**Project Summary**

Following a complete and thorough examination of Big Mountain Resort’s assets and its local and national competition, two proposals are suggested to BMR’s management. The primary recommendation is an increase to the price of adult lift tickets. The secondary recommendation is the construction of a new chair lift.

When compared to regional and national ski resorts, Big Mountain Resort is a front-runner in the key metrics. Lift ticket price is supported by customers on account of 8 crucial attributes:

* Vertical Drop
* Snow Making Acreage
* Number Of Lift Chairs
* Number Of Fast Quad Chairs
* Longest Run Length
* Acres Of Skiable Terrain
* Number of runs in market share
* Number of trams

In these areas, Big Mountain Resort is a leader (Figures 1-8) and therefore should be compensated as such. Big Resort Mountain currently charges $81 for an adult lift ticket but according to our models, Big Mountain Resort’s attributes could support an adult lift ticket of **$100.24**. This would roughly be a 25% increase in ticket price and resort revenue. As such it would be wise to implement this increase at the start of the next ski season.

The second recommendation does require an investment into resort infrastructure, however the return in revenue makes it a worthwhile consideration. A new chair lift that increases the resort’s vertical drop by at least 150 feet and adds at least 1 new run would support an increasing adult ticket prices by $0.52. An increase of $0.52 to adult ticket prices corresponds to a projected increase in annual revenue by $901,515. However, it is relevant to further consider the operating and installment costs of a new chair lift and how that might affect resort profits.

