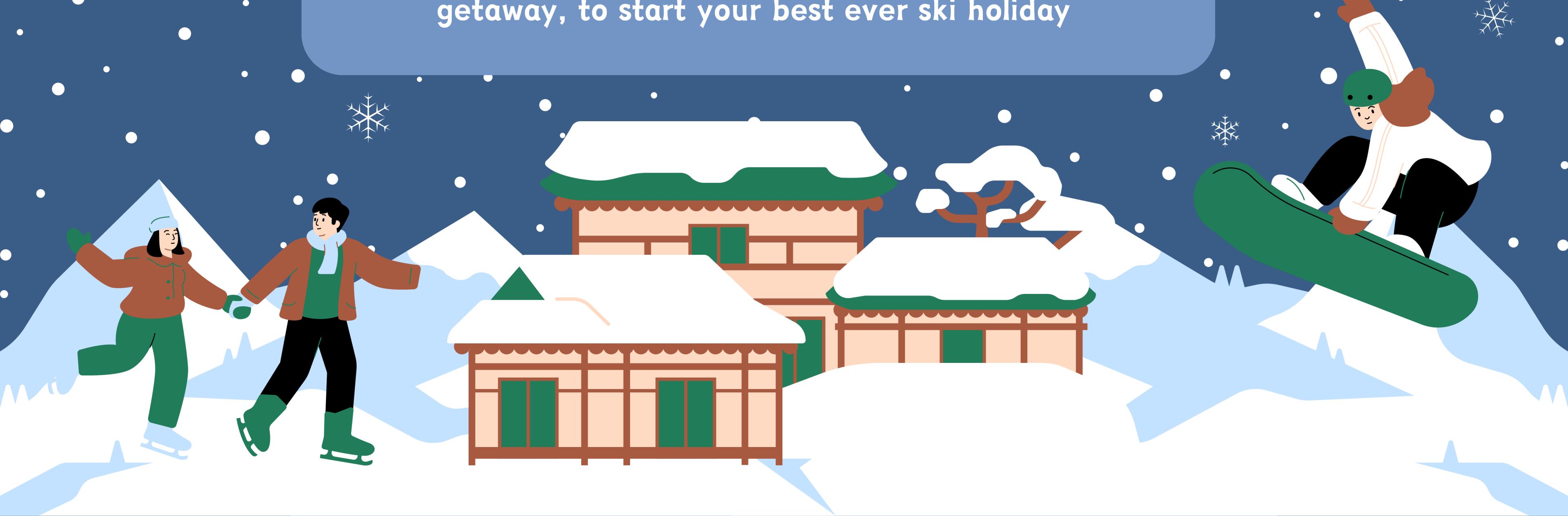


# Ultimate SKI HOLIDAY



# Welcome!!

ITS TIME!! To find you the ultimate week for your winter getaway, to start your best ever ski holiday





