

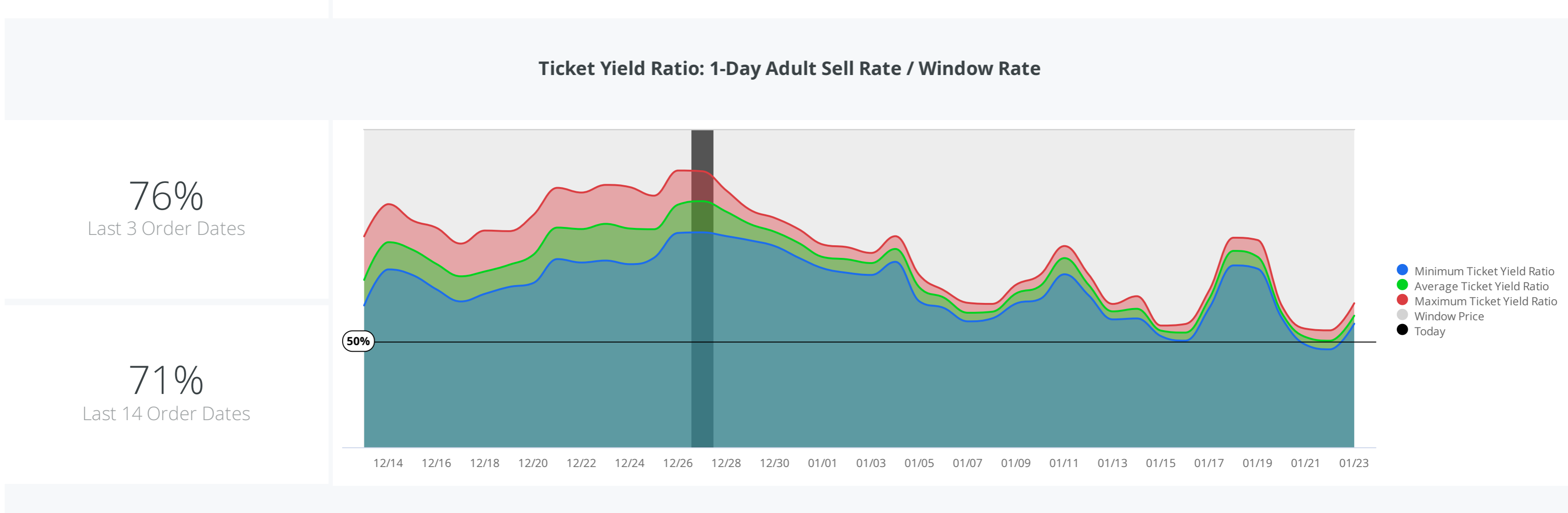
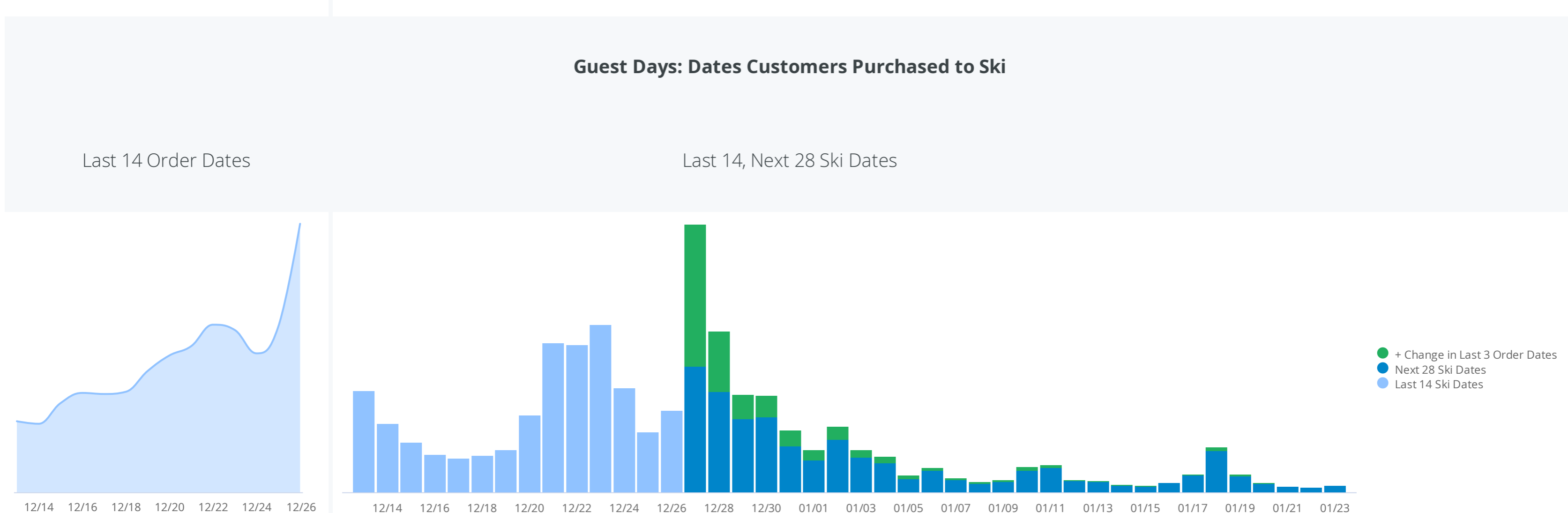
