

Big Mountain Resort

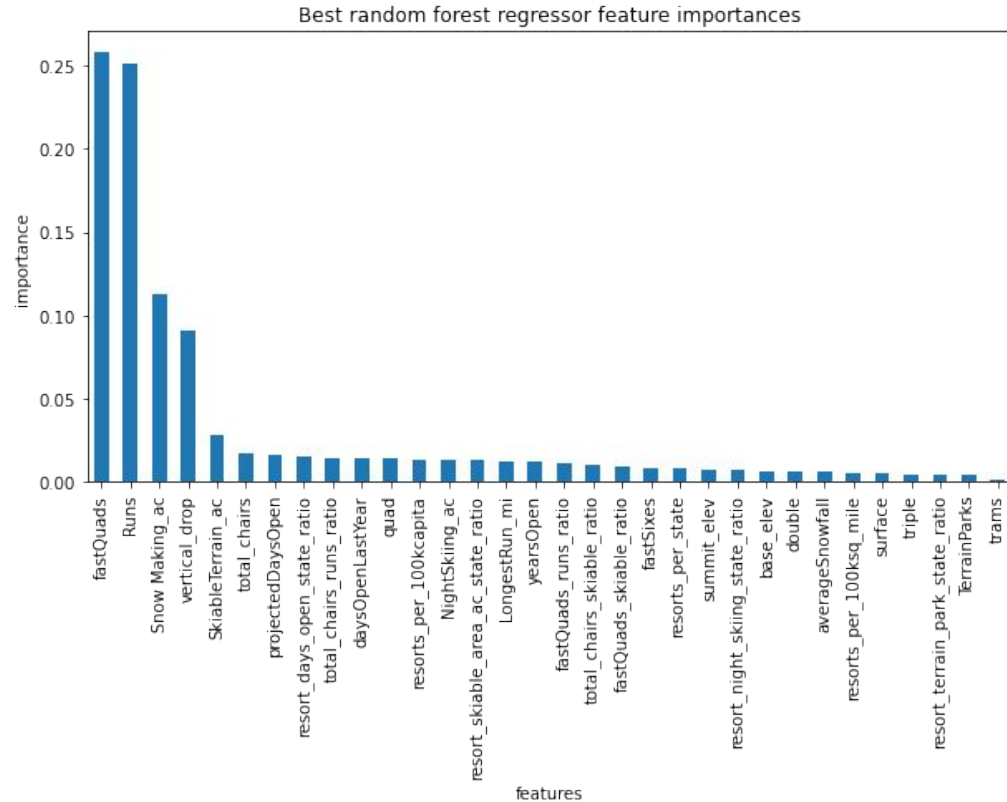
Is BMR maximizing its revenue?
Which features and facilities matter most to
customers?

-Top 4 Features = Revenue \$

-BMR ranks high for Top 4

-Current adult weekend ticket price is \$81.00

-Modeled price is \$95.87



Big Mountain recommendations

- Add another run and install another chair lift
- Increase the vertical drop by 150 feet
- Add two acres of snow making

This scenario increases revenue!

- Supports increase in adult weekend ticket price by \$9.90

- New price is \$90.90

- \$17 million over the season

- Modeled price can be increased comfortably, mean absolute error is \$10.39

Conclusion

- Big Mountain boasts the features that customers are willing to pay more for.
- The current adult weekend ticket price can be increased significantly