

Alpine World Ski Championships in St. Moritz to use access management by Axess

Emotions, legends, light and magic will all be very much in evidence at the “Sport and Culture” themed opening ceremony of the 2017 Alpine World Ski Championships at Kulm Park in St. Moritz. Axess AG has been equipping the ski venue staging this year’s event with access and ticketing systems since 2001. It will also be responsible for providing the accreditation system used by the “Tirolberg” Austria House meeting point.

The long-awaited opening show for the 2017 Alpine World Ski Championships will finally get underway on the evening of Monday 6 February. Staged under the title of “Magic Snow – the Birth of a Passion”, it aims to fire the enthusiasm of visitors, provide an emotional journey through history and showcase the fascination of winter sports. After a performance program consisting of light, dance, music and song, FIS President Gian-Franco Kasper will officially open the 2017 Alpine World Ski Championships in his home town of St. Moritz. The sporting competition itself will commence at noon on the next day with the ladies’ “Super G”. These championships represent a particular milestone for the Salzburg-based company Axess AG, which specializes in providing holistic solutions for ski resorts. Axess has been providing modern access and ticketing services as well as the actual tickets themselves to the Swiss skiing region of St. Moritz since as long ago as 2001. Consisting of the three ski areas of Corviglia, Diavolezza and Corvatsch and the Muottas Muragl summit, St. Moritz was one of the first major customers acquired by Axess AG following the company’s establishment in 1998. The latest Axess innovation to be successfully launched in St. Moritz is the company’s new CONNECT.APP. Released in November 2016 and specifically designed for use in ski resorts, it has already been downloaded over 17,000 times. CONNECT.APP provides visitors with comprehensive local information on the ski region and enables both the straightforward purchase of tickets and the loading of existing tickets.

During the period of the World Championships, the company will be in St. Moritz to meet up with important partners and will also be keeping its fingers crossed for all the athletes involved.

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