

Scaling Success at Lakeridge Resort:

Turning operational challenges into opportunities with **accesso Paradox**SM

Client Overview

Lakeridge Resort is a family-focused ski hill located in Ontario's Oak Ridges Moraine, just under 50 miles from downtown Toronto. With 22 runs across 70 acres and a variety of trails suitable for all levels, the resort is a popular day destination for local families learning to ski and snowboard. Without overnight lodging, guest volume must be carefully managed, particularly during peak winter weekends.

The Challenge

Before adopting **accesso Paradox**, Lakeridge relied on a patchwork of purchase fulfillment, including the use of a POS system not designed for ticket sales, PDF forms, spreadsheets, and phone-based reservations, with confirmations taking up to four weeks. Delays in purchase confirmations created heavy call volume, requiring staff to place other priorities on hold.





Before implementing **accesso Paradox**, Lakeridge relied on a mix of manual processes and separate systems that made day-to-day operations more complex. Without a single, connected platform, it was difficult to track guest purchasing patterns, predict demand, or coordinate effectively across departments. At busy times, the extra steps could slow service, occasionally leading to longer lines at the entrance.

Lakeridge needed a purpose-built solution, one that could handle the full complexity of a high-volume day-destination ski hill without requiring workarounds, while improving overall revenue margins.

Why **accesso Paradox**?

Lakeridge chose **accesso Paradox** for its all-in-one functionality, Canadian-based support team, and purpose-built design for ski resort operations. After evaluating their options, the deciding factors were simple: they needed one system that could handle ticketing, passes, lessons, rentals, and reporting and a partner that genuinely understood mountain operations.

Key priorities for the new platform included:

-  Centralized guest data, payment history and reporting in a single system
-  Smarter resource planning and instructor scheduling
-  Seamless online booking for tickets, lessons and rentals
-  Flexible pricing tools, including weekday/weekend and online/onsite tiers
-  Real-time dashboards for daily operations and demand forecasting
-  Automated digital waivers and pre-arrival registration to speed up check-in



"Lines literally went out our door and around the corner. Everyone wanted that noon-to-four prime time slot. We were overwhelmed."

Linda Turner

Operations Manager, Lakeridge Resort

"There were so many steps involved, a massive paper trail, manual payments, and endless photocopies. At one point, it took three to four weeks just to confirm a registration."

Jennifer Osborne,

Director of Operations, Lakeridge Resort

Real Results

With **accesso Paradox** in place, Lakeridge eliminated manual workflows across every department and fundamentally changed how guests experience the resort from the moment they book.

60%

Labor reduction for lesson registration

30 minutes

Faster guest check-in with Web Express

\$50-60K

Revenue retained through resort credit

15%

Increase in lift ticket revenue

“Paradox was built by ski people who understand our industry. It does everything we need in one system and the support team is right here in Canada.”

Jennifer Osborne,

Director of Operations, Lakeridge Resort

Instant confirmations

Guests receive automatic confirmations the moment they book, ending the anxious follow-up calls that had overwhelmed Lakeridge's team.

Scan to slopes 30 minutes faster

With online registration, rental booking, and digital waiver completion all handled before guests arrive, check-in has been transformed.

“With the single decision to go with Paradox, we've accelerated from outdated systems to leading-edge technology, and the dedicated support is amazing. The difference has been truly transformational.”

Jennifer Osborne,

Director of Operations, Lakeridge Resort

“We call it Web Express. They've done everything at home. We scan and send them on their way. Guests are getting on the slopes 30 minutes faster.”

Linda Turner

Operations Manager, Lakeridge Resort

60% labor reduction in lesson registrations

Automated DIN settings, digital waivers and online booking have removed the manual burden that once tied up staff throughout the lesson registration process.

\$50,000-\$60,000 in protected revenue

By offering full resort credit as a refund alternative, Lakeridge retained an estimated \$50,000-\$60,000 in revenue that would otherwise have been lost. Guests appreciated the flexibility; the resort protected its bottom line.

15% increase in lift ticket revenue

By implementing variable pricing across online and onsite purchases, as well as weekday and weekend tiers, Lakeridge increased overall lift ticket revenue by 15% year over year. Online lift ticket revenue grew by 35%, while Monday to Wednesday revenue rose by 22.4%, helping drive advance purchases and better distribute demand across operating days.

Better forecasting and onsite flow

Real-time dashboards and reporting have replaced guesswork with confidence. Managers can now anticipate demand, prepare rental presets before guests arrive, and spot operational issues before they become problems on the hill.

A ripple effect on staff morale and collaboration

With every department operating from a connected platform, the impact on teamwork has been tangible. Staff across lessons, rentals, ticketing, and operations now see how their work connects to the broader guest experience.

The Outcome

After two successful seasons with **accesso Paradox**, Lakeridge is entering year three ready to go deeper. The team continues to refine their pricing strategy and unlock more of the platform's analytics capabilities with a clear sense that the biggest gains are still ahead.

Ready to partner with us?

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