

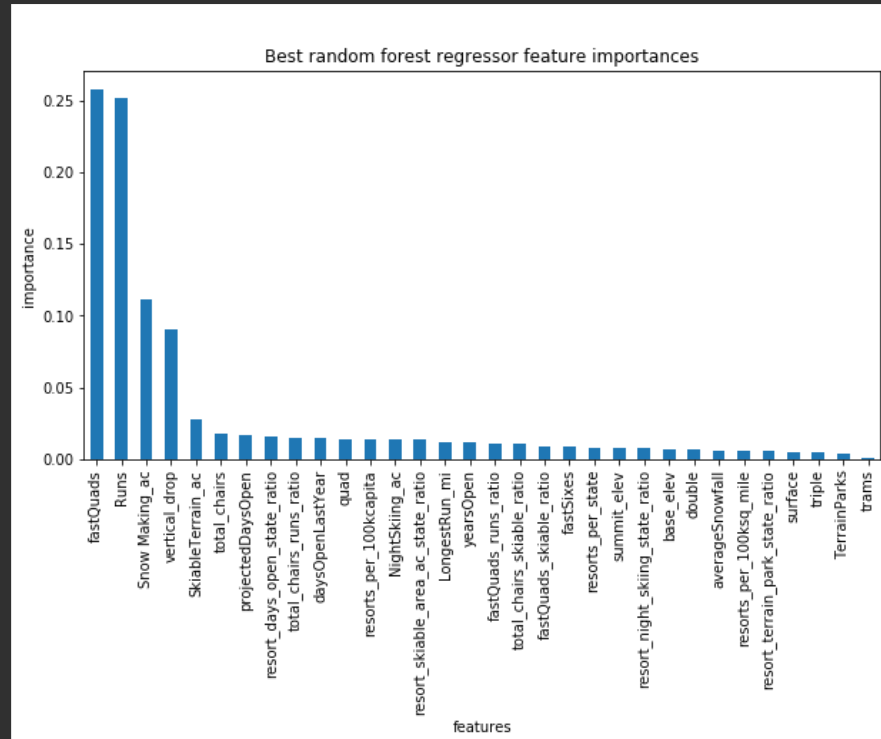


Big Mountain Resort

Operational Changes

- New chair lifts installed
 - \$1.54 million increase to operational costs
- Find a way to offset costs
 - Cut down on different areas of operational cost
 - Increase current ticket price

Key Features



- Top four categories:
 - fastQuads
 - runs
 - snowmaking_ac
 - vertical_drop

Recommendations

- Modeling proposes two optimal solutions
 - Solution 1: Adding run, increasing vertical drop by 150 ft, and adding an additional chair lift
 - Increases ticket price by \$1.99
 - Potential revenue of \$3,474,638
 - Solution 2: Add two acres of snow
 - Increases ticket price by \$1.99
 - Potential revenue of \$3,474,638

Recommendations (cont.)

- Other solutions include:
 - Closing up to 10 of the least used runs
 - While closing one run does not affect revenue, closing more leads to massive losses
 - Increase longest run by 0.2 miles and adding 4 acres of snow
 - No discernable change in ticket prices

Conclusions

- Our current prices lie at \$81.00
- Our model prices are at \$94.22
- Big Mountain Resort can justify higher ticket prices by implementing either of the first two solutions