

Big Mountain Resort Pricing Strategy

By Felipe Padilla

Current Challenges

- Generate Revenue - Big Mountain Resort needs a data driven approach to assess their new ski ticket pricing structure.
- Decrease Costs - New investments to the resort will cause an increase of \$1.5 million USD in operational costs



Recommendations

Adjust Pricing



Our model suggested an ideal ticket price between \$85.48 and \$96.00, which is justified by the facility's benefits for its customers.

We can start by slowly adjusting the price of tickets at \$90.00 per ticket at the beginning of the season and analyze customer's feedback. From there we can determine if there is room for a bigger adjustment as we get closer to peak season.

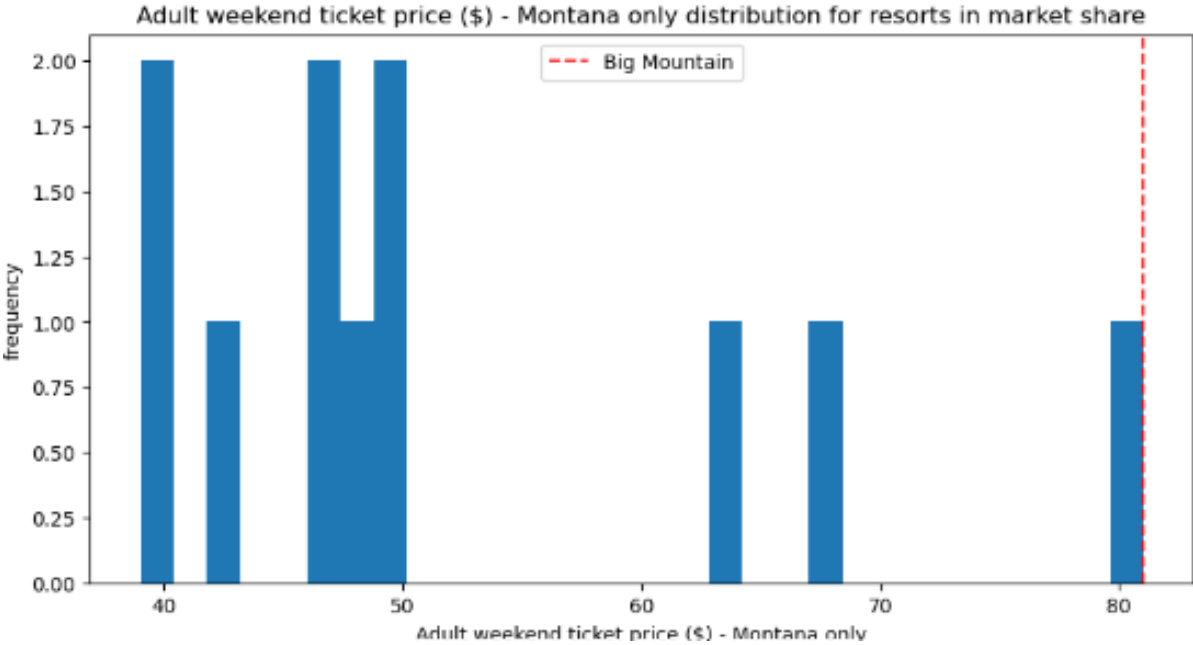
Postpone Ski Routes



Close up to 5 runs, preferable those with the least amount of activity to reduce cost.

