



AXESS



**Pelvoux-  
Vallouise**

France

## A successful transition for Pelvoux-Vallouise

**In Autumn 2024, the Pelvoux-Vallouise ski resort turned to Axess for a complete ticketing and access control system before the start of the winter season. By replacing its installations, the resort opened up new prospects that will enable it in the long term to optimize its revenue through efficient flow management and improved customer loyalty.**

### **A charming resort**

Located in the Hautes-Alpes department, in the heart of the Écrins massif, the Pelvoux-Vallouise ski resort is known for being a small resort close to nature. In a unique setting surrounded by the highest peaks, it offers an exceptional site where authenticity and nature remain the guiding principles. The Pelvoux ski area was created in 1974 with the installation of the first ski lift. The resort was mainly frequented by locals, and the gentle slopes at lower altitudes made it an ideal place to introduce young people to skiing. However, with the rise of tourism and the arrival of holidaymakers, a significant development of the ski area was undertaken in 1982. The construction of the Préron chairlift and the Crête ski lift allowed access to an additional 1,050 meters of vertical drop, providing more variety of slopes and numerous off-piste routes that would make Pelvoux earn a solid reputation among freeriders. In

1983 and 1992, the ski area was once again extended with the installation of three additional ski lifts. Since then, the resort has regularly replaced and modernized its facilities to improve comfort and increase access to the top of the ski area. Today, the Pelvoux-Vallouise ski resort has 6 lifts and 43 kilometers of alpine and nordic ski slopes. Thanks to its geographical location, which guarantees exceptional sunshine and excellent snow conditions, the resort offers slopes for all levels and a wide range of non-skiing activities. The charm of the resort lies in its family-friendly atmosphere, where visitors can enjoy downhill skiing on slopes with pleasant gradients, cross-country skiing, and snowshoeing on marked trails in the forest. Over the years, the resort has succeeded in building customer loyalty and adapting to changes while maintaining its authentic charm and peaceful setting.

### **Evolving with the time**

The history of Pelvoux-Vallouise shows how the resort has continuously developed by regularly modernizing its facilities and offering an ever-increasing range of mountain sports and activities. To survive as a family resort, it had to be on the lookout for innovations. This is why, in 2021, the ski area was equipped with a hands-free ticketing system, a new technology on the market. However, after 3 years of operation, the hardware and software needed to be upgraded. The management team then decided to launch a call for tenders, justified by the sums involved.

Axess, already well-known in the region and among the managers of Pelvoux-Vallouise, was quickly chosen following its highly relevant offer. According to Patrick Bordon, project manager at TeamAxess France: "The challenge was simple, but significant,

for this family resort, determined to enter the digital age. It needed a system capable of adapting to future developments without having to replace the entire system each time a new technology appeared on the market. It required a reliable system that it could count on to deliver quality data, improve operational site management and, in the long term, increase profitability."Axess therefore supplied the ski resort with a complete ticketing and access control system tailored to its needs.

All lift entrances are now equipped with **AX500 Smart Gate NG** readers with turnstiles and **Axess TICKET SCANNER 600** controllers for contactless ticket scanning. On-site sales are handled by several **Axess SMART POS** terminals and **Axess TICKET FRAME 600** vending machines, which allow for reloading season passes and multi-day tickets using the WTP number on the customer's card. Online sales are made via the **Axess WEBSTORE**, a store integrated directly into the resort's website, where it is possible to buy a wide range of tickets and book a stay in the resort at the same time. An **Axess CONNECT CRM** module completes the system for tailored communication with visitors. The data collected via customer accounts provides detailed information on each person's habits and preferences, allowing for personalized offers, SMS or email messages, and more targeted marketing actions. Finally, to facilitate revenue management and reduce cashier workload, an invoicing module was implemented to generate invoices for package sales.

#### Adapting to optimize profitability

"The transition to the new Axess system went very smoothly. Delivery was on time, and within a few days, everything was installed. The most challenging part for us was managing the software, as we were not used to such a high-performance system with so many features. However, the Axess team was remarkably supportive throughout this adapta-



tion phase, always ready to listen. Thanks to this support and close cooperation, we were able to get to grips with the new system very quickly. We now have a highly reliable solution, with notably better quality control at access points and a much more comprehensive overview of sales. In the long term, this will enable us to increase our revenue and optimize site operation in line with future developments and trends," explains Marc Hutter, director of the Pelvoux-Vallouise ski lift management, a manageable resort, but determined, it has always known how to take advantage of its natural qualities.

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