



JIMINY PEAK MOUNTAIN SLIDE Hancock, MA

CHALLENGE

Jiminy Peak Mountain Resort wanted to install a mountain slide to increase the Mountain's summer ROI, and introduce a new attraction that would expand their offerings.

SOLUTION

A key attraction to creating a summer destination adventure park in the mountains. The Mountain Slide is quick and easy to install, with a fast turn around on investment.

The Mountain Slide offers guests two track options featuring dips, curves and tunnels during descent. Two tracks gives thrill-seeking guests the ability to race one another and with ADG driver controlled carts riders can go down the mountain at their own pace, making the Mountain Slide perfect for guests of all ages.

RESULT

As the largest ski resort in Southern New England, Jiminy Peak received a lot of publicity for the addition of their summertime attraction at their Mountain Adventure Park as well as great feedback from guests. With impeccable reviews on TripAdvisor and on social media, the Mountain Slide at Jiminy Peak has generated substantial revenue intake, as well as the "year round" appeal the Mountain Resort sought out for with the addition of its summer activities.

"The Mountain Slide is a staple attraction among guests and an integral part of our summer revenue."

-Tyler Fairbanks, CEO



