



GUEST ENGAGEMENT AT VAIL RESORTS

EpicMix unlocks new dimensions for skiers and snowboarders

Vail Resorts has long been known for offering some of the best mountain and lifestyle experiences in the world. But they had a vision and knew there was opportunity to enhance the guest experience even more.

Aspenware joined a multi-agency effort to create EpicMix, a free RFID-enabled platform that allows skiers and snowboarders to track vertical feet, compete in virtual contests, share photos and connect with friends.

COMPANY PROFILE

Vail Resorts, Inc. is a premier mountain resort company and a leader in luxury, destination-based travel at iconic locations. The company operates in three separate, but highly integrated segments: Mountain, Lodging and Real Estate.

vailresorts.com

CHALLENGES

- REARCHITECT PLATFORM**
- SCALE SYSTEM TO ACCOMMODATE THOUSANDS OF USERS**
- PROCESS PHOTOS AND OTHER DATA LIGHTNING FAST**
- ADD GAMIFICATION**
- BUILD NEW ANALYTICS ENGINE**
- BUILD MOBILE APPLICATION**

Ask a skier or a snowboarder, and they will tell you that every day on the mountain is an epic experience. But Vail Resorts saw an opportunity to make that time even more unforgettable. They had ideas, but pulling together all the technology to make it a reality was difficult.

Creating an architecture that could keep up with demand and hum along in real-time proved to be a massive hurdle. And slick, essential functionality, like responsive mobile design and the ability to access and share photos from professional, on-mountain photographers in real time was vastly complex.

SOLUTION

Aspenware helped Vail Resorts tackle these technical challenges and create an experience that connects people with their friends and inspires skiers and snowboarders to do more.

The project kicked off with a wholesale rearchitecture of a beta concept that had been developed by another agency. Aspenware rebuilt and refactored the system from the ground up, to scale for all Vail Resorts users — across all properties around the world — and to allow for future improvements or new functionality, as well.

With a strong foundation in place, Aspenware went on to sweeten EpicMix with features and functionality that Vail guests are loving: the ability to access, shoot, share and save photos; racing events and gamification; and even tools for ski school users to track progress and provide feedback.

The system's processing capabilities (for stats, photos and other functionality) skyrocketed, from a 20-second response time to less than a second and from supporting dozens of concurrent users to supporting thousands.



One of the most impressive elements Aspenware built was the gamification engine, which allows Vail to create, manage and assign pins to guests based on milestones for skills, vertical feet, days skied, resort check-ins and more. Guests can pull up aggregate views of their pin data and use dashboards to combine it or compare it with the entire EpicMix community (hundreds of thousands of data points). Sharing any and all of this real-time data socially on Facebook or Twitter is one click.

All functionality is RFID-enabled, so the data stays matched with the guest, regardless of where in the world they are skiing or staying. This also prevents potential problems like duplicate data or profiles.

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Vail considers EpicMix to be a mammoth success and trailblazing technology for the ski and hospitality industry, evidenced by the fact that system continues to grow in functionality and popularity year after year.

Aspenware works with companies and organizations all over the West to create progressive technology solutions that elevate guest engagement.

Aspen Snowmass

Breckenridge Grand Vacations

Inspirato

Intrawest

Jackson Hole

Northstar Travel Media/Mountain Travel Symposium

Squaw Valley and Sugarbowl Resorts

State of Montana

State of Wyoming

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