



Liftopia Partner

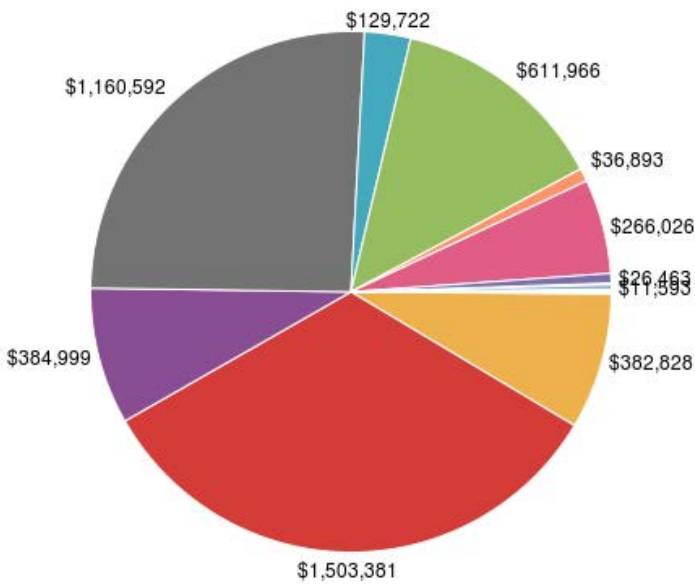
2014 / 2015

END OF SEASON REPORT

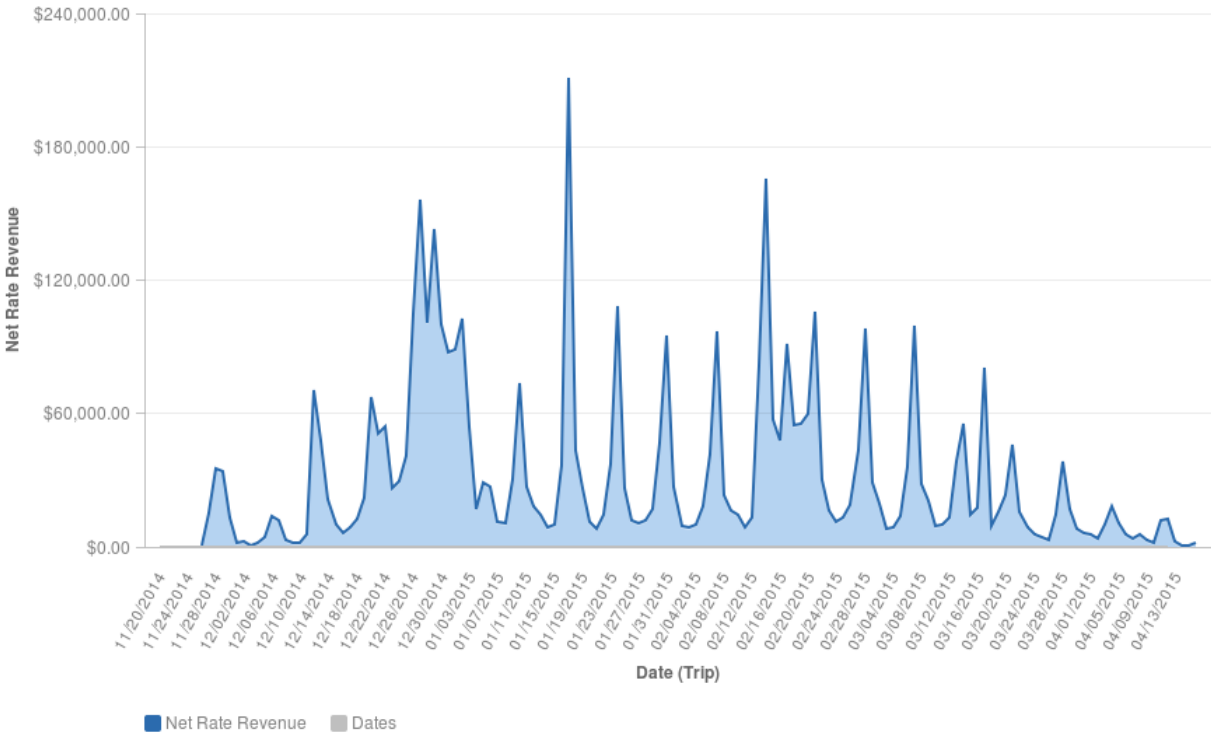
POWERED BY LIFTOPIA



PRODUCT MIX



DISTRIBUTION OF REVENUE



2014/15
PERFORMANCE OVERVIEW

TOTAL PARTNER NET REVENUE

\$\$, \$\$\$, \$\$\$
75.7% YOY

PARTNER CLOUD STORE REVENUE

\$\$, \$\$\$, \$\$\$
78.3% YOY

PARTNER LIFTOPIA.COM REVENUE

