

Big Mountain Ski Resort

Ticket Pricing

Problem Identification

To find the optimal ticket price and service selection for the ski resort

Determine which features matter most to customers and revenue

Key Findings

- Closing five runs will result in minimal drop to ticket price
- Increasing vertical drop by 150 feet / installing chair lift will lead to increase in \$7 for ticket and \$12,250,324
- Making these changes, along with an additional two acres of snow making, will lead to ticket price increase of \$8.26 and revenue by \$14,454,028

Runs closed model