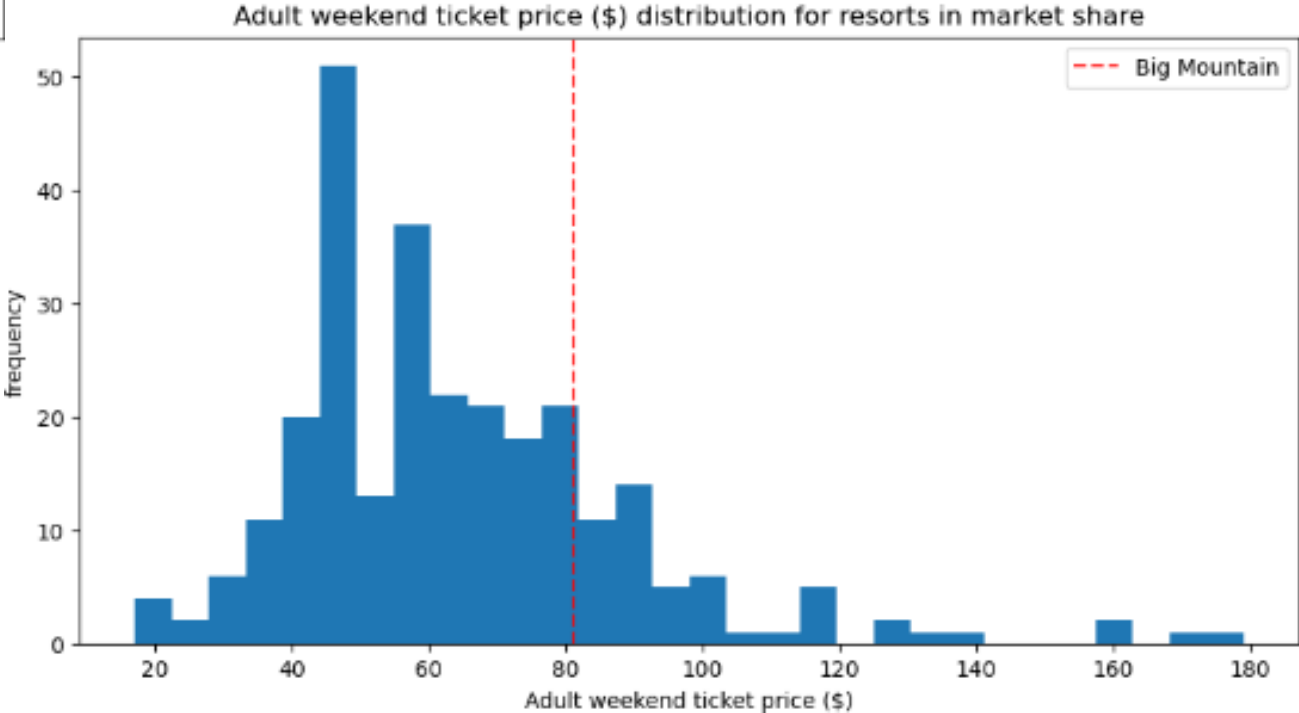
Increase vertical drop to 150 feet, expand the longest run and decrease the snow making area to slow down the amount of reoccurring activity at the facility and hence reduce cost.

