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Onward and Upward at Windham Mountain Resort





by Jonathan Ment

For as long as folks have been skiing downhill, returning to the peak for the next run has been a memorable part of the process. Improving that trip, with faster more efficient lifts is a common goal for all ski resorts. Easing the journey to that seat on a lift is another.

Thanks to significant investments at Windham Mountain Resort, many guests will find they spend more time on the trails and less time in the lines.

Improved snowmaking means the experience on those trails continues to improve; and with the earliest opening in 14 years this has all the makings of a fantastic season. Part of an \$8 million capital investment for the 2018/2019 season, a new high-speed detachable six passenger chairlift, called "Westside Six" is capable of carrying 3,000 people per hour from the base to the summit of the resort's west peak.

"It's a much faster ride."

says Communications Manager Becky Pine," adding, "It will bring the same amount of people up as the

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triple chair that we took out and the quad combined. It's five and half minutes versus 15 on the old triple chair."

A first in New York State, Windham Mountain Resort has also installed RFID technology for lift access and a "Resort Charge" option.

The 'radio-frequency identification technology' eliminates the need for participating guests to present their lift ticket or season pass to a lift attendant prior to loading all base area lifts.

"They can go from the parking lot straight to the lift and don't need to stop anywhere," says Pine

The cards can be reloaded via computer or smartphone and if a credit card account is attached cards can be used in lieu of cash or charge cards at the resort and resort-owned restaurants, eateries and retail shops.

Windham Mountain Resort also launched "Dynamic Pricing" this



WOTO CREDIT: WINDHAM MOUNTAIN RESORT

After removing the old lift last spring, and pouring the footings for Westside Six, crews went to work widening the tree line while the cement cured.

season providing skiers and riders the opportunity to purchase lift access at up to 42 percent off ticket window rates.

Installation of nearly 100 new automated snow guns on Whistler, What Terrain Park (previously Assembly Line), Lower Wipeout, and Upper Wraparound, along with the replacement of over two miles of snowmaking pipe will help the resort supplement what Mother Nature started providing early this season.

"It allows us to be more efficient and pile up more snow and better reserves for grooming and maintaining coverage on our trails if there is a warm spell," says Pine.