



Partner Direct

Platform Bookings Last Week

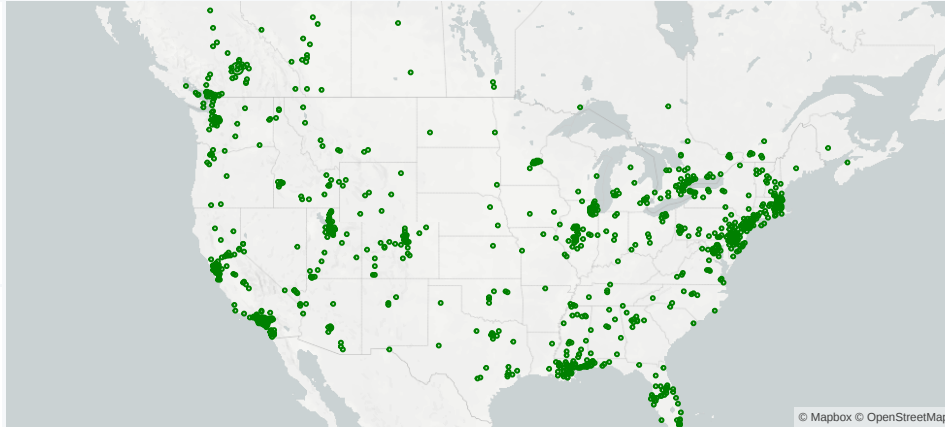
Liftopia.com

8,516
Searches

▲ 42.62% Last Week

19.86%
Demand Capture

▲ 42.33% Last Week



2,547
Searches

▲ 10.55% Last Week

9.74%
Demand Capture

▼ 30.33% Last Week

Key Definitions

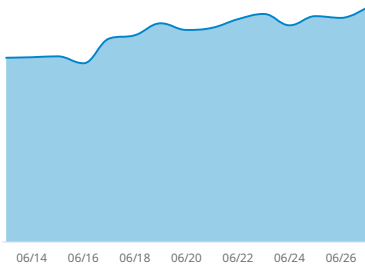
Searches: Searches from the Northern Hemisphere on Liftopia.com and ski partner direct channels. This measures traffic generation.

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

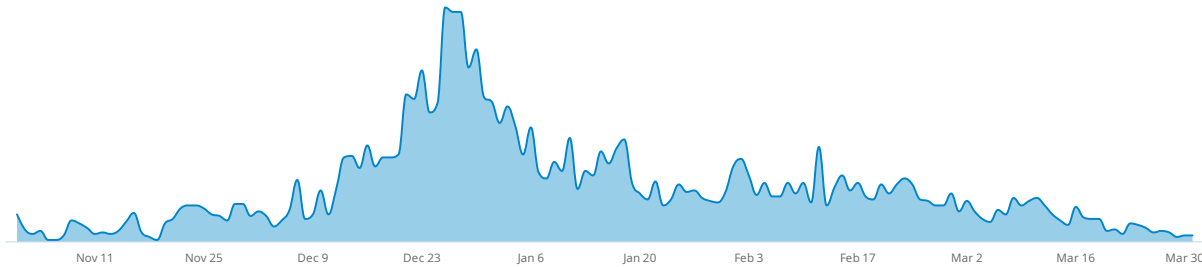
Northern Hemisphere Searches

Searches for ski resorts in the Northern Hemisphere

Searches: Last 15 Order Dates



Searches for 2019-20 Season: Last 15 Order Dates

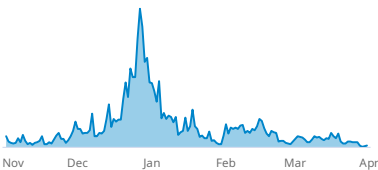


Searches by Geography

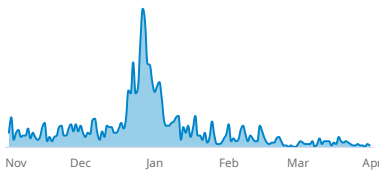
Searches happening now for the 2019-20 season

The North American regions are approximations of NSAA regions.

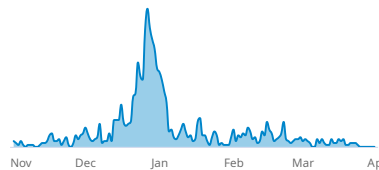
Northeast



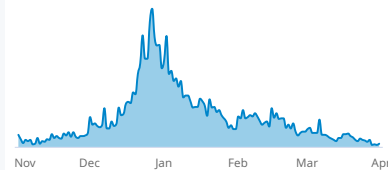
Southeast



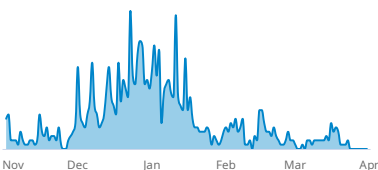
Midwest



Canada



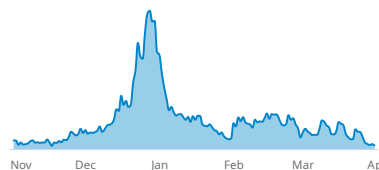
Pacific Northwest



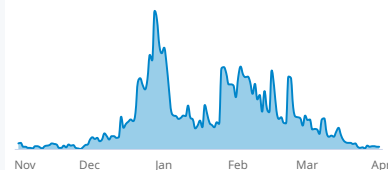
Pacific Southwest



Rockies



Europe



Questions?

Contact Us: partners@liftopia.com