Current Ticket Position

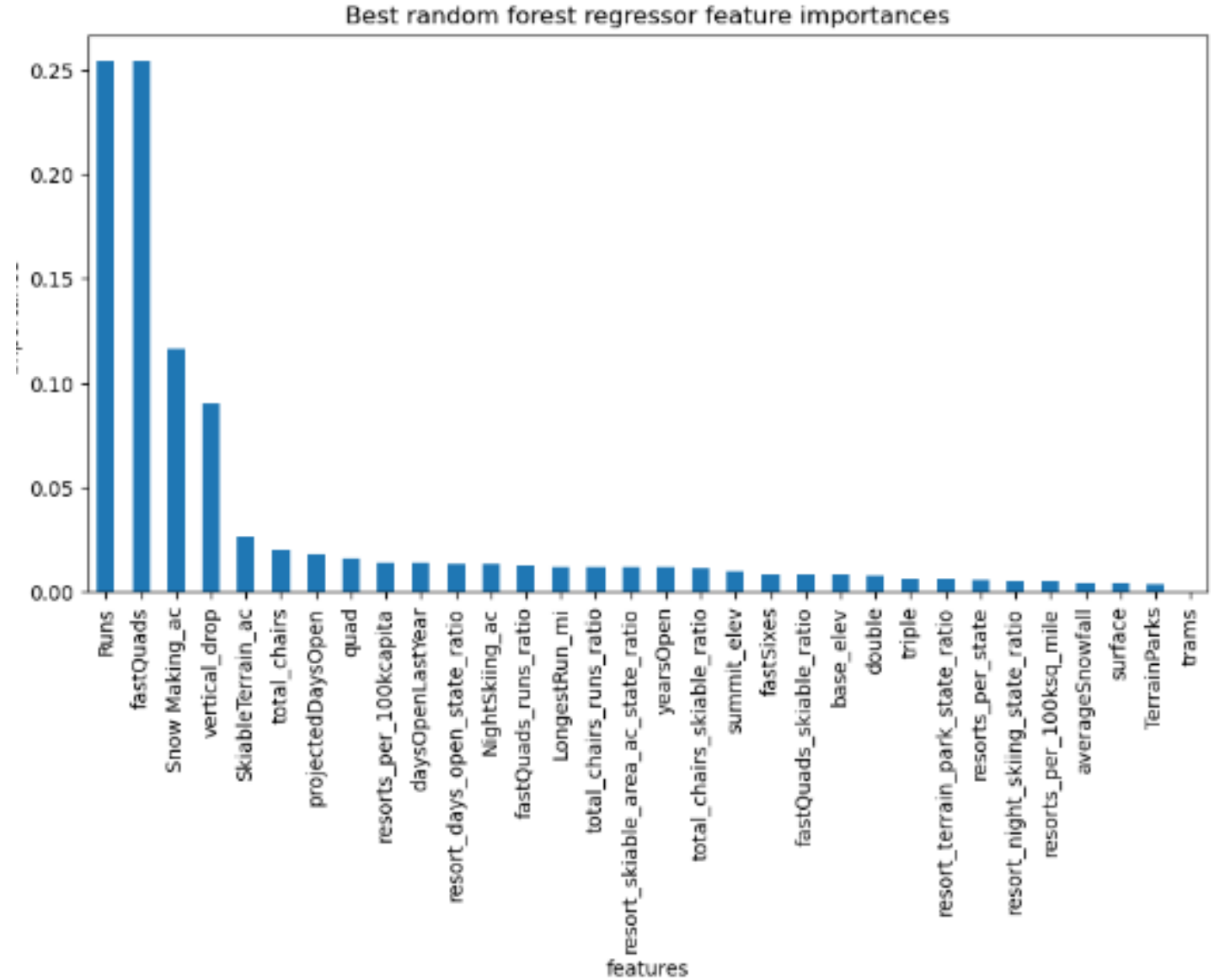


Big Mountain ticket price in comparison to other resorts across Montana

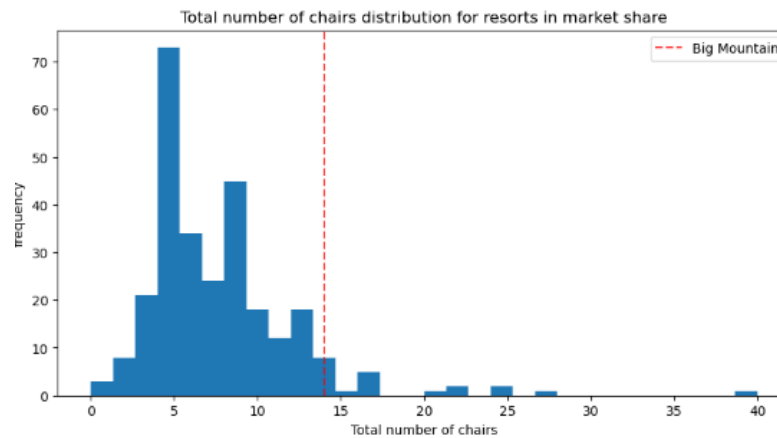
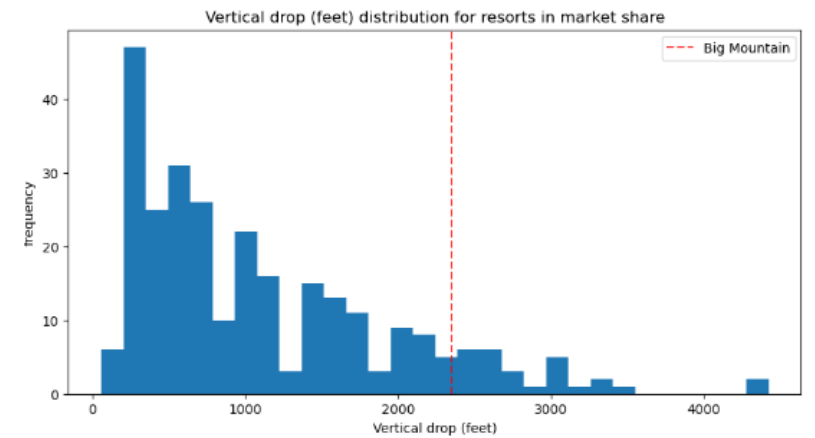
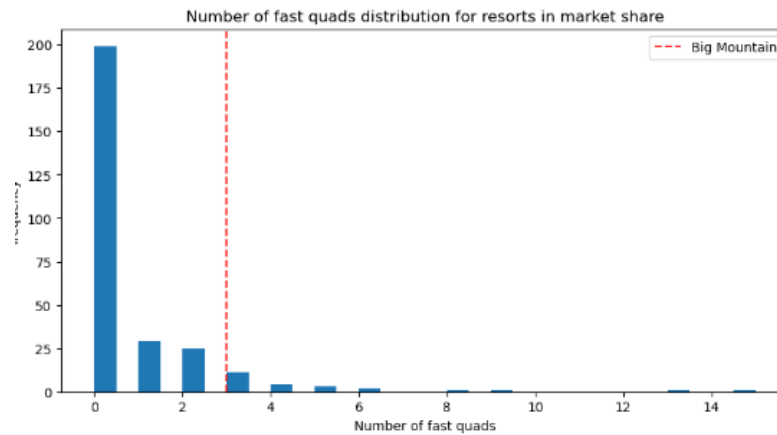
Big Mountain ticket price in comparison to other resorts across the United States



