Big Mountain Resort

After going through and modeling the data regarding Big Mountain Resort, there are a couple of insights to report. Firstly, the model shows the most important features to consider are vertical drop, snow making, total chairs, fast quads, runs, longest run, trams, and skiable terrain. Among these values, vertical drop, total chairs, and runs are the most relevant for BM compared to other resorts.

The current ticket price of $81 is underpriced and could be increased up to just under $96 according to one of the models. This price increase would be a reflection of the additional features BM anticipates adding to the resort. Adding a chairlift, an extra run, and 150ft of vertical drop was predicted to increase revenue by $3,474,638 over the next year with the assumption of 350,000 guests. Increasing snow production by 2 acres on top of this makes no difference in support for a price increase or revenue. Closing down one of the runs makes no difference in the model, but closing 2 or more reduces support for an increase in ticket price. Increasing the longest run by .2 miles and adding 4 acres of snow production does not change the model. It’s worth noting that there are no trams at BM, which could be used to leverage a higher price increase for tickets. It seems clear which features should be added in order to create more support for increasing ticket prices at Big Mountain Resort: a chairlift, an extra run, and 150ft of vertical drop.