



AXESS



## Changchun Tiandingshan

China

# THE RISE OF A TOURISM MEGACITY

**It took Changchun over 100 years to transform from a small trading town in north-eastern China into a megacity with major sporting ambitions. Axess was there with its solutions during the final transformation into a winter sports resort.**

The metropolis now has a population of almost eight million people and aims to become China's number one automobile city. For this reason alone, the number of citizens will likely double in the near future. As the number of inhabitants has increased, so have leisure needs and tourism activities. Therefore "Changchun Tiandingshan" - a brand-new ski resort - is being built only 15 minutes from the city centre.

### Perfect conditions

With maximum temperatures of  $-10^{\circ}\text{C}$  in January and sufficient precipitation, the conditions for winter sports in the region are optimal. A complete "tourism town" has been planned for 2019 and has already been partly implemented. On an area of six million square metres there are, so far:

- > the Changchun Ice and Snow World
- > the Tiandingshan ski area
- > Tiandingshan hotels

The ski area already has 16 ski runs with a total length of about seven kilometres, two lifts, three magic carpets, a ski service centre and a mountain restaurant.

### Customized ski resort management

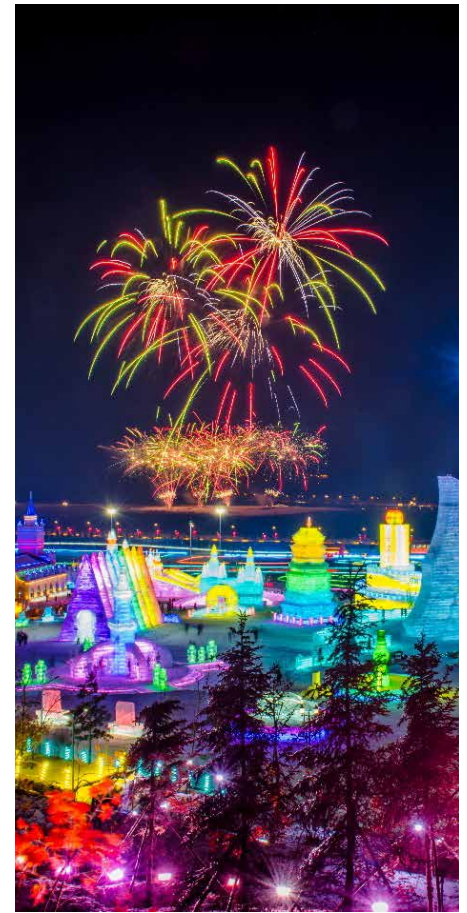
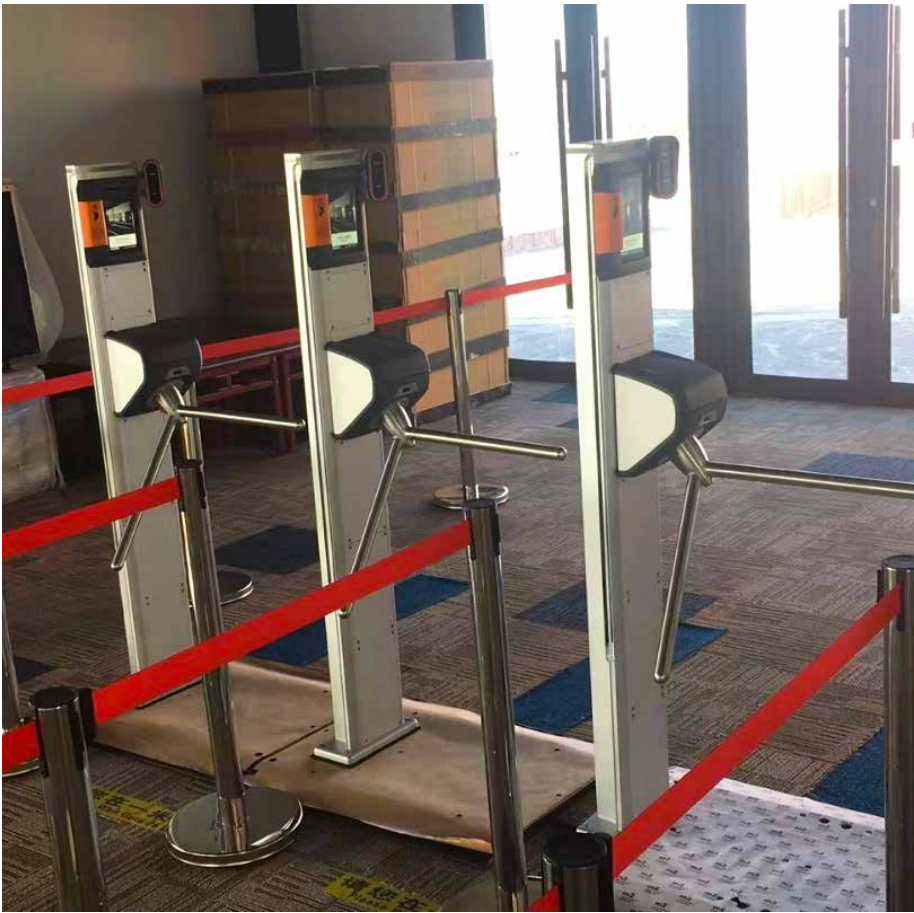
The next major update came in time for the 2022 Winter Olympics and included Axess RESORT.SOLUTIONS. Until last season, the Ice and Snow World, the hotels as well as the ski resort sold their tickets independently. With an integrated software solution, not only ticketing but also access control and hotel bookings will be combined in one system. Guests will find all booking options in a new online shop, while the cooperation of online ticketing agencies and the service platform can be managed in the background.

"Considering the long-term development, it is necessary to create a data pool for analyzing daily passenger flows, sales data and product data to facilitate



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operations and management and to plan strategically," says Josie Wang of Axess China. She is the project manager on

site and responsible for the new winter tourism city.

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