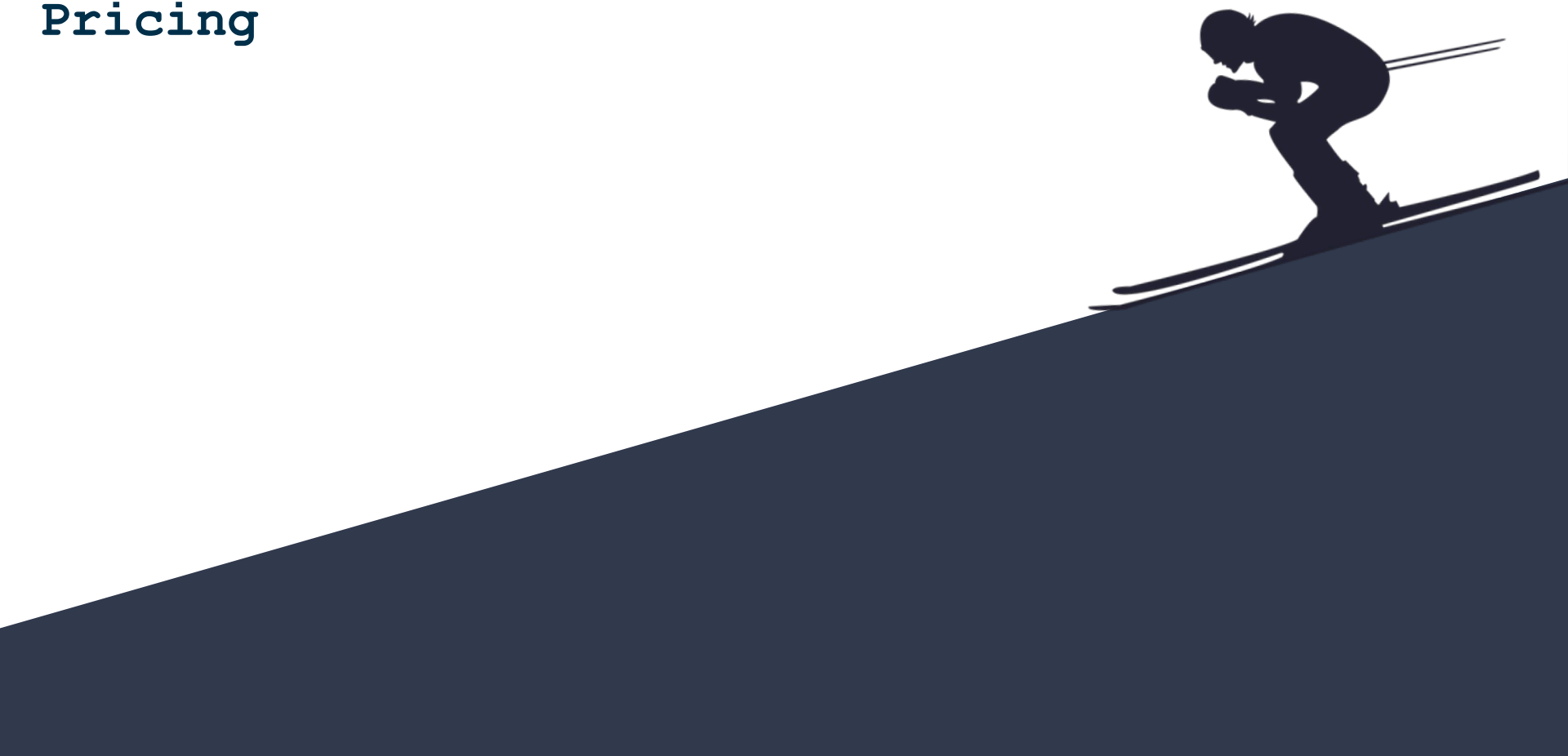
Big Mountain Resort Ticket Pricing



We are looking for ways to more accurately price our tickets after installing an additional chair lift.

What facilities justify a ticket price raise that will offset this season's 1.54 million dollar operating costs budget increase?

