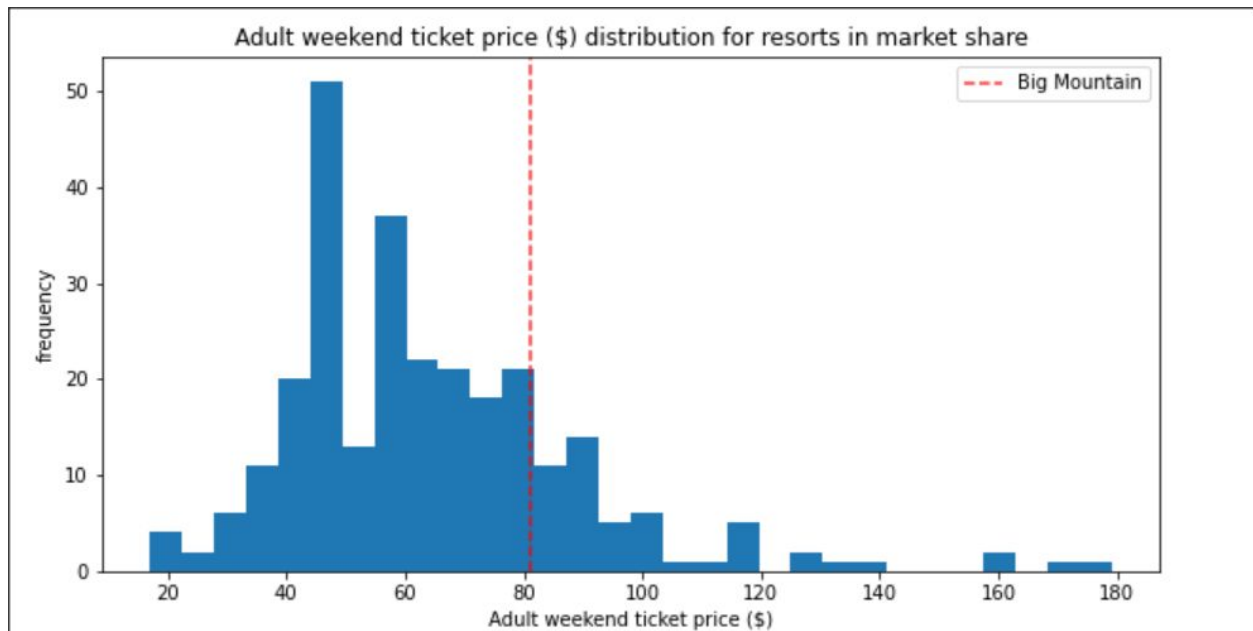
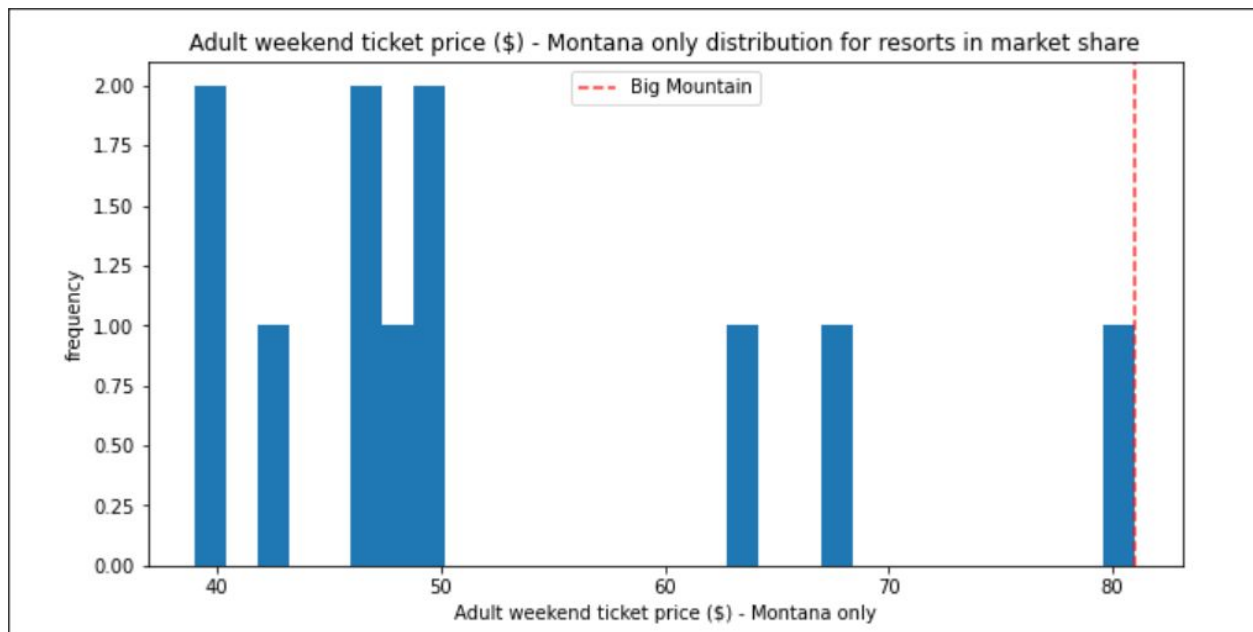


The goal of this project was to exemplify key features that Big Mountain Resort could utilize to increase the profit. Out of all of the key features the adult weekend and adult weekday ticket price was chosen to be adjusted. Here is what the ticket price is amongst all of the other resorts



Right at \$81.00 per person. When predicting a price increase the number that was generated was \$95.87. This is high when compared to all of the ticket prices in Montana.



Since the ticket price is not determined by any set of parameters; the resort is free to set whatever price it likes. In an ideal situation people would pay more for certain facilities, and less for others.

Big mountain has the option to increase support for ticket prices by \$8.61 by adding a run, increasing the vertical drop by 150 feet, and installing an additional chair lift.