

Canadian ski resort now has ski-through ATM



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With warming lights and pole and glove holders, the Canadian Imperial Bank of Commerce's ([CIBC](#)) first ski-through automatic teller machine (ATM) is now open in the Whistler Blackcomb ski resort. Having agreed to a five year partnership with the resort, CIBC's mountain-top ATM is its first project on the mountains. The ATM is located near the top of Whistler outside the Roundhouse Lodge, and provides all of the services a regular machine does, including check deposits, and should be perfect for people needing cash before heading down the mountain for après-ski.

The outdoor sports industry is ripe for innovation, with many companies and entrepreneurs looking for new ways to help winter sport enthusiasts improve performance, navigate the slopes, record notable moments and improve safety. Skiers can make use of an [airbag-equipped ski suit](#) that inflates in the event of a serious fall. And for communication on the slopes, a small device turns smartphones into [short range walkie talkies](#). How else could hospitality provide more connected services for outdoor sports enthusiasts?

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