



**MOUNTAINLIKERS**

# Innovative digital solutions for the ski industry

11° World Congress on Snow and Mountain Tourism (Andorra)  
March 2021



# **1 PROBLEMS TO SOLVE or IMPROVE**

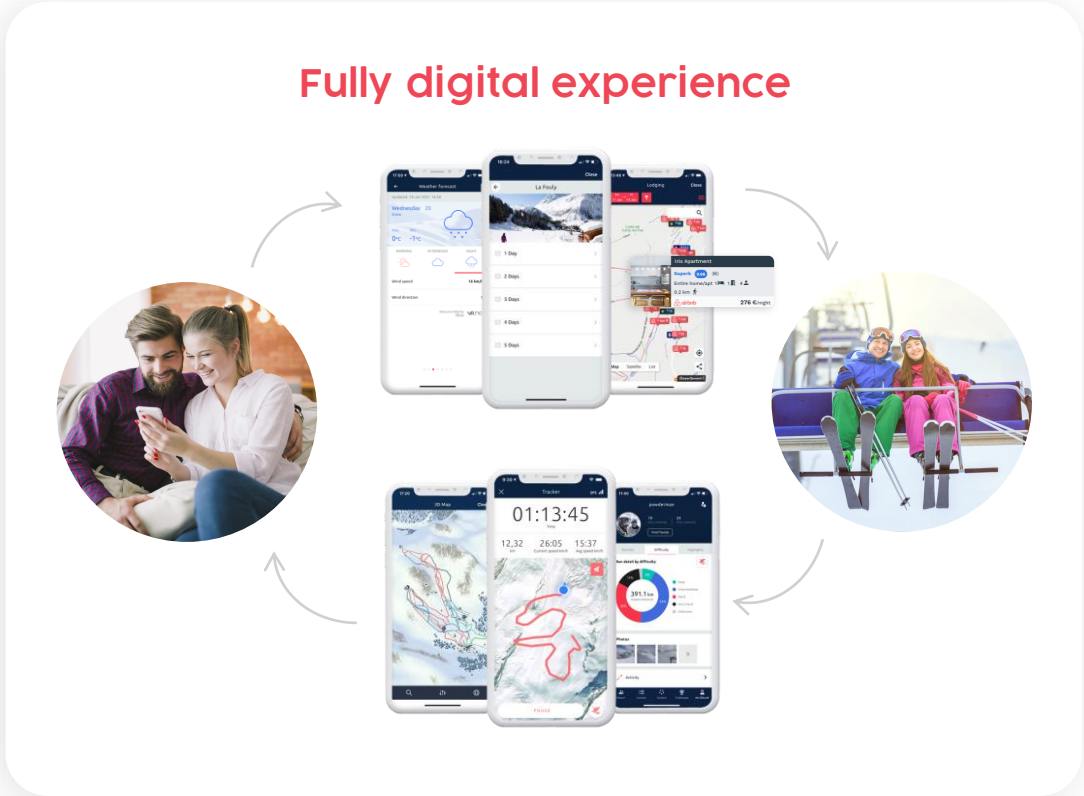
# Some problems or pain points are consequence of lack of digitalization and efficient solutions 'sofa to sofa' for skiers and mountain enthusiasts



Traditional experience



Fully digital experience





**2 A FULLY DIGITAL EXPERIENCE IS  
100% CONTACTLESS AND CASHLESS**

# Most common digital solutions enabling digital experiences



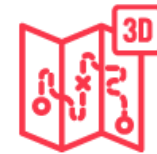
ONLINE TICKETING &  
ECOMMERCE/BOOKING  
PLATFORMS



SMART ACCESS  
SYSTEMS TO THE  
SLOPES



MOBILE APP  
(GPS...)



