



Big Mountain Resort

Problem Statement

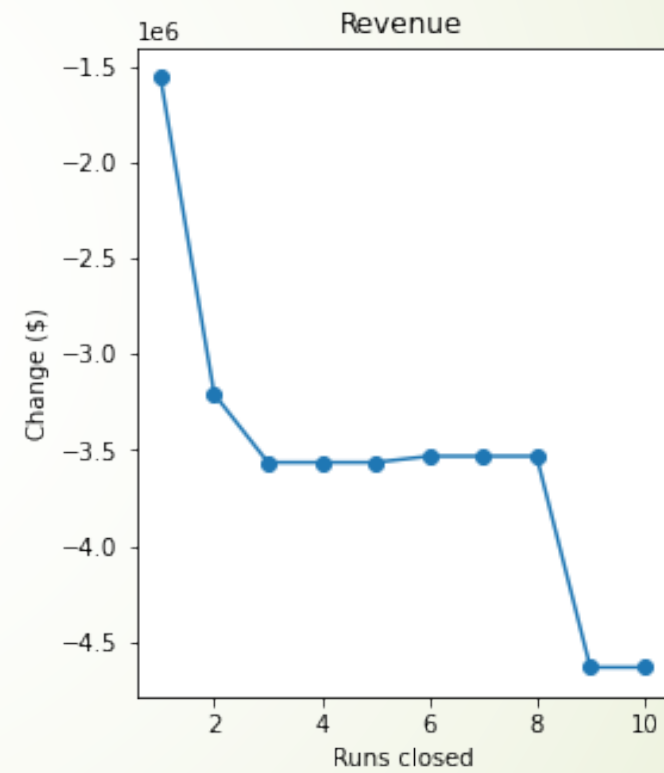
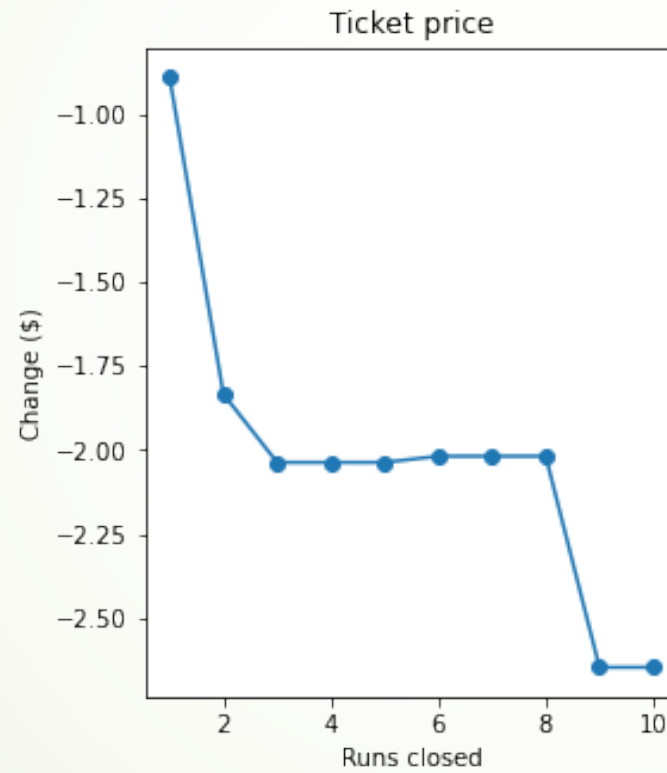
- Additional chair lift added, increasing operational costs by 1.54 million
- Facilities and features are not being utilized to their potential
- Looking to cut cost and/or drive-up ticket price



