



Big Mountain Resort

Weekend Pass Study Findings

Big Mountain Ticket Price: Current Status

- Adult Weekend Passes at Big Mountain: \$81
- New chairlift will provide better access to the resort
- New chairlift comes with an extra \$1.54m annual operating cost



Recommendations

- New Adult Weekend Pass: \$96
- Implement Scenario #2:
 - Add one run
 - Increase vertical drop 50'
 - Add another chairlift



Analysis

- 276 competing resorts were included in the analysis
- Competitors' ticket prices were measured in proportion to their amenities and locations within the US
- The same analysis was performed on Big Mountain to determine how well we price our Weekend Pass



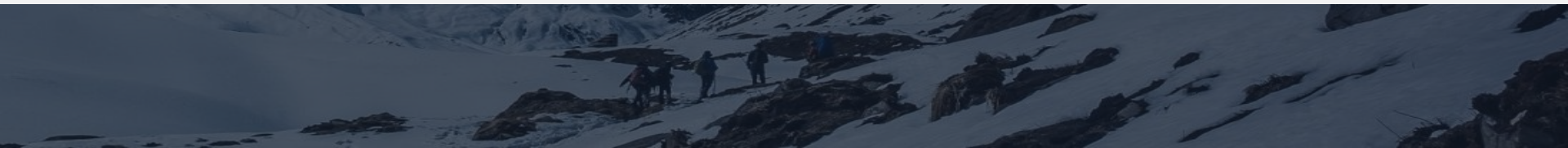
Analysis

- Our results indicated that ticket prices are not set arbitrarily by our competitors
- Instead, a certain combination of amenities is responsible for higher or lower ticket prices.



Analysis

- We created a ticket pricing model based on the highest-demanded features:
 - Vertical drop height
 - Number of fast quads
 - Total runs
 - Acreage covered by snow-making machines



Summary

- Big Mountain ranks at or near the top with each of the highest-demand features among the 276 resorts analyzed
- Big Mountain should also adopt Scenario #2 and add a run, increase vertical drop by 150', and add another lift
- These changes, in addition to Big Mountain's standing in the industry, both support the increase to a \$96 Weekend Pass

