



Partner Direct

Platform Bookings Last Week

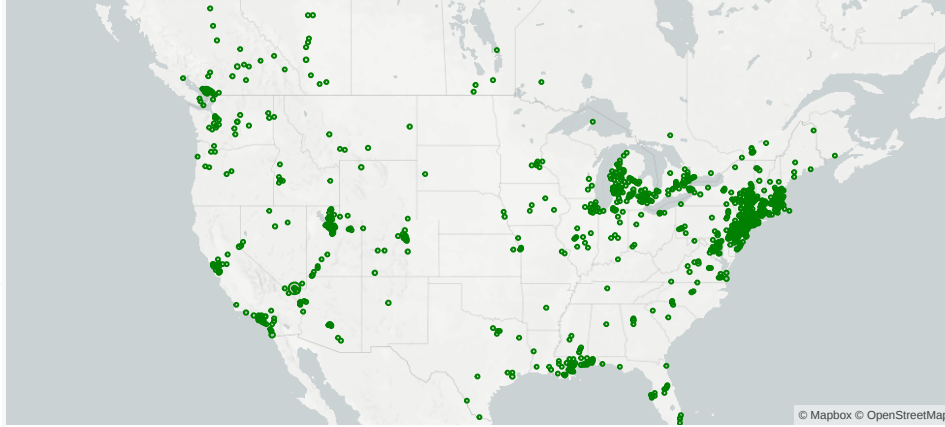
Liftopia.com

8,625
Searches

▼ 5.79% Last Week

45.46%
Demand Capture

▼ 13.88% Last Week



6,409
Searches

▲ 21.73% Last Week

3.59%
Demand Capture

▼ 46.47% Last Week

Key Definitions

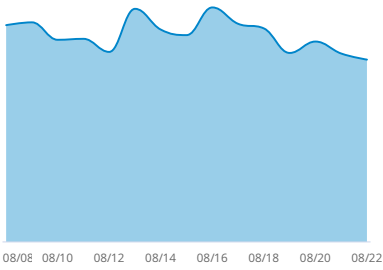
Searches: Searches from the Northern Hemisphere on Liftopia.com and ski partner direct channels. This measures traffic generation.

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

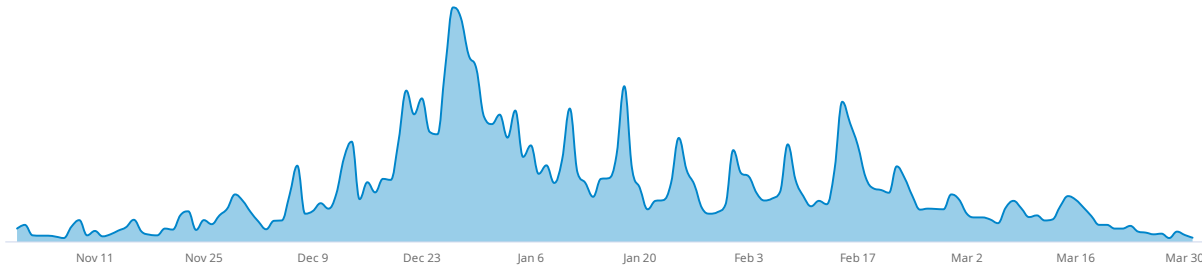
Northern Hemisphere Searches

Searches for ski resorts in the Northern Hemisphere

Searches: Last 15 Order Dates



Searches for 2019-20 Season: Last 15 Order Dates

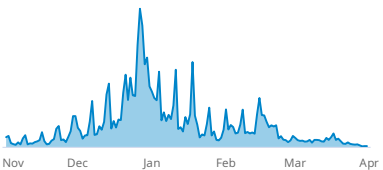


Searches by Geography

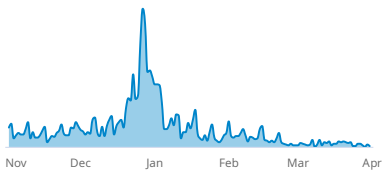
Searches happening now for the 2019-20 season

The North American regions are approximations of NSAA regions.

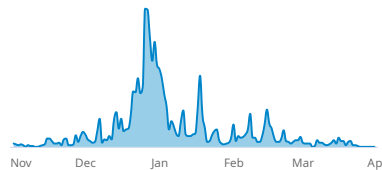
Northeast



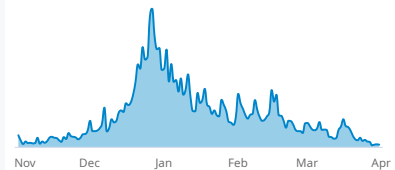
Southeast



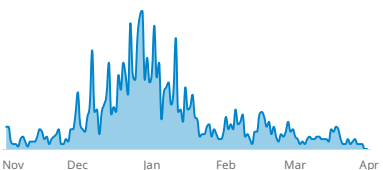
Midwest



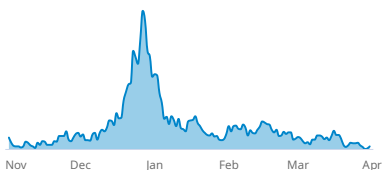
Canada



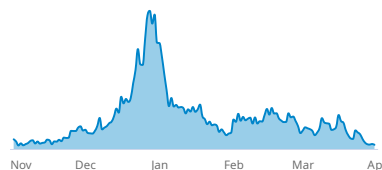
Pacific Northwest



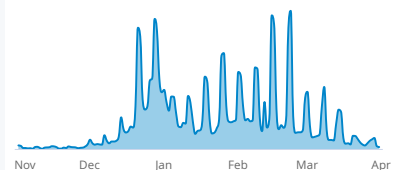
Pacific Southwest



Rockies



Europe



Questions?

Contact Us: partners@liftopia.com