



Big Mountain Resort Proposal

By Jaime Aguilar - Guided Capstone





Problem Identification

How may Big Mountain Resort, optimize their ticket price, while maintaining a high profit margin, based on the current operational costs of their facilities so that they may have a better business investment strategy right now?



Recommended Solution

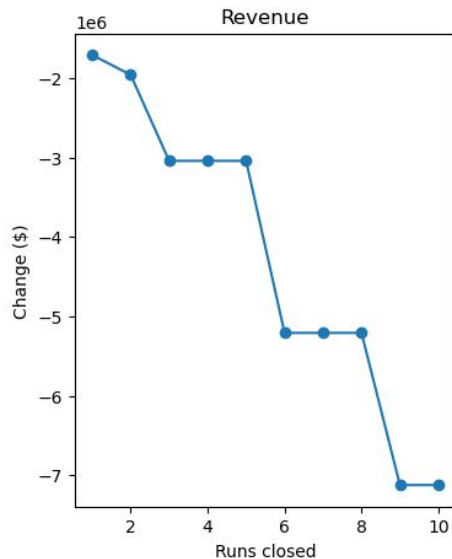
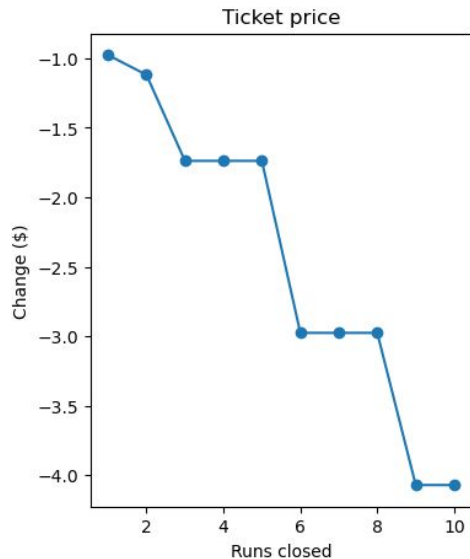
It is advisable that Big Mountain Resort consider dropping one ski run (Scenario 1), increase their vertical drop by 150 ft (Scenario 2) and add 2 acres of snowmaking for guaranteed snow (Scenario 3) to bring the final weekend ticket price to \$101.17 as a justified and conclusively accurately priced ticket for the value Big Mountain Resort brings to the state of Montana.



Modeling Results + Analysis

Scenario 1: Close up to 10 of the least used runs which add more perceived value to the ticket.

Closing one run makes no difference in the value of the ticket price as seen below. *It is recommended to close one run at Big Mountain Resort.*





Modeling Results + Analysis

Scenario 2 & 3: Adding a run by increasing their vertical drop by 150 ft, and adding 2 acres of snowmaking.

In total, the price increases in executing these two scenarios increase the price by \$3.10. *This is advisable to proceed with.*



Modeling Results + Analysis

Scenario 4: Increases the longest run by .2 miles and guarantee snow coverage by adding 4 acres of snow-making capability.

Our best model found that this leads to zero difference in justifiable price change.



Summary and Conclusion

Big Mountain Resort is underpriced. Conclusively, Big Mountain Resort's modeled price is \$98.07, while its actual price is \$81.00. It is advisable that the final weekend ticket price to \$101.17 as a justified and conclusively accurately priced ticket for the value Big Mountain Resort brings to the state of Montana.





Thank you.