Recommendations

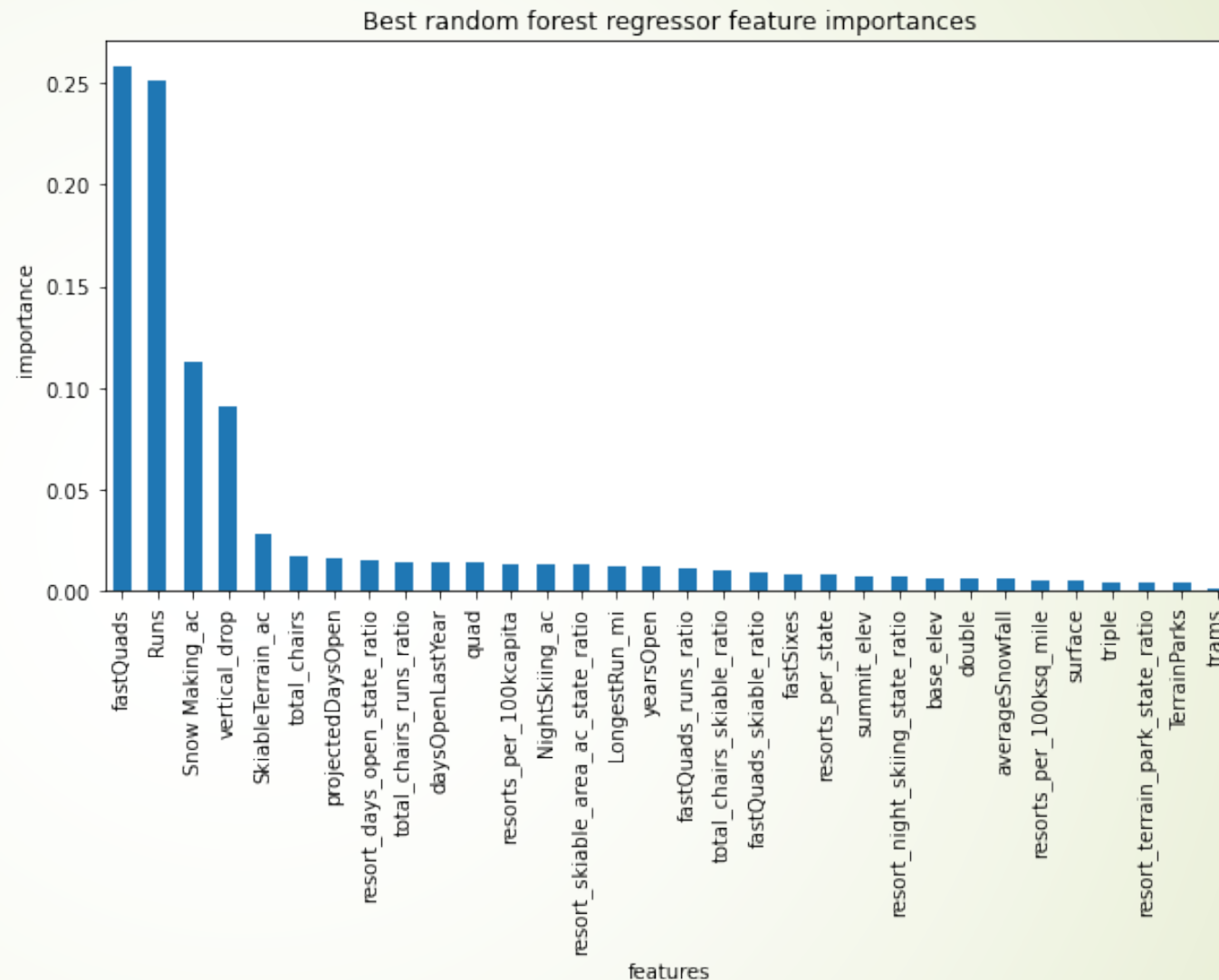
- Increase ticket price to \$93.76
 - Current price \$81.00
 - Expected 350,000 customers, with avg purchase of 5 tickets increased revenue 22.3 million
- Shut down 1 run
 - Closing 1 run makes no difference in ticket price and revenue