\$\$, \$\$\$, \$\$\$
69.4% YOY

GUEST DAYS

90,623

TOTAL APPLICABLE SEARCHES

1,670,753

CLOUD STORE SEARCHES

367,979

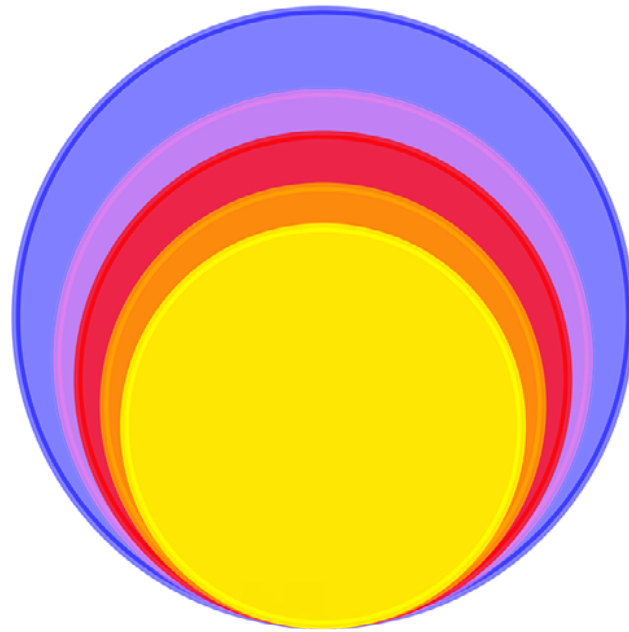
LIFTOPIA.COM SEARCHES

1,302,774

*NOT FOR ACCOUNTING PURPOSES
**ALL FIGURES IN US DOLLARS

CUSTOMER INSIGHTS

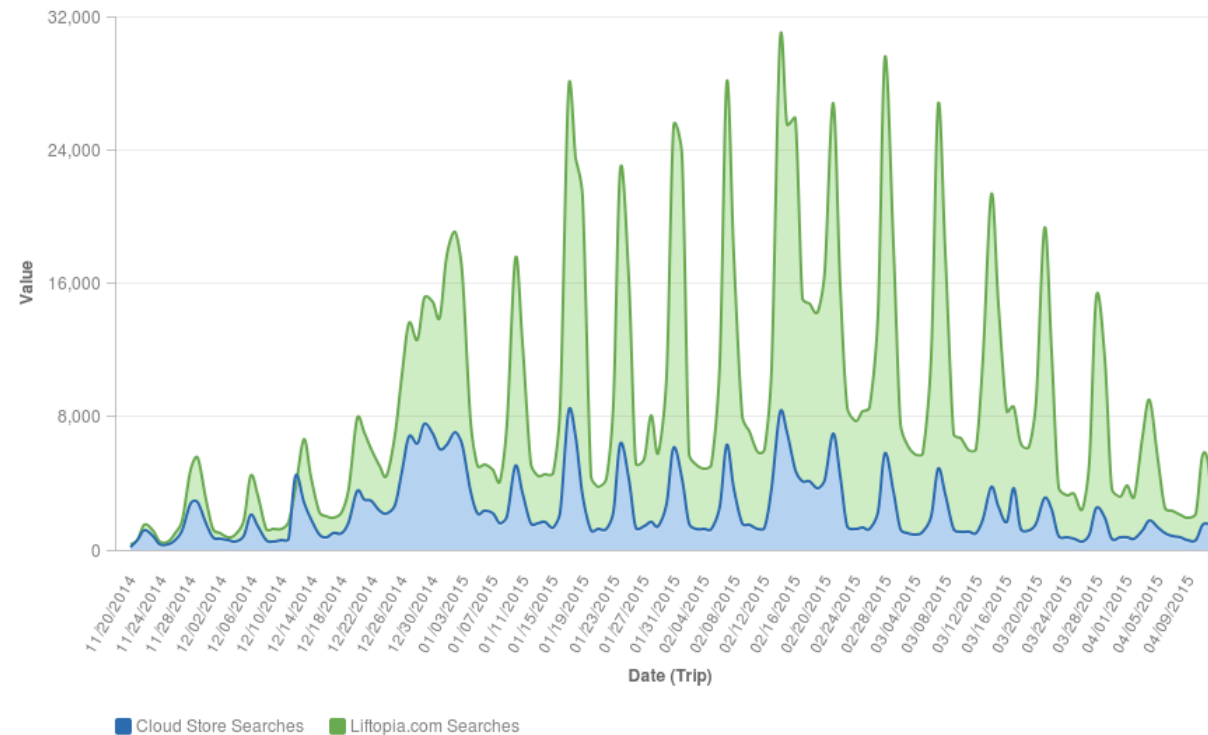
CUSTOMER OVERLAP



WHERE ELSE DO THEY SKI?

