



Guided Capstone: Big Mountain Ski Resort

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Problem Identification

The problem at hand is to identify the best adult weekend ticket price for Big Mountain Ski Resort relative to the price and amenities of competing ski resorts. The value of each service to resort customers also needs to be re-evaluated so that any changes in operational costs will best reflect what customers value in their ticket purchase.

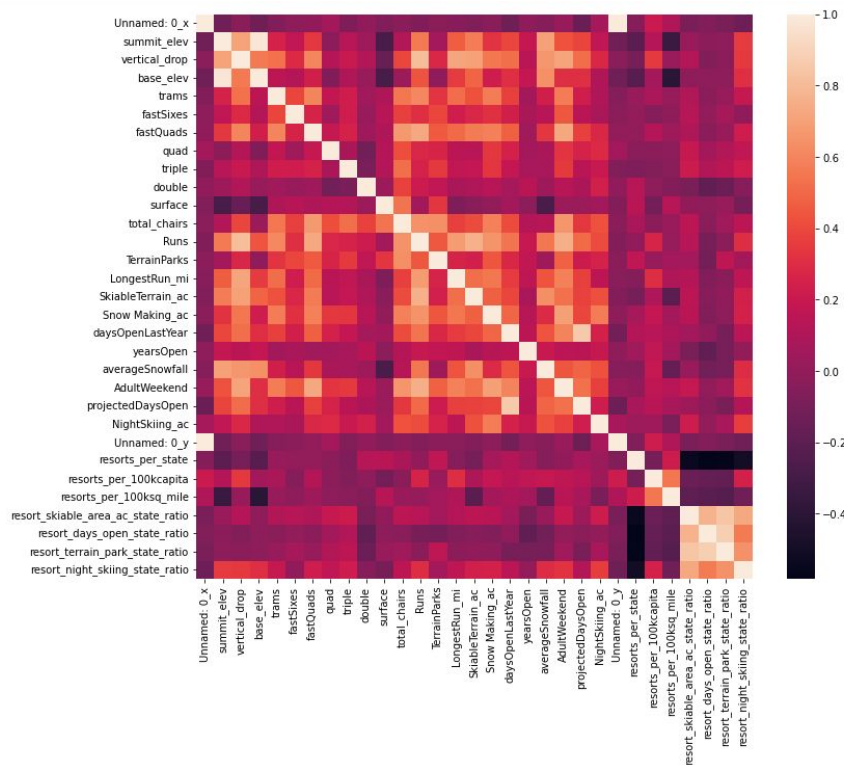
Recommendation and Key Findings

The model suggests that Big Mountain Ski resort can increase their prices up to \$100.4 from the current \$81 according to the value of their services and features offered to guests.

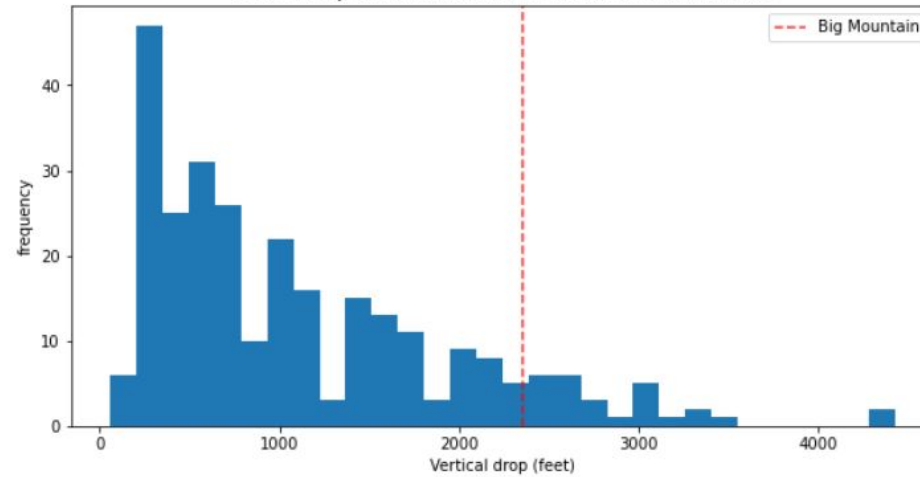
Action items to further increase value of ticket price:

1. Increase vertical drop by 150 feet
2. Add an additional run
3. Install additional chair lift

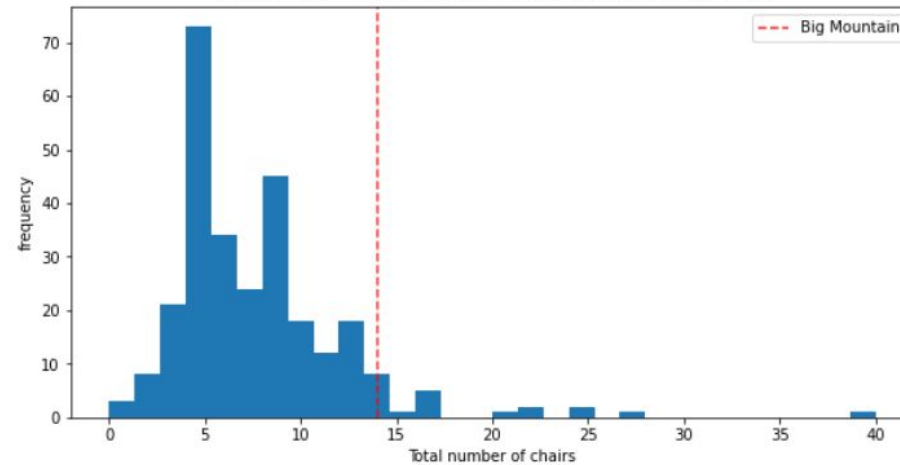
Modeling Results and Analysis

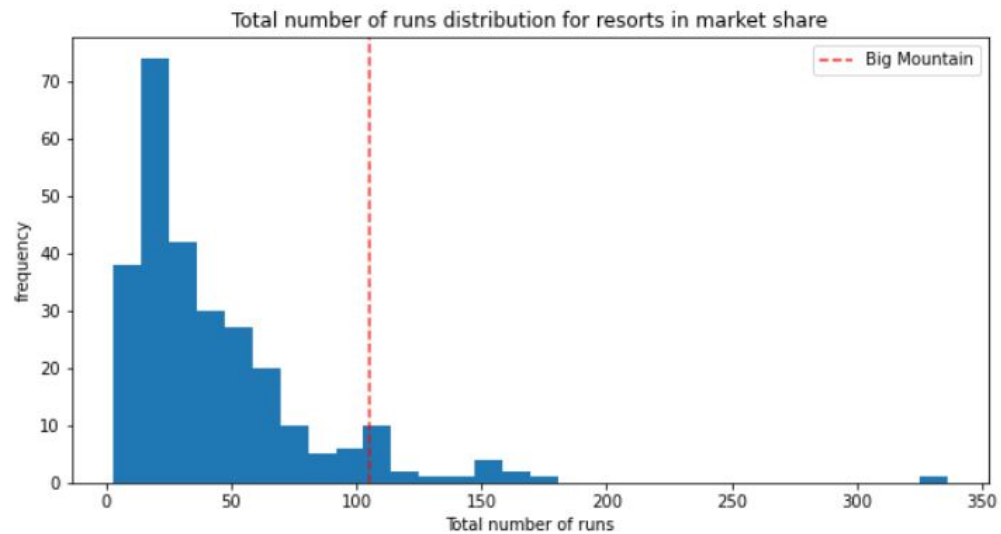


Vertical drop (feet) distribution for resorts in market share



Total number of chairs distribution for resorts in market share





Summary and Conclusion

Big Mountain Ski resort is undervaluing their ticket price given the value of their amenities to visitors.

Given their standing in the features of vertical drop, number of runs, chair lifts and snow-making area covered relative to competitors, Big Mountain Ski Resort compares well and should re-evaluate increasing ticket price by \$8.48.