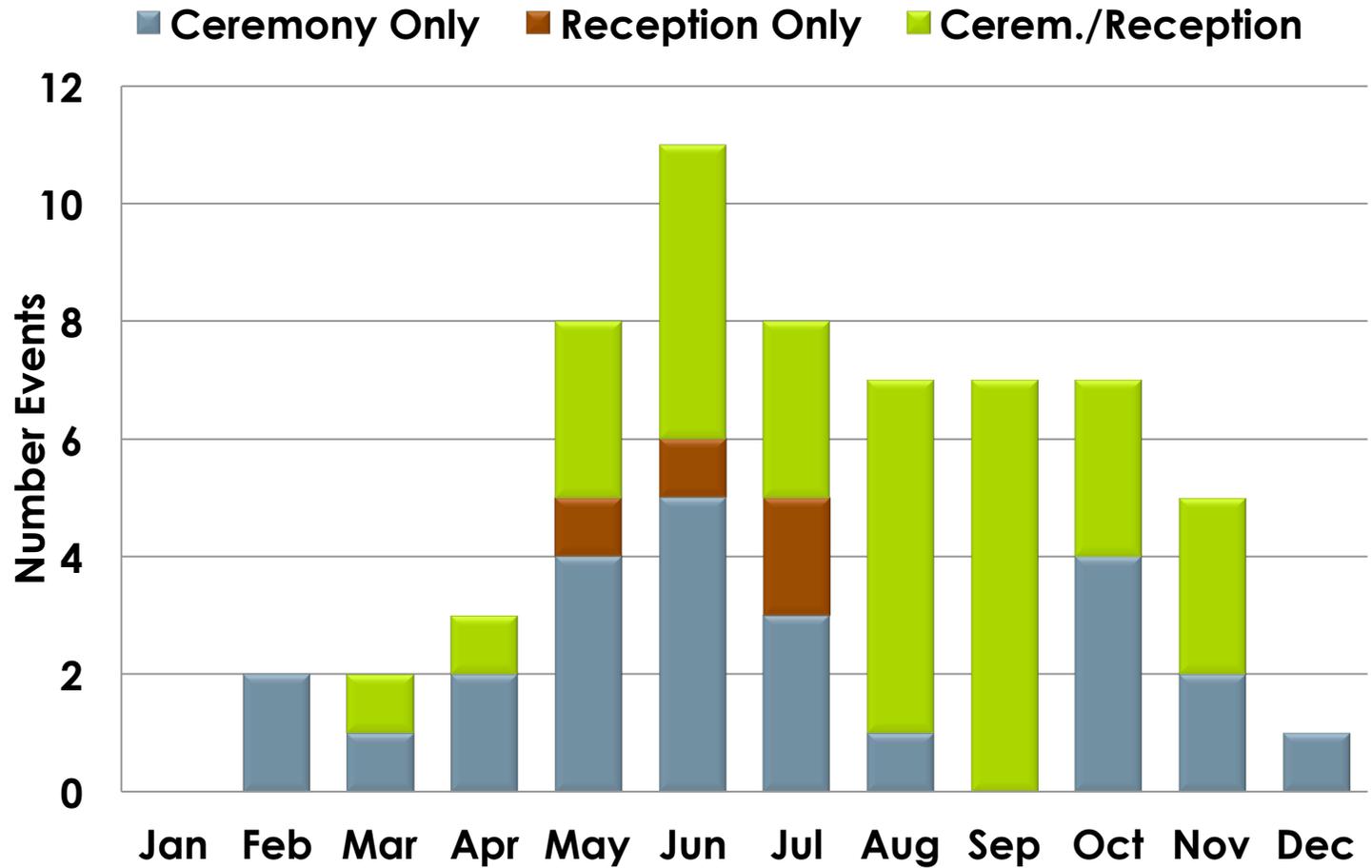
ALL EVENTS

**Revenue, by Event Type
FY 2014**



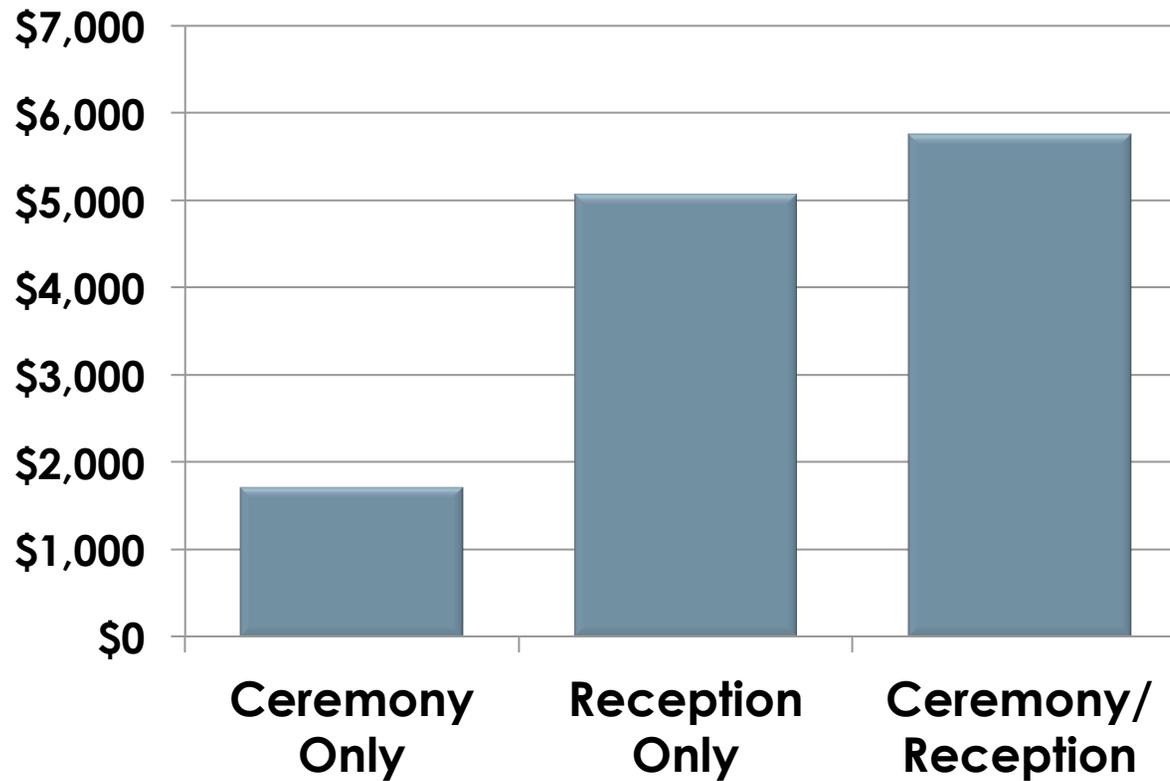
WEDDING EVENTS

