

How MCP Turned Ticketing Data into Loyalty & Revenue:

Using marketing automation + ticketing data to drive personalization, loyalty, and revenue

The Challenge

MCP serves a diverse mix of guests from locals, destination travelers, passholders, scenic riders, golfers and lesson participants across its multiple resorts.

Their teams needed to move beyond manual segmentation and one-size-fits-all campaigns to deliver communications that reflect what guests actually purchase and experience, without adding complexity for already busy teams.



The Strategy

By integrating **accesso SiriuswareSM** (system of record) with **Ascent360** (CDP + marketing platform), MCP created a single, unified guest view across all resorts.

This connected ecosystem allows marketing teams to build audiences based on real-time transaction and visitation data, replacing manual list pulls and assumptions with precision targeting.

“*There’s no longer a reason to guess who we’re talking to or when to reach them. With the data connected, we can be intentional about every message we send.*”

Kyle Sawatzke, MCP

Key Use Cases Driving Impact

1. Product-Specific Pre-Arrival Automation

MCP triggers personalized pre-arrival communications based on each guest’s purchase to deliver relevant details like parking, rentals, lessons and on-site expectations.

Impact:

- Reduces on-site friction and confusion
- Improves operational flow during peak periods
- Creates opportunities for incremental spend

2. Post-Visit Retention Campaigns

Follow-up messaging reflects what guests actually did which could include inviting lesson participants to progress, targeting skiers based on visit frequency or promoting seasonal offerings.

Impact:

- More effective re-engagement
- Increased repeat visitation
- Stronger long-term loyalty

3. Precision Audiences Across Channels

MCP segments guests by behavior and geography for example, locals receive day-trip messaging and destination travelers receive longer-stay and lodging content. These audiences extend beyond email into SMS, paid social and other channels.

Impact:

- More relevant messaging across every touchpoint
- Higher engagement across channels
- Better alignment with guest intent

The Results

Stronger engagement performance: Campaigns consistently outperform previous benchmarks, with sustained gains in open and engagement rates

Higher guest value: More targeted messaging contributes to increased ancillary spend across rentals, lessons, and on-site purchases

Operational efficiency at scale: Automation replaces manual processes, enabling teams to execute more with less effort

Cross-resort consistency: Shared tools and data allow teams to replicate successful strategies across multiple mountains

Improved guest readiness: Pre-arrival messaging reduces friction and enhances the on-site experience

The Outcome

By connecting ticketing data with marketing execution, MCP transformed its approach from broad, generic campaigns to precise, experience-driven engagement across the full guest journey.

Rather than adding complexity, MCP simplified operations with a connected data foundation, unified guest view and scalable personalization across all properties.

The result is a more efficient marketing operation and a more relevant guest experience that continues to drive stronger loyalty and repeat visitation.

“*Personalization is what's going to define the future of loyalty. The more relevant and helpful we can be, the more our guests choose to come back.*”

Kyle Sawatzke, MCP

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