Guided Capstone Project Report
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Problem Statement:

Big Mountain Resort, a ski resort in Montana, serves approximately 350,000 people each
year.The longest run measures 3.3 miles. The summit is 6,817 feet above sea level, with a
vertical drop of 2,353 feet. The base elevation is 4,464 feet, and the summit is 6,817 feet above
sea level. A new chair lift costing $1,540,000 was recently installed at Big Mountain Resort.

There's a feeling that Big Mountain isn't making the most of its assets. Pricing based solely on
the market average does not give the company a clear picture of the value of individual facilities
in comparison to others. What is the best way for the Resort to raise the market average?

Solutions:

Prices will be raised from $81 to $94.22 due to the expected 350,000 visitors during the season.
The vertical drop, snowmaking capacity, total number of chairs, fast Quad, runs, and nightskiing
capacity all entice visitors. Increase The drop in height Big Mountain is adding a run, increasing
the vertical drop by 150 feet, and adding a new chair lift in this scenario. This scenario boosts
ticket price support by $1.99. This is expected to total $3474638 over the course of the season.

Vertical drop (feet) distribution for resorts in market share
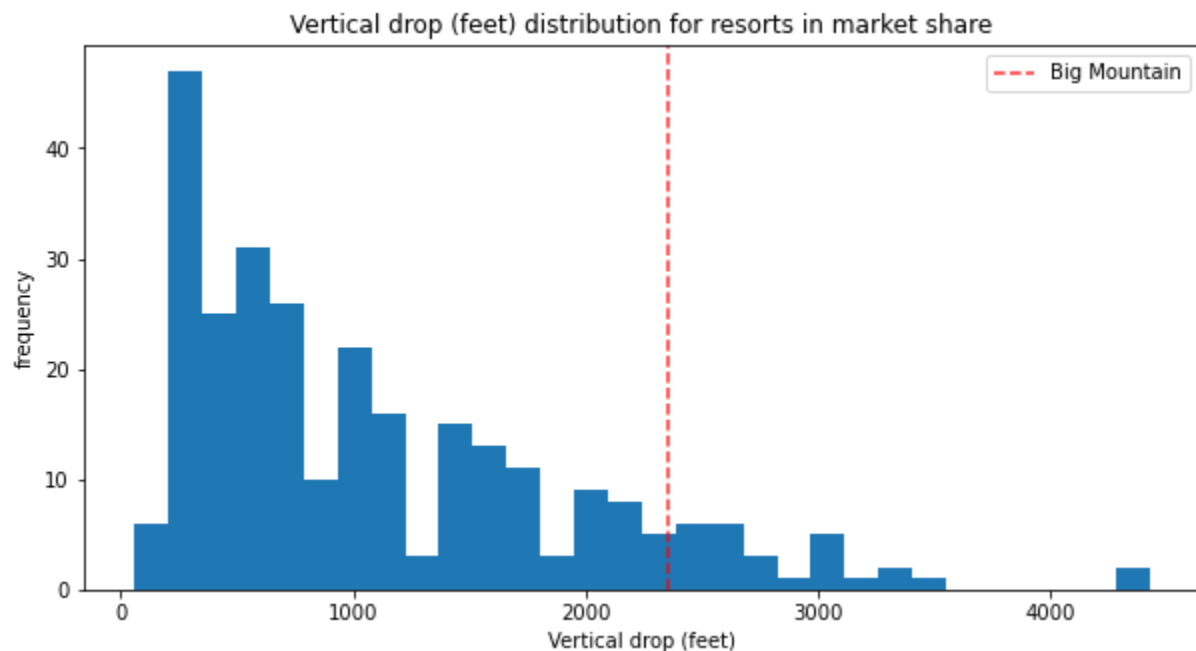
Another option is to eliminate one of the current runs and replace it with the least traveled/least
popular one or one could be turned on and off during the week. The reduction in operating costs
associated with the run in question could be added to the savings generated once it has been
confirmed that there will be no impact on revenue.
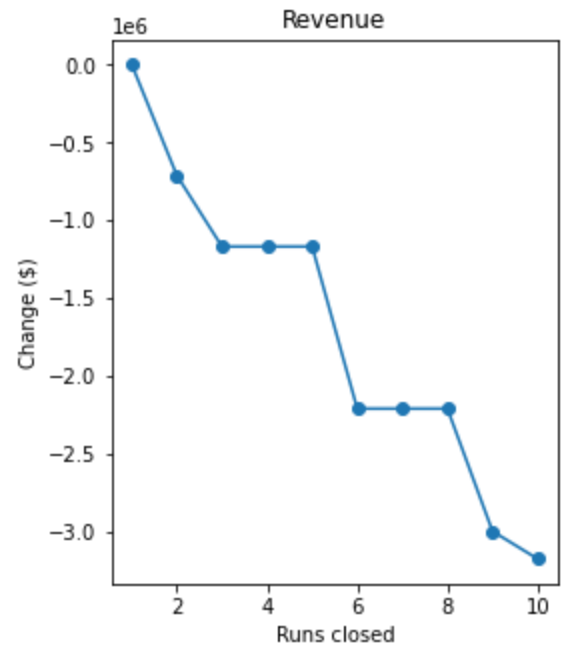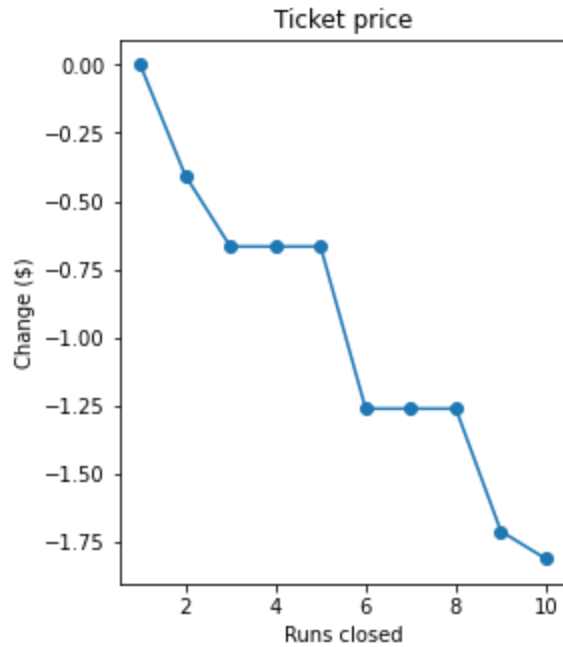
Results:

Some of the outcomes of displaying an area is that the new ticket price has no effect on the number of visitors, the new ticket price has an effect on the number of visitors by increasing or decreasing, or Big Mountain keeps the old price for weekdays and adopts an increased price for weekends.