



PRESS RELEASE

Grenoble (France), February 2022

Digitalizing the tourist offering: A cornerstone for the future of mountain

On April 26, 2022 Planet, the international mountain development trade show, will open its doors at Grenoble-Alpexpo (France) and unveil the latest technological innovations and trends in mountain development. Every two years, in the heart of the French Alps, this international event brings together 900 exhibitors and brands as well as 23,000 professionals from over 70 countries. "Digitalizing the tourist offering" will be the theme of one of the three Masterclasses led by international speakers. Before its opening, Mountain Planet invites you to discover a preview of two innovations in digitalization for the mountain of tomorrow.

Mobile Flow: the smartphone pocket pass

Mobile Flow is a new paid application for Android and Apple smartphones, for skiers to access all lifts through the turnstiles using their smartphone as a magnetic card. They don't need an internet or Wi-Fi connection the system works with your smartphone's Bluetooth.

Mobile Flow was developed by the Austrian company SKIDATA, part of the Swiss group Kudelski, specializing in video and cyber security.

For Guy Tessereau, managing director of SKIDATA France: "Our goal is to make the customer journey as easy as possible. With the ski pass on your mobile phone, it is even easier to enjoy skiing." Mobile Flow was chosen by the French ski resort Les 7 Laux. They are the second to set up the system after Kitzbühel in Austria.

Contactless technology used in digitalized services in tourism is a major challenge for the future. Mobile Flow meets this objective and helps resorts stay in touch with their customers via digital communication to inform them of current events such as promotions, alerts, and more.

More info: <https://www.skidata.com/en/products-services/products-for-mountain/tickets-ticketing/>

Axess Ticket Lounge: Revolutionising pass purchases thanks to self-service

With the fully automated Ticket Lounge sales corner, AXESS is launching the first self-service ski pass ticketing machines available 24/7.

Similar to Click and Collect, AXESS Ticket Lounge allows skiers to buy their ski pass online from a mobile phone or computer and then collect it immediately or as soon as they wish from an automatic cashier in the ski resort. Axess Ticket Lounge uses Axess TICKET FRAME 600 and Axess PICK UP BOX 600. This duo of automated terminals transforms the classic cash desks into points of sale to automatically purchase and receive ski passes. Axess TICKET FRAME 600 is a self-service top-up machine to buy a package or top up your pass by entering the unique WTP ID number on the card and paying by credit card. The pass is then immediately activated to access the lifts. If the customer does not have a ski pass card, they can simply order and collect the pass using the QR code on an Axess PICK UP BOX 600.

More info: <https://www.teamaxess.com/en/ticketlounge>

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About MOUNTAIN PLANET:

Created in 1974 in Grenoble, France, MOUNTAIN PLANET is a trade show for mountain development and industry. The next edition will take place from April 26 to 28, 2022 at Alpexpo, the event park in Grenoble, France. It is a major event and international meeting place for mountain development, showcasing the most recent innovations and trends in the market, and taking place every two years. Every two years, it brings the entire global mountain ecosystem—manufacturers, elected representatives, local authorities, accommodation providers, ski area operators, and more—together. It allows industry professionals to unveil their latest innovations and technological advancements to bring economic and environmental sustainability to mountain development. Every edition of MOUNTAIN PLANET hosts over 900 exhibitors and international brands. It covers a surface area of 50,000m². More than 23,000 professional visitors from over 70 countries participate. For more info, visit www.mountain-planet.com

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