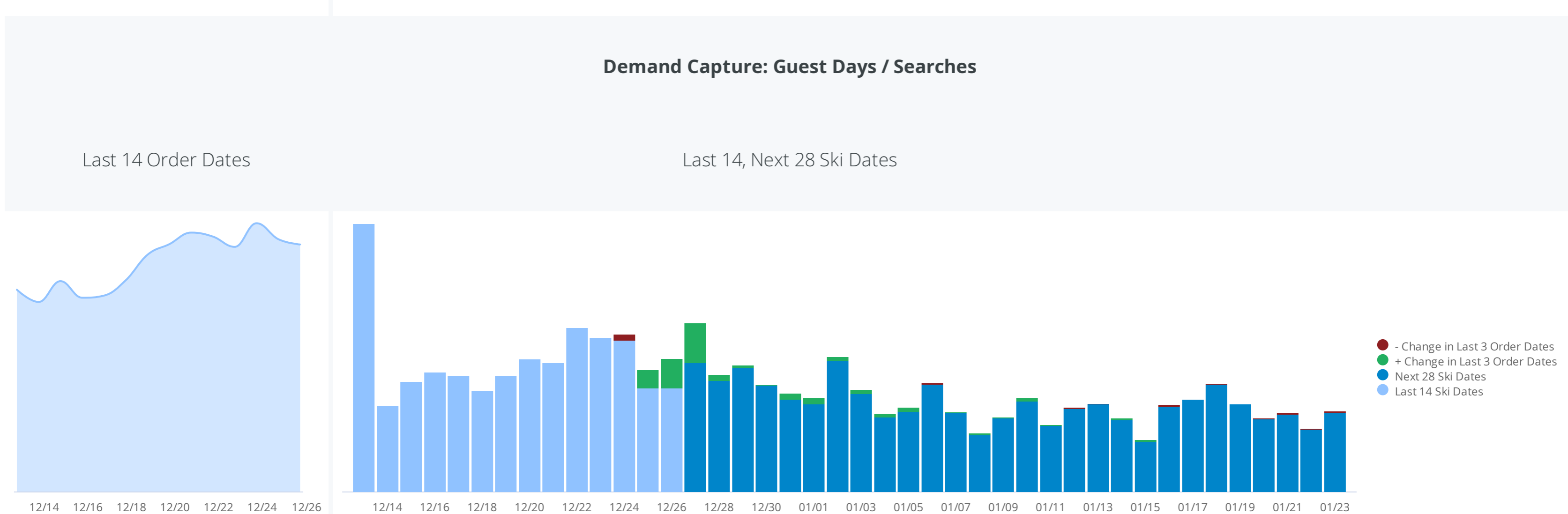
Channel: Partner Direct

