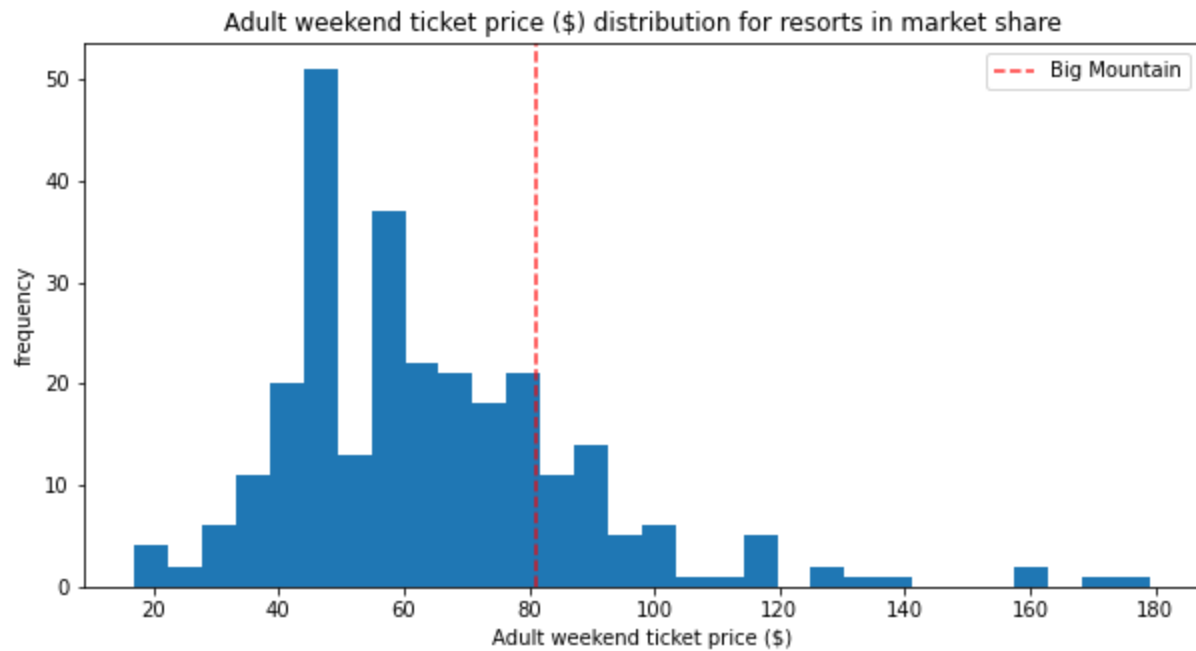
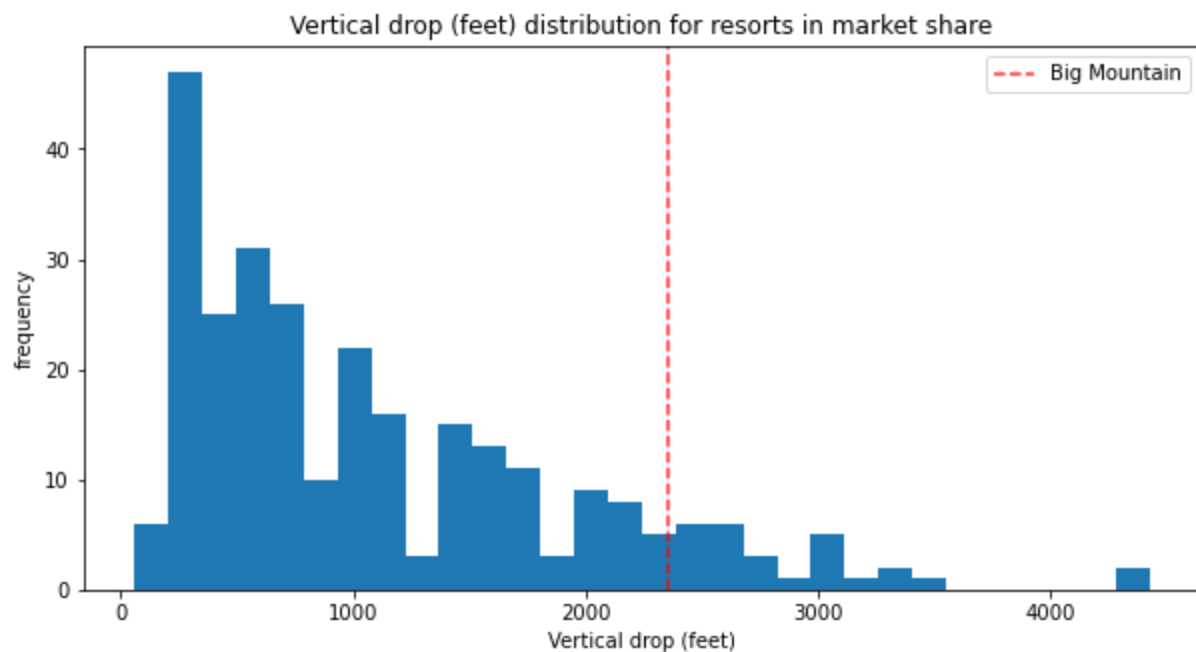


## Recommendations for Big Mountain Resort

- Big Mountain Resort ticket price could be \$95.87



- Increasing the vertical drop by 150 feet, and installing an additional chair lift, increases support for ticket price by 1.99. Over the season, this could be expected to amount to \$3,474,638



- I will further consider closing 5 run and see how this could improve the operational costs.
- The business can close 1 run first test, then close 2 test, close 3 test and close 4 and 5 together and test.

