

Ryan Baldree

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Big mountain Resort

Big Mountain Resort has two options to increase revenue. Increase ticket cost or cut spending on facility operations. After a thorough look at other american ski resorts pricing, amenities, size, and other factors. A new ticket price for Big Mountain has been found to be most effective.

The method

Using machine learning to identify the most important factors in determining a ski resorts ticket price we created a model that would then intake Big Mountains details and produce an expected ticket price. This expected price of \$94.78 was much greater than the current \$81.00.

Attempting to find the impact of alternative changes to the park resulted in the finding of two important pieces of information. Firstly if runs are closed one, two, and three closing all decrease the expected price up to \$1.00 closing an additional four and five has no impact. However at six there is another fifty cent drop in expected ticket price. Secondly increasing the vertical drop by 150 feet, and installing an additional chair lift still justifies a ticket price increase of \$9.81

Conclusion

After machine learning algorithms expected price output of \$94.78 and further testing of potential changes to the park. It has been found adding 150 feet to the vertical drop, installing a

new chair lift, and raising ticket price by \$9.81 to a total of \$90.81 seems to be the best and most supported strategy.