



**Pitztal-  
Kaunertal**  
**Austria**

## Tyrolean Glacier Worlds: Featured with smart access

The ski resort of 'Pitztal-Kaunertal' starts the 2022/2023 winter season with new access solutions. Equipped with the innovative Axess hardware and software, the toll road to the valley Kaunertal and the ski lifts of the glacier areas are well equipped for the digital future.

### **Kaunertal Glacier Road**

Like a meandering band, the Kaunertal Glacier Road curves from the valley floor up to the glacier center at 2,750 m above sea level. Embedded in a unique landscape and the permanently changing spectacle of nature, the Kaunertal attracts many thousands of visitors every year.

For smooth entry and toll road payment, three access lanes have been equipped with the latest Axess products. Two cash desks are featured with Axess **SMART POS** for on-site sales and service. The third access lane is made for self-service process. The guest pays the toll at the Axess **TICKET KIOSK 600** and if desired as well the cable car ticket - summer like winter. All access lanes got a barrier from the product group Axess **PARKING**. Thanks to integrated license plate recognition, the barrier opens automatically for season and annual pass holders to

pass through quickly. If the guest has already purchased his toll at another point of sale, the barrier also opens automatically by screening the registered license plates, and then nothing stands in the way of the 26 km long drive up through six alpine altitude levels.

### **Axess Solutions in the Glacier World**

**AX500 Smart Gates NG Flap** have been installed at the valley station of the Pitztal Glacier lift, providing easy and smooth access for skiers and summer guests. The ski resort has four ski areas in total, all of them will be equipped with a total of 60 **AX500 Smart Gates NG** in turnstile or flap versions at the beginning of the winter season 2022/2023. The flexible Axess solutions are perfect for year-round operation, providing safe and comfortable access for skiers on the one hand, but also for bikers, families with strollers or people with handicaps.



**AX500 Smart Gate NG**

## The Pitztal-Kaunertal tourism region in detail:

### > Pitztal:

An impressive panoramic 360-degree mountain view and fun on the slopes on sun-kissed runs ensure a perfect winter vacation on the Pitztal Glacier.

### > Kaunertal:

One of the most beautiful ski resorts in Austria. Set in a mountain landscape with over thirty 3.000-meter peaks and perfect snow conditions, the Kaunertal Glacier is a real treat for all winter sports activities.

### > Riffelsee:

The ski resort Riffelsee is known for its steep slopes. All demanding skiers will find what they are looking for.

### > Fendels:

Summer and winter mountain experience for families. Take the gondola up to the versatile mountain adventures.

"We are very proud to be able to equip two Tyrolean glaciers with Axess hardware," says Markus Weyrer, Director of Sales DACH. "The ski resort Pitztal-Kaunertal was looking for an innovative partner and is now equipped for the digital future in ticketing and access management with our systems. We are very excited about the long-term cooperation", says Weyrer.

### Innsbruck marketing campaign

As part of a marketing campaign, a **TICKET KIOSK 600** is temporarily installed in the Rathaus Galerie in Innsbruck, where skiers can buy their ski pass in the city center. Not only a relief for the staff at the cash desk, but also a perfect opportunity for Out-of-Home advertising and a creative start into the season.



A total of 7 **TICKET KIOSKS 600** are located in the Pitztal-Kaunertal for self-service ticket purchase. Fast and convenient, the **TICKET KIOSK 600** enables a 24h ticket service and relieves the staff at the cash desk at peak times. The 27" color display with touch function provides a clear overview of information, and the monitor's height can be ergonomically adjusted. Which makes the ticket machine ADA compliant. With a variety of payment options and equipped with NFC technology, the **TICKET KIOSK 600** is an indispensable component in the age of digitalization.

### Axess RESORT SOLUTIONS

The products of the **RESORT.SOLUTIONS** line offer ski resorts and destinations a full range of software application. The management of lockers, lessons, rental and even order and goods management can be handled by **RESORT SOLUTIONS**. One system that centrally manages everything under a single roof. In the future, the Pitztal-Kaunertal will rely on the Axess software, which can be gradually expanded and implemented thanks to the flexible configuration options.

Plannings for the implementation of Axess **RESORT.F&B** for all restaurants of the Kaunertal and Pitztal Gletscherbahnen is already in progress. Starting in spring 2023, guests will enjoy even high-quality service with Axess **RESORT.CHARGE**. Thereby, the ticket becomes a money value card. The amount is not booked directly to the card, but stored in the customer account. Multiple users, such as family members or friends, can also use **RESORT.CHARGE** by adding them to the personal account. The money value card can be used for paying all services in the resort without carrying cash or other credit cards. A smart solution for operators and even more convenience for the guests.

"With Axess we have a competent partner who offers trend-setting technical-economic solutions for our tourism destination in the Kaunertal and Pitztal. Work processes for entering and controlling prices have been simplified, cash desks have been replaced by ticket machines. For the accommodation providers in our region, the smart ticketing solution that only requires a PC and an Internet connection is a big step towards providing

better service to our guests. In addition, we were able to create an individual solution with Axess for the access system of our toll road at the beginning of the Kaunertal Glacier Road. The next step is bundling the offers for a resort solution, which create a "carefree package" for the guest of our nature park and glacier region, to enjoy the vacation to the fullest", say Franz Wackernell and Beate Rubatscher-Larcher, Management board of Pitztaler and Kaunertaler Gletscherbahnen.



Axess **TICKET KIOSK 600**