

CASE STUDY



MONARCH MOUNTAIN SKI RESORT

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HYDRATIONSTATION™ PROMOTES COMPANY
CULTURE AT COLORADO'S
MONARCH MOUNTAIN SKI RESORT.



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HYDRATIONSTATION™ PROMOTES COMPANY CULTURE AT COLORADO'S MONARCH MOUNTAIN SKI RESORT.

*Monarch Mountain
Monarch, Colorado*

BACKGROUND

With picturesque mountain peaks and deep snow filled ravines Colorado has always been a place where outdoor enthusiasts have come to play. Local communities have always aspired to bring these qualities to life, and Monarch Mountain is testament to this dedication. Monarch Mountain ski area is located in South Central Colorado, and is situated at a base elevation of 10,790 feet. Started in 1939, Monarch Mountain has over 800 acres of skiable area with 54 runs, 5 ski lifts and approximately 170,000 skiers annually.

OBJECTIVE

Monarch Mountain takes great pride in their sustainability program because of a deep-seated environmental concern in the local community. Monarch Mountain wanted to enhance their sustainability program initiatives by further introducing methods for visitors to reduce or eliminate waste due to disposable water bottles use.

Monarch Mountain already promotes the use of reusable plastic bottles by offering discounted refills of beverages, free water and branded reusable bottles in the Sport Shop. To further this initiative, Monarch Mountain, as part of their annual summer improvements season, wanted to remodel their public recycling area and research water dispenser options that would further promote their sustainability plan.

SOLUTION

Monarch Mountain's solution became apparent when they found the Haws Corporation's HydrationStation™. "The HydrationStation was a better option than a fountain for a few reasons. While we do sell bottled water at the area we promote other options as preferable," said Greg Ralph, Director of Marketing at Monarch Mountain. The HydrationStation was placed near their recycling station in the main lodge to clearly bring home the point and to make it the obvious alternative to bottled water, "regular drinking fountains don't make the visual impression that the HydrationStation does. The HydrationStation looks futuristic," says Ralph. Signage and employee awareness will further promote the unit to visitors. The HydrationStation hooks up to the municipal water line and provides users with water at a rate of .8 gallons per minute and with filters lasting approximately 6 months or 2,500 gallons.

RESULTS

With the upcoming winter season approaching, Ralph is confident that the HydrationStation will serve the Monarch Mountain community and company properly – "The HydrationStation fits well with the Monarch company culture. We feel strongly about being a sustainable organization and practice reduction, reuse and recycling in everything we do - it's the right thing to do."

ABOUT HAWS

Haws Corporation designs, manufactures and distributes drinking fountains and emergency equipment that are ranked #1 in quality by specifiers in both product categories.

