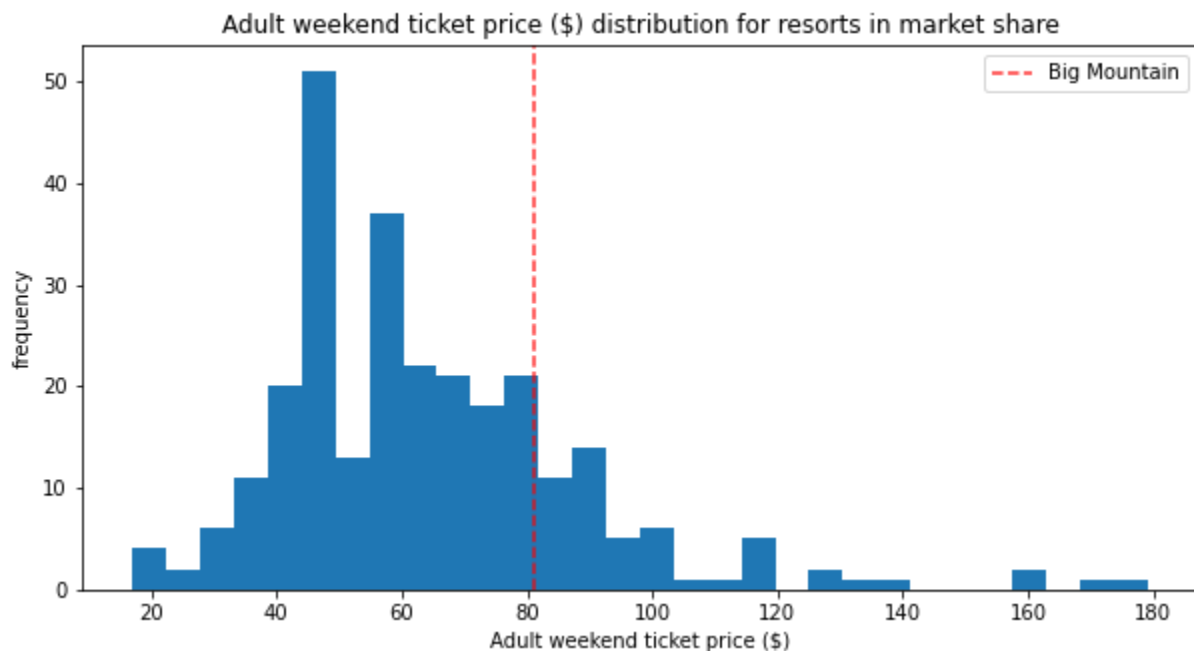
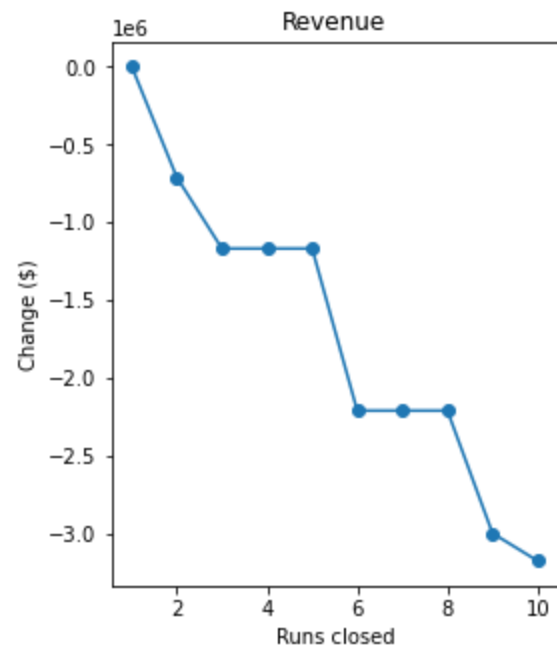
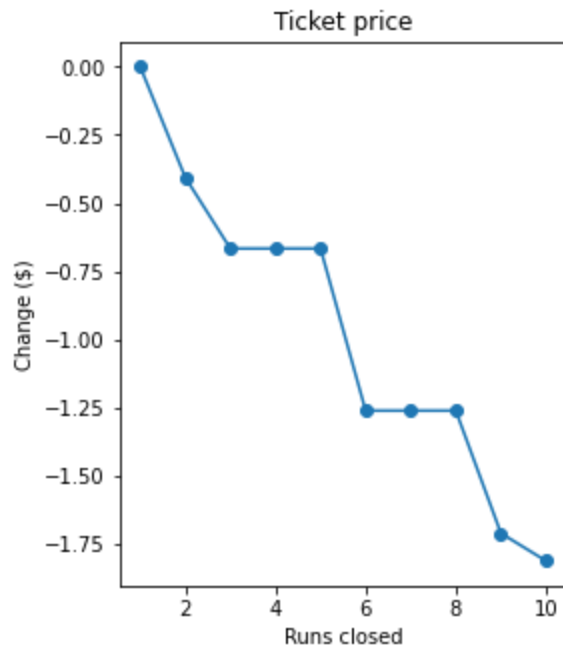


RECOMMENDATIONS SUMMARY:

- Increase adult weekend lift ticket price to \$96. Price Model indicates support for \$96. The histogram shown below shows approximately 45% of ski resorts have a higher price than \$81. Increasing the price to \$96 would place Big Mountain Resort in the top 20th percentile.



- Scenario 1: A line plot of run closures versus ticket price change does not show a linear relationship. The plot shows one closure with no price change. Two to three run closures steadily increase negative price change. Three to five closures have the same negative price change. The negative price change increases going from five to six run closures. Six to eight run closures have the same price change. Increasing run closure from eight to ten shows a steadily negative price change. Closing one run is recommended.



- Scenario 2: Three features are modified including adding a run, increasing the vertical drop by 150 feet, and installing an additional chair lift. Price model predicts a ticket increase of \$1.99 with seasonal increased revenue of \$3,474,638. Dependent on the costs of the three improvements, Scenario 2 is recommended.
- Scenario 3: In addition to Scenario 2 improvements, 2 acres of snow making is added. Price model predicts a ticket increase of \$1.99 with seasonal increased revenue of \$3,474,638. Dependent on the costs of the 2 acres of snow making, Scenario 3 is recommended.
- Scenario 4: This scenario calls for increasing the longest run by .2 miles and guaranteeing its snow coverage by adding 4 acres of snow making capability. Price model shows no change in ticket price. Scenario 4 is not recommended.