



Big Mountain Resort Report

The purpose of this project is to come up with a pricing model for ski resort tickets in our market segment

Problem identification

- Find what facilities matter most to visitors.
- Come up with a pricing strategy.
- Measures to take to
 - Either cut cost without undermining the ticket price
 - Or support a higher price.

Recommendation and key findings

Taking the following measure gives the highest revenue increase by \$20 million:

- Increase the vertical drop by adding a run to a point 150 feet lower down;
- Install an additional chair lift to bring skiers back up;
- Add 2 acres of snow making cover;
- Increase ticket price by \$13.5.



Modeling results and analysis

The following factors are the most important to visitors:

- Vertical drop
- Snow making area
- Total chairs
- Fast quads

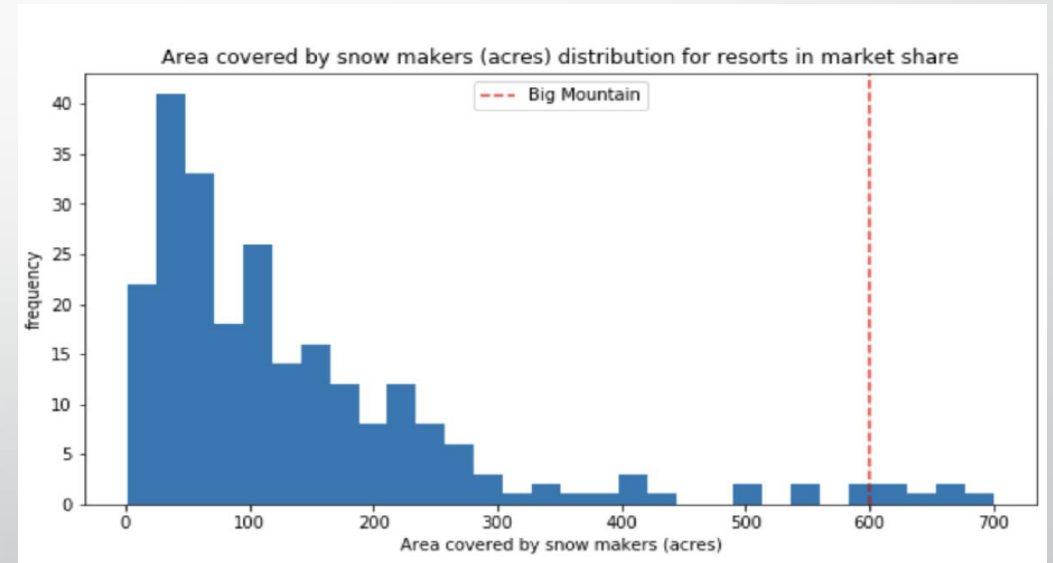
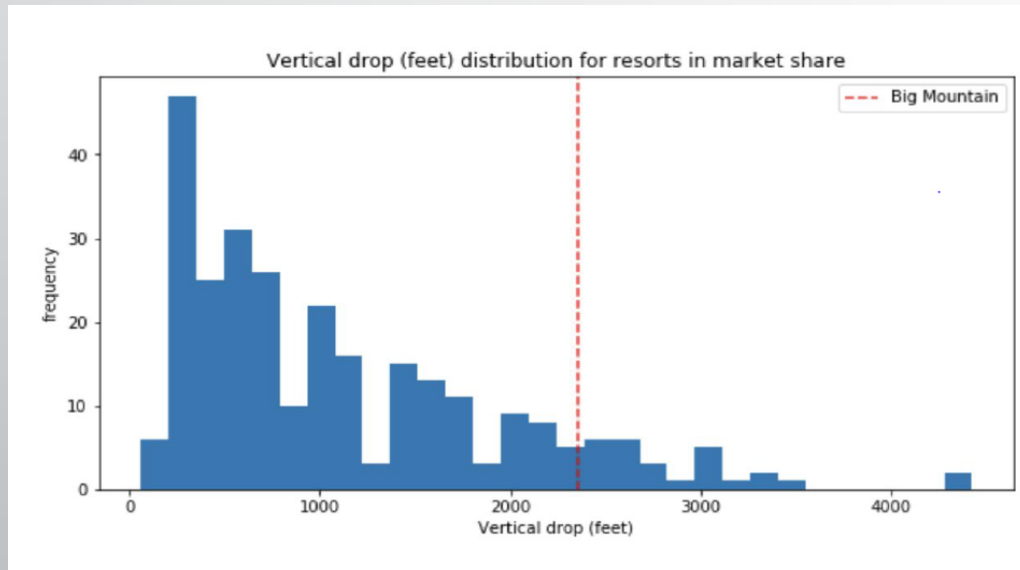
Modeling results and analysis

