Big Mountain Resort

Ticket Prices

- Currently determined from market average
- If based on facilities resort has, would lead to better value for tickets

Focus

- Using data about facilities and ticket prices
- Big Mountain and other resorts
- Scenarios

Recommendation

- Model: set ticket price to $95.87
- Scenarios:
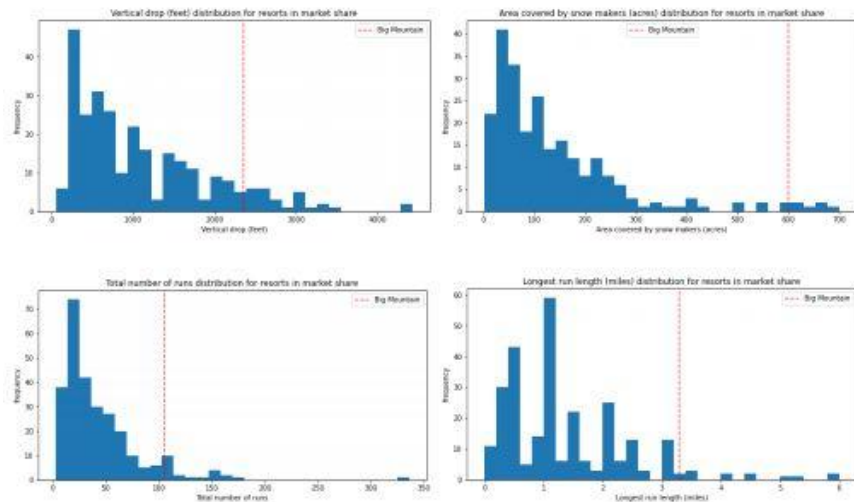 - Scenarios 1 & 2 should be considered
  - Scenarios 3 & 4 should not

Model

- Currently weekend price: $81.00
- Facilities support ticket price of $95.87
- MAE of $10.39
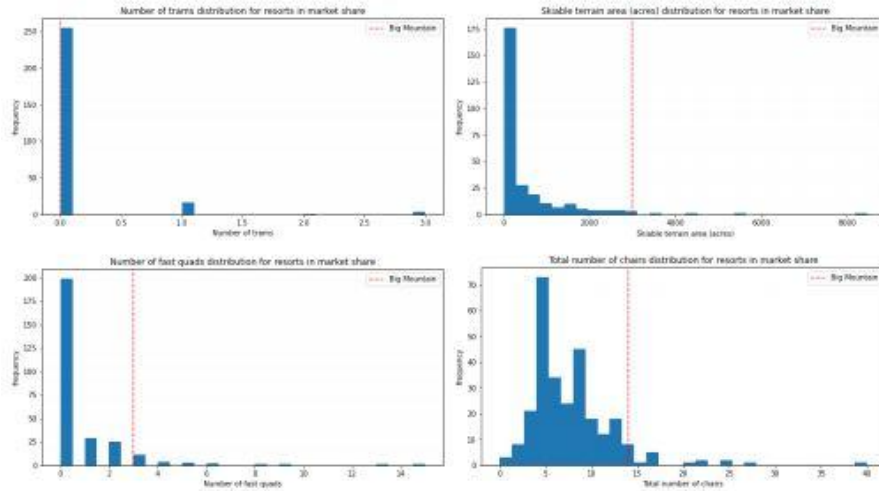 - Suggests there is room for increase
  - May be currently undercharging

Big Mountain Resort in Market Context

- Vertical drop
- Area covered by snow makers
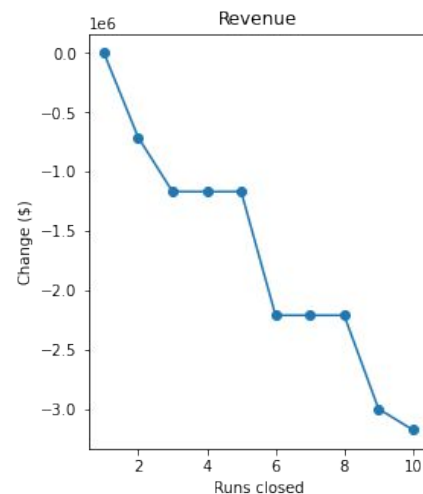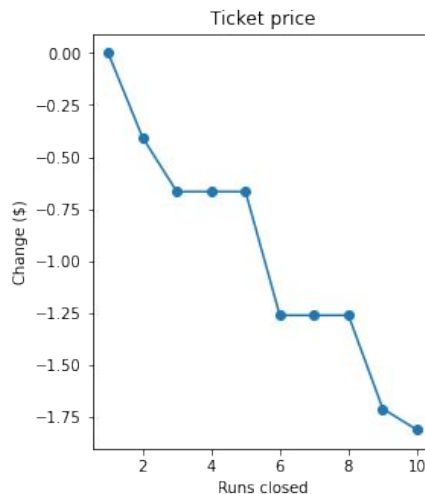- Number of runs
- Longest run length

Big Mountain Resort in Market Context

- Number of trams
- Skiable terrain area
- Number of fast 4-person chairlifts
- Total number of chair lifts

Modeling Scenarios

- Scenario 1:
  - Removing 1 makes no difference
  - Removing 3, 4, 5 is the exact same
- Scenario 2:
  - Supports price increase of $1.99
- Scenario 3:
  - Exact same result as 2
- Scenario 4:
  - Makes no difference

Conclusion

- Raise price to between $85.00 and $95.00
- Pursue scenario 2; take scenario 1 into further consideration