Smart
Online Solutions

Takasu Mountains

Japan

Five major ski resorts in Japan rely on systems from Axess.

The first installations of Axess systems in Japan took place in 2013 at the "Sugadaira Kogen Pinebreak Ski Resort" a ski resort of the MacEarth Group. The ski areas Washigatake (2014), White Pia Takasu (2015), Kandatsu Snow Resort (2017) and Mineyama Kogen Resort White Peak (2017) were added.

In 2019, MacEarth decided to replace the outdated systems in Takasu Snow Park and Dynaland with new access solutions and to have the system in Hirugano Kogen ski resort reinstalled by Axess. The Takasu Sow Park is the most visited of the five ski resorts, with 281.000 visitors per year. Here are approximately 170 employees working to make the stay of the guests as comfortable as possible. With the smart solutions of Axess, this wish has now stepped closer.

The Axess systems in these five ski areas are all located in the Takasu Mountains area. The five ski resorts use the Axess PICK UP BOX 600 including the web shop. The seamless system of booking a ticket online and receiving a smart card via a PICK UP BOX 600 is very convenient and already enjoys great popularity. Through them, you can get directly to the piste without queues. The PICK UP BOX 600 issues the ticket previously purchased in the Axess CONNECT.APP

Axess PICK UP BOX 600

or the Axess WEBSHOP within seconds. The operators are enthusiastic about the intelligent ticket system with the possibility to pay via an e-commerce site. Especially for guests planning a longer stay in various resorts in the Takasu Mountains, smart tickets play a major role. With one ticket, all offers from ski slopes to the to boggan run can be used.

Guest related data is analyzed and integrated into a CRM system to create individual offers for future visits.

"Axess system is the linchpin of TAKASU MOUNTAINS project. I expect for a progress of various coordinated programs for more comfortability for the customers and make them stay longer in the area." – Masashi Horie, CMO MacEarth Inc.

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WEBSHOP

→ **Axess**
CONNECT.APP