

Big Mountain Resort: Price Analysis



The Problem

- Current ticket price: \$81
- Operating cost increase: \$1.54 m

The Ask

Propose a pricing strategy that capitalizes on facilities while cutting costs

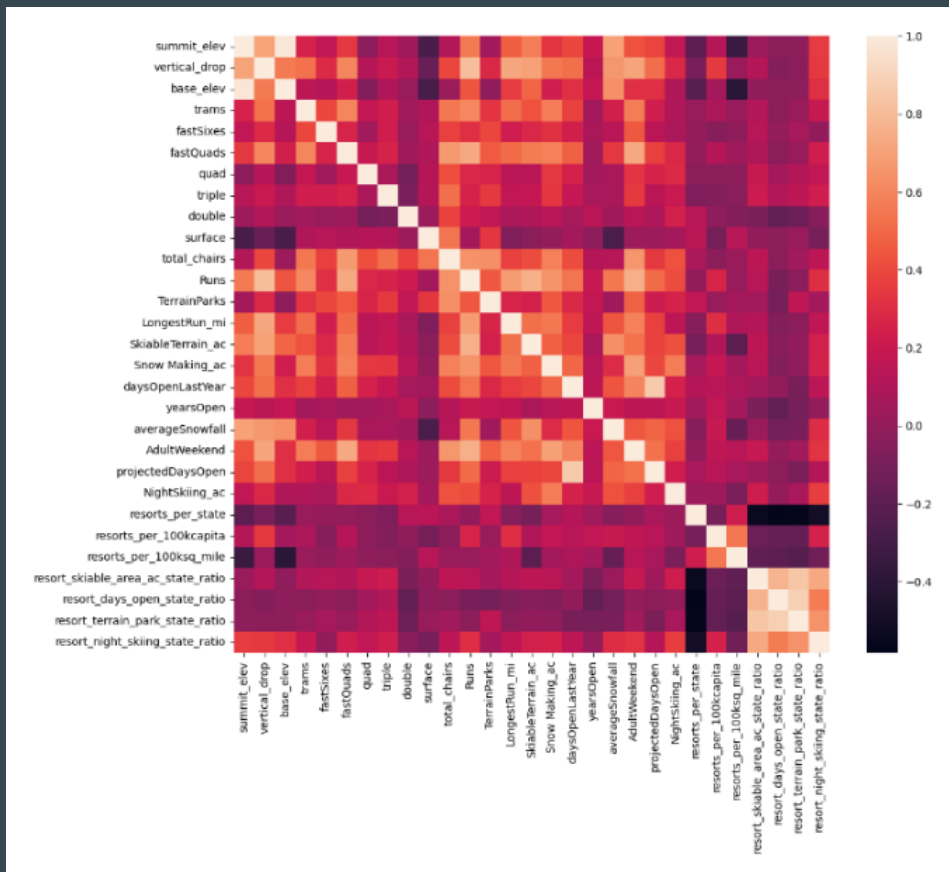
Recommendation

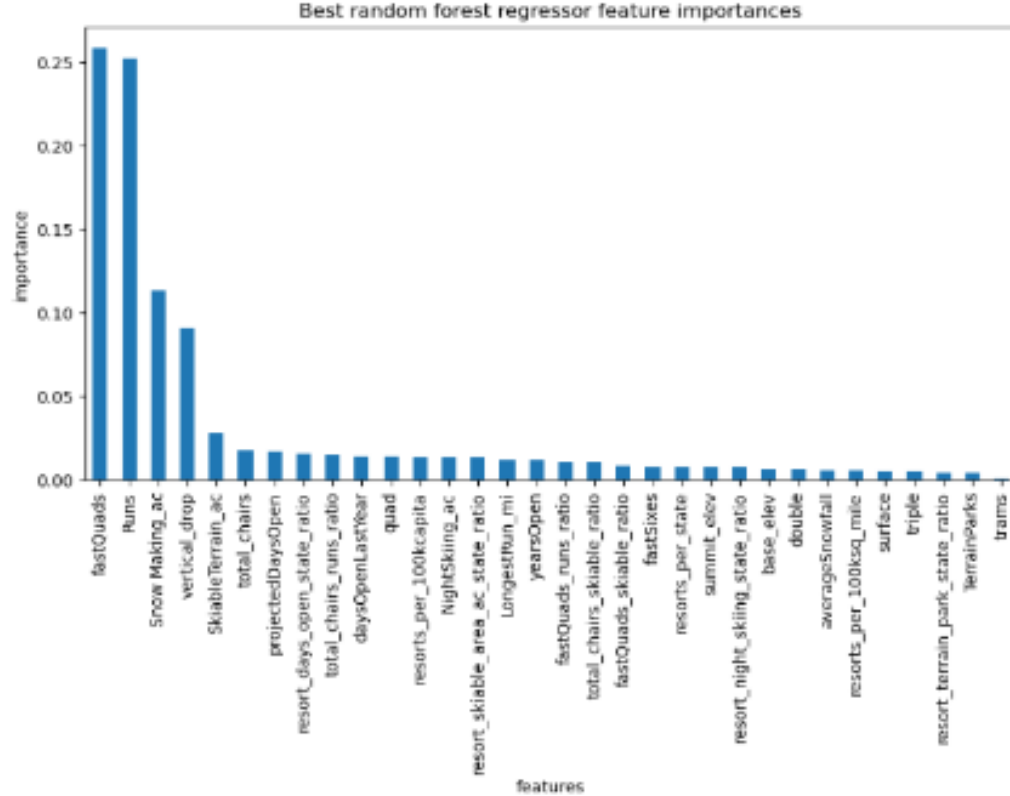
- Increase ticket price to \$85
- Increase vertical drop by 150 feet
- Close 1 run

