



Partner Direct

Platform Bookings Last Week

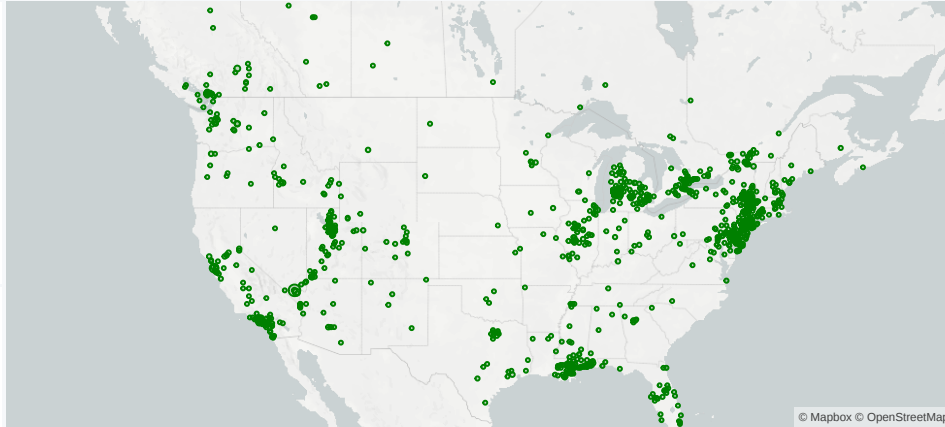
Liftopia.com

7,419
Searches

▲ 6.86% Last Week

44.88%
Demand Capture

▼ 3.31% Last Week



4,040
Searches

▲ 28.21% Last Week

4.46%
Demand Capture

▲ 44.73% Last Week

Key Definitions

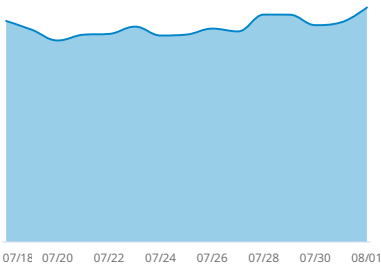
Searches: Searches from the Northern Hemisphere on Liftopia.com and ski partner direct channels. This measures traffic generation.

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

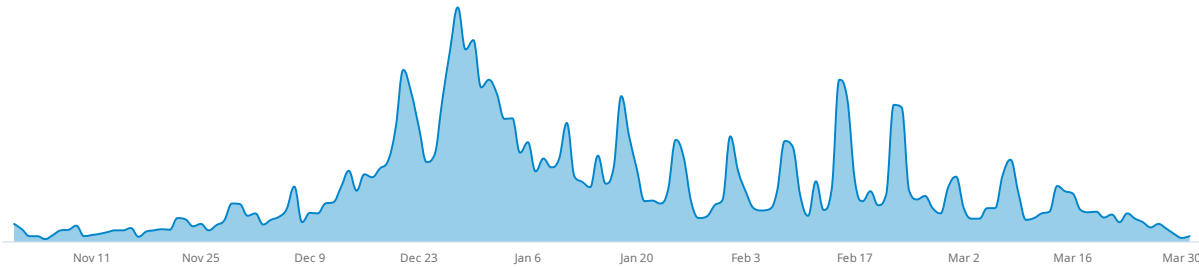
Northern Hemisphere Searches

Searches for ski resorts in the Northern Hemisphere

Searches: Last 15 Order Dates



Searches for 2019-20 Season: Last 15 Order Dates

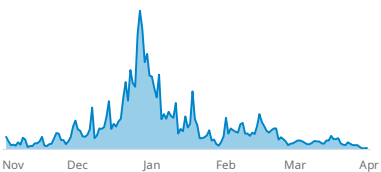


Searches by Geography

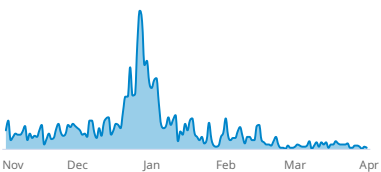
Searches happening now for the 2019-20 season

The North American regions are approximations of NSAA regions.

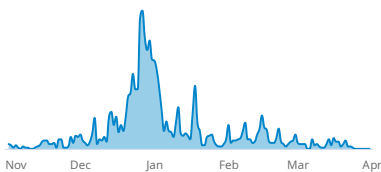
Northeast



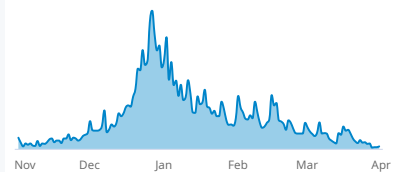
Southeast



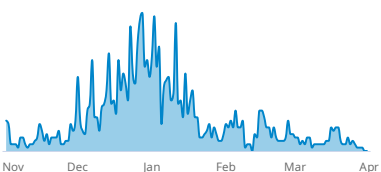
Midwest



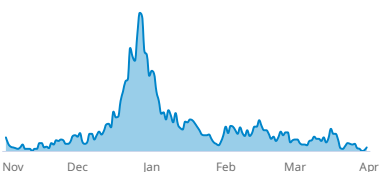
Canada



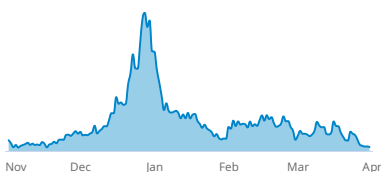
Pacific Northwest



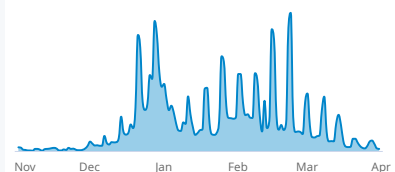
Pacific Southwest



Rockies



Europe



Questions?

Contact Us: partners@liftopia.com