Customers who bought tickets to your resort also bought tickets to many other resorts in North America. Among these resorts, the highest crossover is with Resort 1, Resort 2, Resort 3, Resort 4, and Resort 5. The relative size of that crossover is shown at left.

SEARCH VOLUME BY TRIP DATE

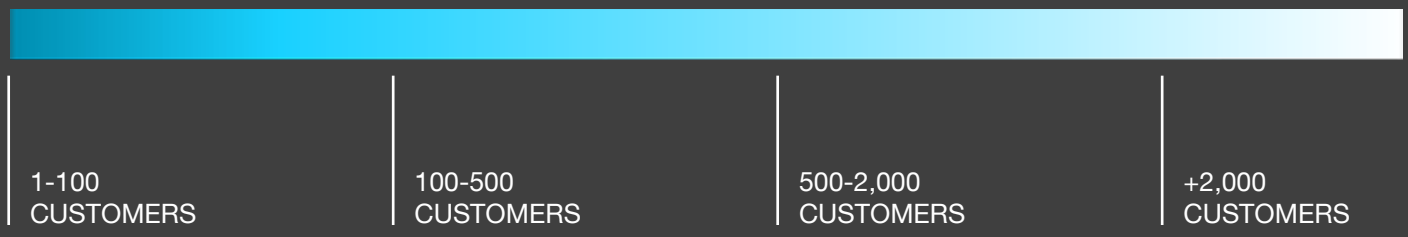
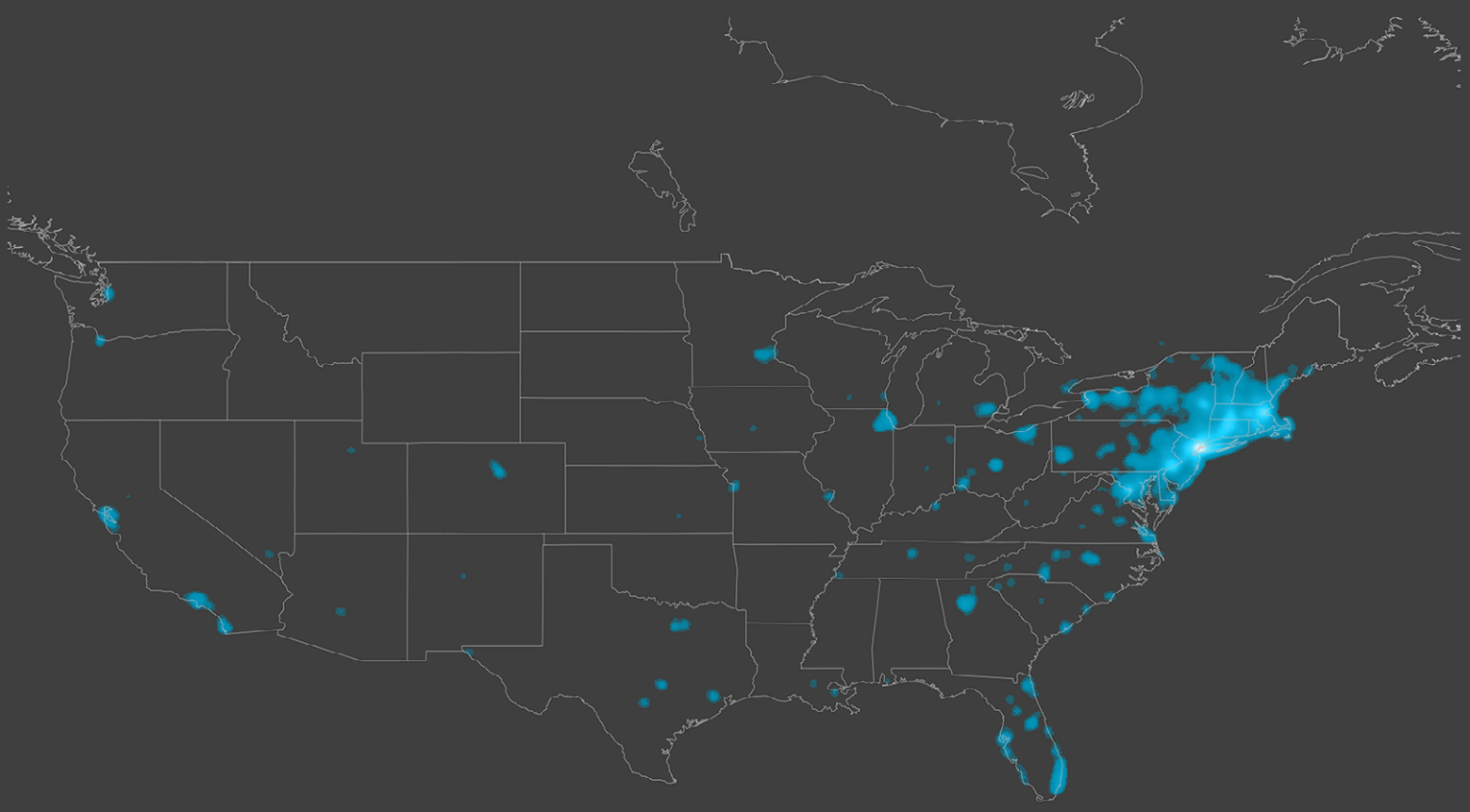