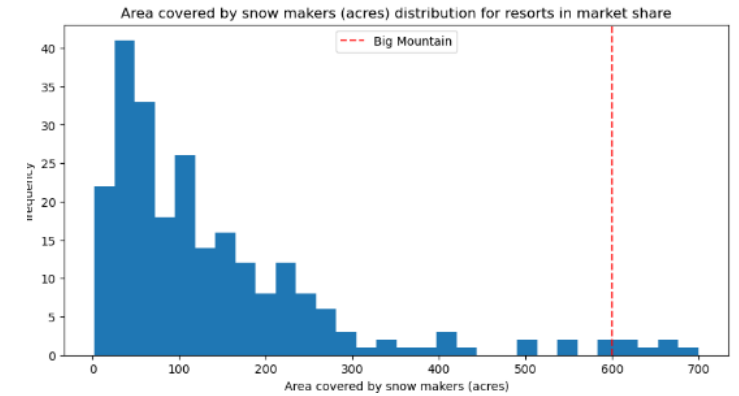
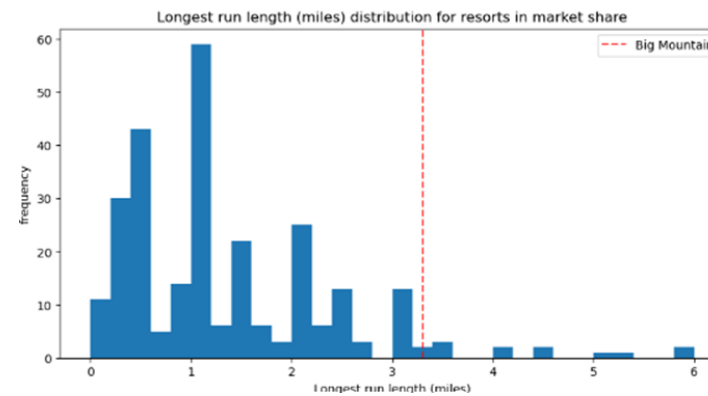
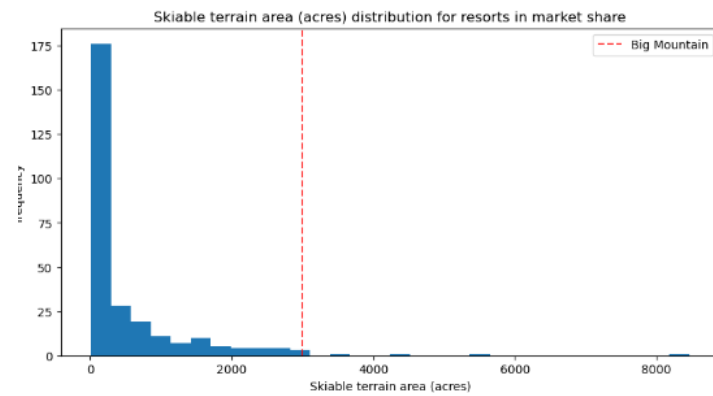
Components with highest impact on ticket pricing