# CONTENTS:

Pipeline

Plots

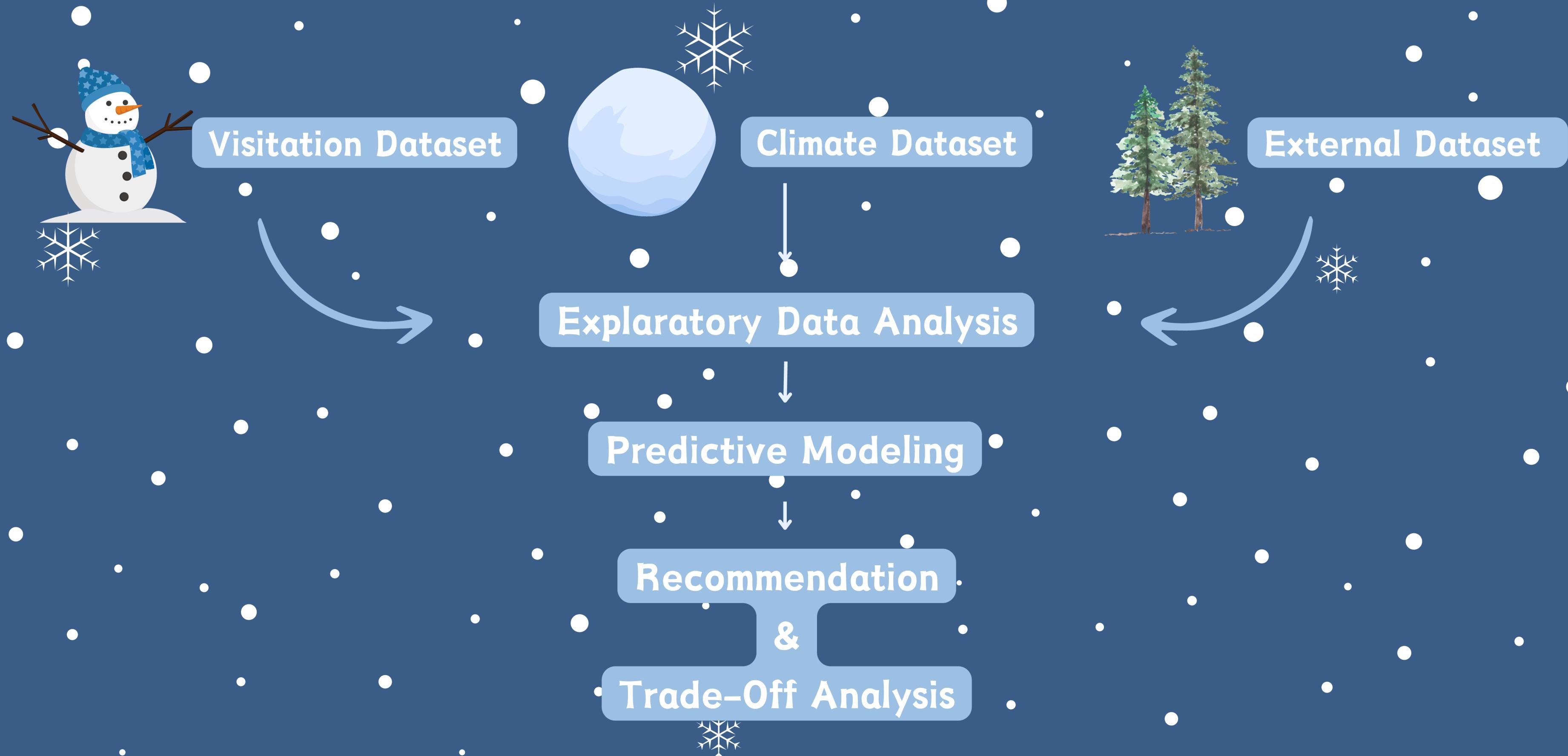
Recommendation

Trade-Offs

# MACHINE LEARNING PIPELINE

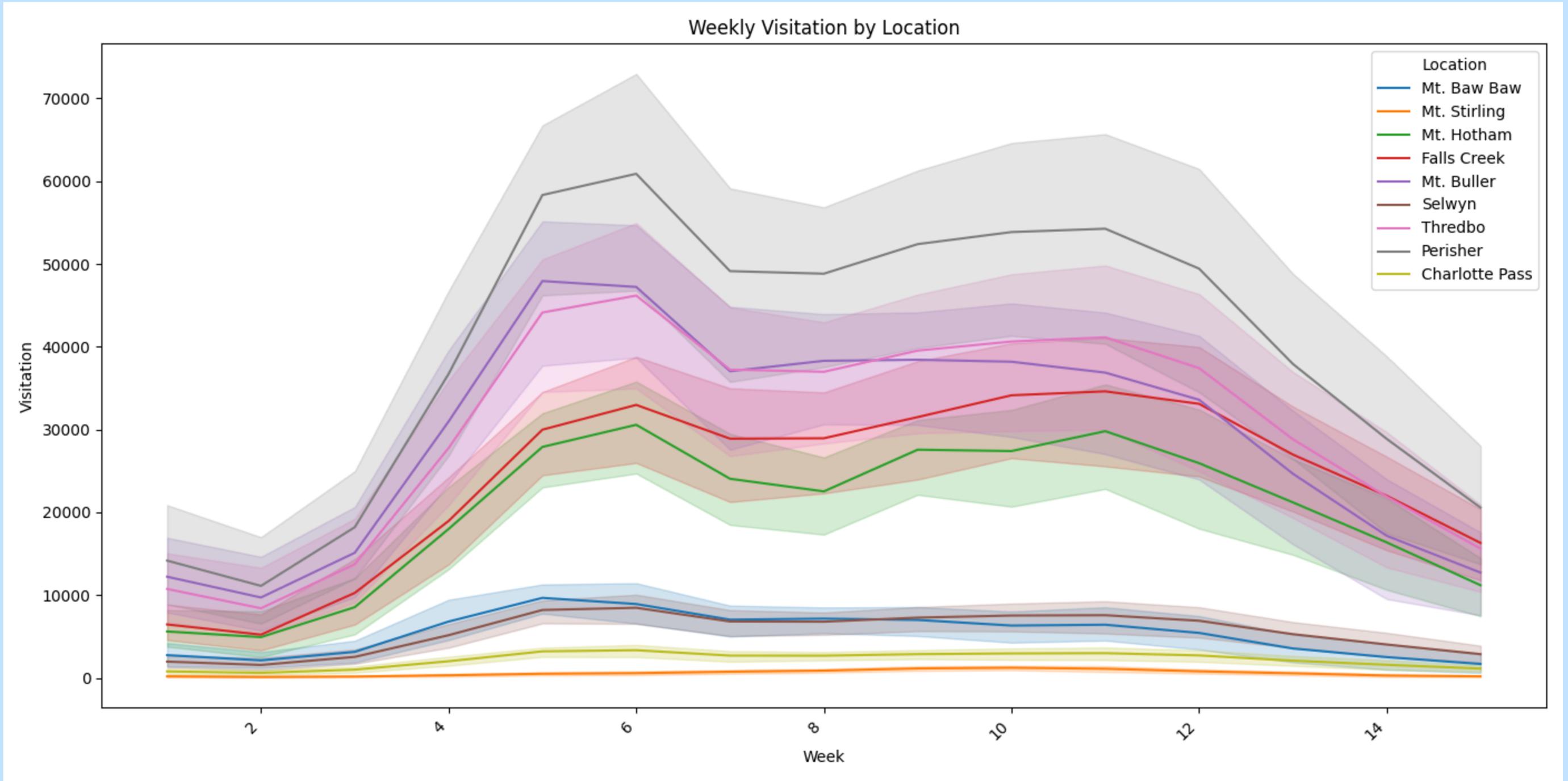


