



Partner Direct

Platform Bookings Last Week

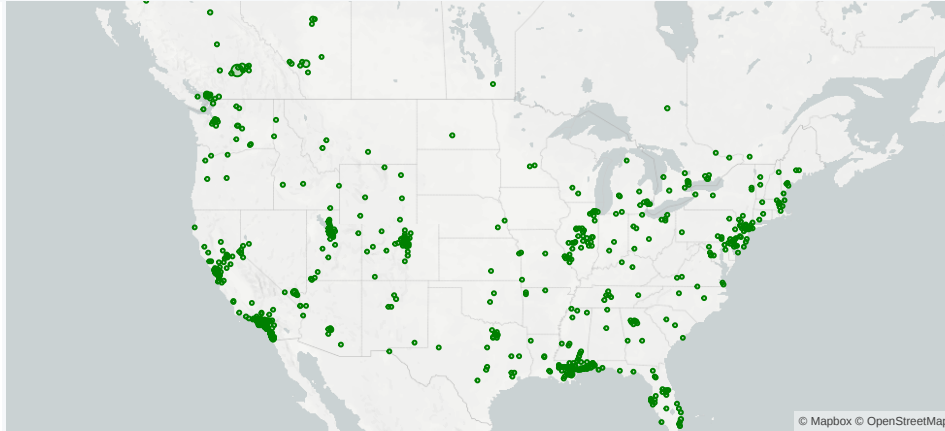
Liftopia.com

6,972
Searches

▼ 33.80% Last Week

9.42%
Demand Capture

▼ 28.19% Last Week



2,287
Searches

▼ 25.50% Last Week

21.64%
Demand Capture

▼ 5.75% Last Week

Key Definitions

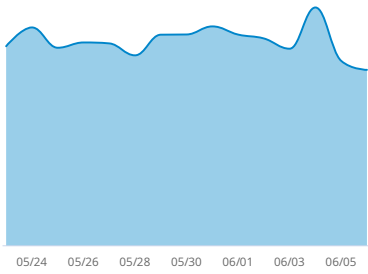
Searches: Searches from the Northern Hemisphere on Liftopia.com and ski partner direct channels. This measures traffic generation.

Demand Capture: Date-specific guest days / searches. This measures conversion.

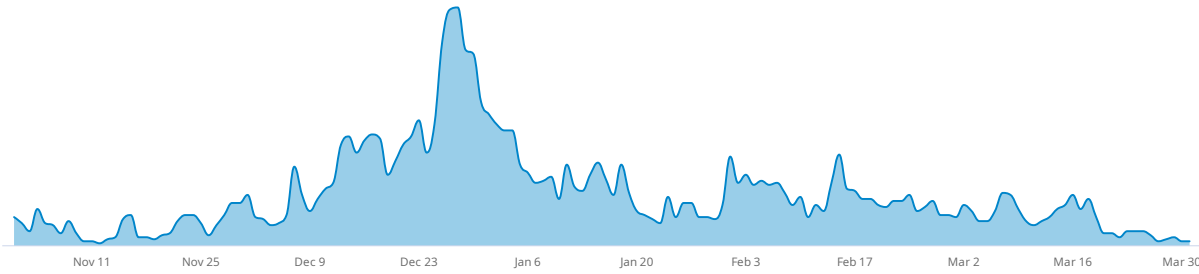
Northern Hemisphere Searches

Searches for ski resorts in the Northern Hemisphere

Searches: Last 15 Order Dates



Searches for 2019-20 Season: Last 15 Order Dates

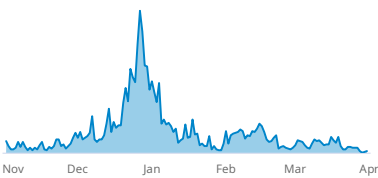


Searches by Geography

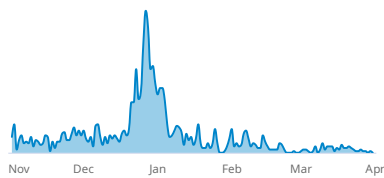
Searches happening now for the 2019-20 season

The North American regions are approximations of NSAA regions.

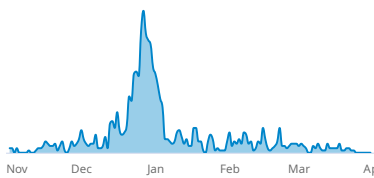
Northeast



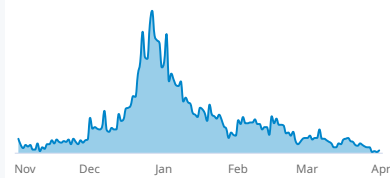
Southeast



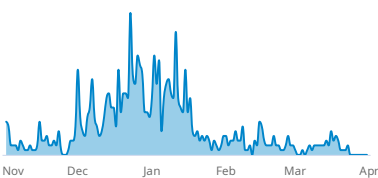
Midwest



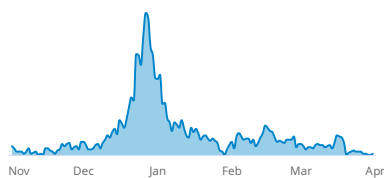
Canada



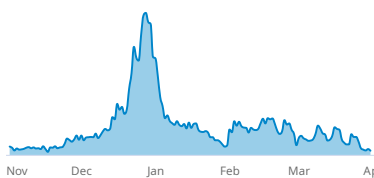
Pacific Northwest



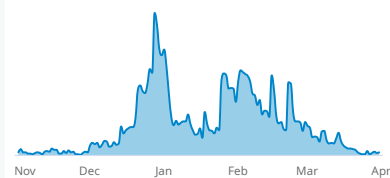
Pacific Southwest



Rockies



Europe



Questions?

Contact Us: partners@liftopia.com