



The background features large, soft-edged abstract shapes in muted blue, pink, and light blue. In the corners, there are delicate line-art illustrations of various plants, including a large flower in the top-left, a leafy branch in the top-right, a cluster of small flowers in the bottom-left, and a branch with buds in the bottom-right.

# *Big Mountain Resort Report*

Maximizing Facilities with Cindy Seth



# *Problem Identification*

- **New Chair Lift:** additional operating cost of \$1.54 million
  - **How to capitalize the resort facilities without undermining the ticket price?**
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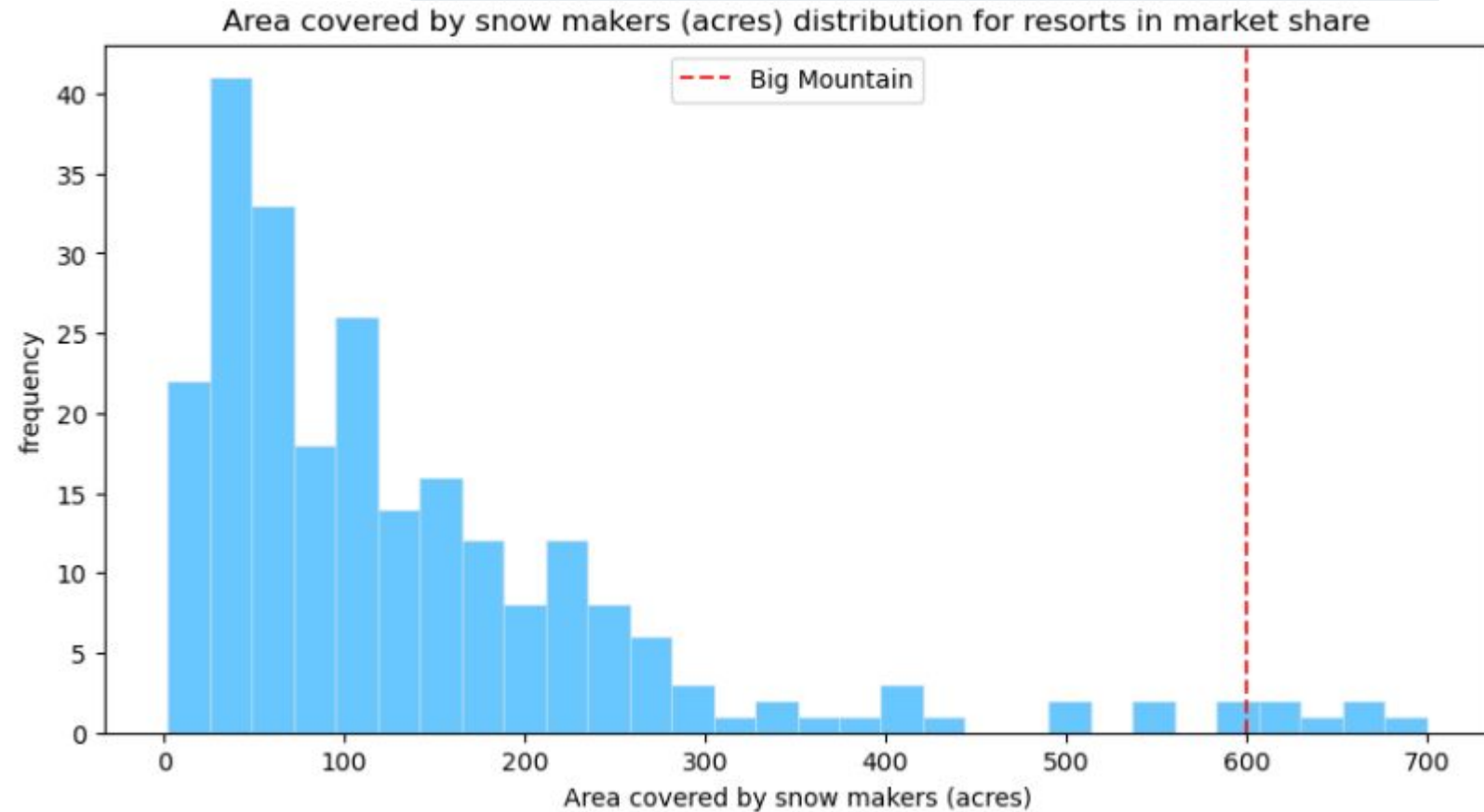
# *Recommendation and Key Findings*

**The following recommendations will increase the revenue by \$14,454,028 over the season:**

- Add an additional run
- Increase the vertical drop by 150 feet
- Installing an additional chair lift
- Add an additional 2 acres of snow making
- Increase ticket price by \$8.26