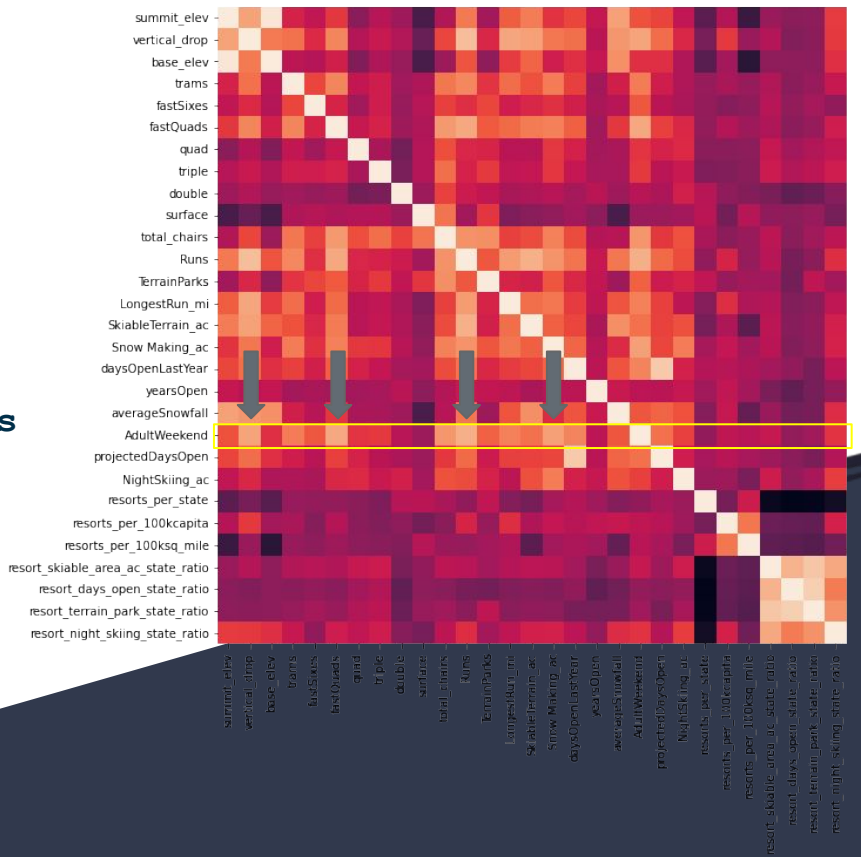
We believe that with our current features, Big Mountain Resort can raise our ticket price:

Current	Ideal
$81.00	-> $95.87

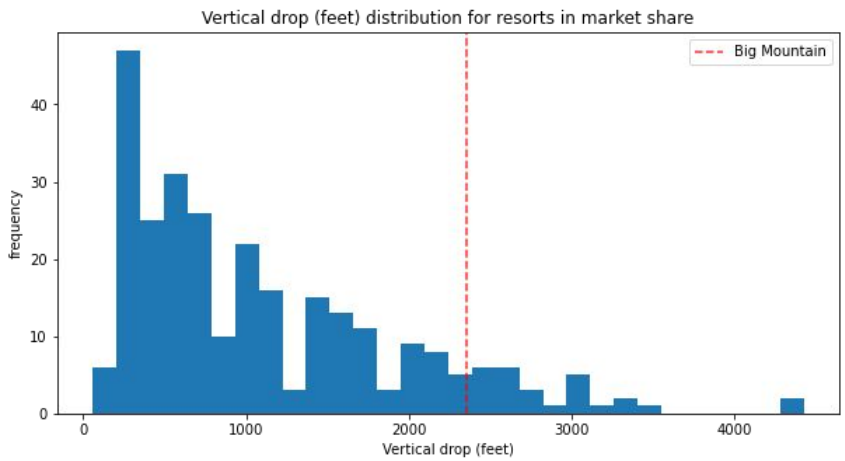
A $26.02 Million income increase per season

