



CASE STUDY



THE HERMITAGE
Club
AT HAYSTACK MOUNTAIN

STARK and The Hermitage Club: Carving a New Path with RFID

The Hermitage Club is a private ski resort located in southern Vermont. It offers its members exclusive access to a variety of winter sports activities, including skiing and snowboarding, as well as luxurious amenities such as fine dining and full-service spa in their 90,000 square foot lodge.

The Hermitage Club wanted to upgrade their access control experience, start collecting usage data about their patrons to better understand their behavior, and provide a more secure and personalized experience — that’s where STARK hit the slopes.

AT A GLANCE

STARK Solutions Deployed:

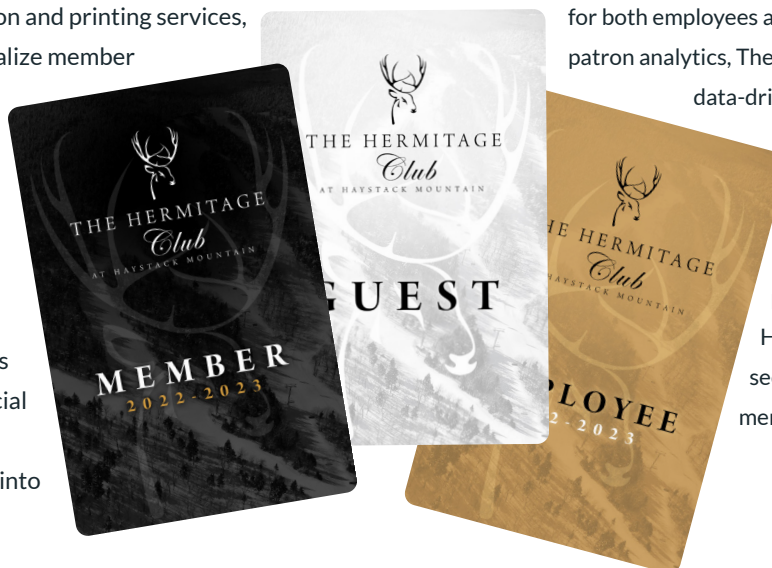
- Access Control
- Venue Intelligence
- Patron Registration
- RFID Credentials
- RFID Hardware
- Onsite Printing

CLIENT SINCE: 2022

SOLUTION

STARK’s team provided a comprehensive suite of solutions centered around RFID-enabled ski passes for members, guests, and employees. RFID technology allowed for efficient and secure access control, as well as the collection of patron analytics. STARK also provided custom onsite registration and printing services, which enabled the staff to personalize member and employee credentials and quickly configure guests’ badges for specific time-based access.

Handheld UHF readers were deployed at chair lifts and the Base Lodge, and custom sounds were added to help validate access based on the credential type. Special reports and dashboards were also built to provide real-time insights into patron behavior.



RESULTS

The Hermitage Club’s partnership with STARK has resulted in an RFID access control system that offers multiple benefits to the resort. The user-friendly and frictionless system can efficiently process a large number of skiers during peak hours, improving the overall experience for both employees and guests. With access to valuable patron analytics, The Hermitage Club is now able to make data-driven decisions that enhance their offerings and create personalized experiences for their guests. The cutting-edge RFID-enabled ski pass system aligns with the prestigious reputation of The Hermitage Club and provides a secure and seamless experience for all members, guests, and employees.