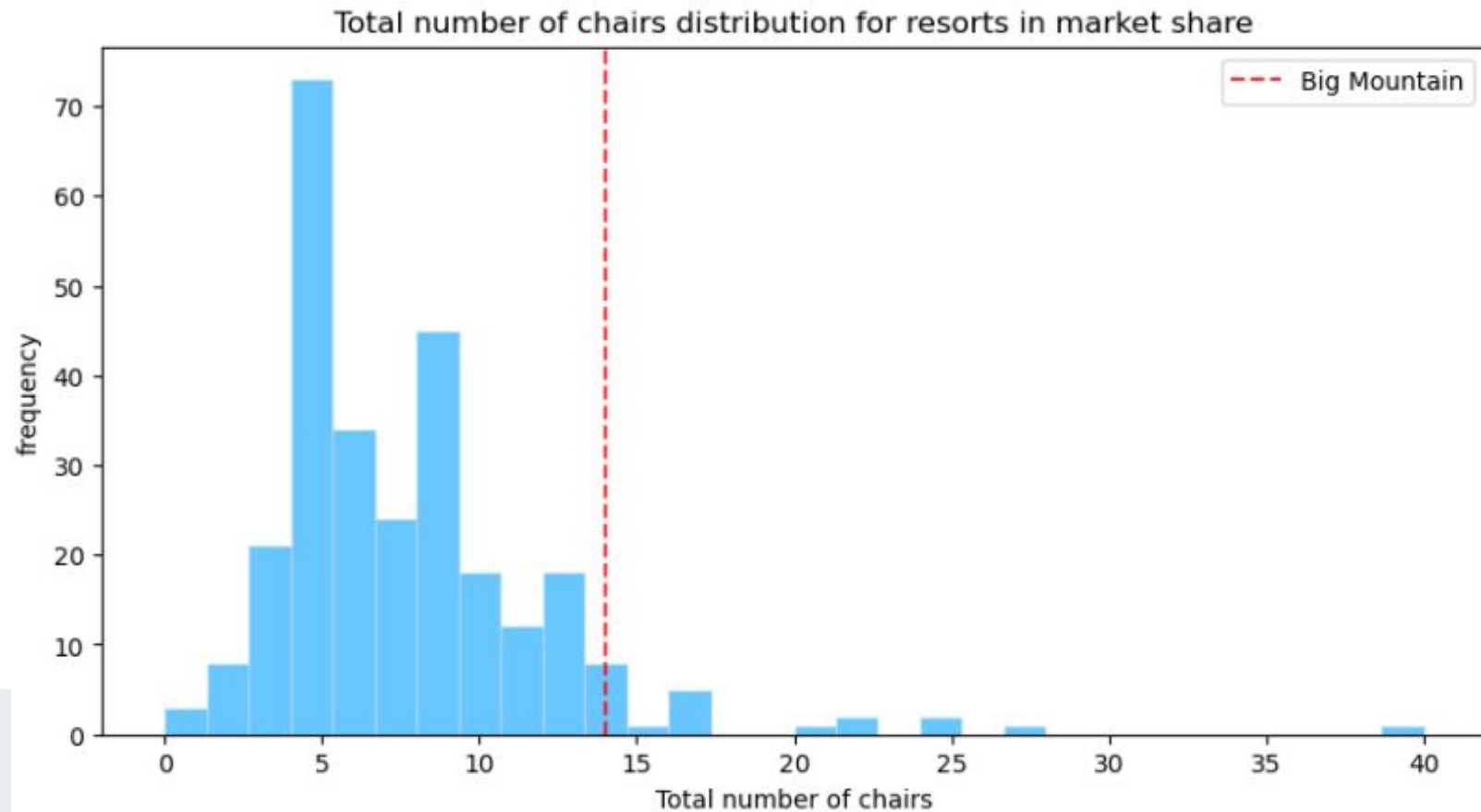
# *Modeling Results and Analysis*

Big Mountain is **very high up** the league table of snowmaking area.



