

CASE STUDY

Parc des Sommets

5 summits and 140 km of trails, all managed on Endorphine

A must-visit outdoor destination in Estrie, Parc des Sommets in Bromont attracts approximately 250,000 visitors per year to explore more than 140 km of trails. Facing strong growth, the team needed tools to manage reservations, access, and enhance the hikers' experience.

68%

of total orders completed online in 2025-2026

160

active products on Endorphine: tickets and packages, equipment rentals, and accommodation bookings

The Challenges

The growth of Parc des Sommets changed operational needs, prompting the team to rethink its tools and processes. Operations management relied on numerous Excel files and scattered documents, leading to frequent manual errors and significant time loss. Purchasing season passes was especially cumbersome. Visitor feedback pointed to a recurring pain point: the purchasing process no longer met their expectations.

The team also had limited autonomy, every change had to go through the platform's editor. Adding new products and managing rentals were therefore complex and entirely manual, limiting operational efficiency.



Parc des Sommets, Bromont

Solution

Integrating the Endorphine solution allowed the Parc des Sommets team to take control of its operations. 100% of sales are now centralized in Endorphine: **67.9% are made online and 32.1% directly at the counter, on-site, via the sale terminal.** This centralization significantly reduces the risk of manual errors and speeds up the purchasing experience, particularly for season passes.

The platform unifies all of Parc des Sommets' operations: ticketing, memberships, equipment rental, retail shop, and accommodations. Every day, the team can see orders and reservations at a glance, reducing oversights and errors. Changes can now be made quickly and independently, while campground management benefits from field-oriented features, such as adding license plate numbers to reservations.

Conclusion

Parc des Sommets now has a platform capable of evolving at the same pace as its growth. Operations are centralized, data is accessible in real time, and the team gains autonomy on a daily basis. Visitors, in turn, enjoy a smoother purchasing experience, with shorter lines and greater satisfaction.

[Visit the Parc des Sommets website](#)

"Thanks to Endorphine, we were able to align our internal operations with the growth of Parc des Sommets, which now allows us to offer a seamless service perfectly tailored to our visitors' needs."

— Alain Planchamp, General Manager

Results

Results were measurable quickly after Endorphine was implemented in March 2025. Errors related to manual processes have nearly disappeared, generating significant time savings for the team. Statistical reports and dashboards now provide a clear view of sales, reservations, and customer habits, making it easier to track performance, manage resources, and make decisions.

The purchasing experience is also faster and smoother, greatly improving visitor satisfaction. Integration with Square, particularly through Square Terminal, is also a major operational gain. And when the team needs a hand, technical support is there. Requests are generally handled in under two hours, a reliable guarantee for the team.

To date, Parc des Sommets centralizes 38 activities and packages, 88 retail products, 18 rental categories, and 16 accommodations in a single tool.

FAQ

Frequently Asked Questions

What is Endorphine and who is the platform for?

Endorphine is a Québec-based ticketing platform that combines [daily access and season pass management](#), [accommodation bookings](#), [equipment rentals](#), [operations management](#), and [sales reports](#) in a single tool. It is designed for managers of small, medium, and large organizations in Québec's outdoor and nature tourism industry.

Where is the data hosted?

Endorphine runs on infrastructure hosted on *Microsoft Azure*, recognized for its highest standards of security and reliability, with data stored entirely locally, in Canada.

What type of technical support does Endorphine offer?

Endorphine offers technical support 7 days a week for emergencies, and Monday to Friday from 9 a.m. to 5 p.m. for general inquiries. Customer requests are generally handled in under two hours by our team based in Québec City, a reliable guarantee for teams in the field.