Modeling and Analysis

High correlation between ticket price and...

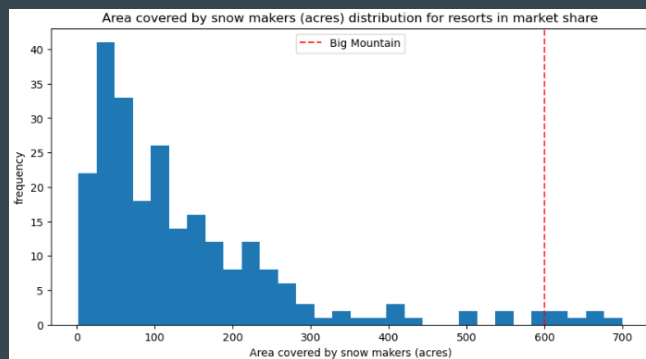
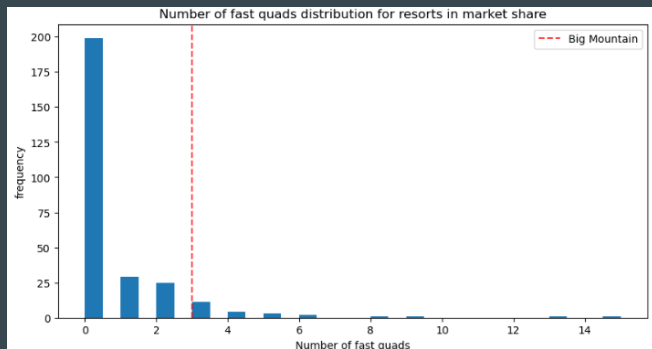
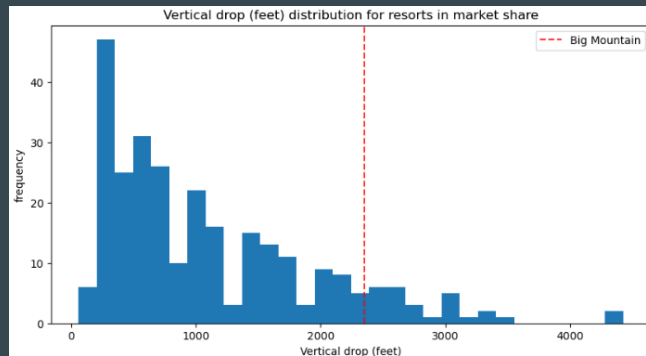
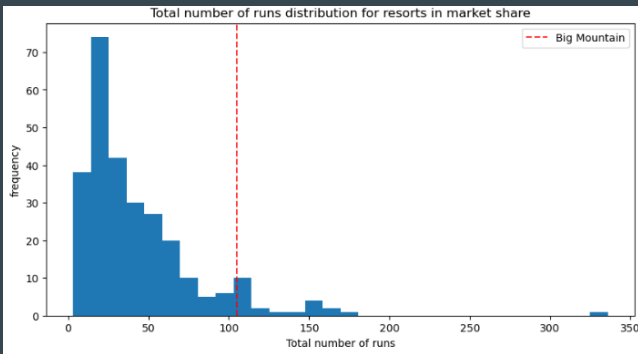
- Fast Quads
- Vertical Drop
- Number of Runs
- Snow Making Acreage





Our model ranked
the same resort
features as most
important!

Big Mountain's Current Position:



Big Mountain...

SUMMARY

...is already positioned with features that support a higher ticket price.

CONCLUSION

...can confidently increase it's ticket price and further improve it's pricing strategy by increasing it's vertical drop and closing one run.

Thank you!

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Any questions?