Wedding Events, by Month, FY 2014



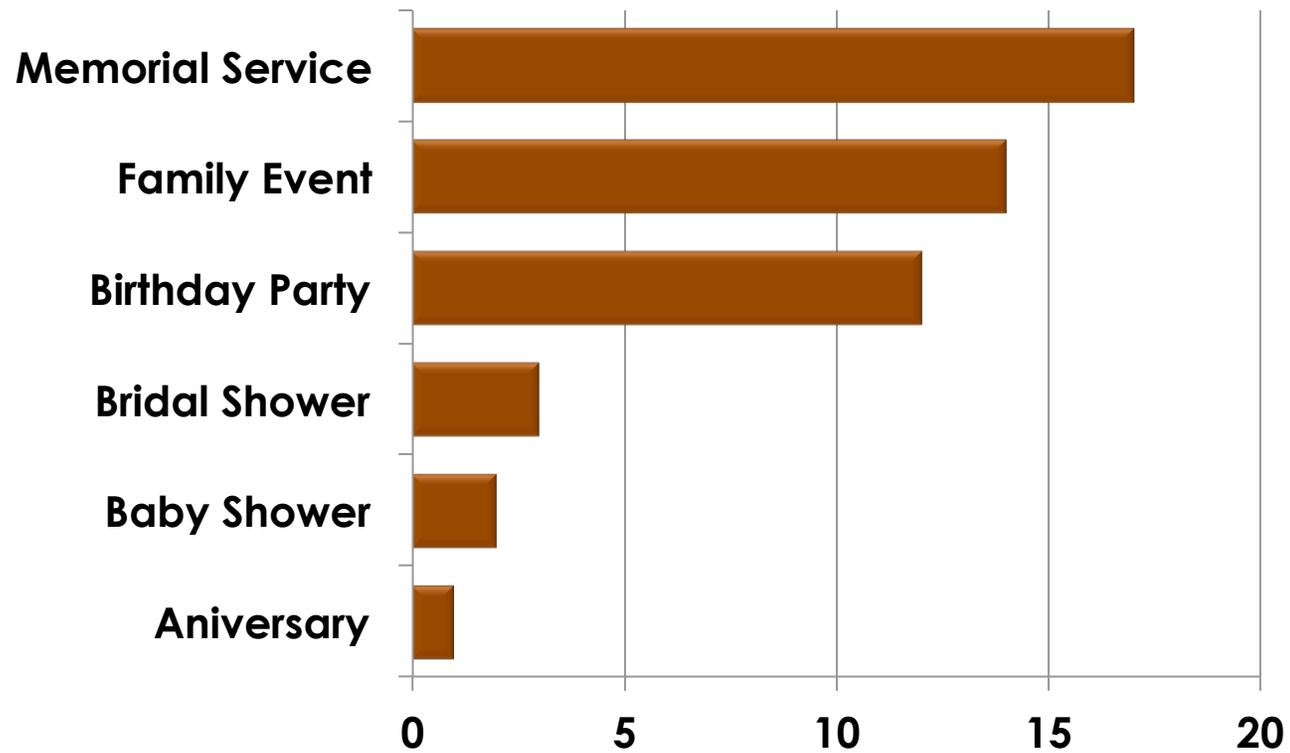
WEDDING EVENTS

Average Revenue Per Wedding Event FY 2014



