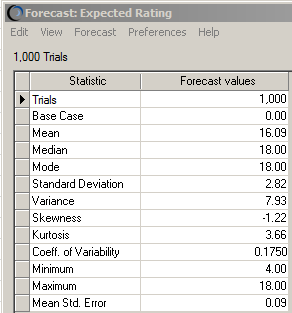
**No-Show Risk-Adjusted Ratings**

We are assuming we’ll have to commit to a destination and hotel in advance, but people might not be able to go. Whether or not each person shows up would change the group utility of the trip. For example, what if the person who really wanted to go Whistler can’t go? Therefore we run a Monte Carlo simulation that takes into account the chances each person can’t go and produces the expected utility for each destination and hotel-type combination.

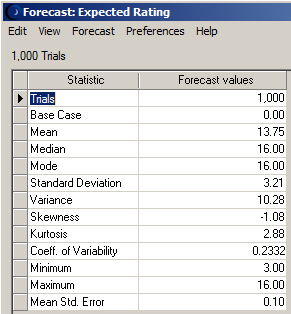
These risk-adjusted ratings are superior to the stated ratings from the original survey, because they take into account an uncertainty, which we did not when we filled out the ratings.

Below are the results from the analyses in the “No-Show Adjusted Sim.” Model, which were then entered into the “Optimal Trip Results” sheet.

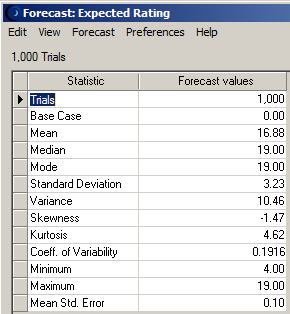
SJ 3\*



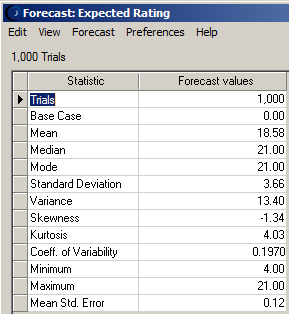
SJ 4\*

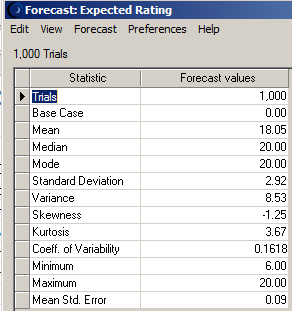


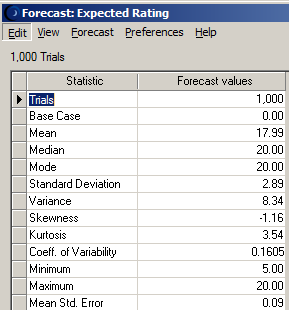
WH



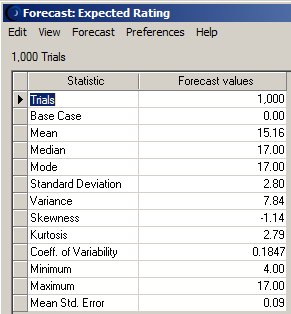
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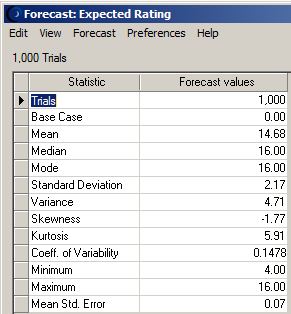


CA  


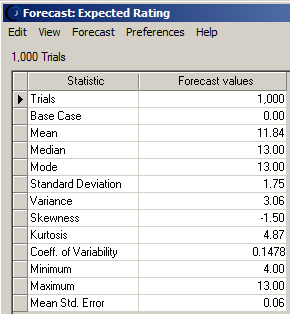
CA 4\*



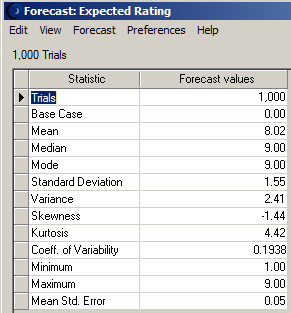
LV 4\*



Montreal



Montreal 4\*



LV  
