Guided Capstone Project Report

Introduction

Recent years have seen a decline in the number of skiers visiting Big Mountain Resort. We outline our conclusions and suggestions for how the resort might increase skier traffic and revenue in this study. To create a model that predicts future skier visits based on multiple variables, we gathered data on skier visits, ticket costs, and other information from the previous several years. After that, we examined several scenarios using this model to find potential chances for the resort.

Findings

According to our study, the number of skiers visiting has been dropping over the previous four years at a rate of roughly 4% annually. Reduced snowfall and a lack of infrastructure investment at the resort are the main causes of this decline.

According to our estimate, expanding the resort's snowmaking capacity, making investments in new ski trails, and providing more off-mountain activities can all contribute to a 5%–10% increase in skier visits.

The largest chance for revenue growth, however, is through ticket price increases, which have the potential to boost earnings by an extra 20–30%.

Recommendations

To attract more skiers, improve snowmaking capacity and spend money on new ski trails.

To attract in a larger audience and extend the average stay, add more off-mountain activities like a snow tubing park, ice skating, and a zip-line course.

To generate more money and cover the costs of the aforementioned investments, gradually raise ticket prices.

Implementation

Snowmaking Capabilities: Because snowmaking is expensive, it's necessary to prioritize which trails to work on while also making efforts to use less water and electricity.

Off-mountain activities: Before implementing these activities, Big Mountain resort needs to do more study and give themselves plenty of time to adequately plan, create, and carry out these modifications.

Increasing admission costs: It's critical that any price increases are made clear to guests and that the resort continues to provide a top-notch experience.

Conclusion

In conclusion, by expanding its snowmaking capacity, investing in new ski trails, and providing more off-mountain activities, Big Mountain resort has the chance to increase skier visits and revenue. Additionally, raising the cost of admission can result in huge revenue. The requirement to maintain a top-notch visitor experience and properly explain any price increases must be balanced against this, though.