

# From bottlenecks to breakthroughs:

Manning Park streamlines operations and enhances guest experience with **accesso Paradox**

## About Manning Park Resort

Nestled in British Columbia's Cascade Mountains, Manning Park Resort welcomes over one million visitors annually. Just under three hours from Vancouver, the four-season resort offers alpine and Nordic skiing, camping, hiking, and year-round recreation – all delivered with strong community spirit and a commitment to continuous operational improvement.

## The Challenge

When Krystal Riopel stepped in as Alpine Guest Services Manager in 2020, she inherited an outdated and siloed sales environment. Ticketing relied on manual exports, paper-based passes, and disconnected systems.

*"We had to do an export every night. It was time-consuming and the information was not comprehensive,"* said Krystal. *"It required extensive manipulation of data and was prone to time delays."*

Key operational pain points included:

- Minimal, manual processes that drained staff time
- Non-repeatable reporting and data that lacked detail
- Disconnected systems across departments
- Limited insights into guest behavior and demand patterns

## Why accesso Paradox

Manning Park turned to **Paradox** for its ski-specific functionality, affordability for mid-sized resorts, and strong reputation among peer operators in the industry.

*"I reached out to other resorts, and many pointed me toward Accesso Paradox,"* Krystal said. *"It was clear this system was built for ski resorts, not a generic platform trying to be everything to everyone."*

### Top priorities for the new solution included:

- Consolidated guest data and sales reporting
- Smarter resource planning and scheduling
- Real-time visibility into guest trends and behaviors
- Improved oversight of snow school operations
- Flexible pricing tools and actionable insights

## The Transformation

With **accesso Paradox** in place, Manning Park replaced multiple systems and gained value with a centralized platform. All guest activity, from lift tickets to rentals to passholder perks, now lives under one connected solution. "I am now able to look up any guest and see their entire history. That alone is a game-changer," Krystal noted.

## The qualitative impacts on the resort have been significant:

- Streamlined, error-free ticketing
- More accurate daily forecasting and season reporting
- Tiered dynamic pricing tailored to guest behavior
- Simplified setup of perks, discounts, and promotions
- Family profiles and guest account access online

## Operational Precision, Elevated Experiences

A centralized ecosystem enables the team to move faster, plan smarter, and deliver a more seamless experience for guests. *"Now, everything's in one place,"* said Krystal Riopel. *"Forecasting is data-driven, and departments like food & beverage can staff and stock based on real-time, advanced sales. It's a completely different level of preparedness."*

With **accesso Paradox's** intuitive reporting, the team has been able to:

- Reduce time spent on end-of-season analysis
- Retire low-performing products (like an underused snow school offering)
- Prioritize top-selling services and guest-preferred packages
- Explore new revenue channels like commission-based instructor incentives

*"We couldn't have done this before. Now we can track instructor performance and reward it - which supports both revenue and retention."*

## An Even Better Guest Experience: Seamless by Design

For guests, the difference is clear. They can now log in, manage the family profile, view purchase history, and navigate both online and in-person experiences more efficiently.

*It's simply a better, smoother online experience, reducing their time of arrival to slopes,"* Krystal added.

## Smarter Forecasting, Smoother Operations

The **accesso Paradox** platform helped Manning Park replace guesswork with precision. By analyzing sales patterns, such as the 60/40 online-to-onsite ticket ratio during winter months, the resort now prepares each day with confidence

## The Bottom Line

**accesso Paradox** has become the operational engine behind Manning Park's winter success, powering alpine, Nordic, and even front desk retail operations with one integrated platform.

## Real results

**40+** Hours saved per month in manual process

**9%** Increase in online snow school sales

**40%** Increase in snow school revenue

*"That insight helped us anticipate demand, from ticket window staffing to parking lot management,"* Krystal said.

Rental operations also benefited. Real-time online bookings inform early shift planning, ensuring rental presets are ready before guests' arrival. The result: smoother mornings, shorter lines, and stronger first impressions.

**“** *I would absolutely recommend **Paradox**,"* said Krystal. *"For resorts that need better reporting, guest tracking, and a system built for skiing - this is it. The data we get shapes how we operate and helps us deliver smarter, guest-focused products and experiences.* **”**

Krystal Riopel  
Alpine Guest Services Manager