# Machine Learning Pipeline

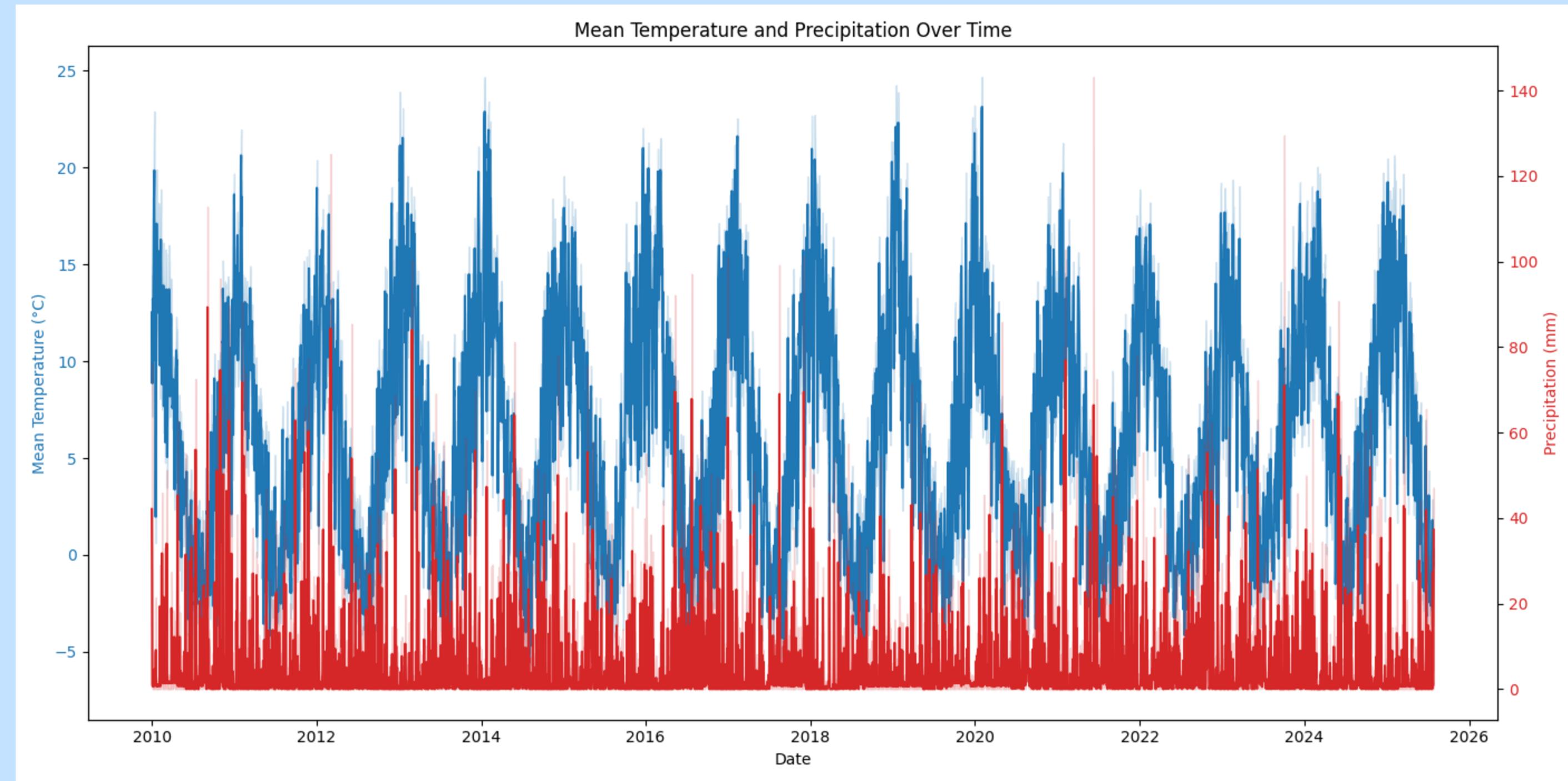


# EXPLORATORY DATA ANALYSIS

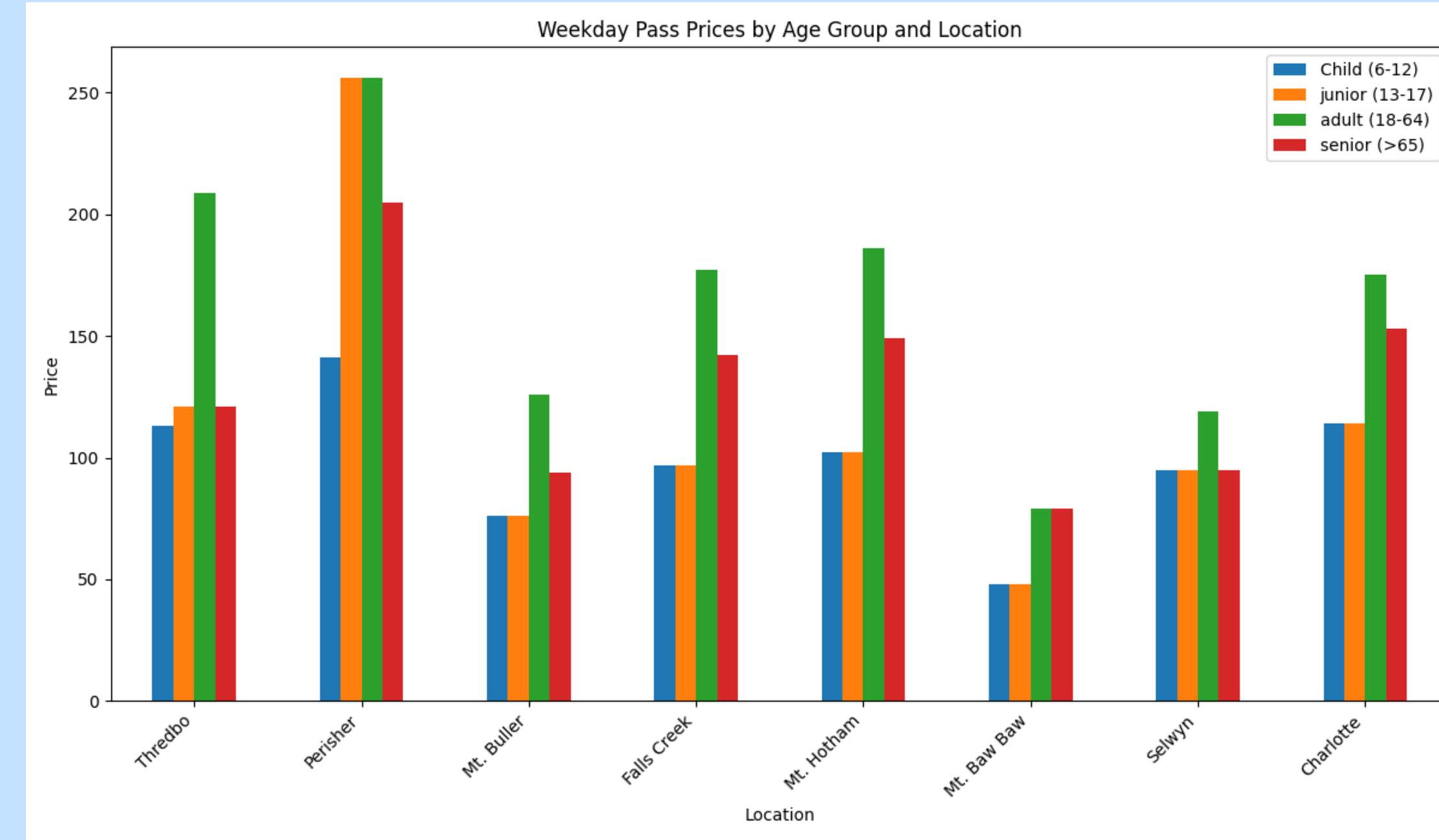