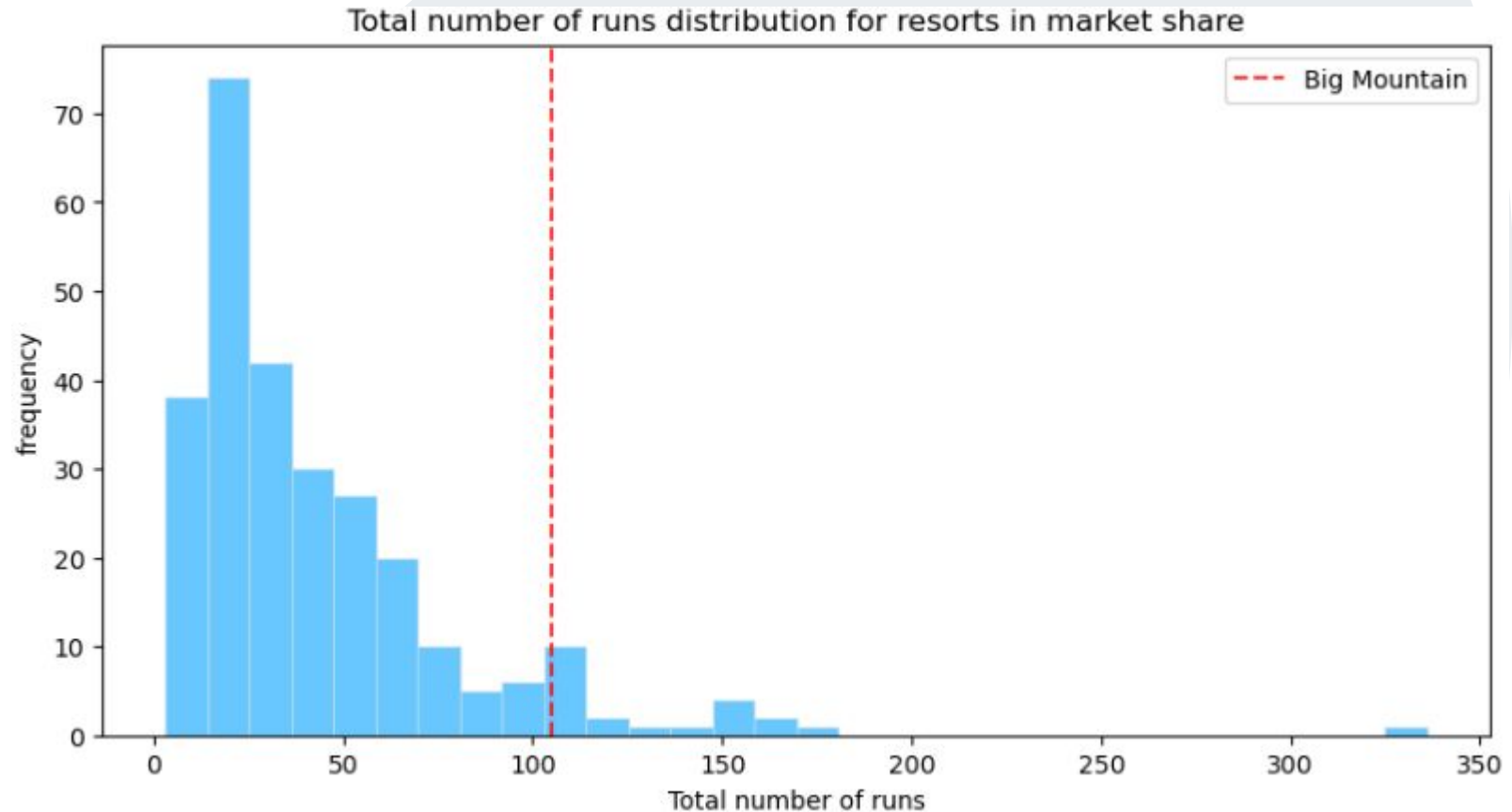
# Modeling Results and Analysis

Big Mountain has amongst the **highest number** of total chairs.



