

The Issue At Hand

After installing the new chair lift our operating costs have increased by more than \$1.5m



We need to identify a new revenue generating strategies



Increasing ticket prices

What Are The Options?



Opening more runs



Staying open for more days during the year

Which Way Should We Go?



Increasing ticket prices gives us the most flexibility

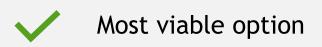


This option also gives us the quickest implementation



Other alternatives were more expensive

Increasing Ticket Prices



- The model we used indicates we can go up to \$91 per adult ticket
- Model also shows how we've been charging less than similar parks
- Increasing the ticket prices will cover the new operating cost
- It will also maintain a healthy profitability margin

How Did We Determine This?

The model takes into account the park's features in order to determine the ticket prices

We analyzed 330 parks that are in the same market segment as Big Mountain

Model performance was over 90%

Features With The Highest Impact



Skiable terrain



Average Snowfall



Total number of chairs



Based on the park features we can increase our prices



The price increase will address the new operating costs