The present Big Mountain Resort ticket price is $81.50. The model estimates that the price should be $ 99.83. There is some room to increase the price.

By visualizing the key features of competitors' resorts with respect to Big Mountain Resort's position, the following highlights were discovered: in Montana only, Big Mountain charges the highest price for its ticket; however, compared to nationwide prices, Big Mountain resort's price is in the mid range. In comparison with its national rivals, Big Mountain Resort has an impressive position in features like: vertical drop, snow-making area, fast quads and total chairs. Big Mountain has one of the longest runs and is among the resorts with the most skiable terrain.

As one of many scenarios, Big Mountain Resort is considering building a run 150 feet below ground level. This is part of its plans to increase the vertical drop, requiring the installation of additional chair lifts to bring skiers back to the ski area. This proposal recommends an increase in ticket prices of $9.02, which equals $15791667 for the season. The calculations are based on visitors purchasing five-day tickets

For future improvements, I recommend analyzing the cost of maintenance savings achieved by closing ten of the Resort's least-used runs (scenario # 1). Then, only after that, should the vertical drop increase in new chairs be considered (scenario # 2).

If there were no run closures required, all the effort should be put into developing vertical drop and fast quads. This will bring in more customers.

There are some limitations to the data that have constrained this analysis. It might be advantageous to have more information about the operating costs of rest of features in addition to ticket prices and the new chair lift. This will enable us to determine the most expensive operating costs.

The model suggests increasing the current prices, taking into account some of the features Mountain has.

Due to this, the resort is not taking advantage of its unique features that other resorts do not possess. Therefore, it is beneficial to focus on those features and discard those that aren't unique, and charge a premium price for those unique features.

Putting into further work, we might be able to build a machine learning process through which this model can be utilized by resort managers to compare different scenarios as they move forward with the plans.