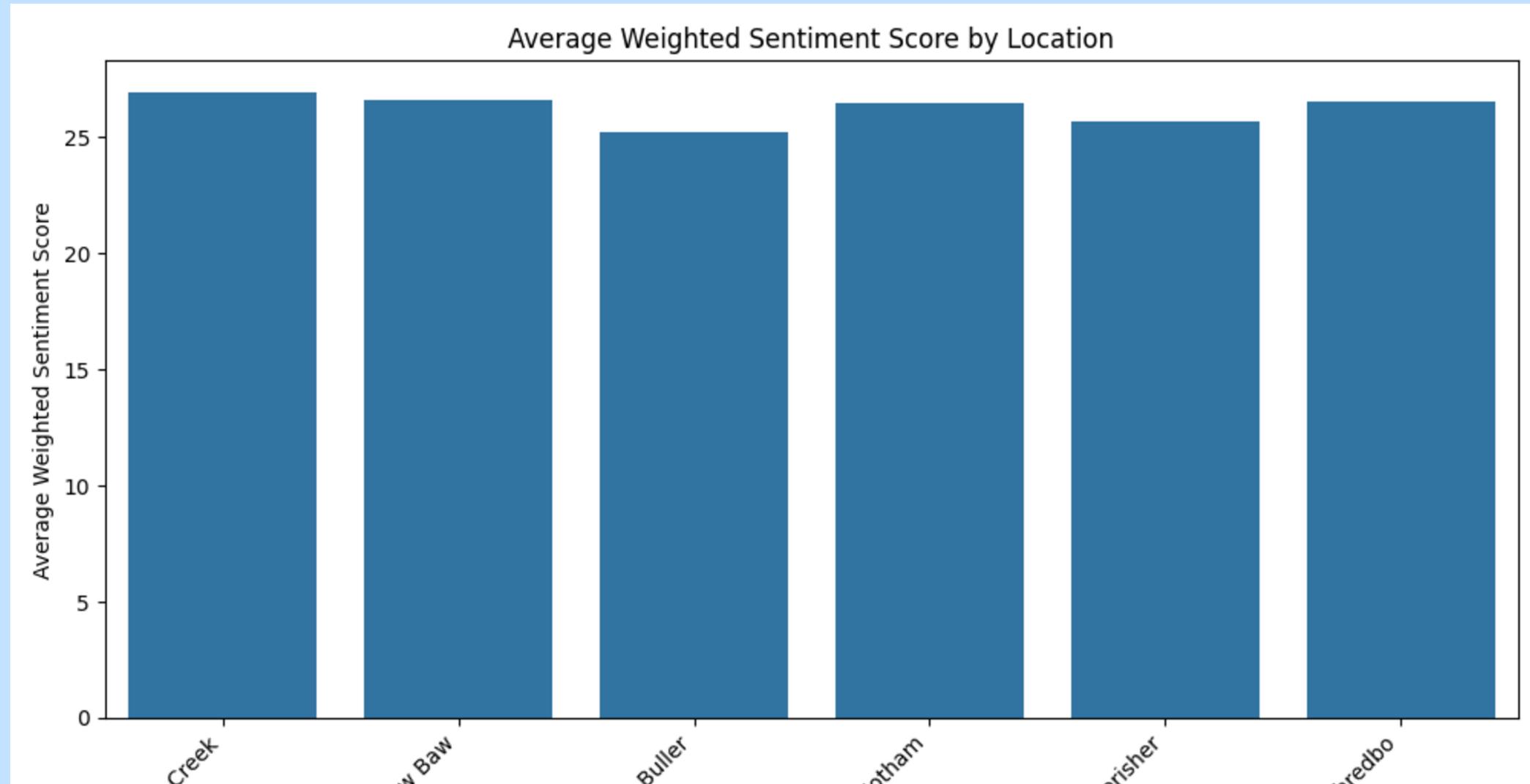
- Peak crowds occur weeks 5–6 – highest visitor numbers during early–mid season
- Visitor numbers decline after week 7 – gradual drop-off as season progresses
- Optimal timing: weeks 3–4 or 8–10 – avoid crowds while still enjoying good conditions



