

## CASE STUDY:

# From Bottlenecks to Breakthroughs: Manning Park Streamlines Operations and Enhances Guest Experience with *accesso Paradox*<sup>SM</sup>

## 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When Krystal Riopel stepped in as Alpine Guest Services Manager in 2020, she inherited an outdated and siloed sales environment.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
- Disconnected systems across departments
- Non-repeatable reporting and data that lacked detail
- Limited insights into guest behavior and demand patterns

## Why *accesso Paradox*

Manning Park turned to **accesso 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



Improved oversight of snow school operations



Real-time visibility into guest trends and behaviors



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

## 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.

**“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

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### REAL RESULTS

**40+**

hours saved per  
month in manual  
process

**9%**

Increase in online  
Snow School sales

**40%**

Increase in Snow  
School revenue