

PANORAMA MOUNTAIN RESORT TO IMPLEMENT RFID TECHNOLOGY FOR 2017-18 WINTER SEASON

The Resort is one of the first in Western Canada to move to leading ticketing and lift access system.

PANORAMA, B.C. – July 31, 2017 – Panorama Mountain Resort announced today that SKIDATA RFID (radio-frequency identification) technology will be implemented at the resort for the upcoming 2017/18 ski season, providing efficient, hassle-free lift access this coming 55th anniversary season.

“This new partnership with SKIDATA is a major step forward in our drive to bring speed and ease to the guest experience at Panorama. Visitation has increased significantly in recent years; we’re making this investment so our skiers and riders can get on the mountain instead of waiting in line for their lift ticket,” said Steve Paccagnan, President and Chief Executive Officer of Panorama Mountain Resort.

SKIDATA is celebrating their 40th anniversary and John Keefe, Sales Professional of SKIDATA, Mountain Inc. shared, “We’re pleased to partner with another iconic resort in North America. Panorama Mountain Resort’s commitment to the guest experience, technology, and to a larger extent; the industry in general, provides the foundation of a successful relationship. SKIDATA is pleased to announce its latest partnership with Panorama Mountain Resort, while each company celebrates milestone anniversaries!”

All daily lift tickets, season passes and other products will be available on cards, which are embedded with an RFID chip to enable hands-free access to lifts. When a guest passes through the RFID gate, the gate will open automatically after registering the card. As in previous seasons, lift operators will be on hand to assist with the access gates and ensure a smooth and efficient guest experience.

“RFID systems are standard in Europe, Australia and New Zealand, offering skiers and riders faster access to the mountain. Beginning this winter, Panorama guests will be able to buy what they need online and then go straight to the lift,” said Marke Dickson, Panorama’s Director of Sales and Marketing.

The system will be installed at the Mile 1 Express, the Discovery Quad, the Sunbird Chair and at conveyor lifts. Lift access cards will be reusable over multiple seasons and can be reloaded online or over the phone, allowing guests to bypass the ticket windows. All guests will also have the option to sign up for Resort Charge, which eliminates the need to carry cash or a credit card on the mountain. Resort Charge allows guests to make purchases at Panorama operated restaurants and cafes, Toques and Tracks, and Lusti’s Mountain Outfitters by attaching a credit card account to their RFID card.

In line with RFID implementation, a new flexible frequency card program will be launched in October allowing guests to save money and ski more. Season Pass holders will be able to pick-up their new RFID cards from November and then enjoy convenience and speed for years to come.

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About Panorama Mountain Resort.

Panorama is a four-season destination resort that offers skiing, golf, lift-accessed mountain biking and an abundance of recreational activities and events. The resort was named “North American Resort of the Year” in the 2016 World Snow Awards. Located on British Columbia’s famed Powder Highway, Panorama offers winter enthusiasts 4,019 feet of vertical descent (Top 10 in North America), wide-open fall-line cruisers, powder-filled tree lines and the steep and deep exhilaration of Taynton Bowl. The resort is home to RK Heliski and BC’s best public golf course at Greywolf.

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