Guided Capstone

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Background

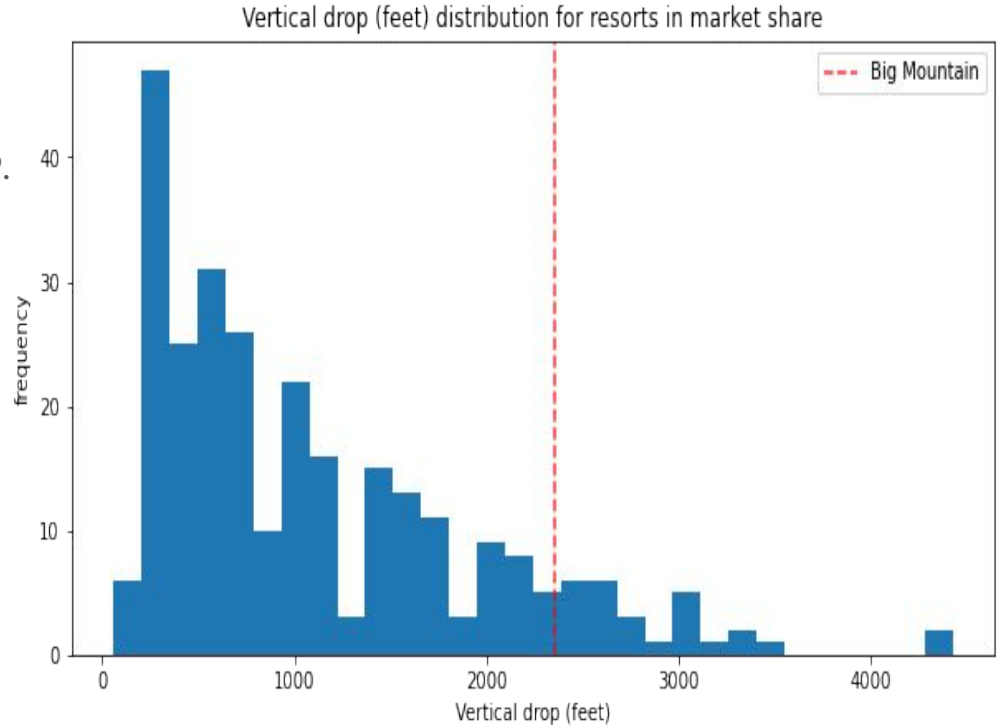
- Big Mountain Resort, a ski resort in Montana, serves approximately 350,000 people each year
- A new chair lift costing $1,540,000 was recently installed at Big Mountain Resort.
- Big Mountain isn't making the most of its assets.

Key Features

- Prices will be raised from $81 to $94.22
- The vertical drop
- Snowmaking capacity
- Total number of chairs
- Fast Quad, runs

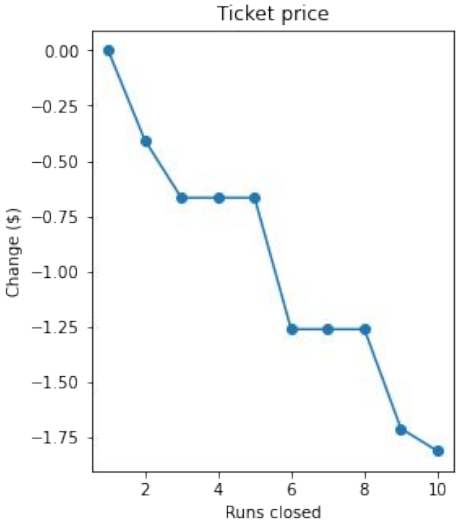
Solutions

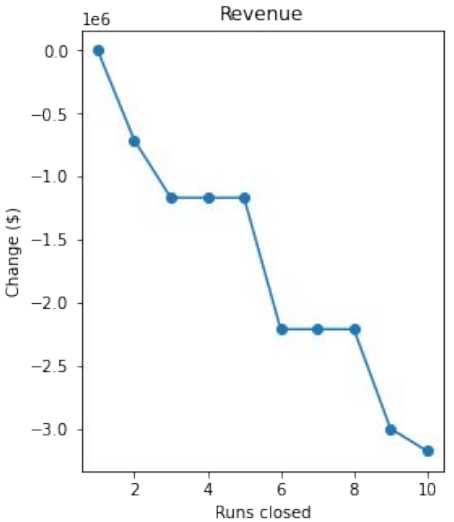
This scenario boosts ticket price support by $1.99. This is expected to total $3474638 over the course of the season.



Solutions

Eliminate one of the current runs and replace it with the least traveled/least popular one or one could be turned on and off during the week.





Results

- New price has no effect on the number of visitors
- The price has an effect on the number of visitors by increasing or decreasing
- Big Mountain keeps the old price for weekdays and adopts an increased price for weekends.