

operate

# Beyond the Front Desk: Transforming Hospitality at a 170+ Unit Ski Resort



Evan Kovach  
Mountain Creek Resort

# Agenda



How Did I Get Here?



Our Implementation Process



Mountain Creek Resort Challenges



The Results + Future Look



The Solution?



Q&A



# Mountain Creek Resort



- 4 season resort located 47 miles from NYC
- The Appalachian is a slopeside 'condo-hotel' consisting of 177 units
- Unit sizes ranging from Studio to 2 bedroom
- Average annual occupancy of about 40%
- Mainly event & activity driven stays.

# How did I get here?



Evan Kovach



# Our Challenges

We needed a technology solution that could provide:



Digital room access  
for guests,  
removing the need  
for a front desk



A modern check-in  
process, rivaling  
Airbnb for simplicity  
and convenience



Reduced labor  
reliance and  
enhanced quality,  
particularly in  
housekeeping



Technology-forward  
infrastructure to  
attract potential new  
owners



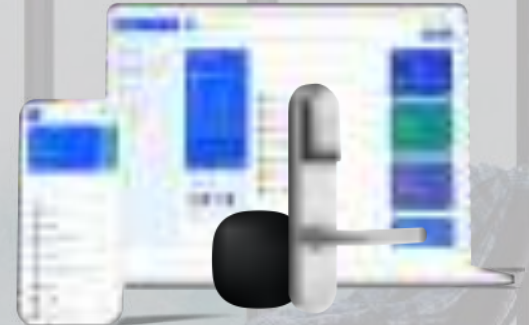
# Enter: Operto Solutions



**operto guest**



**operto teams**



**operto tech**

# Our Implementation Process

1. Had a service team member come on-site to help



2. Patient & supportive team at Operto



3. There was never any concern of 'how is this going to work'



# Stats & Results:

01

**Fully automated**  
our tech-first  
resort

02

Reduced  
overhead  
costs by **over**  
**\$110,000 per**  
**year**

03

Saved **over**  
**\$10,000 USD**  
annually on  
key cards  
and booklets

04

Reduced  
labor hours  
**by 27%** by  
streamlining  
housekeeping





# Stats & Results:

05

**Eliminated the front desk** by transitioning to a digital check-in experience



06

**Increased guest review ratings** with enhanced self-serve, digital experience



07

Became **more attractive to prospective owners** in the building with improved processes



08

**Increased ADR** (average daily rates) **by 22%** year-on-year



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# Thank you.

## Q&A



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Mountain Creek Resort