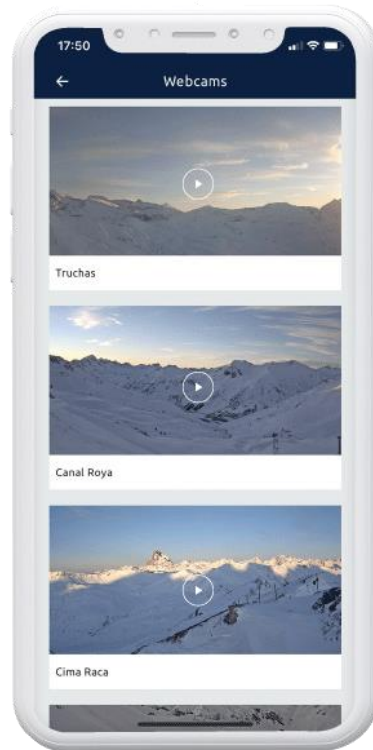
DIGITAL MAPS  
(2D/3D)

1

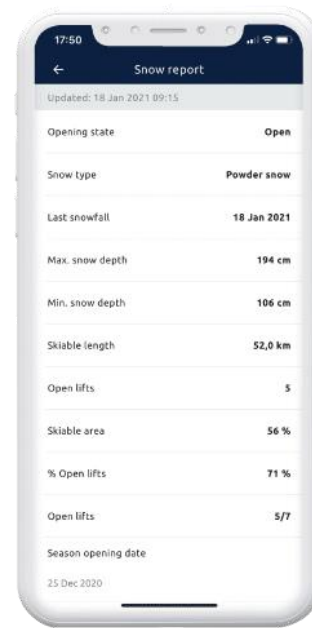
# Get inspired by checking Ski Resort Info and Weather Forecast



Weather Forecast



Webcams

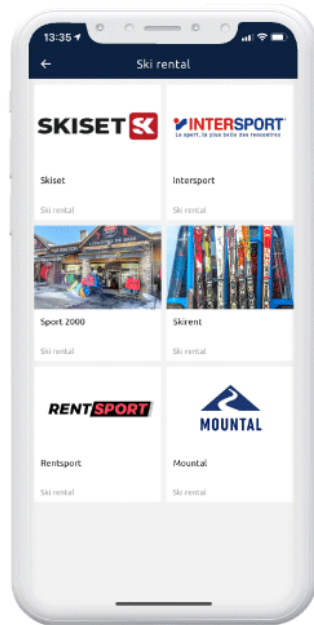


Snow Report

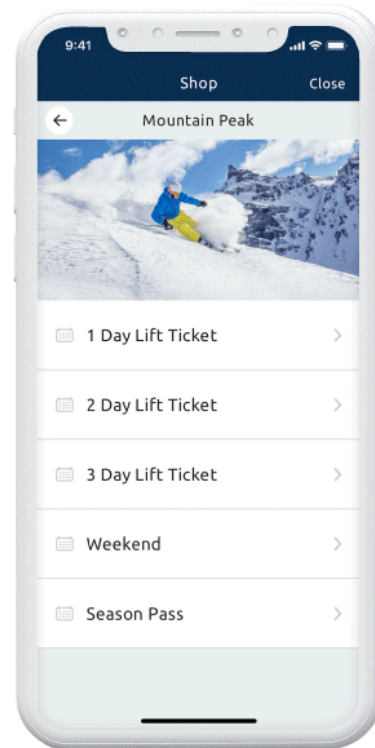


2

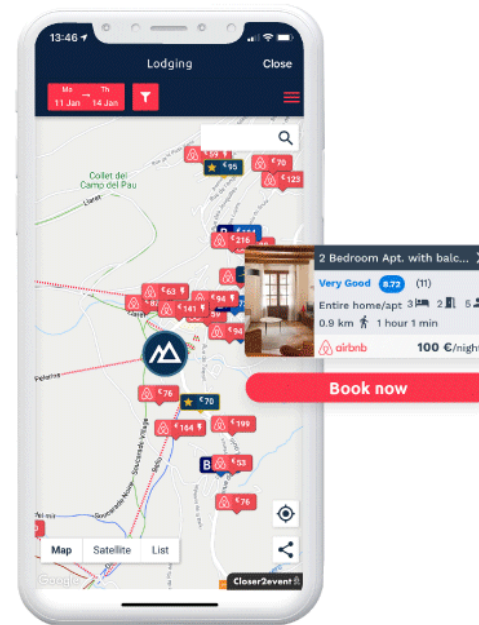
## Buy online tickets in advance and other online bookings (Hotel, Rental, Ski lessons...)



