



Partner Direct

Platform Bookings Last Week

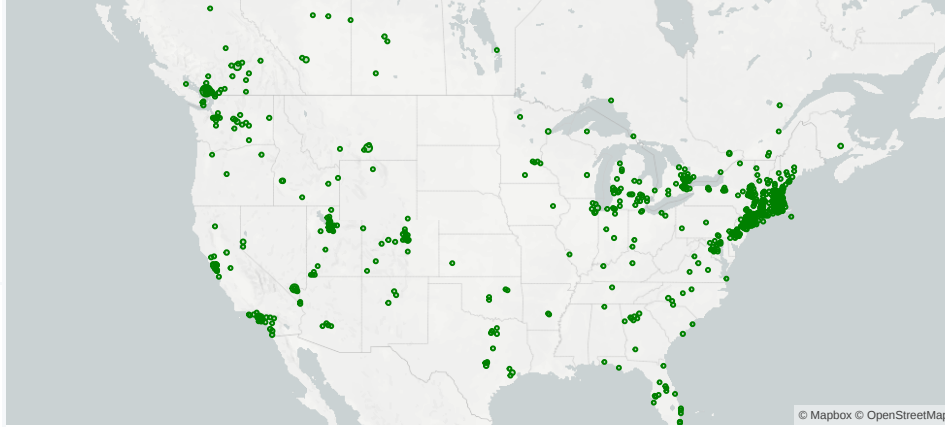
Liftopia.com

10,089  
Searches

▲ 1.95% Last Week

61.50%  
Demand Capture

▲ 60.29% Last Week



9,513  
Searches

▲ 5.61% Last Week

7.62%  
Demand Capture

▲ 40.39% Last Week

Key Definitions

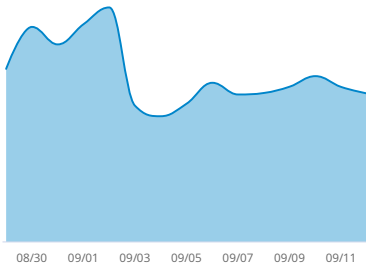
**Searches:** Searches from the Northern Hemisphere on Liftopia.com and ski partner direct channels. This measures traffic generation.

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

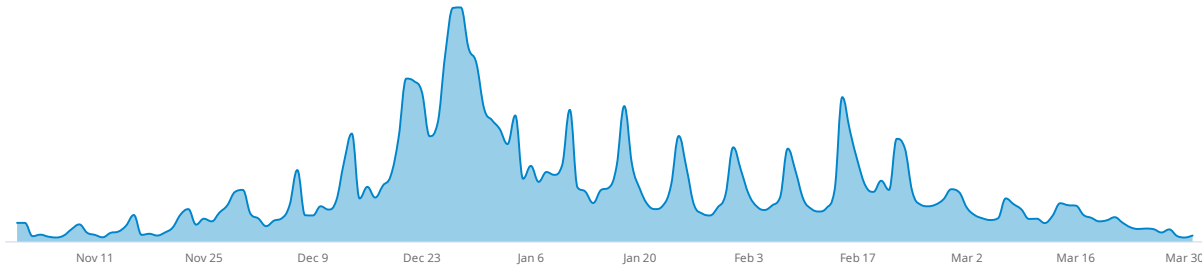
Northern Hemisphere Searches

Searches for ski resorts in the Northern Hemisphere

Searches: Last 15 Order Dates



Searches for 2019-20 Season: Last 15 Order Dates

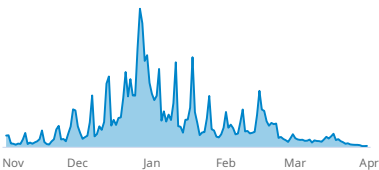


Searches by Geography

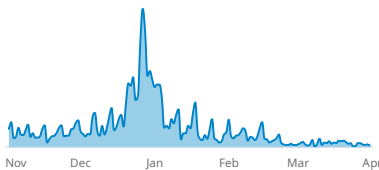
Searches happening now for the 2019-20 season

The North American regions are approximations of NSAA regions.

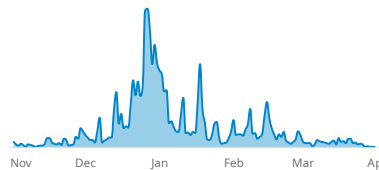
Northeast



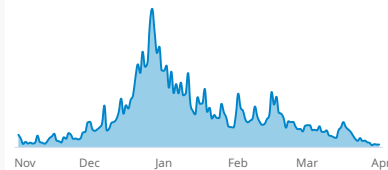
Southeast



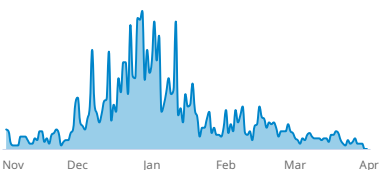
Midwest



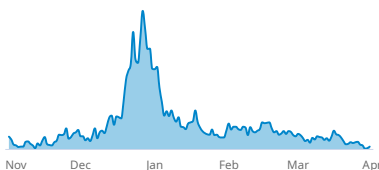
Canada



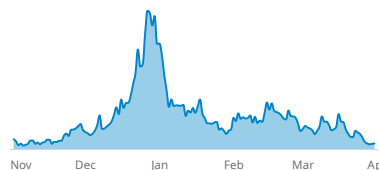
Pacific Northwest



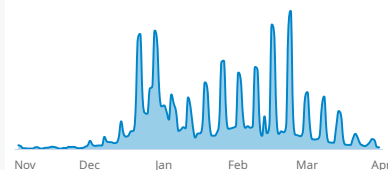
Pacific Southwest



Rockies



Europe



Questions?

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