



# El Colorado

(Chile)

El Colorado skiing area in the Andes is situated close to the town of Santiago and is one of the best loved ski resorts in Chile. Its wide and far-reaching slopes are ideal for enjoying and learning ski sports. The ski resort is the oldest in South America. It reaches 3,333 meters above sea level and has an altitude range of 903 meters. El Colorado is equipped with an artificial snow maker which ensures that there is snow throughout the entire season.

El Colorado ski resort was seeking a professional access management system to provide guests and the facility operator with added value. To assess the SKIDATA system, El Colorado visited other ski resorts and also carried out a pilot project in 2012, which was critical to its acquisition of the system for the 2013 season.

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1. INTRODUCIDA EL Nº DE TARJETA  **ACEPTAR**

2. SELECCIONA TU PRODUCTO

SUMONDOZAD

SERBASA	TARJETA D	TARJETA E	TARJETA F	TARJETA G	TARJETA H
ESBASA D	ESBASA E	ESBASA F	ESBASA G	ESBASA H	ESBASA I
ESBASA J	ESBASA K	ESBASA L	ESBASA M	ESBASA N	ESBASA O
ESBASA P	ESBASA Q	ESBASA R	ESBASA S	ESBASA T	ESBASA U
ESBASA V	ESBASA W	ESBASA X	ESBASA Y	ESBASA Z	ESBASA AA

3. INTRODUCIDA OTRA TARJETA  **ACEPTAR**

**IR A CARRITO**



## Project details

Installation Date	2013/2014
Number of ski lifts	14
Freemotion.Gate turnstiles	11
Easy.Gate turnstiles	11
Manual.Cash	7
MiniCentrals	11



## Strategic access management system

During the first phase of the project, El Colorado introduced access controls primarily at the ski lifts, which provide access to the mountain station. This is where the Freemotion.Gate and Easy.Gate access readers were installed. Ski passes were available from existing POS or via the Internet. The option of topping up ski passes via the Internet is extremely interesting for El Colorado from a financial point of view. This preferred and easy sales method, which was realized through SKIDATA's partner Webdreams, also increases customer loyalty. Each access to the ski lift is checked and monitored by the MiniCentrals, which enable local validation and report the passage of ski guests to the servers in the control center.

In the second phase of implementation, the access area was extended with additional Freemotion turnstiles so that even more ski lifts could be included in the validation and management of the ski resort.

Thanks for SKIDATA's strategic management system, it is possible to not only improve management of the slopes, but also to improve the convenience of use and to shorten waiting periods for customers. Furthermore, this type of system offers numerous alternative products and rates, which can be customized to the needs of the various skier profiles.

## Special Features

- Web shop for topping up ski passes via the Internet.
- Electronic online entry permit.
- Online payment by credit card, ATM card and CMR card.