



Partner Direct

Platform Bookings Last Week

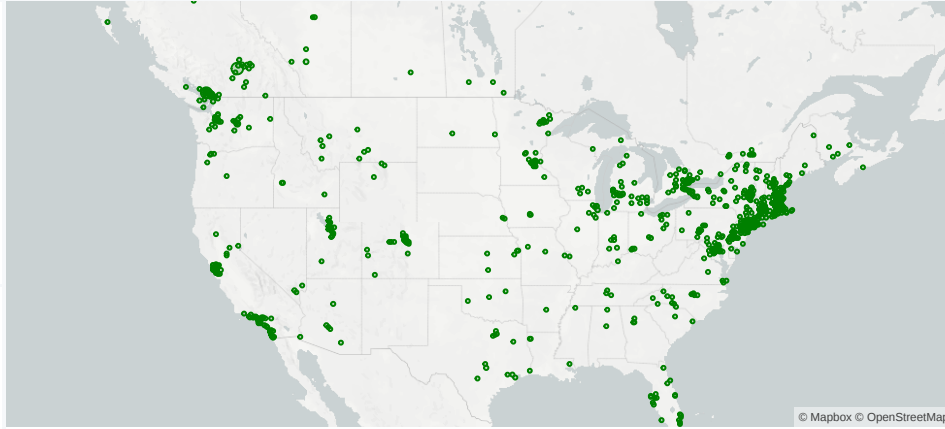
Liftopia.com

17,715
Searches

▲ 7.55% Last Week

40.09%
Demand Capture

▲ 5.79% Last Week



39,684
Searches

▲ 155.55% Last Week

3.20%
Demand Capture

▼ 58.79% Last Week

Key Definitions

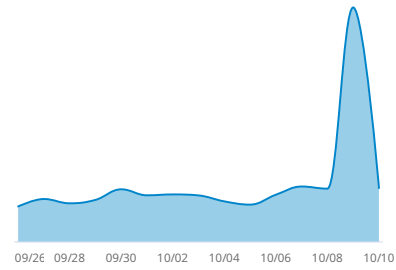
Searches: Searches from the Northern Hemisphere on Liftopia.com and ski partner direct channels. This measures traffic generation.

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

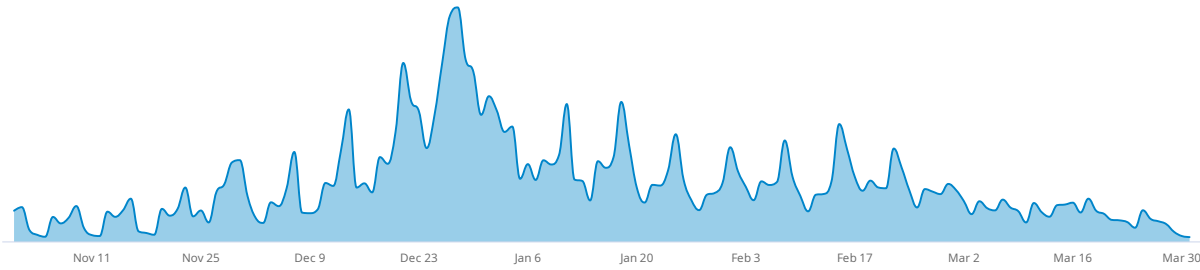
Northern Hemisphere Searches

Searches for ski resorts in the Northern Hemisphere

Searches: Last 15 Order Dates



Searches for 2019-20 Season: Last 15 Order Dates

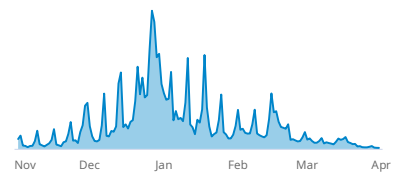


Searches by Geography

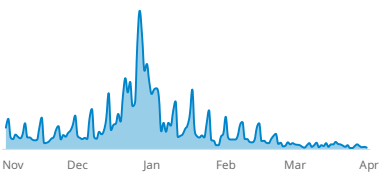
Searches happening now for the 2019-20 season

The North American regions are approximations of NSAA regions.

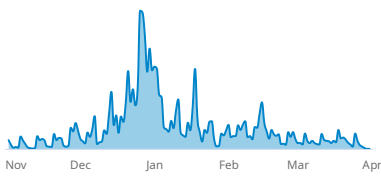
Northeast



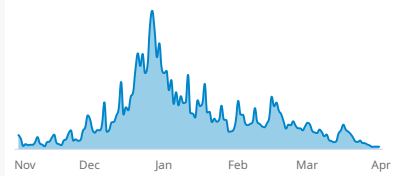
Southeast



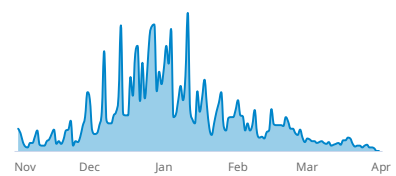
Midwest



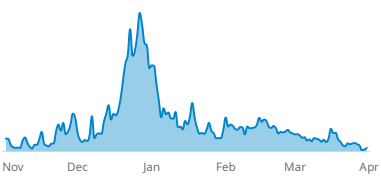
Canada



Pacific Northwest



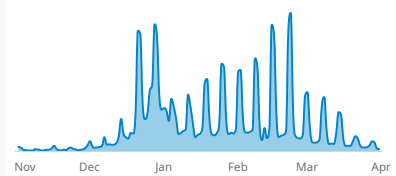
Pacific Southwest



Rockies



Europe



Questions?

Contact Us: partners@liftopia.com