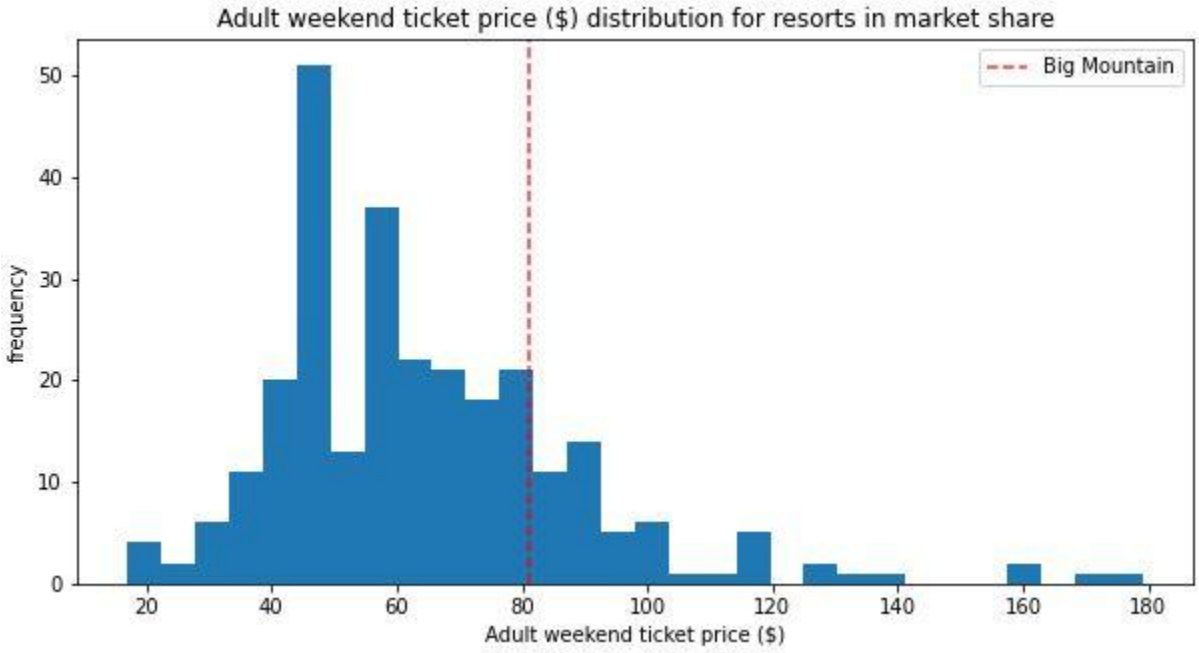
Recommendation 1

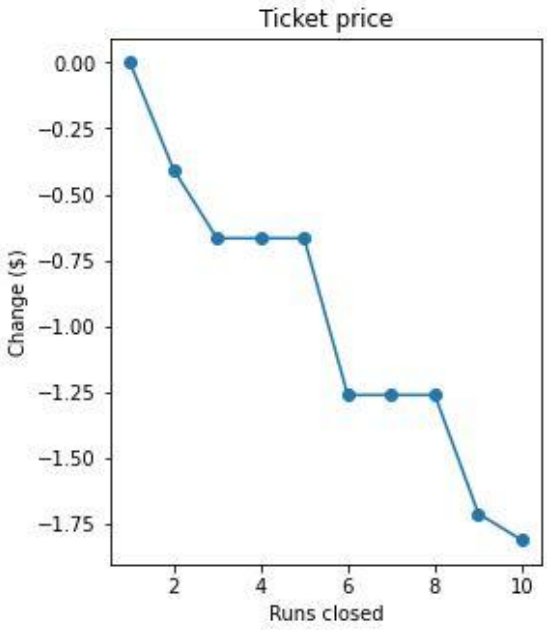
Overall, Big Mountain has room to increase its ticket price. Currently it sits at $81, however the model suggests it should be as high as $95.87. Even with the mean absolute error of $10.39, that still leaves room for a $4.48 increase. All of that is based on how Big Mountain is currently with no additions or modifications.

