

If you only knew...

Release at Will

Solitude's New Electronic Ticketing System

Solitude Goes Hi-Tech with Team Axess Electronic Ticketing

SOLITUDE, UTAH (Dec. 16, 2005) Solitude Mountain Resort has coupled with European company Team Axess to provide visitors with a seamless and convenient electronic ticketing experience.

Nearly a decade ago, Solitude broke the mold and became the first resort in Utah to dive into the realm of electronic ticketing. Today, Solitude is proud to be the only resort in Utah to fully utilize a new and unique electronic ticketing system, thus enabling the resort to offer unsurpassed convenience and usability to consumers.

The reusable Axess card looks and feels like a credit card, and allows visitors to bypass the ticket window and head straight to the lifts by purchasing visits online. Visitors may obtain an Axess card at the ticket window and purchase visits at that point or do it later online. After that, users simply place the card in any left-hand pocket on their body and pass directly through state-of-the-art electronic turnstiles – no time is ever wasted shedding layers reaching for that elusive lanyard pass. With the Axess card, convenience is king.

The Axess card even allows visitors to check lift ride and vertical data throughout the season. Users simply log on to www.skisolitude.com and enter the number printed on their pass to view all lift rides (by date and time) and a vertical total for the season.

Says Solitude's Vice President Dave Deseelhorst, "The Axess card is extremely simple and easy to use, and enables skiers to spend less time standing around, and more time enjoying the spectacular skiing at Solitude Mountain Resort".

Solitude Mountain Resort, a year-round, family-friendly destination, receives more than 500 inches of the Greatest Snow on Earth™ every year and is located just 40 minutes from the Salt Lake City International Airport.

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