

**How can Big Mountain Resort  
reduce operating cost without  
undermining ticket price or  
capitalize on its current facilities  
to support a higher ticket price**

## **Expected delivery**

By next season

## **Scope of solution**

- Focus is on operating cost and further capitalization on current facilities.

## **Biggest risk**

- Reducing operating costs that undermine ticket price
  - Price increasing us out of the market share
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## Scenario 2 & 3: Increase infrastructure

### Scenario 2

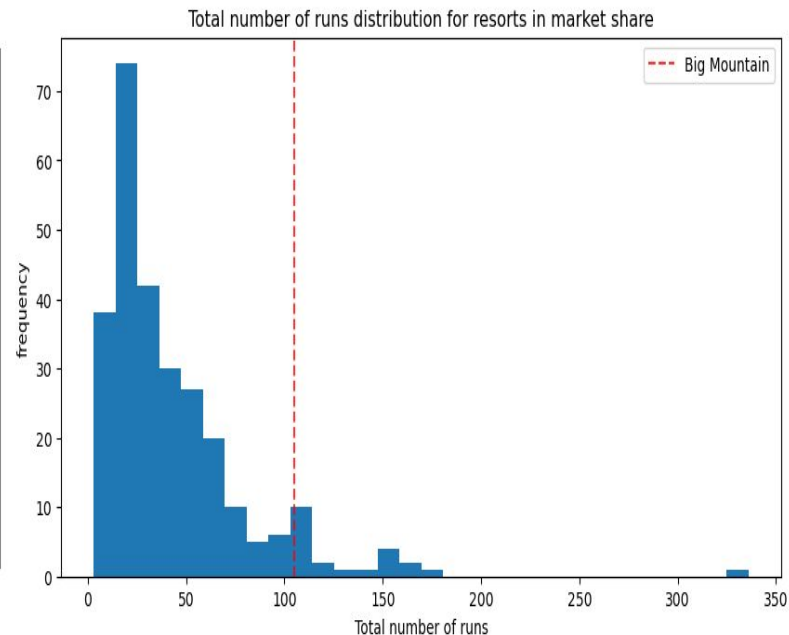
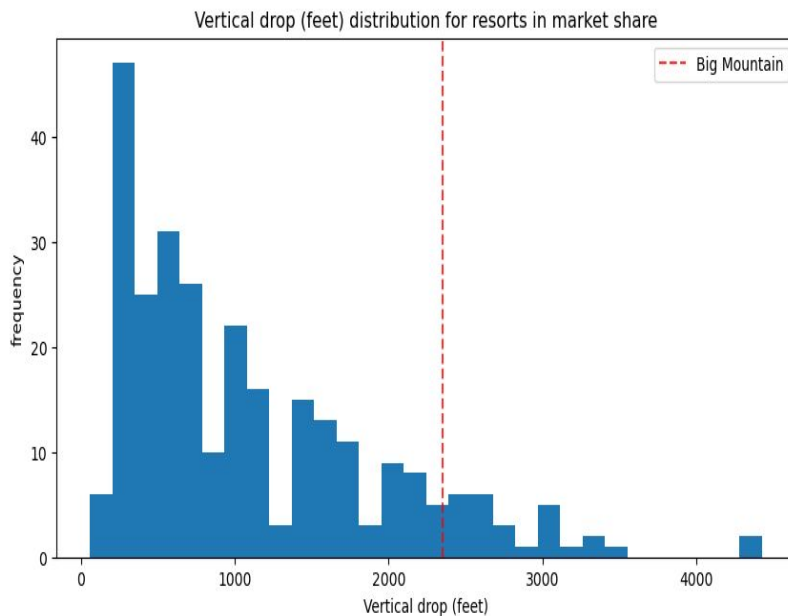
- Increase the vertical drop by adding a run to a point 150 feet lower down but requiring the installation of an additional chair lift to bring skiers back up, without additional snow making coverage -This scenario increases support for ticket price by \$8.42