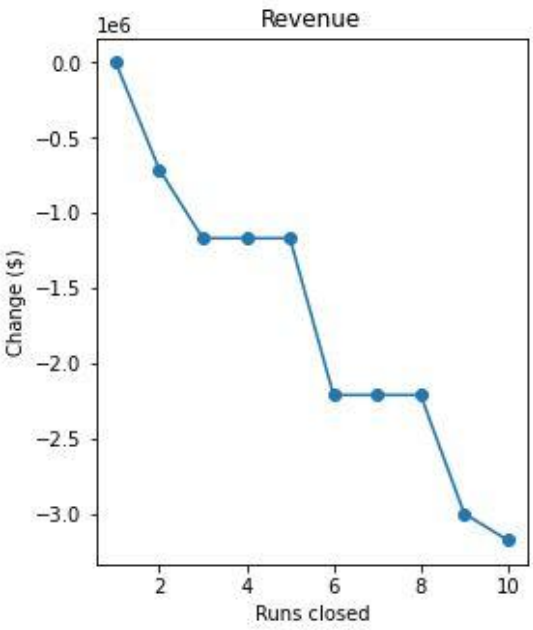


Recommendation 2

Closing runs should be done incrementally. Closing one run makes no difference to the value of the ticket, but once two or three are closed, the value decreases. Once three runs are closed, the value does not change if four or even five are closed. However, once six are closed that value decreases again significantly. The ticket value tiering system is

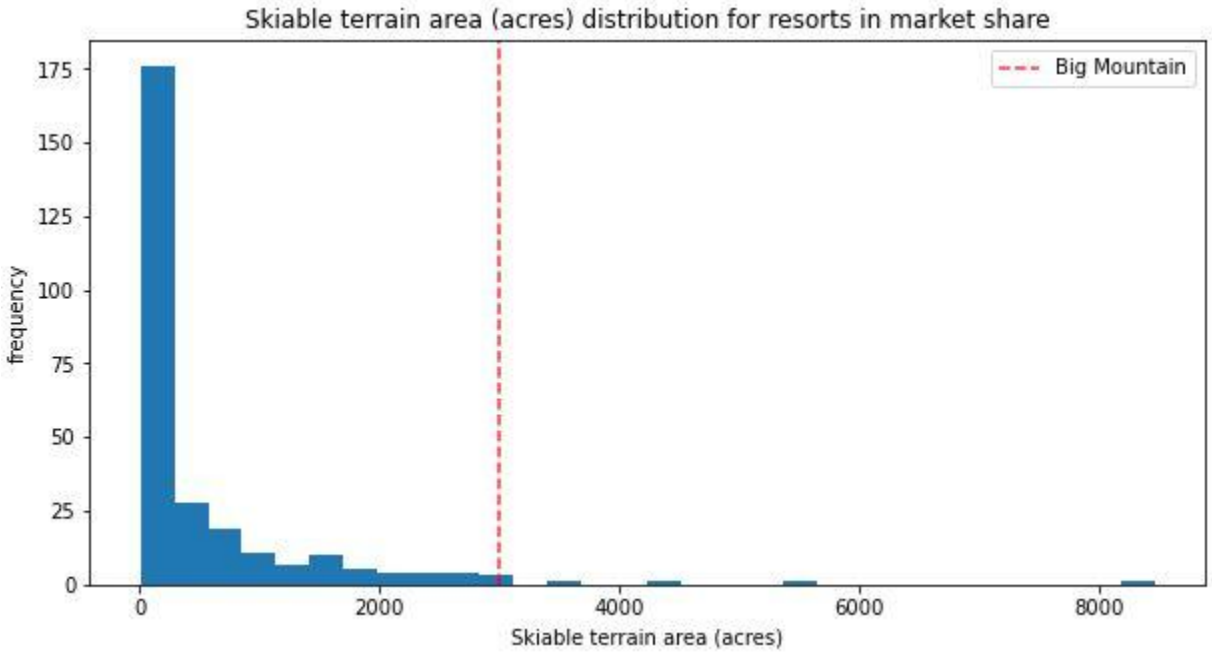
- **Maximum value:** 0-1 runs closed
- **High value:** 2 runs closed
- **Upper-mid value:** 3-5 runs closed
- **Lower-mid value:** 6-8 runs closed
- **Low value:** 9 runs closed
- **Minimum value:** 10 runs closed





Recommendation 3

An additional run coupled with an increase in vertical drop by 150ft and an additional chair lift would support a price increase of $1.99 which extrapolates out to $3,474,638 annually. However make sure not to go overboard as an additional 2 acres of snow on top of all that does nothing to increase the value of the ticket price. Big mountain already ranks highly in skiable terrain.



Recommendation 4

Increasing the distance of the longest run has no effect on the value of the ticket based on the more accurate model that we chose to go with. Big Mountain's longest run is only half the length of the longest run of the competitors, but that metric doesn't add any value making it a useless stat.