BMR ticket price is on the high end in the state of Montana and above average nationwide



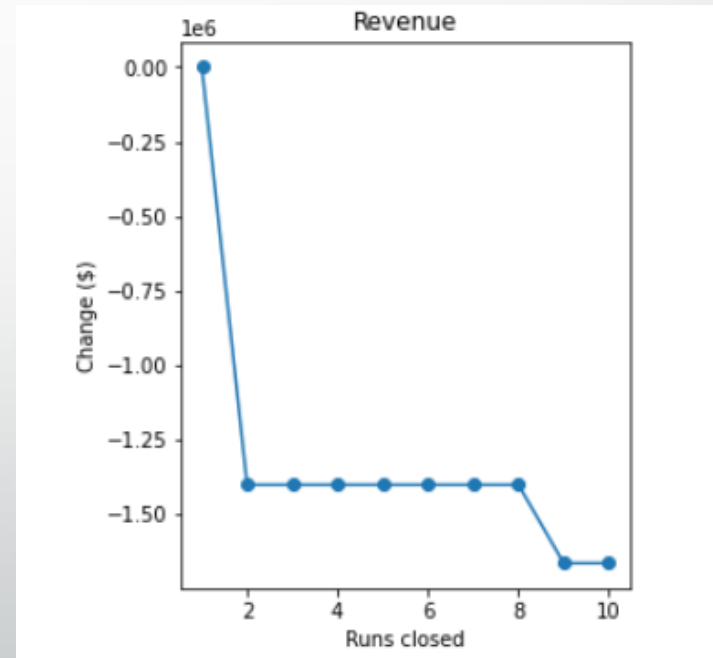
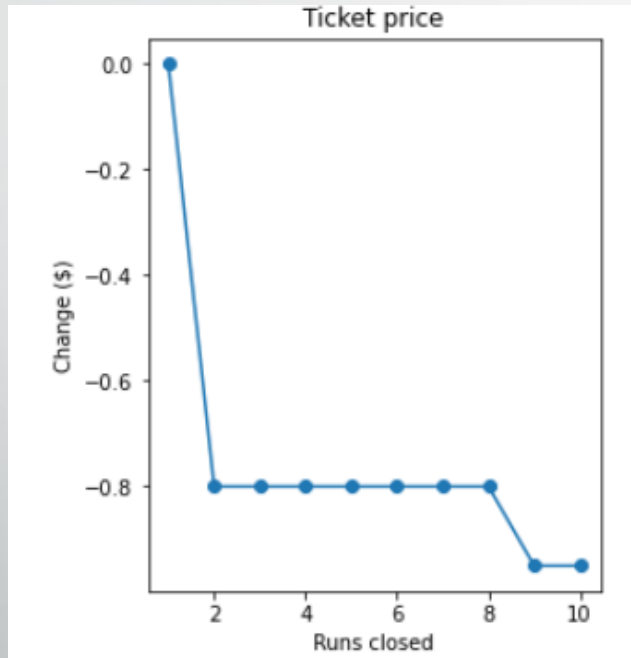
Modeling results and analysis

The high ticket price is supported by above-average vertical drop, snow-making area



Modeling results and analysis

Cost Reduction Scenario 1&2





Summary and conclusion

- Increase Income
- Cost Reduction
- Model could be used for future analysis