



Partner Direct

Platform Bookings Last Week

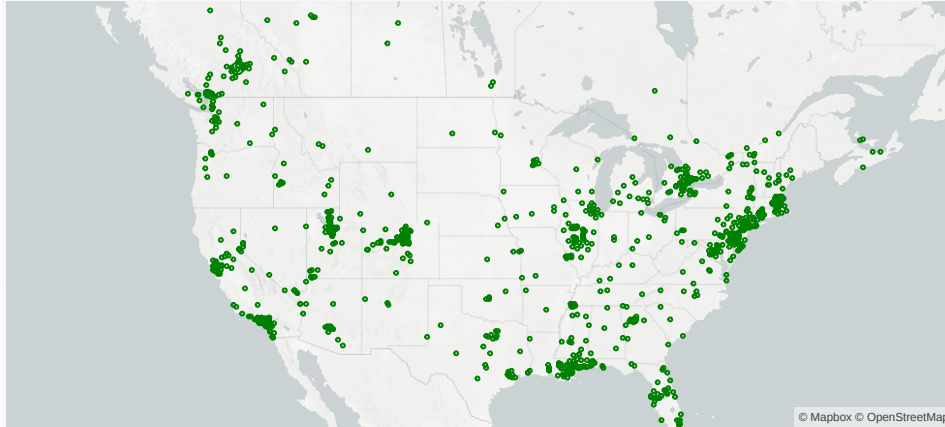
Liftopia.com

11,802  
Searches

▲ 38.59% Last Week

36.84%  
Demand Capture

▲ 85.54% Last Week



2,624  
Searches

▲ 3.02% Last Week

12.69%  
Demand Capture

▲ 30.33% Last Week

Key Definitions

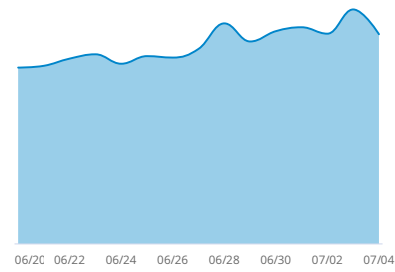
**Searches:** Searches from the Northern Hemisphere on Liftopia.com and ski partner direct channels. This measures traffic generation.

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

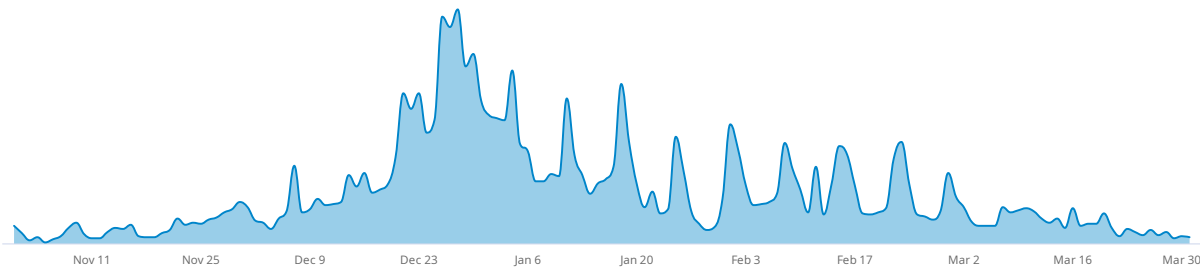
Northern Hemisphere Searches

Searches for ski resorts in the Northern Hemisphere

Searches: Last 15 Order Dates



Searches for 2019-20 Season: Last 15 Order Dates

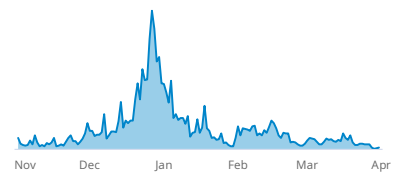


Searches by Geography

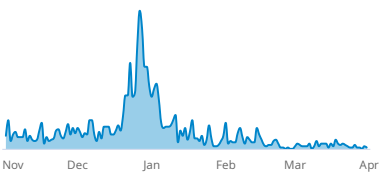
Searches happening now for the 2019-20 season

The North American regions are approximations of NSAA regions.

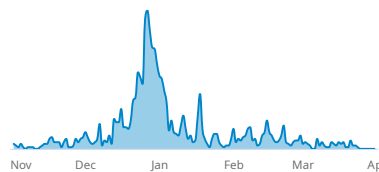
Northeast



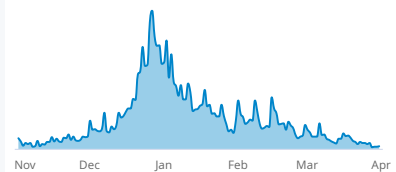
Southeast



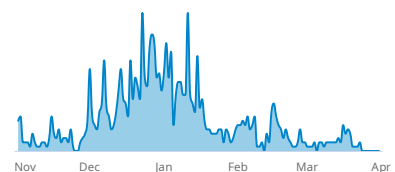
Midwest



Canada



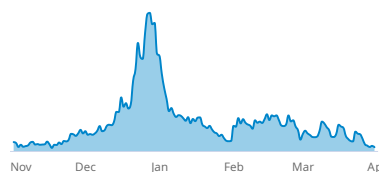
Pacific Northwest



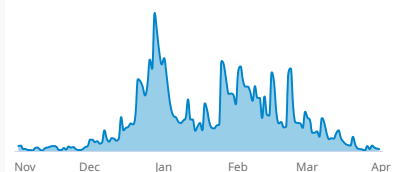
Pacific Southwest



Rockies



Europe



Questions?

Contact Us: [partners@liftopia.com](mailto:partners@liftopia.com)

