Big Mountain Resort

Data Driven Pricing Strategy

Uncertainty About Big Mountain Resort's Price

- Arbitrary pricing strategy in the past
- Operating costs increasing with recent expansion of new lift

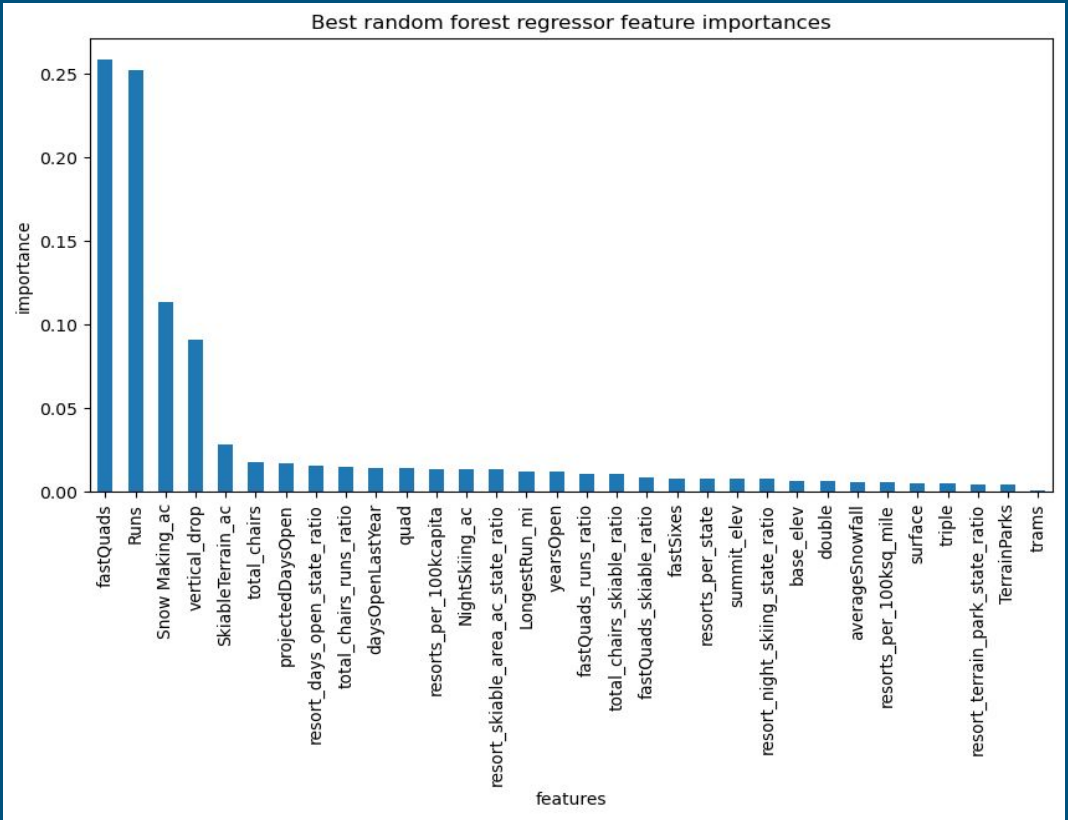
How can BMR use data to optimize its ticket price?

Key Findings

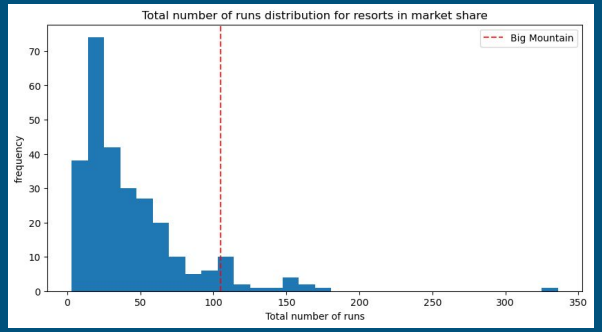
- RF Model supports a price increase of over $14.00 per ticket, generating an additional $24.5 million* in revenue
  - Assuming 350,000 clients buying 5 day passes each

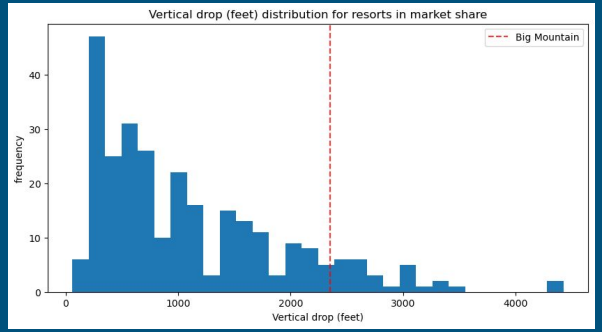
- Model also supports the installation of a new lift, run and an additional 150 feet to the vertical drop - additional $1.99 to ticket price, ~$3.5 Mil revenue

