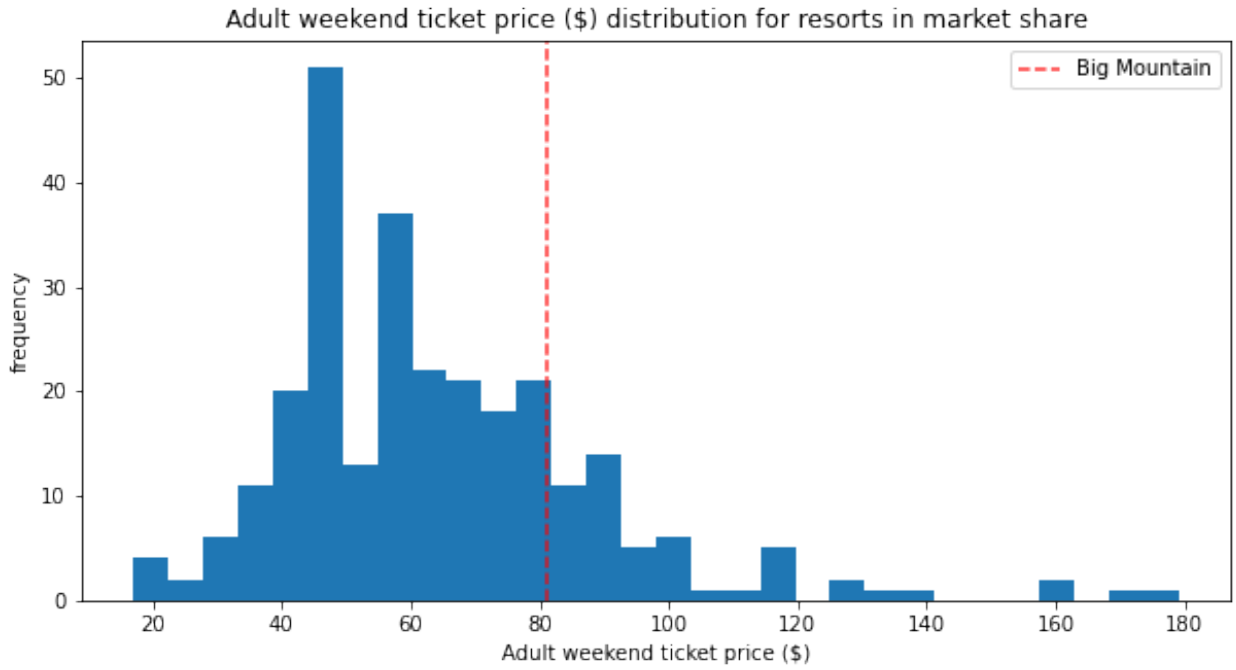
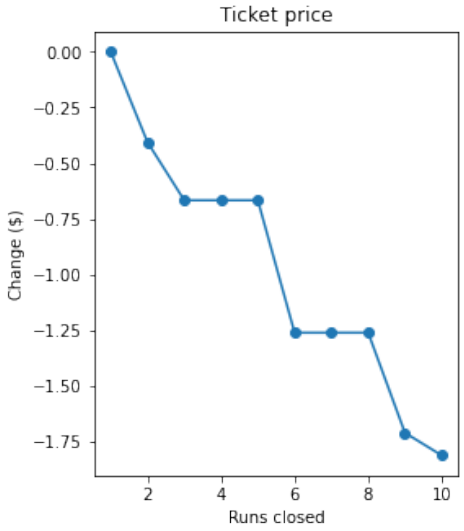
# Guided Capstone Project Report

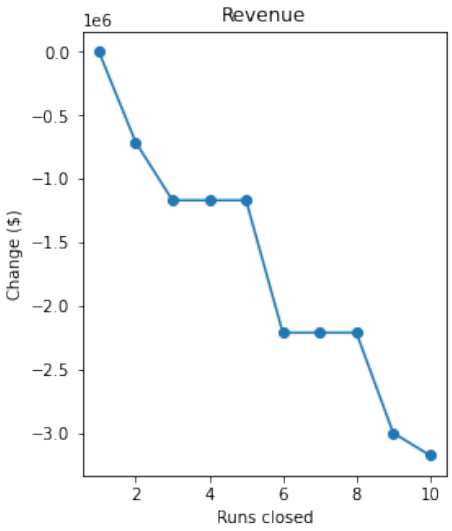
The current price for Big Mountain Resort is $81, which is above the average of all tested resorts.




Our model suggests to increase ticket price to $95.87 which is $14.87 more than current price. Such increase is due to most of the features that Big Mountain has, which all the features lie at the higher rank, such as vertical drop, area covered by snow, # of chairs, foot quads, and total runs. Majority of resorts have no trams including Big Mountain. Therefore, adding one or two runs would support to increase ticket price.

There are 4 different scenarios have been considered, on the basis of each visitor on average buying 5 day tickets .
1) close up to 10 of the least used runs. No difference when close only 1 run, but both ticket price and revenue get reduced after closing more than 1 run. indifference in price nor revenue change when closing 3 runs, 4 runs or 6 runs. Price and revenue drop more significantly after closing 6 runs.




2) adding a run, increasing the vertical drop by 150ft and install an additional chair lift. This will increase support for ticket price by 8.61and15,065,471 in revenue over season.
3) repeating previous scenario, but adding 2 acres of snow making. This suggests ticket price increase by $9.9 and results $17,322,717 in revenue.
4) increasing longest run by 0.2 miles, snow coverage increase 4 acres. This results no difference in price nor revenue.

However, Big Mountain resort's current price is already at the peak comparing to all the other resorts in Montana.


Such ticket price increase may reduce the number of customers, and further impact the projected revenue collection.