

TAHOE DONNER^{®®}

ASPENWARE LAUNCH UPDATE 9.25.20

PROJECT GOALS:

TAHOE DONNER**

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



Downhill Ski Area Cross Country Ski Area Events

Cross Country Ski Area Cross Country Season Passes Combo Pass Frequent Fliers Storettone Cross Country Ski Season Passes 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.

Shopping Cart (o)

Your shopping cart is empty

Age is based on actual age on 12/31/2019

Go where the locals go for world-class XC aking and anovehoeing. Click the product for more details......Valid for aking or enowhoeing. Nontransferable and non-refundable. Additional ticket or pass required for Patbike access

Member:Adult (18:5:9) Pass Go where the locals for world-data XC aking and anowhoring. Click the product for more details.....ViB for aking or anowhoring. Nontransferable and non-refundable. Additional ticket or pass required for Tablica ecces.

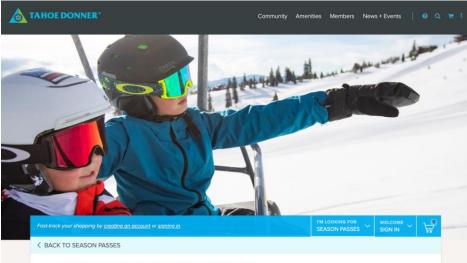
Member: Senior (60-60) Pass for where the broadly for world-class XC taking and monshoring. Click the product for more details......Vid for xiling or monohering. Nortransferable and non-refundable. Additional ticket or pass required for Tablica eccess

Member: 70 and over Pass 54,000 1 C Add To Cart Go where the locals for world-lass XC aking and mowholeing. Click the product for more details......Vid for aking or anowholeing. Nontransferable and non-refundable. Additional ticket or pass required for Pathle access

Member Fatbike Season Pass \$194.00 1 Car A season pass for those who only want to fatbike on

FUTURE

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



DOWNHILL SEASON PASSES - WINTER





Enjoy exclusive passholder perks during the ski season, such as food and merchandise discounts, four days of skiing at Diamond Peak Ski Resort and more.

New this year, each season pass comes with free TD Pass Protection* through December 10, 2020, which gives you the option to defer the value of an unused season pass purchased this year to the 2021/22 season for any reason. To learn more about TD Pass Protection, <u>slick here</u>. Note, if you use your ski or combo pass prior to December (0, you

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?