### Scenario 3

- Same as number 2, but adding 2 acres of snow making cover -This scenario increases support for ticket price by \$9.33
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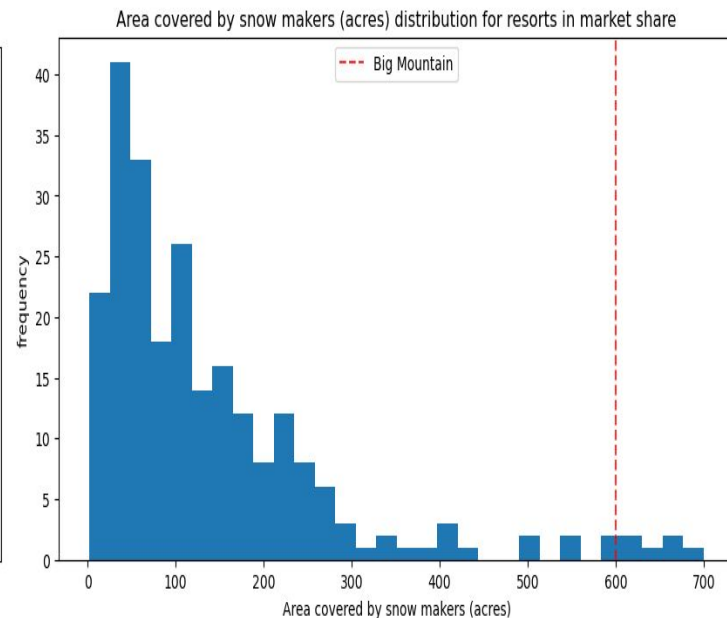
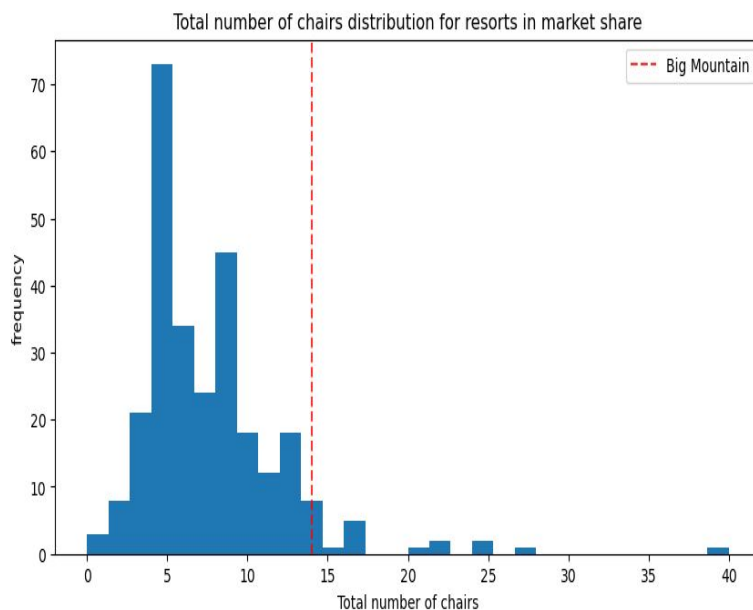
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# Big Mountain Current Standings



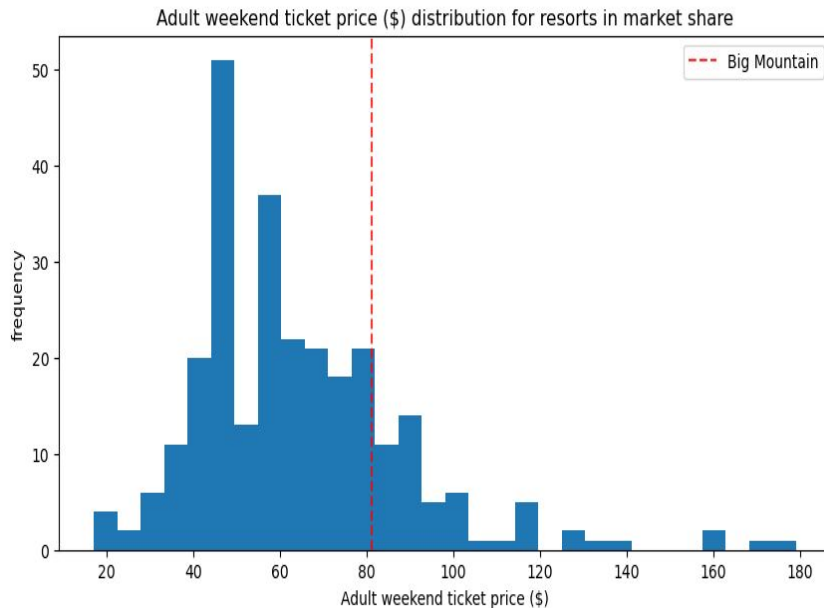
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# Big Mountain Current Standings



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# New Scenario: No Action Price Increase



## 12% + AdultWeekend

- At a 12% increase to the AdultWeekend ticket this would put Big Mountains AdultWeekend price at \$91 still keeping us in the 15% of current market share.

The model's effectiveness was measured using metrics such as R-squared, Mean Absolute Error (MAE), and Mean Squared Error (MSE). These metrics confirm the model's strong fit and its ability to predict ticket prices accurately, reinforcing confidence in the recommendations provided.

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# Summary

## Pricing Adjustment

- Big Mountain Resort should consider revising its ticket prices to better align with the value provided by its key features. The current pricing structure may not fully capture the potential revenue the resort could generate.

## Strategic Planning

- Ongoing monitoring of market trends and customer preferences is recommended to ensure that the pricing strategy remains competitive. Future analyses could incorporate more detailed scenario modeling or integrate customer feedback data to refine pricing further.
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# Big Mountain Resort

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