



TAHOE DONNER SM

ASPENWARE LAUNCH UPDATE

9.25.20



PROJECT GOALS:

**INCREASE
MEMBER
EXPERIENCE**

**INCREASE
OPERATING
EFFICIENCY**

**INCREASE
ONLINE SALES**

**REDUCE
RISK**

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

CURRENT

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

The screenshot shows the Tahoe Donner website's product page for Cross Country Ski Season Passes. The page features a navigation bar with 'Downhill Ski Area', 'Cross Country Ski Area', and 'Events'. A sidebar on the left lists 'Cross Country Ski Area', 'Cross Country Season Passes', 'Combo Pass', and 'Frequent Fliers'. The main content area displays a list of seven different pass options, each with a title, description, price, and an 'Add To Cart' button. The passes are: Member 6 and under Pass (\$25.00), Member Child (7-12) Pass (\$69.00), Member Junior (13-17) Pass (\$89.00), Member Adult (18-59) Pass (\$289.00), Member Senior (60-69) Pass (\$244.00), Member 70 and over Pass (\$25.00), and Member Fatbike Season Pass (\$194.00). A prominent red text overlay reads: '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'. A shopping cart icon indicates 'Your shopping cart is empty'.

FUTURE

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

The screenshot shows the proposed future Tahoe Donner website interface. The top navigation bar includes 'Community', 'Amenities', 'Members', and 'News + Events'. The main header features a large image of two skiers on a lift. Below the image, a blue banner prompts users to 'Fast-track your shopping by creating an account or signing in.' and includes buttons for 'I'M LOOKING FOR SEASON PASSES', 'WELCOME SIGN IN', and a shopping cart icon. A light blue bar below the banner contains a 'BACK TO SEASON PASSES' link. The main content area is titled 'DOWNHILL SEASON PASSES - WINTER' and includes a descriptive paragraph about the ski area. A large, semi-transparent watermark reads 'Exact verbiage still being inputted'. Below the text, there is a questionnaire-based purchasing form with radio buttons for 'DSL ONLY', 'DSL Adult XC', and 'Non-Member'. The 'MEMBER' option is selected. At the bottom of the form, there is an 'ADD TO CART' button and a price of '\$439'. A paragraph of text below the form describes the 'TD Pass Protection' feature, which allows users to defer the value of an unused season pass to the 2021/22 season.

PHASE 1 – LIVE OCTOBER 1

- Season Passes
- Lift Tickets
- Rentals
- Activities

Phase 2 Resort Tools (11/20/2020)

- Improved customer sign-in experience
- eSignature capture on POS and Online

Phase 3 eCommerce Golf Reservation (5/1/2021)

- Unified elegant public/private reservations

QUESTIONS?

