

The background is a stylized illustration of a mountain range. The mountains are depicted with layered, semi-transparent shapes in various shades of brown, tan, and orange, creating a sense of depth and atmosphere. A single, solid black mountain peak is positioned in the upper center, with a bright yellow-orange circle (representing a sun or moon) partially obscured by its top. The overall color palette is warm and earthy.

# Big Mountain Resort

## Pricing Analysis

# The Pricing Challenge



## Key Question

How much should Big Mountain charge for tickets based on the features it has to offer?



## Approach

Analyzing market data to understand how resort features impact ticket prices.



## Initial Position

Big Mountain's current ticket price is \$81.00






# Price Modelling Based on Existing Features



Analysis reveals Big Mountain's competitive advantages: vast snow making, high chair count, and significant vertical drop.

- **Current Features Pricing:** Model suggests increase to \$95.87, validating room for upward adjustment
  - **Confidence Margin:** With a \$10.39 margin of error, this increase is supported by our features
- 



# Enhancing Big Mountain's Appeal

- **Proposed Enhancements:** Add a run, increase vertical by 150 ft, and install an additional chair lift
- **Cost Optimization:** Closing 2 – 5 of the least used runs to reduce operational costs without impacting guest satisfaction significantly
- **Combined Impact:** Enhancements justify further ticket price increase, while cost optimizations improve efficiency and profitability



# Revenue Forecast with Enhancements



## Revenue Boost

Enhancements support a \$1.99 increase in ticket price and project an additional \$ 3.47 million in annual revenue




## Strategy

Balancing revenue growth with cost management ensures long-term sustainability



# Summary: Embracing Strategic Growth



- **Price Adjustment:** Analysis supports raising the base ticket price to \$95.87, aligning with current features.
  - **Further Growth:** Implementing enhancements not only justifies an additional ticket price increase but significantly enhances revenue potential
  - **Conclusion:** Strategic pricing and enhancements are key to maximizing Big Mountain's market position and financial performance
- 



# THANKS

Do you have any questions?

youremail@freepik.com

+91 620 421 838

yourcompany.com



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**

Please keep this slide for attribution