



TAHOE DONNERSM

IT STRATEGY + THE CUSTOMER EXPERIENCE

IT STRATEGIC PLAN GOALS

- Provide members with a simple way to engage, utilize and enjoy Tahoe Donner resources
- Provide organization a more robust, integrated, user-friendly IT infrastructure



CURRENT CHALLENGES

- Siloed IT systems, lacking integration
- Reporting is labor intensive, non-automated, requires pulls from multiple data sources
- Lacking a unified reservation or purchase process



SYSTEMS
INTEGRATION



PROJECT GOALS:

**INCREASE
MEMBER
EXPERIENCE**

**INCREASE
OPERATING
EFFICIENCY**

**INCREASE
ONLINE SALES**

**REDUCE
RISK**

12 DEPARTMENTS. 12 NEEDS

DOWNHILL SKI

Online ticket sales,
up-sale potential,
kiosk redemption,
digital maps

MARINA

Additional online
activities sales,
reservations and
host programs

AQUATICS

Improve
purchase flow and
up-sale potential

TENNIS

Unified court and
pickleball member
validate reservations

TROUT CREEK

Online massage and
fitness class signup.
Improve roster
reporting

RISK MGMT

Unified digital
signature capture,
liability waivers

12 DEPARTMENTS. 12 NEEDS

GOLF

Reservations, package visibility, unified public and member tee sheet with appropriate rules.

MEMBER SERVICES

Reduce member account troubleshooting, unified schedule of activities, sales, help

ACCOUNTING

Online digital vouchers for members and employees

MARKETING

Ad tracking from campaign-to-purchase, abandoned cart follow-up, etc.

EQUESTRIAN

Additional online activities sales

DAY CAMPS

Improve purchase flow, visibility of products and up-sale potential

GOAL – MEMBER EXPERIENCE



Tahoe Donner has a unified one-stop-shop for all things Tahoe Donner.

- Book every available activity in one place, with one login, in one transaction
- Print or load to mobile, promotional discount and comp vouchers
- View and print transaction history
- Quickly book the correct product by answering simple flow-based questions

GOAL – BACKEND + STAFFING

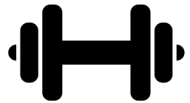


- Enhanced online experience creates less demand for face-to-face customer support and troubleshooting
- Integrated data with simplified reporting
- Enhanced reporting allows for greater targeted communication initiatives
- Reduce siloed manual processes and a more efficient use of employee time

IMAGINE THIS



Dad wants to go golfing



Mom wants a massage at Trout Creek



Son wants a private tennis lesson



Daughter wants an archery clinic



CURRENT

"What a pain! I was trying to book some activities for my family this weekend. I had to call and get transferred four different times and leave two separate voicemails. The staff was great, but it would be great if I could get everything reserved without getting the run around."



GOAL STATE

"I love how simple it was to book my entire Tahoe Donner weekend! I was able to get my whole family setup with fun things to do in no time. Also, I'm a big fan of the golf and dine package upgrade. Thanks for making it so easy."

PLATFORMS RESEARCHED AS A POTENTIAL SOLUTION





- ✗ Authenticates Member/Guest/Public
- ✗ Integration with RTP
- ✓ Accommodates multiple amenity options, complex products
- ✓ Allows for up-selling
- ✗ Ability to create reservation system



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WHAT IS RTP AND WHY IS IT SO IMPORTANT?

- RTP stands for Resort Technology Partners and is the primary point-of-sale platform for Tahoe Donner – amenities and departments. It is the backend of our eStore.
- Developed by Vail Resorts and made available to resorts and tourist attractions for purchase. RTP was acquired by ACTIVE Network in 2011
- Used by Squaw, Philadelphia Zoo, Boyne Resorts, Sugarbowl, Steamboat and 100s more.

RESEARCH FINDINGS



- Aspenware uniquely allows for member/guest/public authentication.
- Other options lack integration and would add an additional siloed IT tool.
- Aspenware API allows flexibility to meet our diverse amenity offerings and continually grow the solution to meet our evolving needs.

RESEARCH FINDINGS CONTINUED



- Peer-to-Peer recommendations and experience testimonials from colleagues at Mountain Tech Symposium who used this, and other platforms have helped lead us to this conclusion.
- Aspenware is the premier option to update and integrate Tahoe Donner's eStore platform.

