



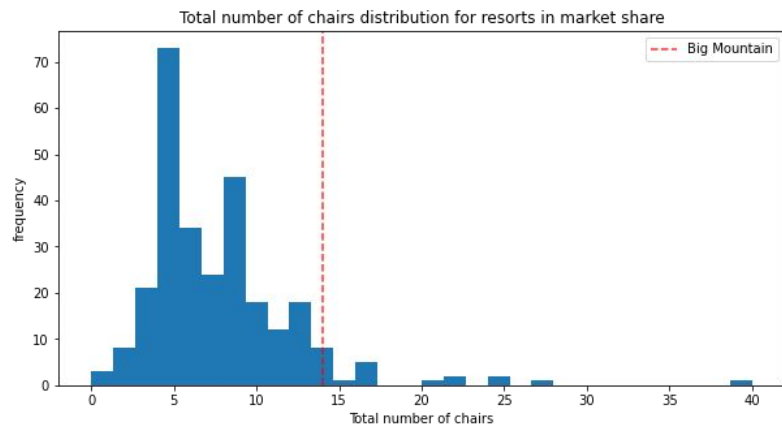
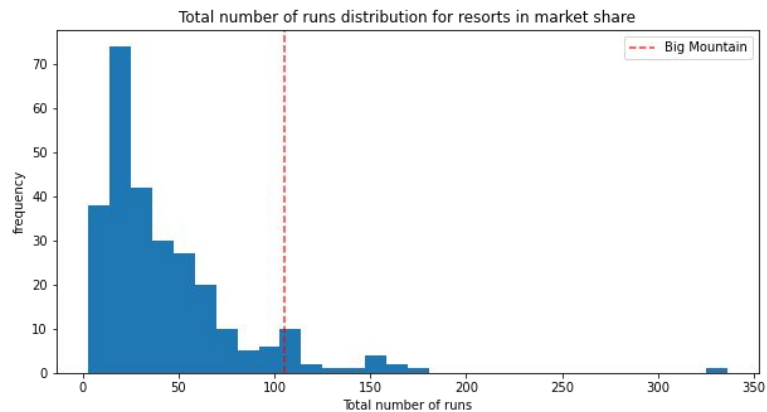
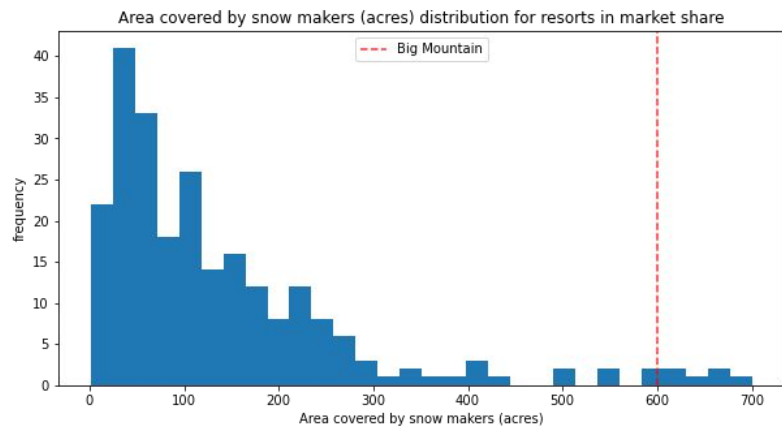
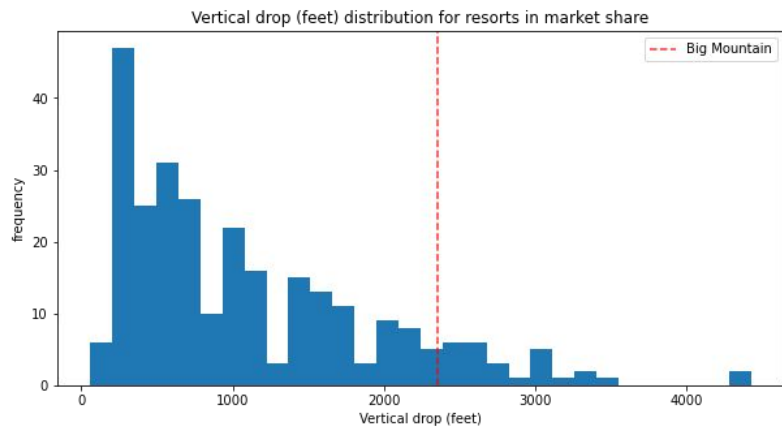
# Problem Identification

- Big Mountain Resort needs to reassess ticket pricing
- Use other resorts on the market to model prices
- Are there other features of Big Mountain that can be improved to increase ticket value for the park?

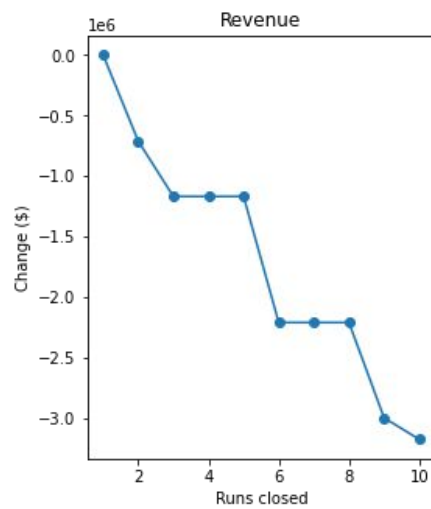
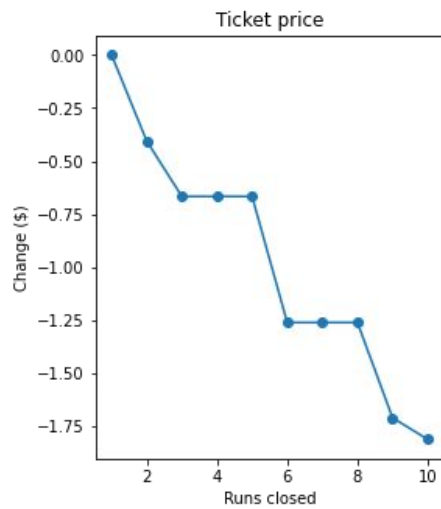


# Recommendation and Key findings

- Raise ticket price to \$81.00
  - \$26M per season increased revenue
- Add a run to increase total vertical drop
  - If ticket price increased by \$1.99 to accompany the park improvement, \$3.4M per season increased revenue
- Close the runs with highest maintenance costs



# Modeling cont





# Modeling cont

- Increase value of park
- Adding a run increases the vertical drop of the park
- Will have to construct additional chair lift to accompany



## Summary and conclusion

- We have short-term and long-term projects to greatly increase profits for Big Mountain.
- Raising ticket prices can be immediate and won't require changes to the park
- Increasing vertical drop with a new run and lift will be a forward-thinking project to improve the park
- Closing less profitable runs will help clean up the lowest value parts of the park