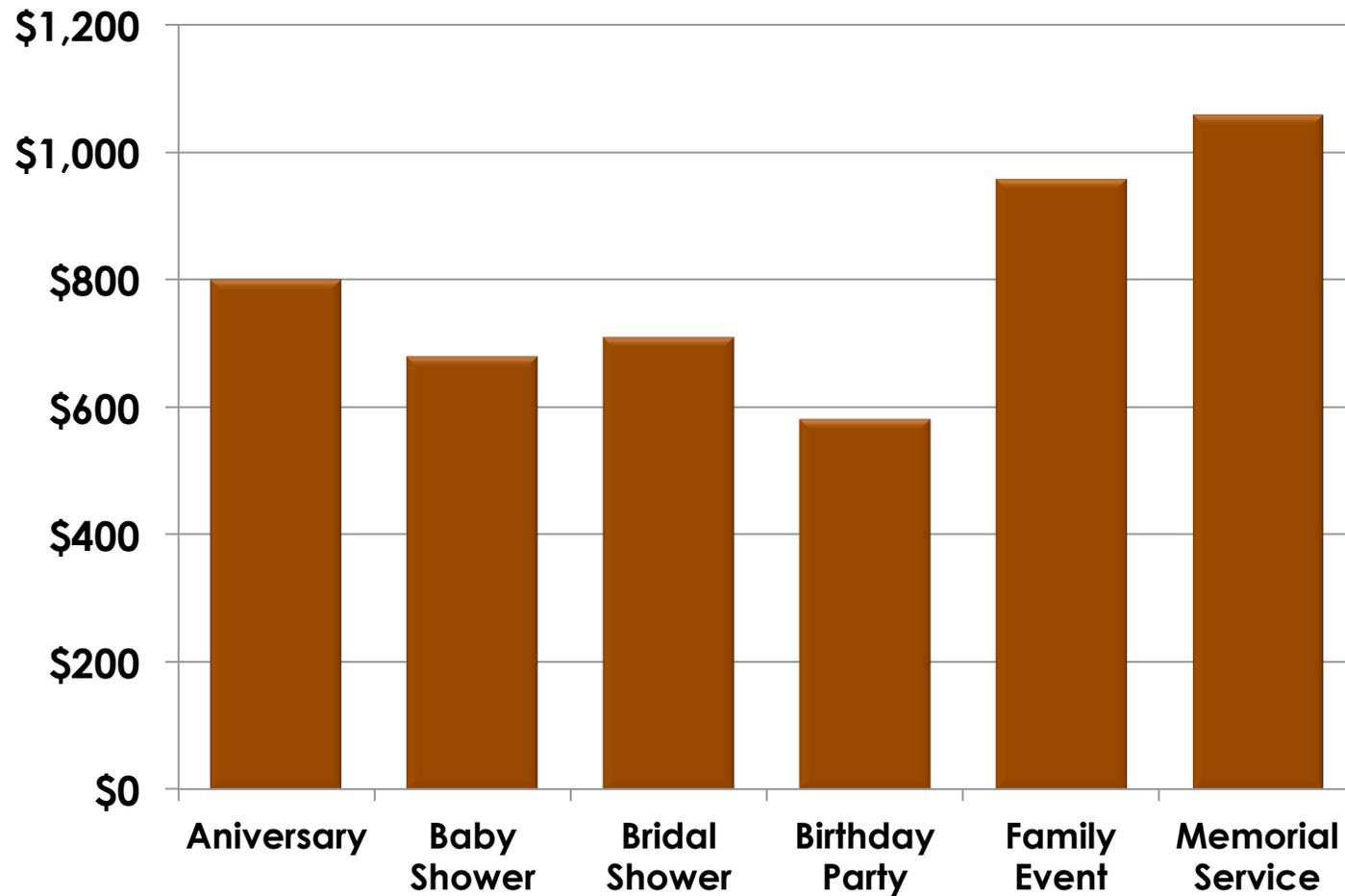
PERSONAL EVENTS

Number Personal Events FY 2014



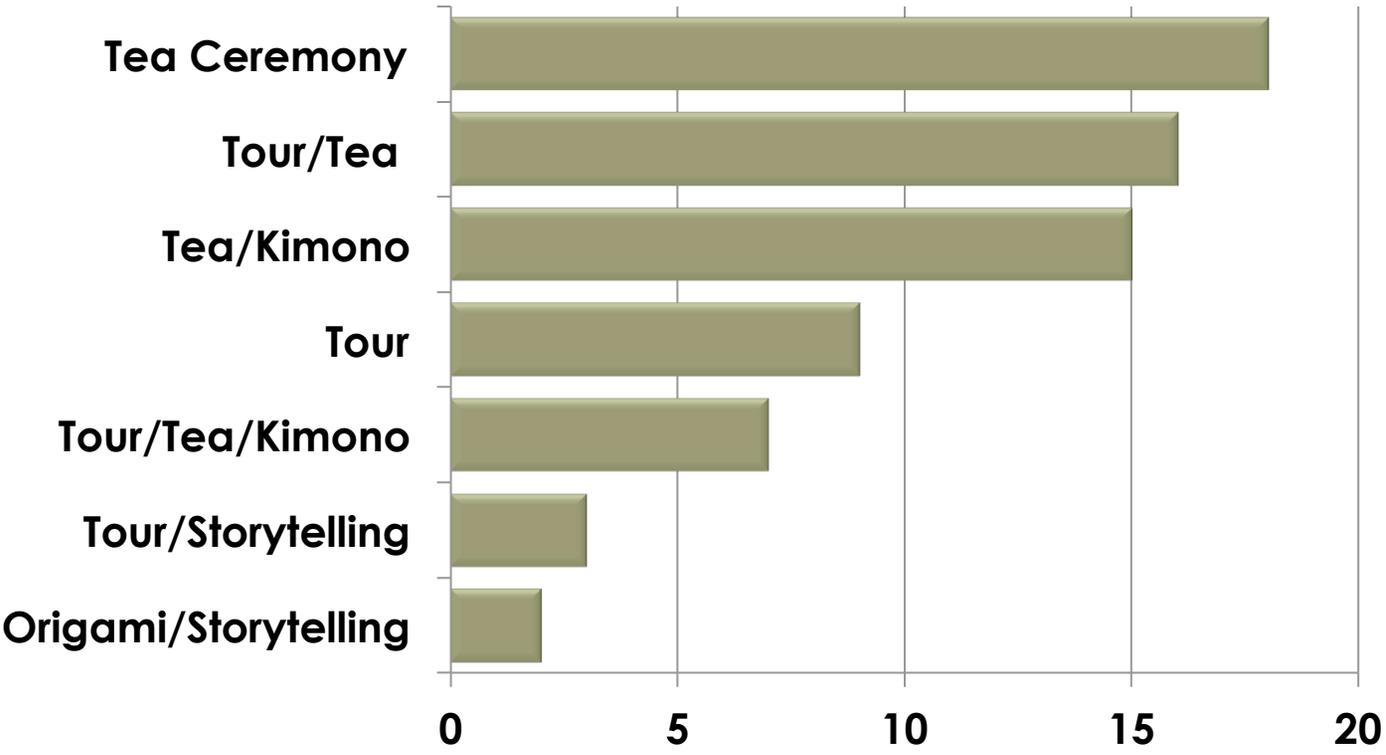
PERSONAL EVENTS

Average Revenue