MEET THE SOLUTION



A S P E N W A R E

ASPENWARE IS USED AT



I.T. STRATEGIC CORE PHILOSOPHY QUESTIONS

- Will this improve member experience?
- Will this increase operational efficiencies?
- Will this enhance revenue?
- Will this lower risk?

ASPENWARE

- Will this improve member experience?
- Will this increase operational efficiencies?
- Will this enhance revenue?
- Will this lower risk?

CURRENT

ENDLESS PRODUCT LIST, PAGES OF SCROLLING TO FIND THE CORRECT PRODUCT

The screenshot shows the current website interface for Cross Country Ski Season Passes. At the top, there is a navigation bar with "Downhill Ski Area", "Cross Country Ski Area", and "Events". Below this is a sidebar with "Cross Country Ski Area" selected. The main content area features a "Store Home" link, a "Shopping Cart (0) edit" link, and a message "Your shopping cart is empty". The main heading is "Cross Country Ski Season Passes" with a red warning: "Previous passholders: You must sign an updated waiver and your pass must be re-activated with a new 2019/20 sticker on or before your first visit." Below this, it states "Age is based on actual age on 12/31/2019" and a "Sort By: Default" dropdown. The product list includes:

Member 6 and under Pass	Price	Qty	Add To Cart
Go where the locals go for world-class XC skiing and snowshoeing. Click the product for more details. Valid for skiing or snowshoeing. Non-transferable and non-refundable. Additional ticket or pass required for Fatbike access	\$25.00	1	Add To Cart
Member Child (7-12) Pass	\$69.00	1	Add To Cart
Member Junior (13-17) Pass	\$89.00	1	Add To Cart
Member Adult (18-59) Pass	\$289.00	1	Add To Cart
Member Senior (60-69) Pass	\$244.00	1	Add To Cart
Member 70 and over Pass	\$25.00	1	Add To Cart
Member Fatbike Season Pass	\$194.00	1	Add To Cart

