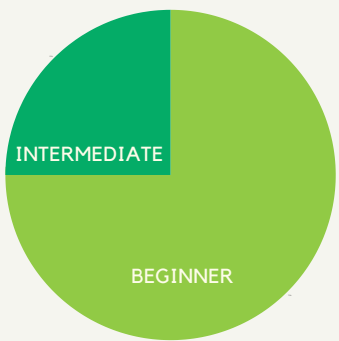


GEN Z SKI READINESS SURVEY STATS 2021

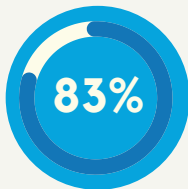


ARE SKI OPERATORS PREPARED TO MEET THE NEEDS OF GENERATION Z?

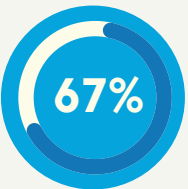


Overall, **75%** of ski operators scored as beginners, indicating they had room to grow and embrace new opportunities (Everyone had room for improvement as no one received an expert score!)

HELPING GUESTS PLAN THEIR DAY IN ADVANCE



Admitted that their eCommerce stores could be upgraded to provide guests with a richer experience, lacking up-selling and cross-selling opportunities



Indicated they don't have a great way of allowing their pass holders to redeem entitlements online



Said they can collect everything they need from the guest during their online purchase



Said their eCommerce store contains everything that their guests need to plan their day

GIVING GUESTS THE BEST DAY POSSIBLE

100% OF OPERATORS INDICATE THEY DEAL WITH LONG LINES

(IN SOME CAPACITY, WHETHER FOR TICKETING, RENTALS, F&B, LIFTS, OR GONDOLAS)

92%

Rated themselves as beginners when it came to their guest-facing mobile apps (if they even had one at all)

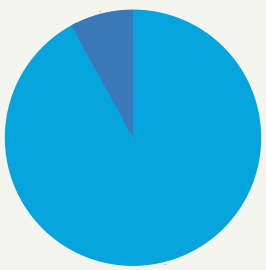
75%

Rated themselves as beginners in food and beverage pre-ordering options

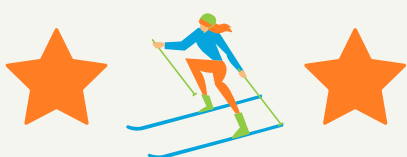
UNDERSTANDING AND TRANSFORMING THE GUEST EXPERIENCE

92%

Have little to no ability to communicate with guests:



- During their visit (via personalized offers)
- After their visit (via follow-up surveys)



75% LACK THE ABILITY TO GAIN BEHAVIORAL INSIGHTS ABOUT GUESTS DURING THEIR VISIT

CONCLUSION

After a strong season, guest expectations are higher than ever. Technology can help you deliver memorable experiences and maximize your revenue potential.

At *accesso*, we're here to help! Learn more about our eCommerce ticketing, virtual queuing, guest experience, distribution and point of sale technology by contacting us today.

Visit www.accesso.com or email sales@accesso.com to get started.