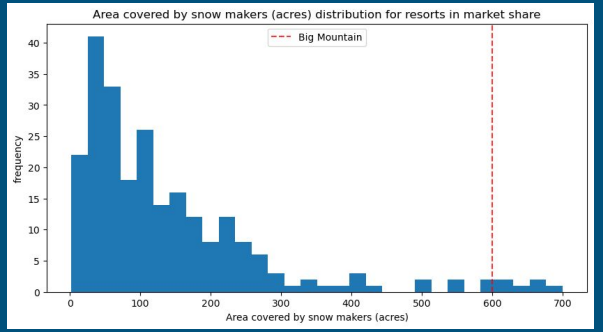
RF Model most important features

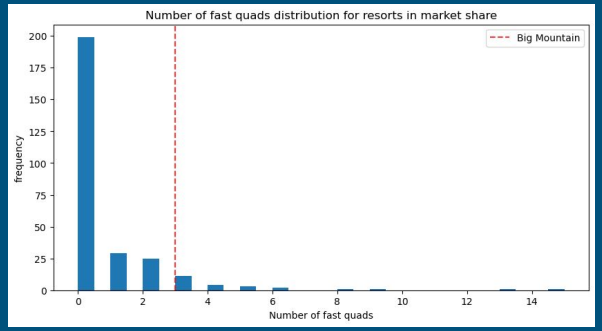


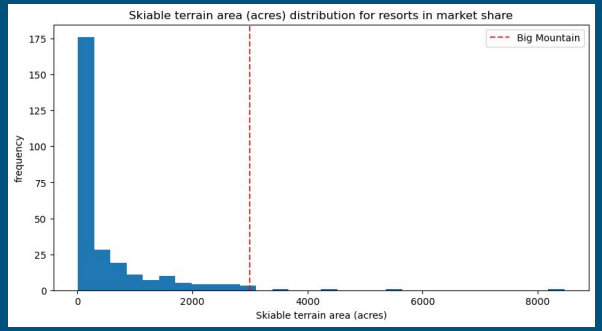
Where we stand on Model important features

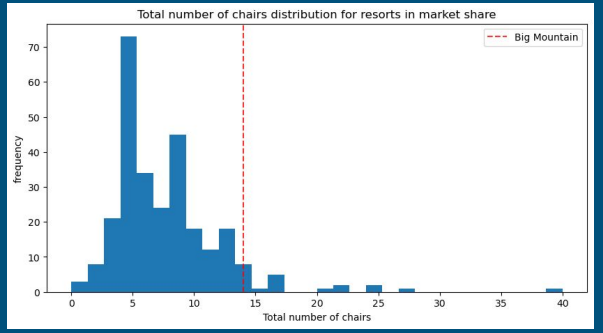




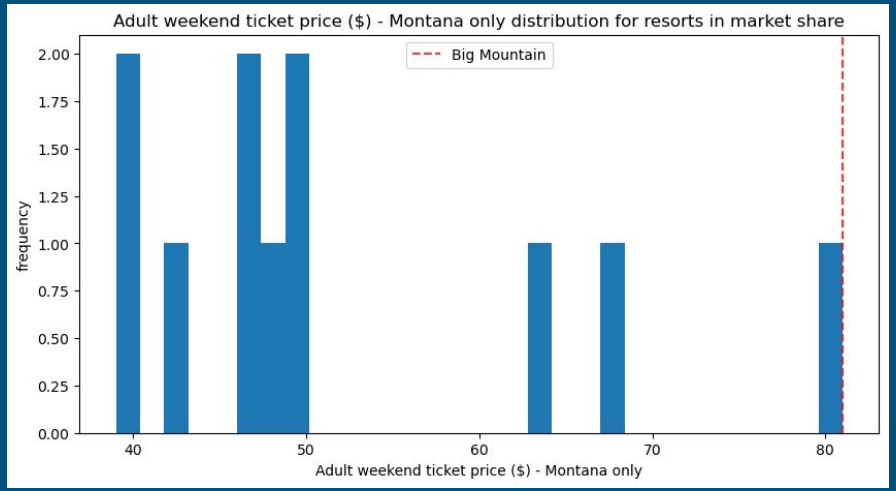


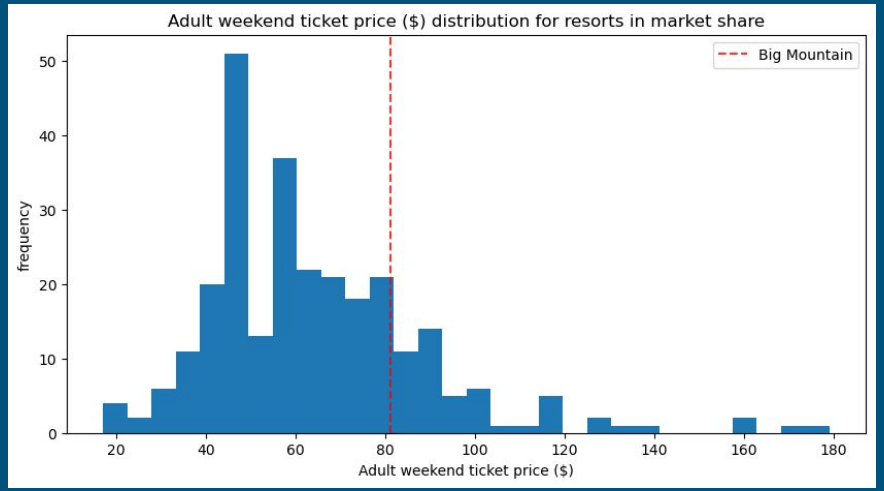






BMR Current Ticket Price





Summary

- Big Mountain Resort is in the upper tier of Ski resorts based on features our model found to be most important
- Current price sits at $81.00, but can be increased with support from the model
- Increasing vertical drop, adding a new lift, and adding a new run allows for a further increase in price of $1.99