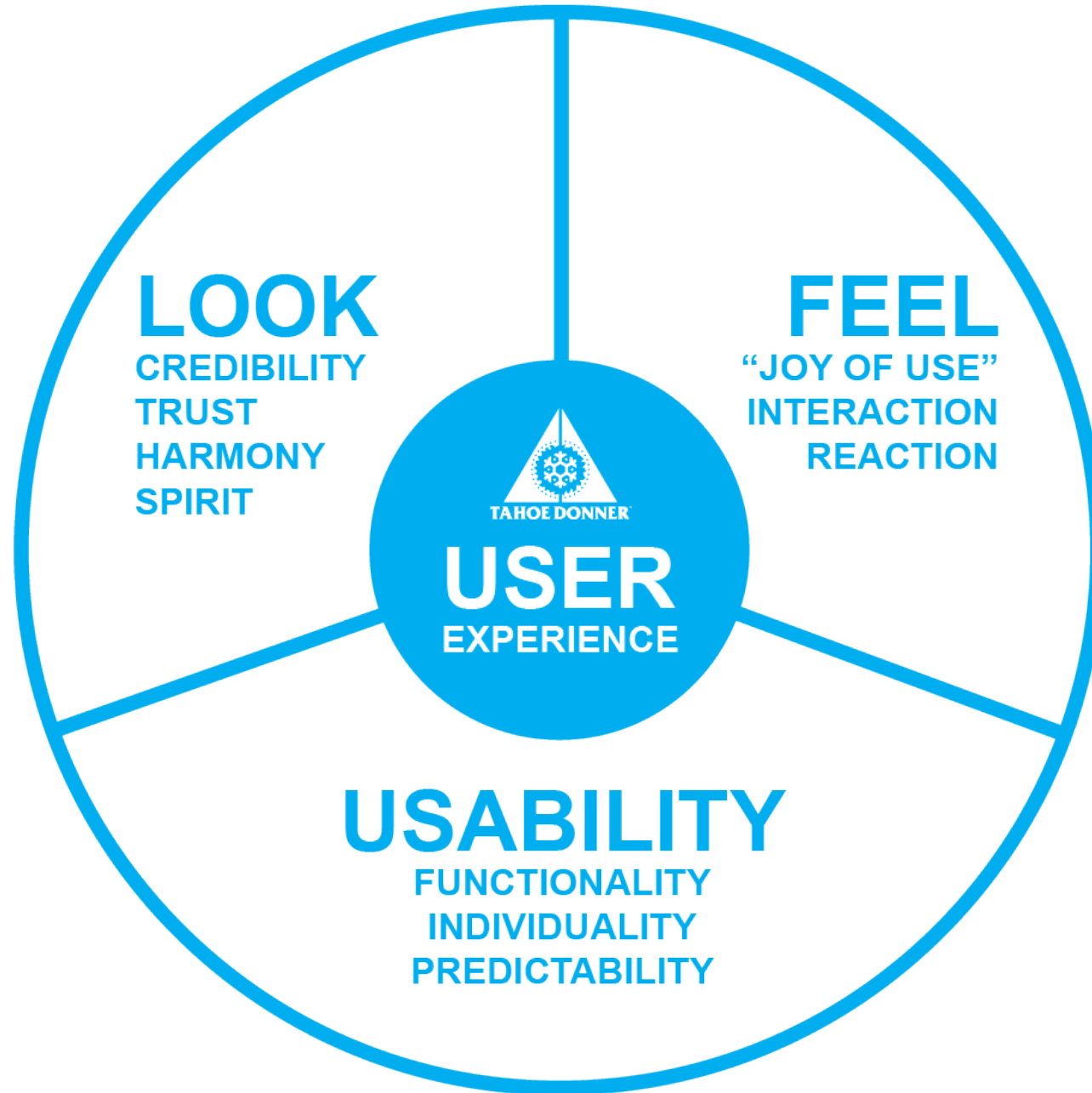
FUTURE

QUESTIONNAIRE-BASED PURCHASING, EASY NAVIGATION AND UP-SELL. SIMPLIFIED FOR MULTI-PURCHASE EXPERIENCE

The screenshot shows the future website interface for Ski + Snowboard Rentals. It features a large hero image of a skier. Below the image is the heading "Ski + Snowboard Rentals" and a promotional message: "Save 20% by booking online and travel light by leaving your skis at home. Let our rental pros match our top of line equipment to your ability and the conditions on the mountain. Our demo equipment line up represents the best gear from the best brands." The interface is divided into two main sections:

- Equipment Selection:** A list of options with radio buttons and checkboxes. "SKI" is selected. "SNOWBOARD" is checked. "DEMO EQUIPMENT - \$57.60 DAILY" is checked. "PERFORMANCE EQUIPMENT - \$39.60 DAILY" is unselected. "INCLUDE BOOTS" is checked. "SKIS OR SNOWBOARD ONLY" is unselected.
- Configuration Form:** A form with fields for "START DATE", "NUMBER OF RENTAL DAYS" (set to 1 day), "AGE" (set to Adult (Ages 15+)), and "PICK UP OR DELIVERY?" (set to Pick Up). A red button says "Select a date to purchase this product".
- Summary and Purchase:** A summary of selected items: "HELMET - 1 DAY" (+\$9.60, checked), "RENTAL INSURANCE - 1 DAY" (+\$7, checked), and "ADD TO CART" (from \$37).

SUGARBOWL WEBSITE



ASPENWARE COST



Perpetual license fee: \$195,000



Implementation Fee Estimates \$31,000



Annual Maintenance Fee (Begins Year 2) \$42,900



Cloud Hosting \$5,400

PREVIOUS MODEL



1% transactional fee



2019 1.7M in Online Sales







2019 Annual Maintenance Fee \$17,000

ESTIMATED REVENUE INCREASES

 2019: 1.7M in Online Sales

 Year-1 Post-Implementation: 2.0M in Online Sales

ADDITIONAL BENEFITS:

-  Increase in member satisfaction and experience
-  Upgraded "modern" impression of TD from our members/users
-  Reduced risk by not having credit card information on file
-  Reduced in-person support from staff, enables focus in other ways to make Tahoe Donner the best mountain community.

OTHER IMPLEMENTATION DETAILS



TIMELINE: 11 of the 12 amenities will benefit upon initial implementation. Golf will require additional build-out.



REDUCED RISK FACTORS: Generator and dual internet connection at Northwood Clubhouse reduces risk. Power outage at downhill runs the same risk as current eStore solution (no computer power, no redemption).

NEXT STEPS

1 Acquire Aspenware

2 Upgrade & simplify eStore (downhill)
YOY=+200K,
Y2=+6%,
Y3=+9%

3 Analyze initial results -> next steps deliverables and milestones.



QUESTIONS?