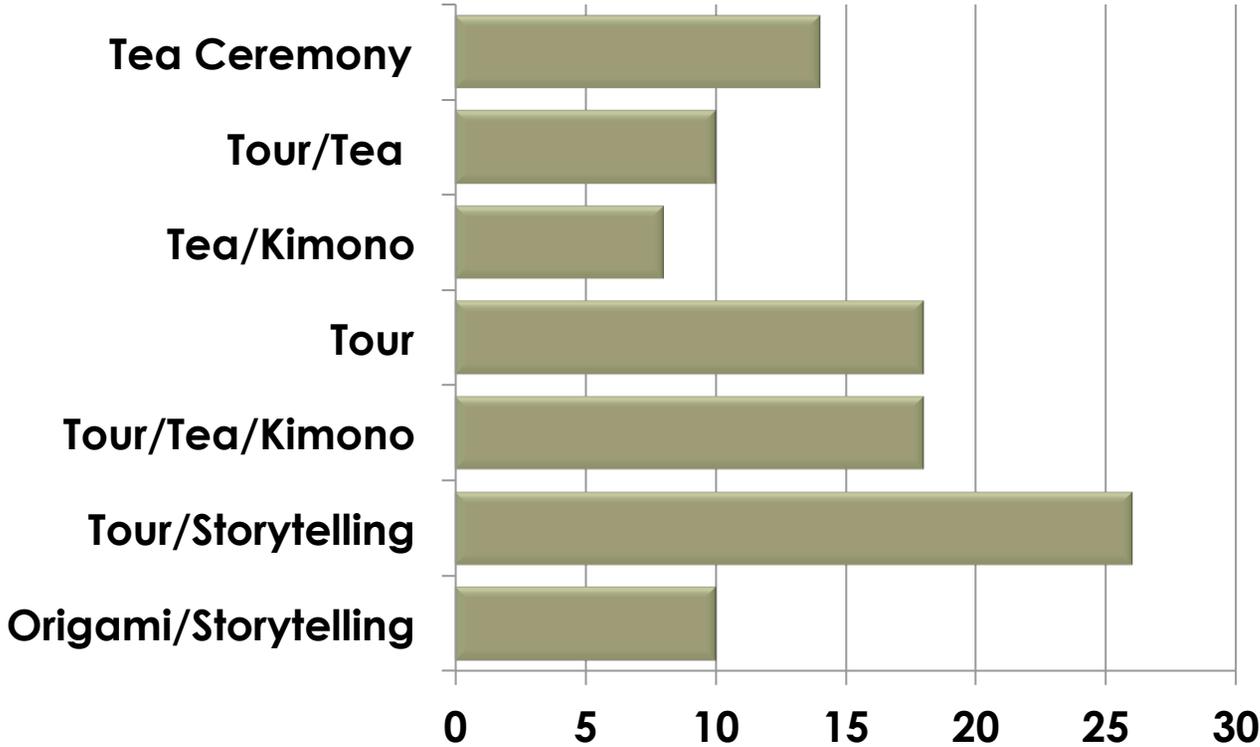
EDUCATIONAL EVENTS

**Educational Events
FY 2014**



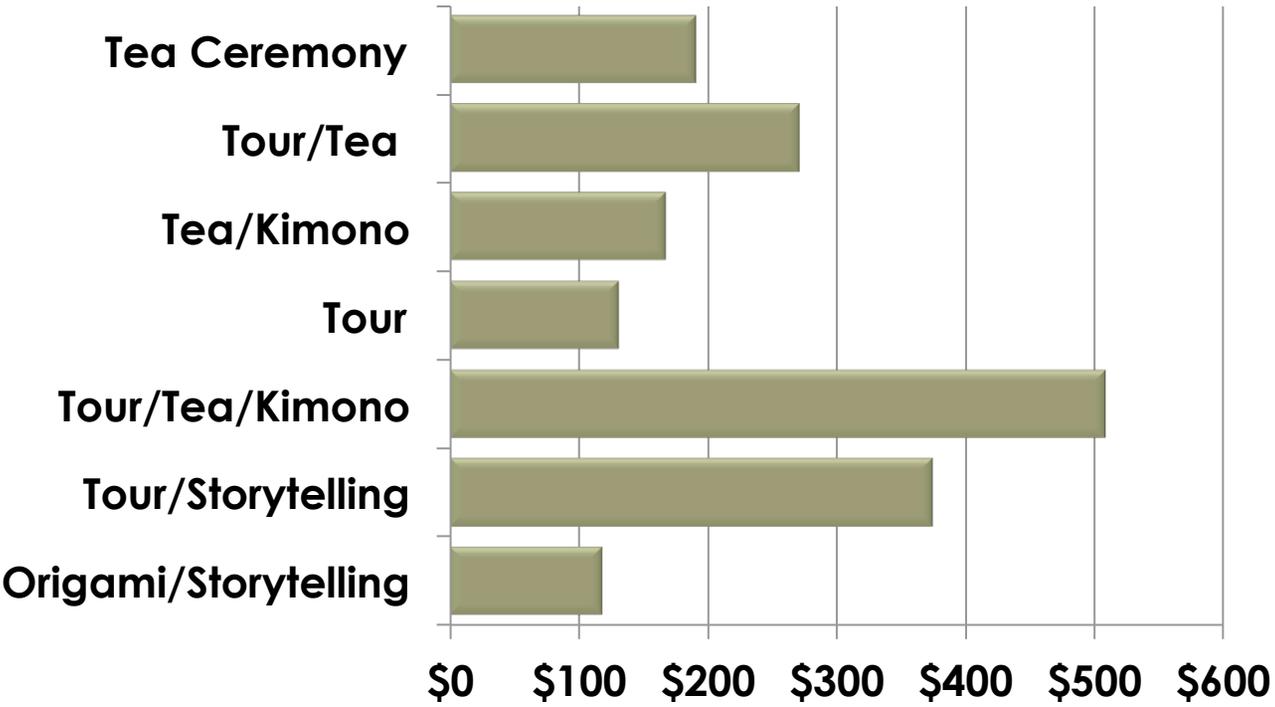