Change in Bookings by City: Week over Week

Channel: Liftopia.com

<p>0.024 Searches / Skier Visits ▲ 69.26% Last Week</p>		<p>0.004 Searches / Skier Visits ▲ 21.72% Last Week</p>
<p>31.88% Demand Capture ▲ 19.47% Last Week</p>		<p>22.75% Demand Capture ▲ 18.68% Last Week</p>
<p>\$19.33 Revenue / Searches ▲ 30.36% Last Week</p>		<p>\$13.07 Revenue / Searches ▲ 28.07% Last Week</p>

<p>\$128 AVG Order Size ▲ 7.98% Last Week</p>	<p>Key Metrics</p> <p>Searches / Skier Visits: Searches divided by total annual skier visits. This measures traffic generation normalized for resort size.</p> <p>Demand Capture: Guest days / searches. This measures conversion.</p> <p>Revenue / Searches: Dollars earned per search. This is an additional conversion measure.</p> <p>Average Order Size: Dollars earned per booking.</p> <p>Revenue per Available Skier Seat (RevPASS): Revenue divided by (VTF/hr x Days in Range). This measures revenue normalized for a ski area's total operable lift capacity.</p> <p>VTF/hr: Vertical transport feet per hour - Uphill lift capacity.</p> <p>Ticket Yield Ratio: The purchase price of a single adult lift ticket divided by the maximum window rate for a given ski date.</p>	<p>\$150 AVG Order Size ▲ 15.37% Last Week</p>
<p>\$1.06 RevPASS ▲ 122.53% Last Week</p>		<p>\$0.14 RevPASS ▲ 55.96% Last Week</p>



Booking Patterns by Days in Advance - Last 7 Ski Dates

<p>76% Last 3 Order Dates</p>		<p>Cumulative Searches & Revenue</p> <p>This chart shows cumulative searches and revenue by booking window aggregated for all searches and revenue for the last 7 ski dates. Cumulative searches and revenue are shown as a percentage of total searches or revenue. Searches generally precede purchases, which represents an opportunity to shift buying behavior with pricing strategy.</p>
<p>71% Last 14 Order Dates</p>		
	<p>Demand Capture</p> <p>This chart shows demand capture by booking window aggregated for the last 7 ski dates. Conversion (as measured by demand capture) increases as the trip date approaches.</p> <p>Note: Conversion typically drops on the day of a ski date as customers are searching to ski on the same day with a lower savings percentage.</p>	
		<p>Ticket Yield Ratio</p> <p>This chart shows ticket yield ratio by booking window for the last 7 ski dates. Similar to the demand capture chart above, ticket yield ratio increases as the trip date approaches.</p>

Regional Summary - Last 7 Trip Dates

This section shows performance metrics for dated ski ticket sales over the last 7 ski dates and week-over-week change by NSAA region.

	Canada	Midwest	Northeast	Pacific Northwest	Pacific Southwest	Rocky Mountain	Southeast
Ticket Yield Ratio	83% ▲ 16.50%	72% ▲ 34.15%	69% ▲ 44.90%	74% ▼ 6.42%	68% ▲ 6.92%	72% ▲ 13.81%	76% ▲ 22.07%
Booking Window	6.9 ▼ 27.02%	7.0 ▲ 29.37%	9.2 ▼ 51.46%	5.5 ▼ 37.70%	5.9 ▼ 15.78%	9.4 ▼ 2.39%	4.2 ▼ 25.05%
AVG Order Size	\$118 ▲ 11.83%	\$107 ▲ 69.28%	\$131 ▲ 125.52%	\$90 ▲ 12.86%	\$184 ▲ 59.42%	\$151 ▲ 53.92%	\$110 ▲ 57.08%

