

Modernize, Maximize and Measure



How **accesso Paradox** helped Middlebury Snowbowl to transform their resort operations and revenue streams

Client Overview

Middlebury Snowbowl is a historic, family-friendly alpine ski area in Vermont, USA. Owned and operated by Middlebury College since 1934 it is one of two alpine ski areas in the country still operating and owned by a college. The Snowbowl offers a classic New England ski experience across more than 110 acres of trails featuring classic race trails, long cruisers, dynamic tree skiing, and terrain for all ability levels.

Two miles down the road is Middlebury College's Rikert Outdoor Center featuring Nordic skiing, fat tire biking, and snowshoeing offering 55km of trails man made and natural. Rikert's world class snowmaking capabilities helps to deliver reliable trail coverage and an extended ski season of approximately 140 days annually.

The Opportunity

With the resort's brief, the **accesso** team set to work to introduce key operational aspects:

Introduce
access
control

Deliver a single
payment
system

Launch online
season pass
purchase

Improve snow
school admin
and booking

Create a single
platform to
maximize
potential

“ **accesso Paradox** has helped us modernize our operations, improve the guest experience, and achieve measurable revenue growth across nearly every area of our ski operation. ”

Jessica Barrows - Product and Guest Experience Manager, Middlebury Snowbowl

The Outcome

accesso Paradox and **SKIDATA** give the resort team real access-control visibility, unified reporting across both Middlebury Snowbowl and Rikert Outdoor Center - and online booking that pulls ski school revenue in weeks before the season starts.

By December, **snow school sales were up 320% year-to-date** versus last year. Season-long equipment rental was added, becoming popular for pre-season sales. Guests booking and paying online means Middlebury Snowbowl now collect that revenue weeks before the season even starts.

“ Our previous POS system made it difficult to efficiently manage the variety of products and services we offer, including season passes, daily tickets, rentals, lessons, and food & beverage. We were looking for a more integrated system that could streamline operations, improve reporting, and give our staff the tools they needed to serve guests more efficiently during our busiest days. ”

Jessica Barrows

“ The biggest call out is by December, Snow School sales were up 320% year-to-date due to advanced bookings. Front-loading these reservations proved beneficial in a variety of ways, notably efficient and more productive staffing. By the end of the season, Snow School was up by 35% YoY. Guests booking and paying online means Middlebury Snowbowl now collects that revenue weeks before the Snow School lessons even kick off. ”

Kim Essensa

General Manager, Middlebury Snowbowl

What did **accesso Paradox** and **SKIDATA** bring to Middlebury Snowbowl?

- **Full webstore live for season passes, tickets, season-long kit rental, and snow school lessons**, so revenue lands weeks before the visit.
- **Snow school in one system.** Instructors see their own schedules in the portal. Admin is out of the spreadsheet.
- **Rikert Nordic and Snowbowl unified on *accesso Paradox*.** One guest profile across both mountains. One system to update. One place to reconcile.
- **RFID gates replaced paper tickets.** Fraud closed. First accurate skier-visit count Middlebury has ever had.
- **RFID reload.** Guests can buy online in advance and automatically reload the same pass for repeat visits.
- **One reporting view** across Alpine and Nordic, instead of stitching numbers together across systems.
- **Phased rollout - zero missed sale window.** Strategic implementation meant the webstore was live in Fall 2025 for season passes, followed by season lease rentals and snow school programs. Passes for the 2026-27 season went on sale in March 2026.

The resort *also experienced strong growth across key business areas:*

+24% Season pass revenue

+35% Ski School sales

+27% Retail/Rental sales

+6% Daily ticket sales

“ The most exciting part has been seeing measurable improvements in both operations and revenue. Having a modern, integrated platform has allowed us to better align our products and sales strategy, contributing to our 24% increase in season pass sales and helping us efficiently serve more than 40,000 skier visits this season. We're excited to continue building on these results as we expand our use of the platform. ”

Jessica Barrows

Product and Guest Experience Manager
Middlebury Snowbowl

Ready to partner with us?

Email: sales@accesso.com or learn more at accesso.com