EDUCATIONAL EVENTS

**Average Attendance, by Type
FY 2014**



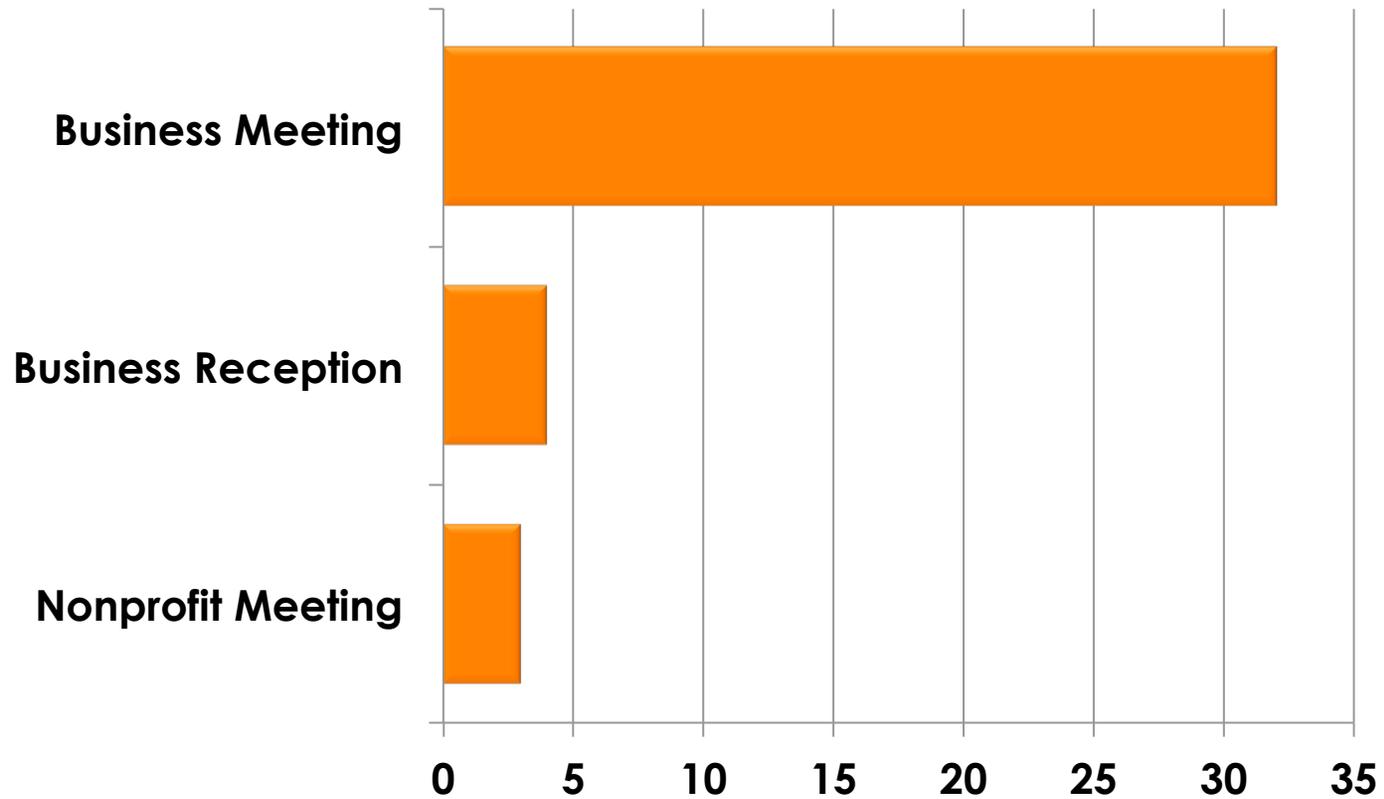
EDUCATIONAL EVENTS

**Average Revenue, by Type
FY 2014**