- Similar cyclical pattern as peak, indicating when snowfall high peak visitor
- Can be used to predict it better, but need to understand extreme weather conditions as well



- **Cheapest is Mt Baw Baw while the most expensive is Perisher**
- **However, Perisher has higher visitor as well, this indicates high quality**
- **Mt Buller indicates middle-class expensiveness with good quality due to high number of visitors**
- **Thredbo even though their adult cost is more expensive than Mt Buller, it still has high number of visitors**
- **Mt Buller might be the overall best option**



- Similar ratings were found in the reviews of the quality of the resort
- This indicates similar quality in all of the resorts and visitors choices due to other factors
- The sentiment score was also based of on trustworthiness of the reviews (calculated using their past reviews and sizes)

# PREDICTIVE ANALYSIS



# PREDICTIONS:

Peak Season (Week 7)	
Locations	Number of Visitors
Thredbo	22,049
Perisher	28,003
Mt. Buller	23,260
Falls Creek	14,360
Mt. Hotham	12,487
Mt. Baw Baw	3,250
Charlotte Pass	3,236
Selwyn	4,099

Off-Peak Season (Week 2)	
Locations	Number of Visitors
Thredbo	11,483
Perisher	15,752
Mt. Buller	11,815
Falls Creek	10,974
Mt. Hotham	9,196
Mt. Baw Baw	2,344
Charlotte Pass	2,240
Selwyn	3,164

## **Top Factors Affecting Visitors:**

**Average Resort Visitors (19.2 %) – Historical popularity**

**Quad Chairs (15.9 %) – Modern lift infrastructure**

**Total Runs (11.9 %) – Resort size and variety**

**Days Open Last Year (11.8 %) – Operational reliability**

**Peak Snowfall (9.3 %) – Weather conditions**

# RECOMMENDATIONS



## Optimal Timing Analysis:

Week 2 offers the best crowd avoidance, while week 7 provides peak season experience with manageable crowds.

## Resort Recommendation:

Perisher emerges as the optimal choice despite higher costs, excelling in quality, infrastructure, snow conditions, and run variety. The premium pricing is justified by superior visitor factors identified in our model.

## Alternative Options:

For families, Thredbo offers better value with lower children's costs. Budget-conscious visitors should consider Mt. Buller, which provides excellent quality at more affordable rates.

## Final Recommendation:

Choose week 2 or 7, with Perisher as the top resort choice.

*In a nutshell...*

OPTIMAL RESORT: PERISHIER

OPTIMAL WEEK: WEEK 2 & 7



# PLAN YOUR ADVENTURE TODAY!