WHEN ARE THEY THINKING ABOUT SKIING?

Your customers are searching for ski dates throughout the season. Understanding the peaks and troughs can help you make more educated business decisions.

CUSTOMER INSIGHTS

CUSTOMER ORIENTATION



WHERE ARE YOUR LARGEST MARKETS?

The heatmap to the left overlays the number of customers that bought from each US and Canadian postal code to help show these markets visually.

Top 5 Cities:

- New York	\$249,733
- Brooklyn	\$117,928
- Stamford	\$45,487
- Boston	\$39,815
- Fairfield	\$35,469

NUMBER OF UNIQUE LOCATIONS

61

VS REGIONAL LEADER

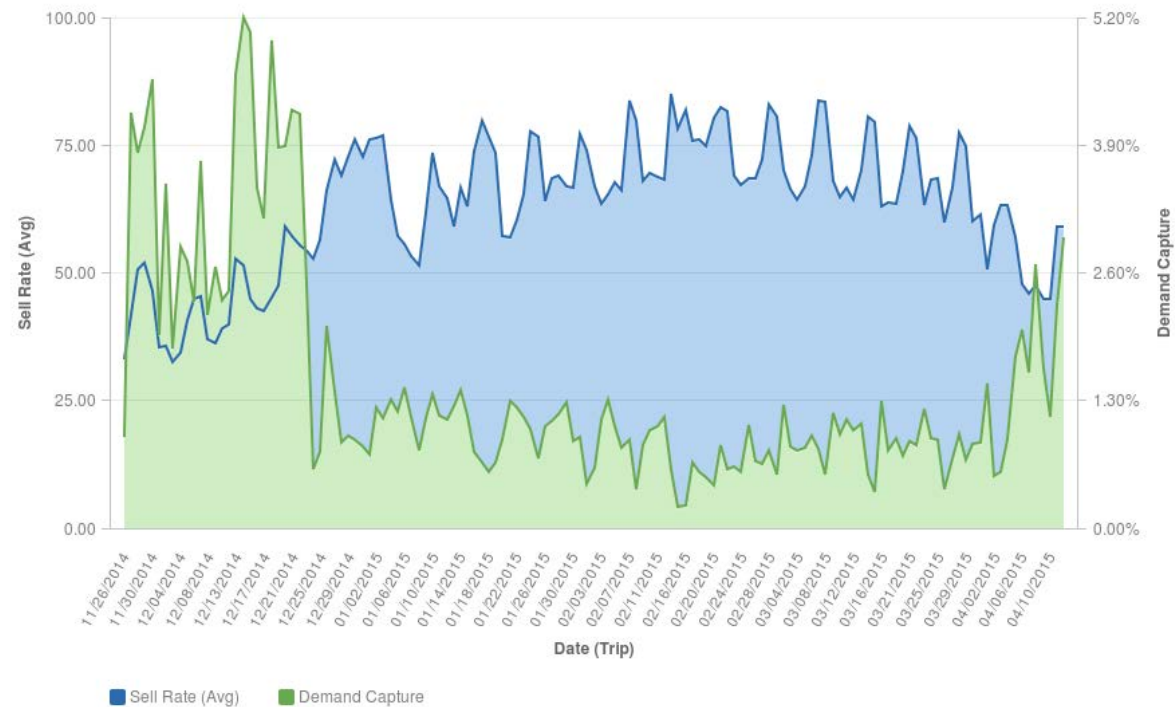
61

* LOCATION DEFINED AS US STATE, CANADIAN PROVEENCE, OR INTERNATIONAL COUNTRY

*NOT FOR ACCOUNTING PURPOSES
**ALL FIGURES IN US DOLLARS

INVENTORY

YIELD BY DAY WITH DEMAND CAPTURE



EXAMPLE BOOKING CURVE:



PRODUCT LOAD DATE

8/27/2014

1ST LOAD DATE IN REGION

6/10/2014

DATE OF FIRST SALE

8/29/2014

1ST SALE DATE IN REGION

7/8/2014

2014 / 2015 BOOKING WINDOW

10.3

2013 / 2014 BOOKING WINDOW

10.7

YOUR PLATFORM REVENUE PER SEARCH
*DATE SPECIFIC REVENUE ONLY

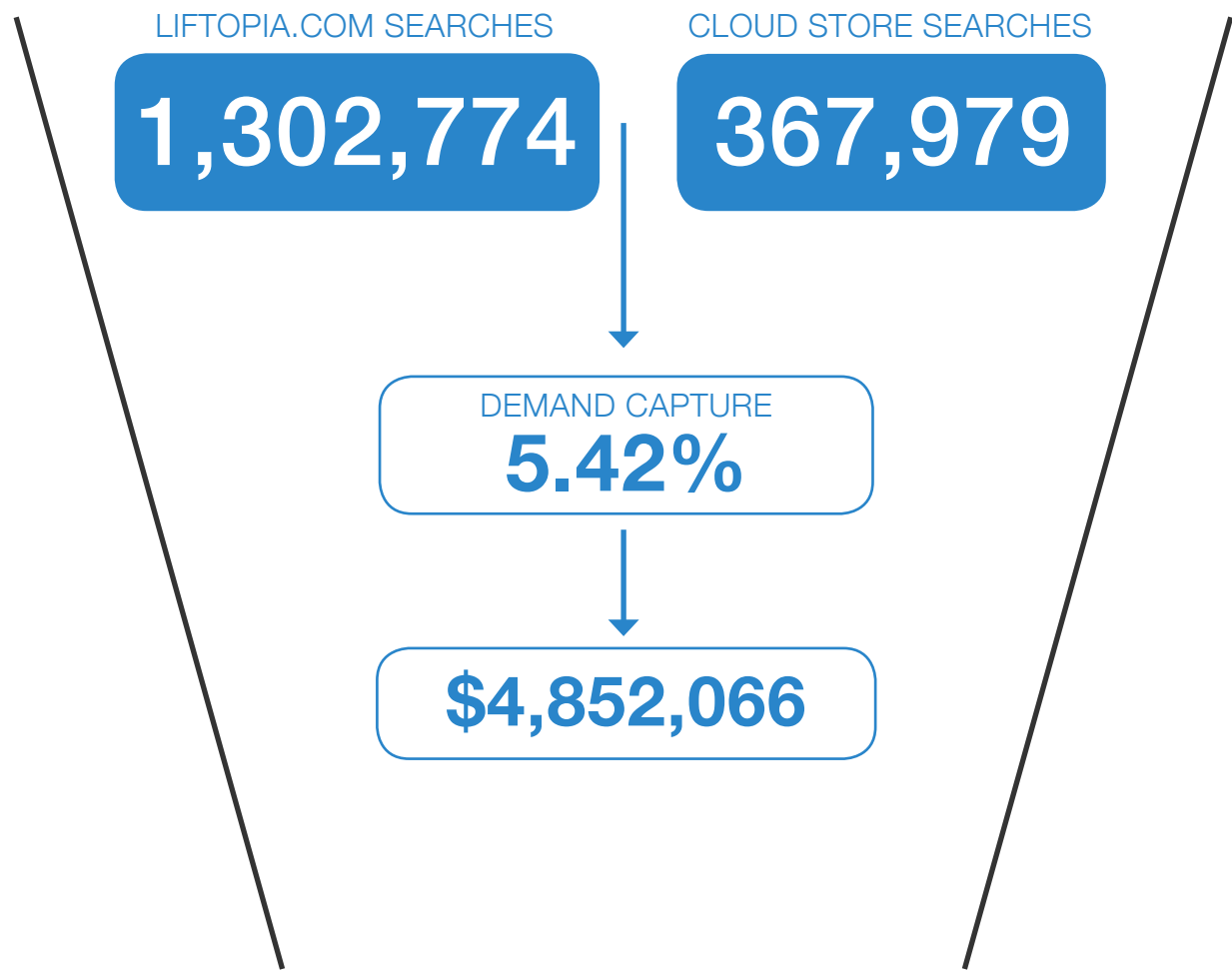
\$2.81

REGIONAL REVENUE PER SEARCH (TOP 5 AVG)

\$1.47

SIZE CATEGORY REVENUE PER SEARCH (TOP 5 AVG)
300,001-500,000 SKIER VISITS

\$4.13



HOW DOES YOUR TRAFFIC COMPARE TO OTHER SKI RESORTS?

YOUR ESTIMATED SKIER VISITS

468,900

CLOUD STORE SEARCH VOLUME BENCHMARK (AS % OF SKIER VISITS)

YOU	78.50%
REGION	65.90%
SIZE CATEGORY	46.00%
300,001-500,000 SKIER VISITS	

CLOUD STORE SEARCH OPPORTUNITY



YOUR CLOUD STORE REVENUE PER SEARCH
*DATE SPECIFIC REVENUE ONLY

\$9.50

REGIONAL CS REVENUE PER SEARCH (TOP 5 AVG)

\$10.04

SIZE CATEGORY CS REVENUE PER SEARCH
(TOP 5 AVG) 300,001-500,000 SKIER VISITS

\$9.29

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POTENTIAL

	INVENTORY PERFORMANCE <small>(PLATFORM REVENUE PER SEARCH)</small>	DEMAND GENERATION <small>(CLOUD STORE SEARCHES AS % OF SKIER VISITS)</small>	PLATFORM PERFORMANCE <small>(REVENUE DIVIDED BY UPHILL CAPACITY)</small>
YOUR INVENTORY	\$2.81	78.50%	\$153.44
REGION <small>TOP 5 AVG</small>	\$1.47	65.90%	\$35.62
SIZE CATEGORY <small>TOP 5 AVG</small>	\$4.13	46.00%	\$104.85
MARKET LEADER	\$6.71	139.70%	\$263.62

HOW WE BENCHMARK

We aggregate data from over 200 resorts in North America along with customer behavior data from hundreds of thousands of customers to drive real time insights.

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**ALL FIGURES IN US DOLLARS

RECOMMENDATIONS

- Commit to a season launch date of July 30th to maximize early season bookings.
- Continue to work closely with our team to make data driven decisions to balance volume and yield.
- Take full advantage of plethora of customer data acquired this season.
- Consider adding an online purchases line to expedite redemption process.
- Thanks for being a great partner!

SUGGESTED ACTIVATION DATE

7/30/2015

2015 / 2016 CHECKLIST

- ✓ Review 2014/2015 Season
- ☐ Commit to Activation Date
- ☐ Set Goals for 2015/2016 Season
- ☐ Gather Inputs for 2015/2016 Pricing
- ☐ Operational Onboarding and Training
- ☐ Inventory Activation
- ☐ Official Launch Date