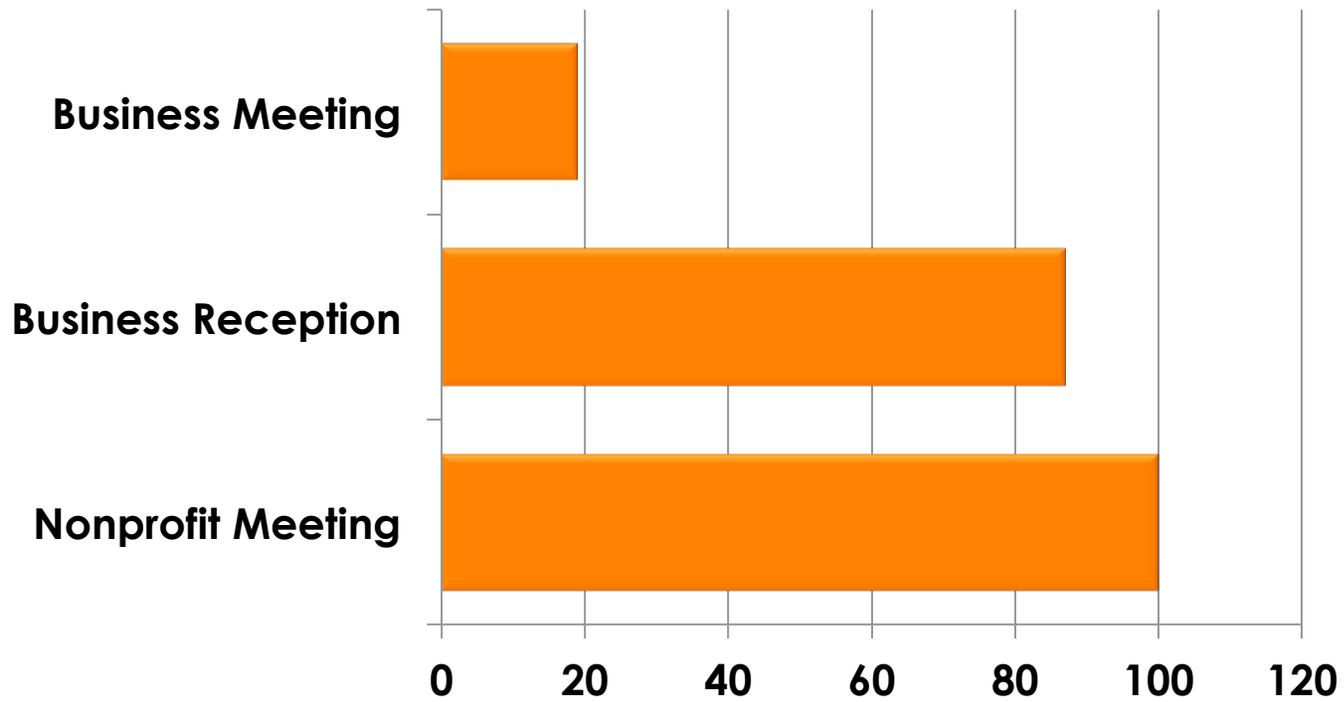
BUSINESS EVENTS

Business Meetings, FY 2014



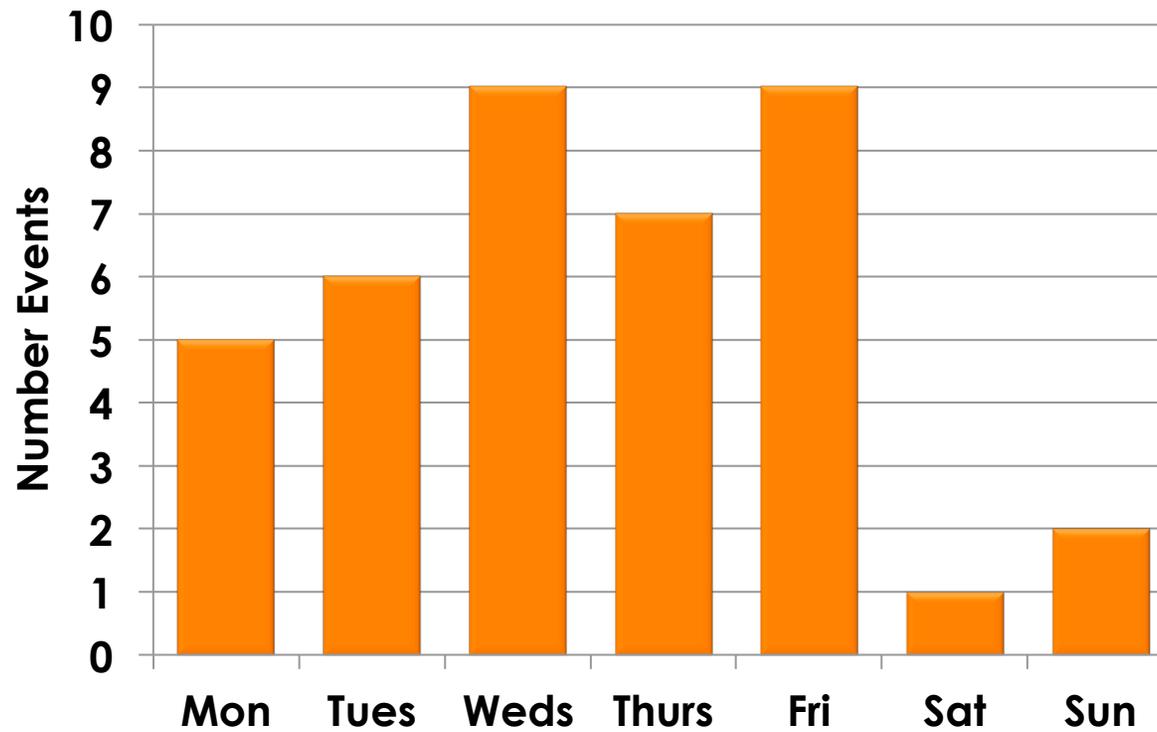
BUSINESS EVENTS

