



Partner Direct

Platform Bookings Last Week

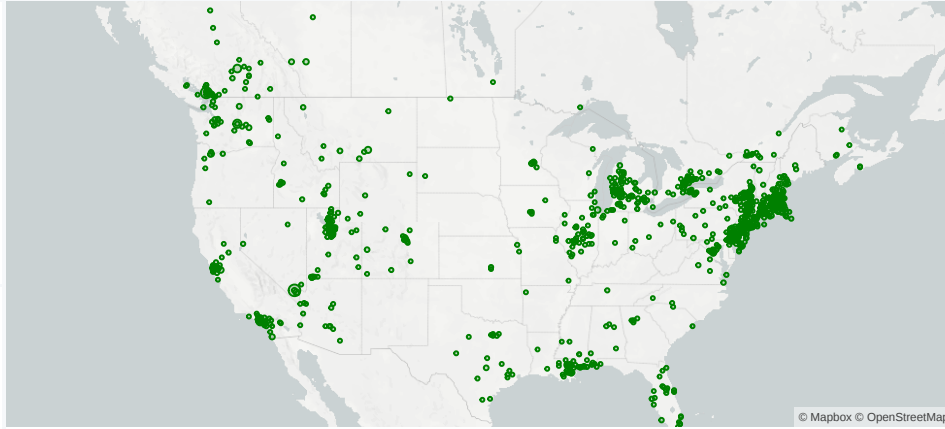
Liftopia.com

9,155  
Searches

▲ 16.31% Last Week

52.79%  
Demand Capture

▲ 13.84% Last Week



5,265  
Searches

▲ 13.37% Last Week

6.70%  
Demand Capture

▲ 52.63% Last Week

Key Definitions

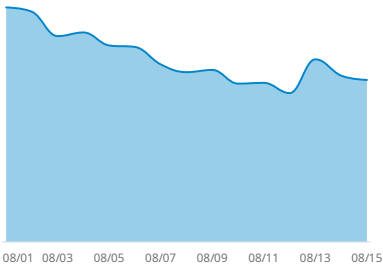
**Searches:** Searches from the Northern Hemisphere on Liftopia.com and ski partner direct channels. This measures traffic generation.

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

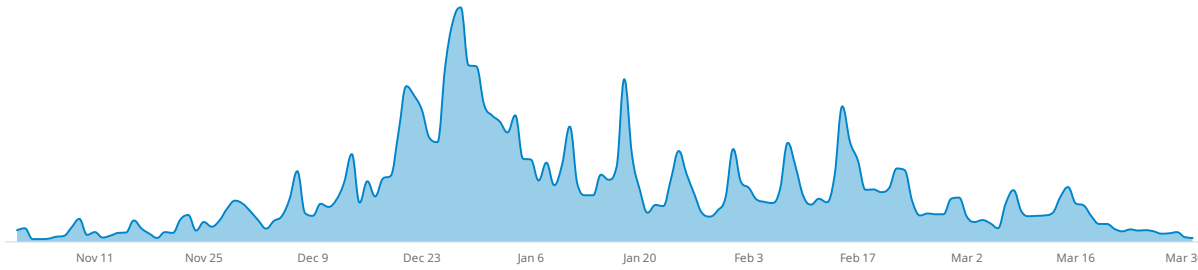
Northern Hemisphere Searches

Searches for ski resorts in the Northern Hemisphere

Searches: Last 15 Order Dates



Searches for 2019-20 Season: Last 15 Order Dates

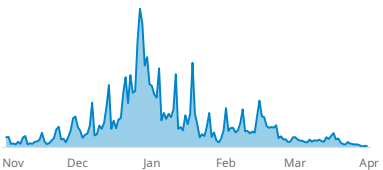


Searches by Geography

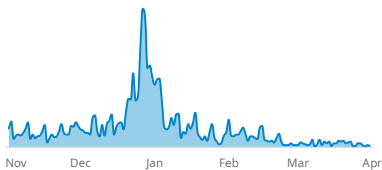
Searches happening now for the 2019-20 season

The North American regions are approximations of NSAA regions.

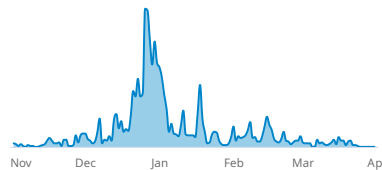
Northeast



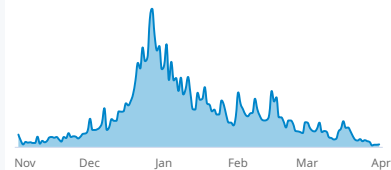
Southeast



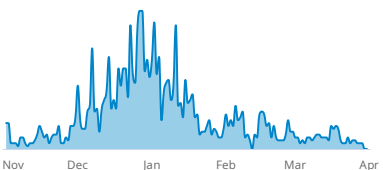
Midwest



Canada



Pacific Northwest



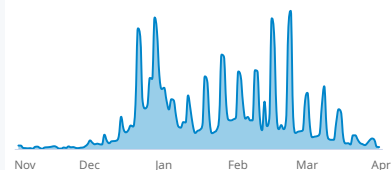
Pacific Southwest



Rockies



Europe



Questions?

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