



“Optimizing Your Operations”

*Using Weather to Generate Revenue and
Protect Your Bottom Line*

July 2009

Weather Coverage



WeatherBill sells custom weather coverage

- Protect Income:

Protect your bottom line from losses caused by 'bad' weather

- Low ticket sales
- Honoring event refund policies

- Generate Ancillary Revenue:

Sell customers weather coverage at the point of sale

- Payout not dependent on event cancellation
- Sell alongside Ticket Insurance
- WeatherBill provides pricing, monitoring, settlement, and risk capital

How WeatherBill Works



1) Define 'Bad' Weather

- Type of weather (eg. Rainfall)
- Dates/Hours of coverage (eg. 9am – 5pm)
- Location of coverage (eg. Daytona, FL)

2) Pay premium for the coverage

3) Get paid for bad weather

- Automated payout
- No claims process
- No proof of loss

Case Study: U.S.T.A U.S Open



- \$10Ms in risk transferred to WeatherBill for the '07 & '08 US Open for several clients
 - USTA
 - Official US Open Merchandiser
 - Leading Secondary Ticket Brokers



- WeatherBill paid out \$Millions in 2008 to US Open clients due to rainy conditions

Case Study: Priceline.com



priceline.com

Sunshine Guaranteed

"Sunshine Guaranteed vacation packages make travel a valuable and budget-friendly experience."

- Brett Keller, CMO Priceline.com

priceline.com[®] [+ sign in](#) | [+ my profile](#) | [+ my trips](#) | [check your request](#) | [+ help](#)

flights | hotels | rental cars | vacation packages | cruises | tours & attractions | pricebreakers | city guides | groups

sunshine guaranteed
If your vacation is rained out, it's free!

MONICA S.
3 NIGHTS IN ORLANDO
REFUNDED \$1,657

[SEE MORE REAL REFUNDS](#)

Sunshine Guaranteed: Here's How It Works

The Negotiator's exclusive Sunshine Guarantee is back by popular demand AND because he wants you to travel without worrying about rainy weather. For a limited time, not only will he help you score a fantastic deal on a vacation but **he'll actually pay for your priceline vacation package** if it rains a half an inch (0.50 inches) or more on at least half of your vacation days.

The **Sunshine Guarantee is absolutely FREE** to priceline vacation customers and is not available on any other online travel site. Sound too good to be true? See the sample list.

Rain Fall Guide

Your Trip Length (Includes Travel Days)	You will receive your refund if it rains at least a half inch on:
3 Day Vacation	2 or more days
4 Day Vacation	2 or more days
5 Day Vacation	3 or more days
6 Day Vacation	3 or more days
7 Day Vacation	4 or more days
8 Day Vacation	4 or more days

Book your vacation today and automatically receive this exclusive guarantee. If your vacation is rained out, your priceline vacation is FREE.

NO BOOKING FEES
on all published flights.

select a package type:
flight + hotel

select a destination:
choose from over 100 locations

departing from

TRAVEL BETWEEN AUGUST 16th AND NOVEMBER 16th

departing: mm/dd/yy
returning: mm/dd/yy

rooms: 1 Room
passengers (traveling with children?): 2 Adults, 0 Children, 0 Infants

[search packages now!](#)

Case Study: PGA Golf



Event: PGA Golf Tournament

Location: Hickory, NC

Weather Risk: Rain

Coverage Period: 9/14/08 – 9/16/08

Coverage: Payout if total rainfall for the 72 hour period equals $\frac{3}{4}$ inch of rain or more

Result: Hickory was paid after 3" of rain fell on one day



PRESENTED BY



"The rain didn't sound like rain. It sounded like 'ca-ching'!"

Pete Fisch
Tournament Director

Weather Guarantees



Rain-Free Tickets

"... fans not only get a 100% guaranteed ticket, but peace of mind if the heavens open."

*- Eric Baker,
CEO viagogo*



[Home](#) | [Sign in/Register](#) | [My Account](#) | [Buy](#) | [Sell](#) | [Contact Us](#) | [About Us](#) | [Help](#)

[Concert Tickets](#) | [Sports Tickets](#) | [Arts and Theatre Tickets](#) | [Hospitality](#) | [Exclusive Tickets](#)

Welcome [Click here to sign in](#)

Find Tickets

Search

[Sell Tickets](#)

BUY YOUR TICKET NOW



0845 301 5478

Call our sales team now to book your ticket

[Click here for customer support](#)

Tennis

Madrid Masters

viagogo > Sports Tickets > Tennis > Wimbledon - Weather Refund



It has rained at Wimbledon every year since 1995.

We all know that rain can sometimes play a disruptive role at Wimbledon. With this in mind, viagogo has introduced a Weather Refund - so you no longer need to worry about rainy weather spoling your enjoyment of the world's greatest Tennis competition!

If you see **fewer than 2 hours of play** due to the rain interrupting action on the courts, viagogo will automatically refund the entire cost of your ticket (including additional fees and postage costs). The Weather Refund is available for all of the tickets listed on this page, so simply click below to select your ticket package.

viagogo is the **ONLY** place that offers a Weather Refund, so you can rest assured that you'll be covered when you buy Wimbledon tickets on viagogo.