Business Meetings, Average Attendance



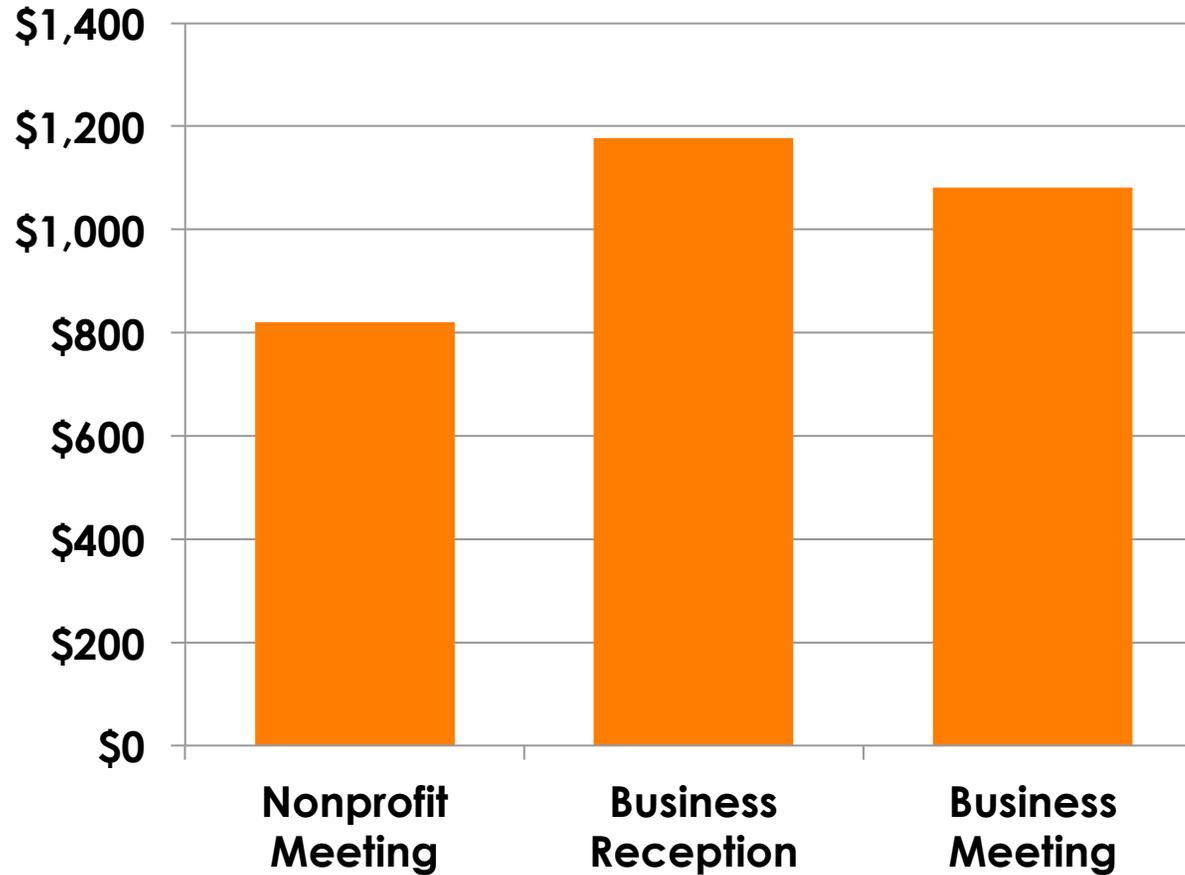
BUSINESS EVENTS

**Business Meetings, by Day of Week
FY 2014**

