The Big Mountain Ski Resort ticket price is already one of the priciest for Montana. Our predictive model compared this resort with a national database and found the following:

1. Current ticket price: $81.00
2. Predicted price: $94.22
   1. Based on model comparing feature sets of other resorts nationwide
3. There is room for a price increase

If we merely wanted to raise our revenue by the stated 7.5% goal, this $13.22 increase will surpass that goal. Roughly 16.32% revenue increase without having to amend our current facilities.

However there are other options. Our model allows the tweaking of feature sets such as total chairs, total runs, snow acreage, and vertical drops, and yields a predicted ticket price delta and revenue amount.

One possible way to increase revenue is to decrease operational cost.

Chart, line chart

Description automatically generated

These graphs show the predicted outcome to ticket price and revenue. By closing one run, there is no adverse effect on the ticket price nor the projected revenue.

Finally, a data-driven plan of growth could maximize future revenue earnings. By using the models to review possible combinations of additions and closures of the resort’s amenities, a more realistic revenue expectation can be met with such prudent planning.