Big Mountain Resort

Pricing Analysis

# Introduction

Big Mountain Resort has recently invested $1,540,000 into its facilities to better serve its guests. To coincide with this improvement, they’re looking to adjust their pricing structure to offset their expenditures as well as better capitalize on their market positioning.

# Key Findings

At the current price of $81.00, Big Mountain’s price is in the upper range of ski resorts, creating a comparatively low cap on the maximum increase in price that tickets can support:

Chart, histogram

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The facilities with the greatest pricing impact include fast quads, the number of runs, the

number of snow making acres, and the total vertical drop: Chart, histogram

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# Key Recommendations

By making the following changes, Big Mountain can comfortably support a $1.99 increase to their ticket price, resulting in an approximate revenue increase of $3,474,638 annually:

* Add one additional ski run
* Increase the vertical drop by 150ft by lowering the end point of a run
* Add one additional chair lift to service the new end point and return customers to base