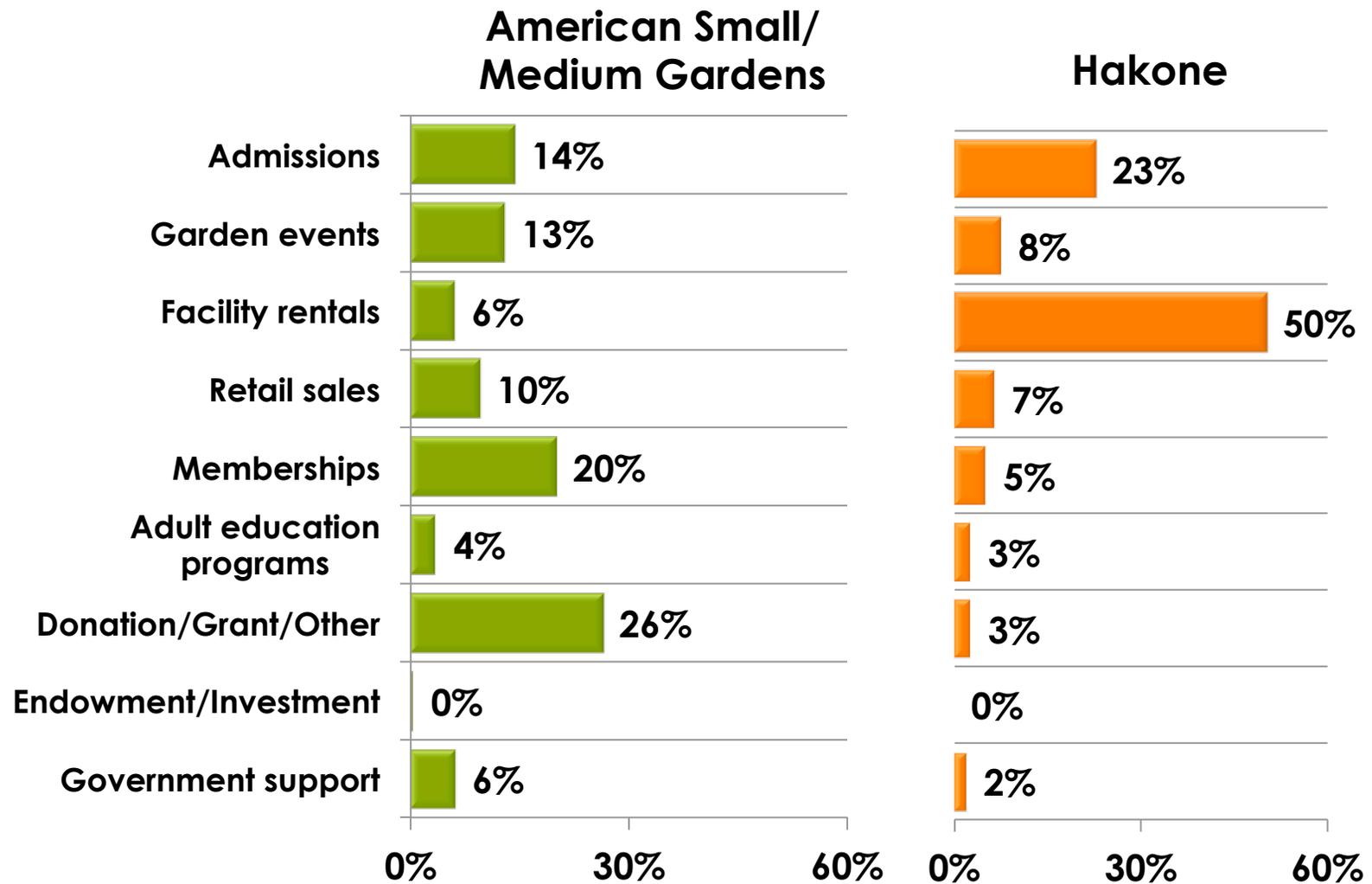


BUSINESS EVENTS

Business Meetings, Average Revenue



COMPARABLE REVENUE SOURCES



REVENUE SCENARIO ANALYSIS

