

Mt. Rose Ski Tahoe Expands Its *accesso* Partnership to Capture the Digital Guest Experience Opportunity

Client Overview

Mt. Rose Ski Tahoe has been part of the *accesso* family for more than 25 years, a relationship grounded in a shared commitment to exceptional mountain experiences. As guest expectations for digital commerce continue to rise, Mt. Rose is getting ahead of the curve. The resort has chosen to expand its *accesso* partnership by adding *accesso Passport* eCommerce, investing in the online buying experience their guests will expect for seasons to come.

The Opportunity

Today's resort guests plan, purchase, and manage their mountain day digitally, and they expect that experience to be as seamless as the visit itself. A modern, mobile-first eCommerce approach doesn't just meet that expectation; it removes the friction that stands between a guest and a completed purchase, turning more browsers into buyers and more buyers into loyal return visitors.

Mt. Rose recognized that an eCommerce platform purpose-built for resort operations would allow them to do more than sell a pass; it opens the door to offering guests additional services and add-ons at the point of purchase, from rental equipment packages to other mountain-day essentials, all within a single, intuitive transaction. Delivering a digital experience that matches the quality guests expect on the mountain was the driving ambition. With *accesso solutions* proven at scale, processing over \$5 billion in transactions annually across 1,100+ clients and 100 million guests, and a strong foundation of trust already in place, deepening the partnership was the natural next step.

The Decision

Ryan Johnson, Director of IT at Mt. Rose, has been with the resort for 21 years and knows that the best technology decisions are ones made with a partner who understands your operation as well as you do. Expanding into *Passport* was a deliberate choice to grow with a team that already knows Mt. Rose, its guests, and what a successful season looks like.

“The *Accesso* team took the time to really understand what we needed and what our guests needed. It wasn't just about adding a new platform; it was about taking a deliberate step toward a more connected experience for our guests and making sure we were set up for success going into the season.”

— Ryan Johnson, Director of IT

The *accesso* team worked closely with Mt. Rose to map out exactly how *Passport* would deliver against their goals, ensuring the platform was configured for their specific needs and that the resort is set up for success all season long. That depth of collaboration, with a client support team genuinely invested in the outcome, made the decision straightforward.

What Changes for Guests

With *Passport* live, Mt. Rose guests will enjoy a modern, mobile-first buying experience designed to make the path from decision to purchase within a single, intuitive transaction. The platform is built for how guests shop: on their phones, on their own schedule, and with a checkout experience that reflects the quality of the mountain itself.

The resort launched with a season pass on sale, using the lower-volume window as a deliberate soft-open to optimize the guest flow before the full winter season begins. As Mt. Rose builds confidence on the platform, the door is open to bring additional services and offers into that purchase journey, giving guests more reasons to plan ahead and arrive ready for the day.

25 years

Long-term accesso partner

70

Mountain trails

100%

Mobile-ready checkout at launch

Looking Ahead

As Mt. Rose moves through its first season on *Passport* eCommerce, the team will be watching closely, tracking mobile purchase volume, self-service adoption, and guest experience metrics to understand how guests are engaging with the new platform and where the next opportunities lie.

With a rising guest base that increasingly expects to manage their mountain day from their phone, the self-service opportunity is substantial. The ability to give guests more control over their experience to add services, select packages, and plan in advance is where the next chapter of the Mt. Rose digital journey gets written.

accesso and Mt. Rose will build on this story together, letting the data shape what comes next and expanding what guests can do online as guest confidence in the platform grows.

Ready to partner with us?
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