

The Inntopia Story

[in the style of [Wildbit](#) (section 5)]

It's a bit of an open question when Inntopia really started...

...but we're damn proud of where we come from.

The 90s

Trevor was working for a web development company. Corey was working in the CRM space for a myriad of industries.. Shaped skis were a fad that might not last. The internet was young.

1998

Trevor and his boss strike out on their own to start a travel reselling internet company, [OnlineReservations.com](#).

1999

Corey leaves his fancy Chicago consulting job and heads to Vail, Colorado to try the startup life with a small branch office of [Agency.com](#).

2000

After two years at their first startup, Trevor and his partner sell [OnlineReservations.com](#) to [Unexplored.com](#) in the midst of the dot com boom.

The boom chews up and spits out [Agency.com](#), and Corey is laid off a month after moving to Colorado with his wife and baby. He decides to go skiing¹ the very next day.

¹ At Inntopia, we try to honor the lesson Corey learned that day: in good times and in bad, if you're happy or if you're sad, you should go skiing.

In line for Chair 11, he happens to get paired up with Andy Daly, the President of Vail Resorts. After a quick lift ride and conversation, they've scheduled a job interview for 9am the following Monday.

Vail Resorts hires Corey to lead them into the hot new world of CRM. On his first day, his new boss tells him he doesn't believe in CRM. He changes bosses.

2001

After a year and a half, Unexplored.com runs out of seed money and goes belly up. Trevor finds some capital and buys back his intellectual property. Inntopia is born and starts working on white labeling its booking engine for ski resorts.

2004

With 4-5 employees, Inntopia launches their first [central reservations system \(CRS\)](#). Property management system integrations are developed for Guest Tracker, Instant Software, and TravelPort. Breckenridge and Crested Butte sign on as the first big clients.

2004

After mastering the art of CRM in the Ski industry, Corey becomes a contract consultant for Vail and begins building software to make his job easier. Ryan Solutions, [the CRM for hotels](#), is born.

The first official client is a beach property in Myrtle Beach, SC. Ski resorts Kirkwood and Durango follow quickly after.

2006

Inntopia rolls out its first POS integration, with Siriusware. The one [activity booking system](#) to rule them all starts picking up steam.

2007

Ryan Solutions quickly makes a name for itself as the best CRM and email marketing option in the complex, uniquely challenging world of ski resort marketing. Corey's team is composed almost entirely of resort marketing veterans, and becomes known for their above-average knowledge and proactive client service model.

2013

Inntopia, Ryan Solutions, and DestiMetrics begin collaborating to host the short-lived but impactful annual Destination Summit conference. It's the place to be if you're interested in trends, marketing, sales, and technology in the destination travel industry.

2014

After 10 years of slow, steady growth, Inntopia hits the tipping point and evolves from plucky startup into industry gold standard. If you're a ski resort looking to bring your CRS and web booking up to the cutting edge, you're looking at Inntopia.

Aspen Skiing Company and Intrawest, hoping to give stability to a core part of their technology stack, combine forces with Northstar Travel Media to acquire Inntopia, with Trevor staying on as President.

2016

Inntopia acquires Ryan Solutions and DestiMetrics, retaining most of both teams. The move brings three natural business partners under one roof, and opens the door to deep integrations between the software platforms.

2017

Along with the onboarding of a couple of large new clients, Inntopia's engineering teams and processes are overhauled to embrace agile methodology, and multiply in size and capabilities. A foundation is laid to grow while staying in touch with our small-team roots.

Today

Like Trevor says, "We're trying to solve the same problems we were way back then, we're just doing it better."