Runs Closed vs Price



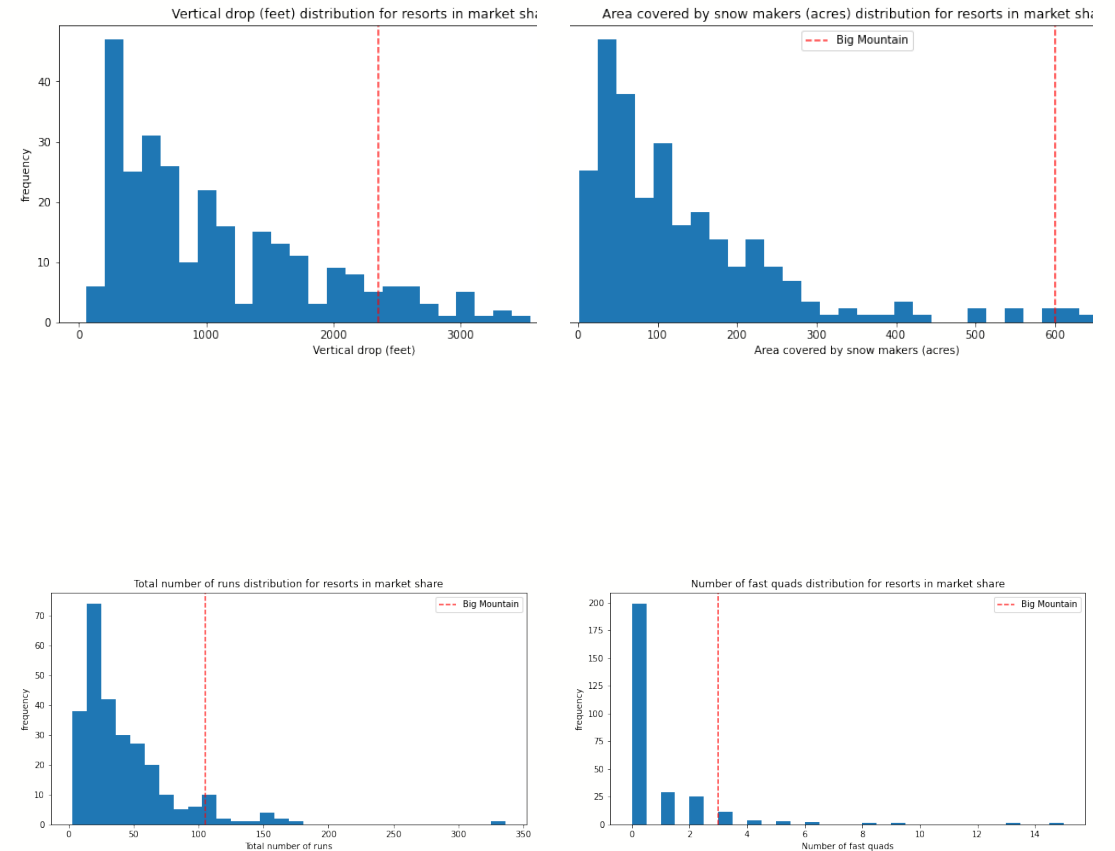
Key Findings

- Four features were valued by customers:
 - FastQuads, Runs, Snow Making, and Vertical Drop



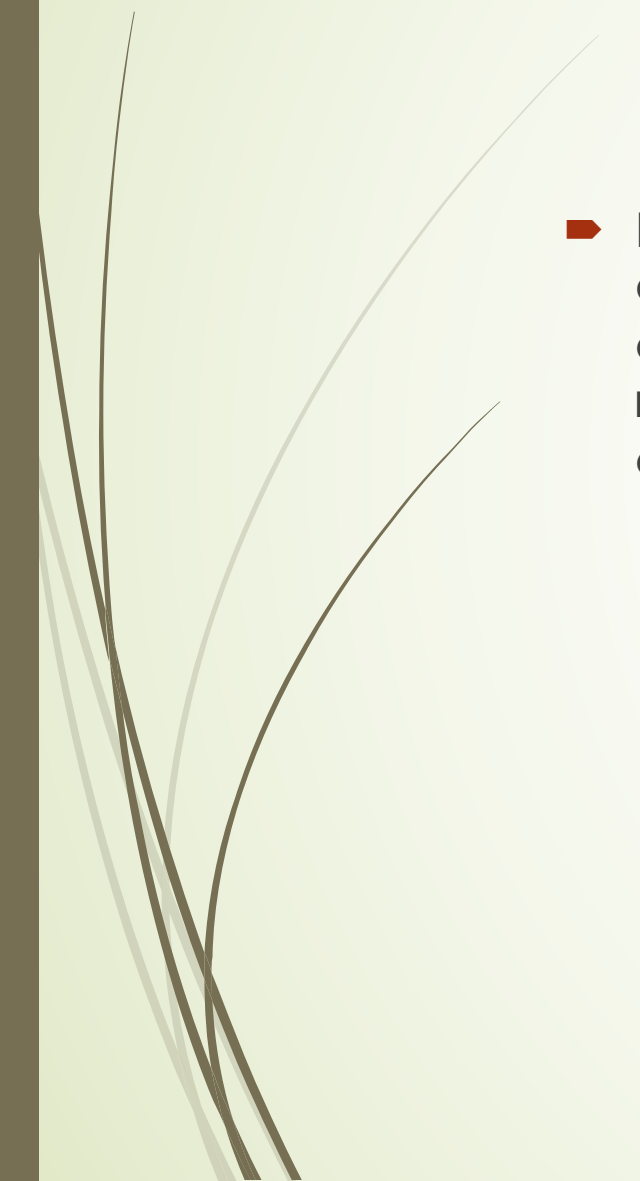
Key Findings

- Increasing the vertical drop +150 & additional chair lift
 - ticket price increase of \$1.24. Potential revenue = \$2,171,296.
- Increasing the vertical drop +150, additional chair lift, + 2 acres in Snow Making,
 - ticket price increase \$1.24, Potential revenue = \$2,171,296.
- Increasing the longest run by .2 miles + 4 acres of snow making capability makes
 - No difference in ticket price.





Conclusion

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- By increasing the ticket price to \$93.76, the impact and cost of adding one additional chair lift will not affect the revenue. There are other, smaller changes, that can have a positive impact on Big Mountain Resort and their revenue, just by focusing on the features that are most valuable to customers,