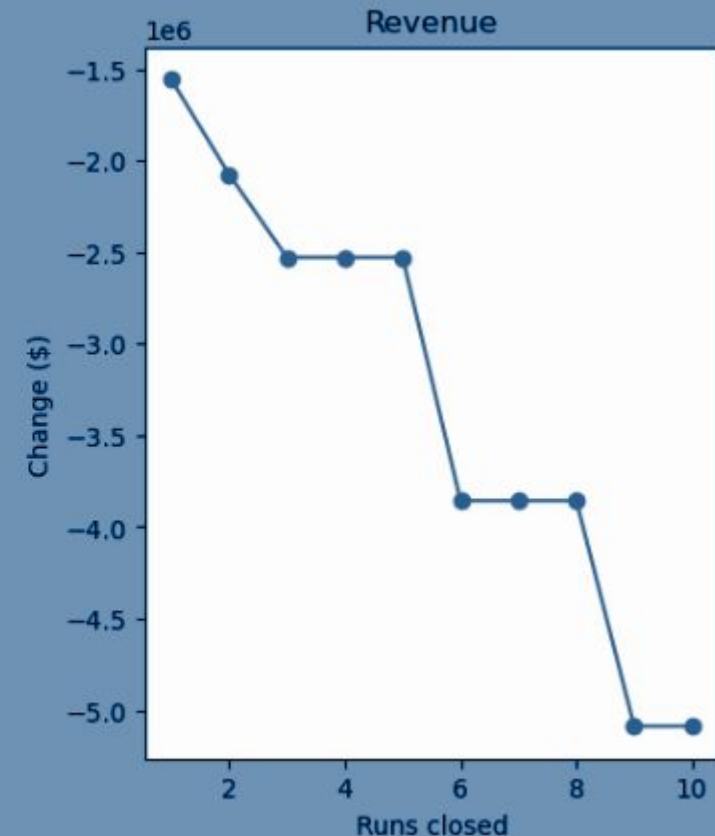
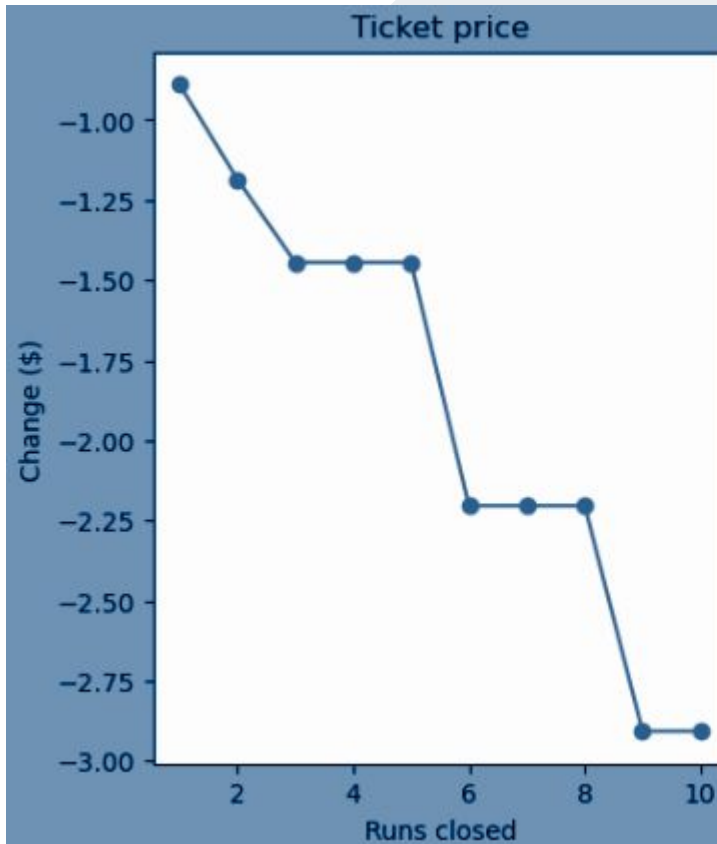
# Modeling Results and Analysis

Big Mountain **compares well** for the number of runs, but can benefit in adding more.



# *Modeling Results and Analysis*

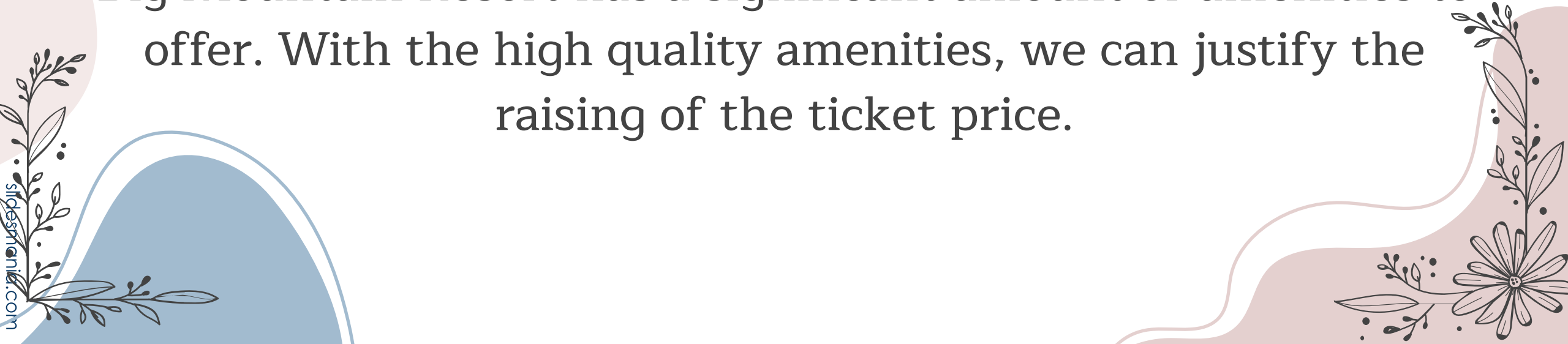
Big Mountain Resort can close up to 6 runs each day **without a large drop** in revenue.





# *Conclusion*

Big Mountain Resort has a significant amount of amenities to offer. With the high quality amenities, we can justify the raising of the ticket price.





The background features a light cream color with large, soft-edged abstract shapes in muted blue and dusty rose. In the corners, there are delicate line-art illustrations of various plants, including daisies, sprigs of leaves, and small flowers.

# *Thank you!*

**Do you have any questions?**