

MASSANUTTEN CASE STUDY

Massanutten sees substantial increase in online sales and per-reservation amount.

As a resort we were looking to expand our ecommerce offerings to our guests in a clean and easy to use format.

We found many solutions that could accommodate lodging or individual amenity operations, but with Inntopia we are able to offer a wide variety of our amenities along with our lodging for sale using one platform. The benefit to the customers of one shopping cart for their purchases has led to a substantial increase in online sales and per-reservation amount

Inntopia was able to build a custom integration with our lodging management system which reduced labor costs due to redundant tasks and increased our agent efficiency by allowing them to focus on sales and customer experience.

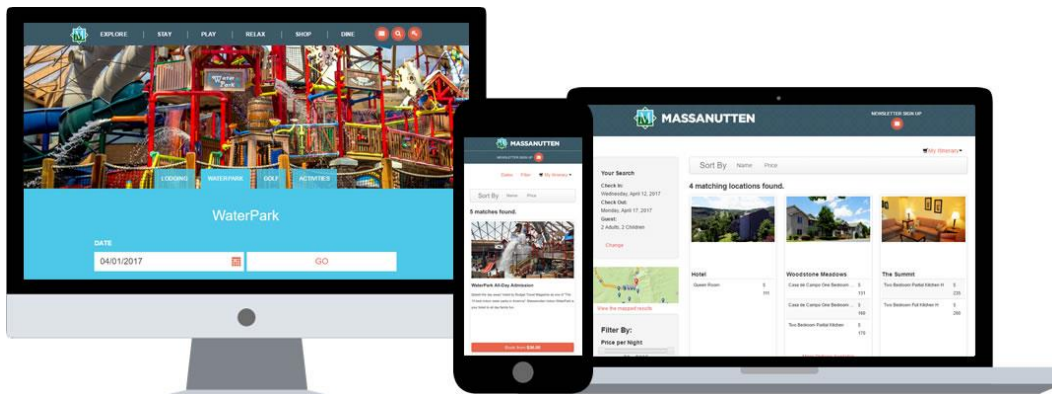
Overall we have been very impressed with Inntopia's commitment to growing the relationship with our business and their continued level of support as we have moved from implementation to operation.



Dana Staniunas
*Director of Recreation,
Massanutten*



Mike Owens
*Director of Hospitality,
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PRODUCTS SOLD ONLINE

- Lodging
- Golf
- Dining
- Waterpark
- Skiing
- Tubing
- Workshops
- Kids' Club

**LODGING REVENUE
BOOKED ONLINE
FEB 2017**

73.9%