accesso Provides a Gateway to Gratified Guests for Jay Peak

An all-seasons resort in Northern Vermont, Jay Peak's 385-acre terrain includes 78 trails and slopes for all experience levels, but its nooks and crannies in between are what set it apart. In this case study, discover how Jay Peak partnered with **accesso** to tackle a variety of challenges, including managing long lines.

Learn more about the Jay Peak and **accesso** success story or take a look at our other case studies on our [website](#).

THE CHALLENGE

With an expansive gladed terrain and a reputation for consistently receiving the most snow in Eastern North America, Jay Peak attracts many of the best skiers and riders around. Since opening in 1955, Jay Peak has added a wide range of accommodations, restaurants and attractions to truly offer a mountain getaway for everyone. In addition to skiing and snowboarding, guests can enjoy a year-round indoor water park, ice arena, championship golf course and spa.

While Jay Peak initially adopted the bulk of their **accesso** installation courtesy of its previous ownership, operations staff saw an opportunity to adapt and expand the solution's capabilities to further complement their customer-centric philosophy. With so many new and growing attractions, the resort wanted to offer guests a simple, streamlined solution that provided both comprehensive convenience and high-visibility value.

Furthermore, as is the case with many popular ski destinations, Jay Peak was often faced with long lines at the ticket window and experienced challenges monitoring traditional lift tickets across their slopes.

"I really value the support model and service Accesso provides with such an extensive resort-wide installation. We're encouraged to be hands-on, to really understand the system inside and out. From an IT standpoint, the better you understand the system and database, the more comfortable you are, and I appreciate that."

- Craig Russell, IT Manager, Jay Peak

RFID Access

Easy Account Reloading

Integrated In-House Cards & Gift Cards

THE SOLUTION

Through an expansive, resort-wide installation of the **accesso** point of sale ticketing system, Jay Peak streamlined operations, reduced onsite costs and improved guest satisfaction.

One of the most impactful features of the solution for Jay Peak has been the Access Control module. Through an integration of this technology with AXESS gates, the resort has transformed the guest experience, allowing skiers and riders to bypass the ticket window and get from lodging to lifts with only one piece of media. This has eased the burden on operations tremendously and guest feedback has been overwhelmingly positive, especially from season passholders. "They see the value and they are glad they no longer feel like they're riding the lift with 'scammers' who have accessed the mountain for free," said IT Manager Craig Russell.

The **accesso** point of sale ticketing system's easy account reloading has helped to reduce lines at the ticket window, and the resort subtly influences online sales by offering passholders a discount for renewing online. "Many more guests now purchase via offsite sales and via groups or bulk sales," says Russell. "We've probably seen a 15% reduction in labor at the ticket windows since the guests can reload online or at retail locations." Passholders can also enjoy easy, convenient spending throughout the resort with **accesso's** integrated in-house cards, which allow Jay Peak to extend special discounts to these valued guests across its retail, restaurants and attractions.

Venues around the world struggle to keep up with evolving technology and growing guest expectations. At **accesso**, we provide solutions that empower our clients to create connected guest experiences to drive their businesses forward.

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