Ski rental



Shop



Lodging



3

## Instant access to your room / accommodation





4

Instant access to the slopes avoiding queues at the cash deck



4

Instant access to the slopes avoiding queues at the cash deck



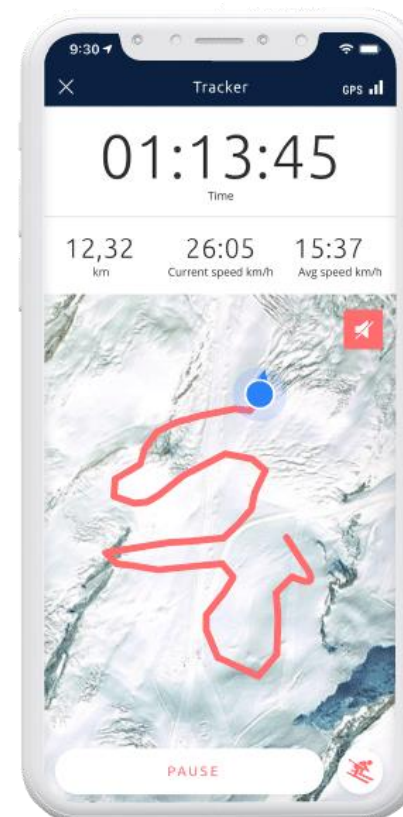
5

## Digital maps to access to contextual information and services around the resort



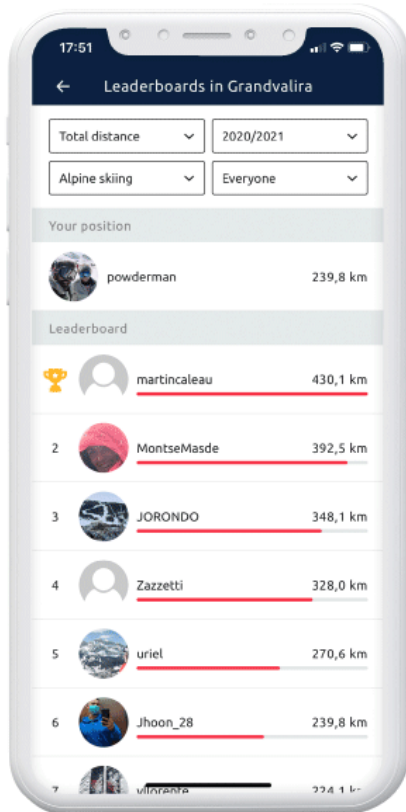
6

## GPS Tracking & Social Gamification to have a double fun



6

# GPS Tracking & Social Gamification to have a doble fun



**skierboy**  
RANK: #5  
MOUNTAIN PEAK

Ski days: 36  
Season distance: 1.148 km  
Favourite slope: Furious

Today's statistics

25,4 km  
Descent distance

Total distance: 43,2 km  
Number of runs: 13  
Descent time: 1h 59'

VIEW YOUR 3D TRACK



# Winter & Summer



An aerial photograph of a rugged, mountainous landscape, possibly a desert or high-altitude region, with a color gradient overlay transitioning from red on the left to blue on the right. The terrain is characterized by deep, winding canyons and ridges. The text "3 CONCLUSIONS" is centered over the image.

# 3 CONCLUSIONS

# Conclusions



## Current Status:

- >> COVID has accelerated the digital transformation but still untapped potential
- >> Offer still too fragmented

## Challenges and Opportunities:

- >> Change management
- >> All year round
- >> Guest engagement
- >> Dynamic pricing
- >> Blockchain, IA, Data management, ...



An aerial photograph of a rugged, mountainous landscape, possibly a desert or high-altitude region. The terrain is characterized by deep, winding canyons and ridges. The image is overlaid with a color gradient that transitions from a deep blue at the top to a vibrant red at the bottom. The text "Thank you" is centered in the middle of the image in a white, sans-serif font.

**Thank you**