Business Question:

Will increasing chairlift tickets by \$10 this season cover new operating costs while also staying within the price range of other ski resorts?

Data Sources:

Data contains information from 330 resorts in the U.S. considered part of the same market share as Big Mountain Resort

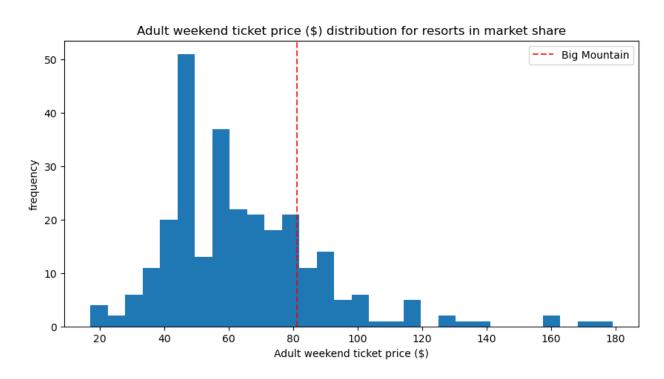
Scope:

Focus is on ticket prices with consideration of changes that may either cut costs without undermining the ticket price or will support an even higher ticket price

Approach:

Built machine learning models to evaluate impact of ski resort features on weekend ticket price

Current State:



Key Resort Features:

Vertical Drop Snow Making Total Chairs Fast Quads Runs

Answer to Business Question and Recommendations:

Yes, increasing ticket price by \$10 can cover new operating costs.

Two options, which are not mutually exclusive:

- 1) Big Mountain currently charges \$81 for its adult weekend ticket price; based on the modeling the relationship of resort features to ticket price of other resorts, Big Mountain could charge \$97 given the current resort features
- 2) Regarding the additional operating cost of the new chair lift per ticket (on the basis of each visitor on average buying 5 day tickets): \$7 would cover adding a run, increasing the vertical drop by 150 feet, and installing an additional chair lift (eg, moving ticket price from \$81 to \$88)