



Partner Direct

Platform Bookings Last Week

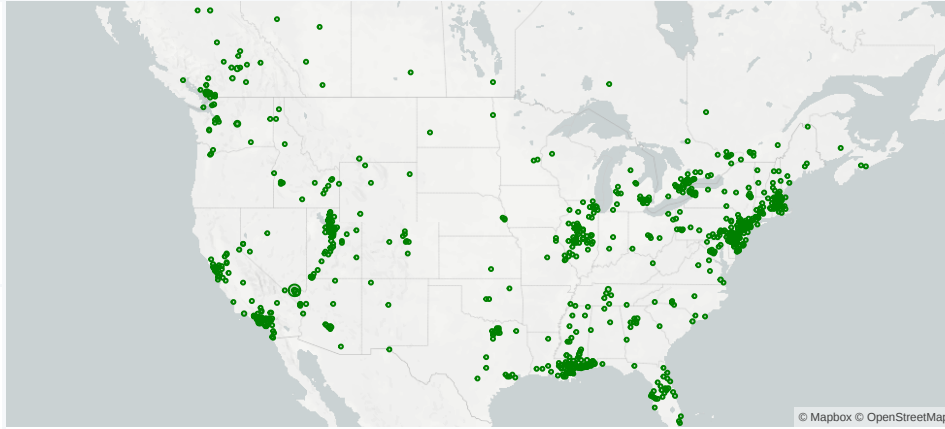
Liftopia.com

5,895 Searches

▼ 4.10% Last Week

42.95% Demand Capture

▼ 26.90% Last Week



3,279 Searches

▲ 26.65% Last Week

3.32% Demand Capture

▲ 95.60% Last Week

Key Definitions

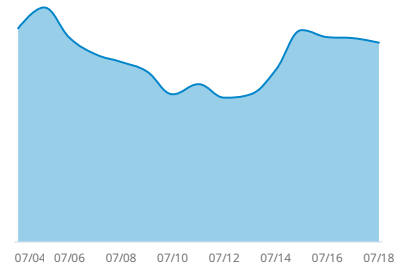
Searches: Searches from the Northern Hemisphere on Liftopia.com and ski partner direct channels. This measures traffic generation.

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

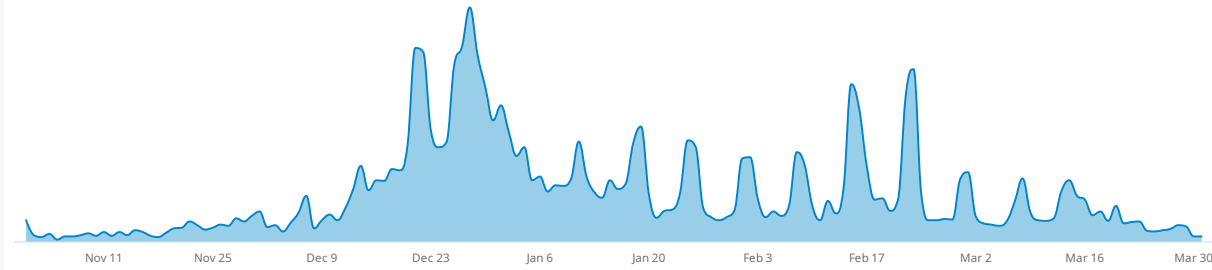
Northern Hemisphere Searches

Searches for ski resorts in the Northern Hemisphere

Searches: Last 15 Order Dates



Searches for 2019-20 Season: Last 15 Order Dates

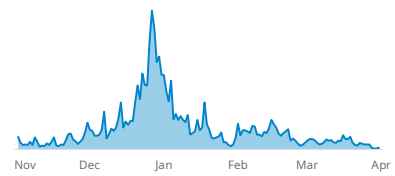


Searches by Geography

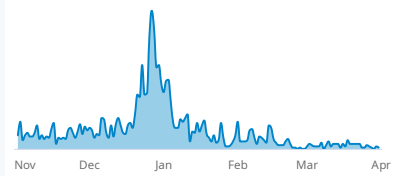
Searches happening now for the 2019-20 season

The North American regions are approximations of NSAA regions.

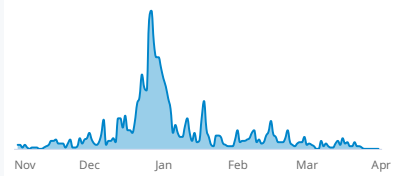
Northeast



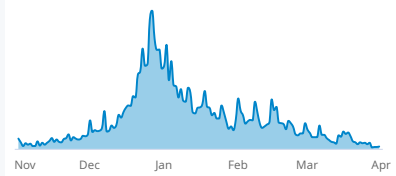
Southeast



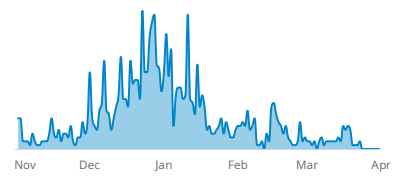
Midwest



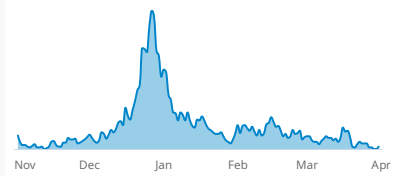
Canada



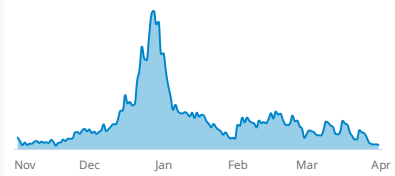
Pacific Northwest



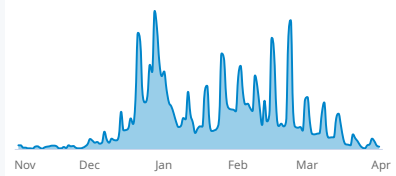
Pacific Southwest



Rockies



Europe



Questions?

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