snowcloud

SNOWCLOUD LAUNCHES NEW RESORT OPERATING SOFTWARE SNOWCLOUD CUMULUS

Much-Anticipated Software to Debut at NSAA National Event

Montville, NJ (May 3, 2023) – After five years of designing, building, testing and refining SnowCloud's proprietary resort operating software, the company is excited to launch the most-updated version, Cumulus at the NSAA National Convention and Tradeshow this May 8-11 in Savannah, Georgia. Cumulus will officially be available to a select group of interested operators for onboarding this summer ahead of this coming winter season.

"SnowCloud's dynamic operating software represents a seismic shift in the resort industry, revolutionizing how these businesses operate and enhancing the guest experience beyond measure." says Jeff Boliba, COO of SnowCloud. "The capabilities of Cumulus are unparalleled, allowing resorts to scale operations in ways never before possible and unlocking new levels of efficiency and profitability. Our partner resorts will have a competitive edge that will not only improve their bottom line but will set them apart as leaders in the industry."

SnowCloud Cumulus is a resort operating platform, featuring an integrated system to run all aspects of your business. SnowCloud simplifies ticket sales, rentals, lessons, fulfillment, retail, and food and beverage management from one secure mobile platform. With easy-to-use tools for operators, SnowCloud eliminates the complexities of managing multiple relationships with vendors, freeing up valuable time to focus on enhancing the guest experience. The SnowCloud Cumulus platform allows guests to encode their own media or use their phone for lift access, make purchases, manage their accounts, and order food or retail items right from the Resort Branded Guest App. Operators can run their entire business from a smartphone with no need for additional hardware. Everything from opening and closing trails, checking real-time reporting, managing guest service issues, processing sales, encoding media, and access scanning can all be done from the SnowCloud Operator App.

"Working on SnowCloud has been some of the most exciting, challenging and fulfilling work I have done in my career." says Joe Hession, CEO of SNOW Partners and SnowCloud. " I truly believe that the interface of technology and the guest experience will be what drives our industry forward for years to come. SnowCloud gives operators the flexibility and power to make transformational changes in the ways that they run their business, and we can't wait to share it with the industry."

SnowCloud's resort operating platform has been used exclusively at Mountain Creek and Big SNOW American Dream in New Jersey since 2018. In this initial offering of SnowCloud Cumulus to other resorts and ski areas, SnowCloud is looking for a select group of operators to onboard this summer in advance of the upcoming winter season. We invite any operators who are interested in learning more or using SnowCloud to visit us at our booth at the NSAA Convention, or drop us a line through the contact form on our website - snowcloud.io

###

About SnowCloud

SnowCloud is a technology company founded by SNOW Partners in 2016. SnowCloud offers resort and amusement businesses a cloud-based enterprise software that allows operators to have a more dynamic and friction-free relationship with their guests. The development of SnowCloud has been guided by a unique blend of Lean Six Sigma strategy and Idealized Design, while harnessing ideas and inspirations from our industry partner resort teams and leaders. For more information visit: snowcloud.io