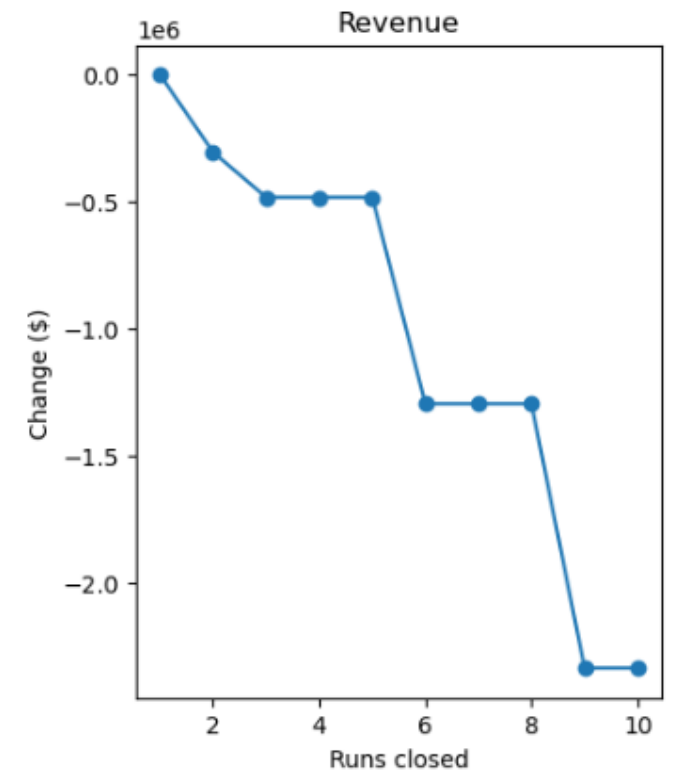
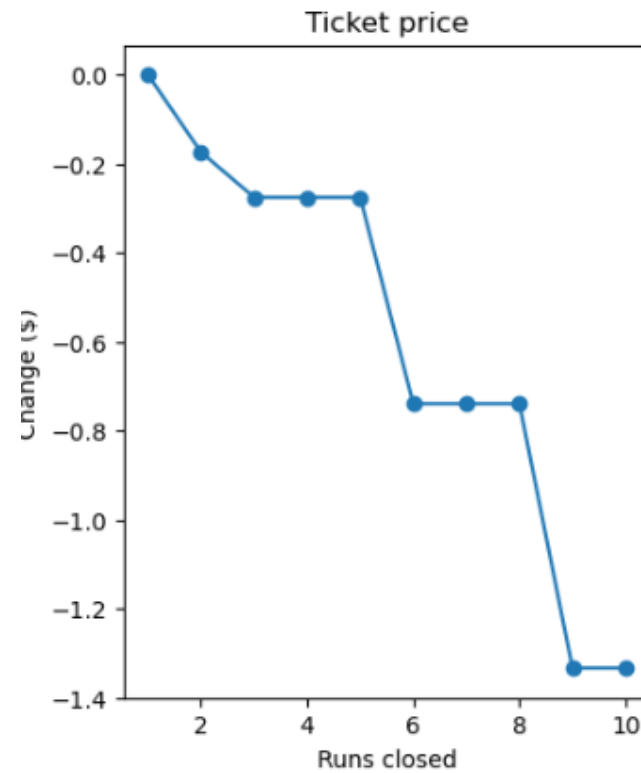
Big Mountain Resort Category Leader



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Impact on Costs by Reducing Routes



Conclusion



The analysis our team made determined that ticket prices have enough room for any type of increases this upcoming ski season.



Big Mountain Resort also has the option of closing 1 to 5 routes in to lower the operational cost of its facility.



Our client now can make a data driven decision with the information provided, make forecasts on potential revenue and approach costumers for additional feedback if needed.

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