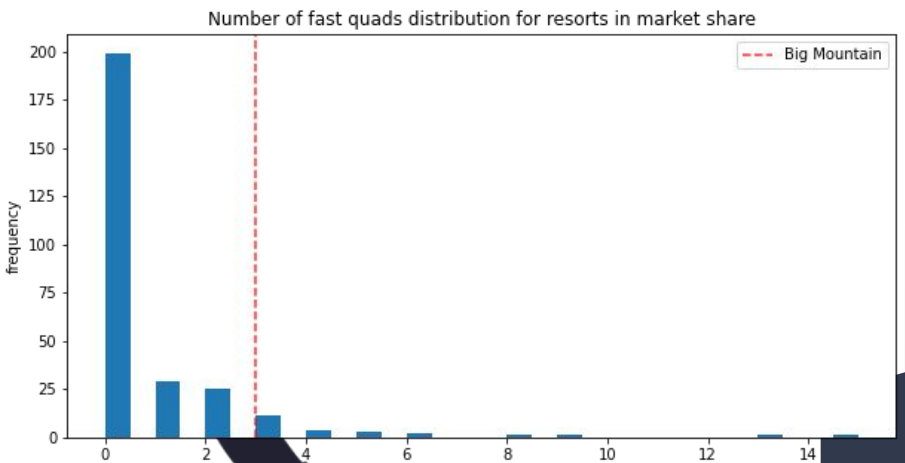
How?

What features correlate to price?

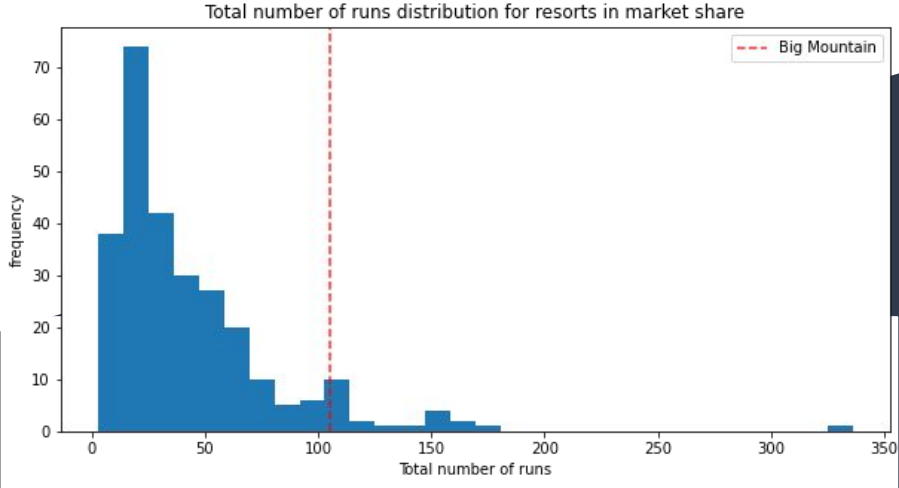


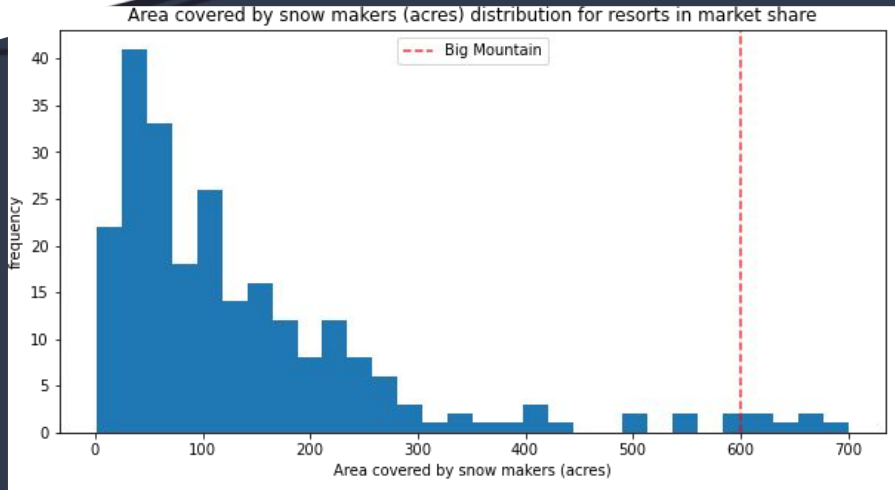
(Vertical Drop, fastQuads, Runs, and Snow Making acreage)





Big Mountain leads the pack in all 4 of these key categories





Using a Random Forest Model, we were able to take into account these features and model an ideal price for a resort in our market range.

Not only does this model give us our current best price, but it lets us know how much we can increase our ticket price after any change in key features is made

In conclusion, with Big Mountain's current pricing method, we are undercharging considering the extent of our amenities in comparison to similar resorts by $14.87 per ticket.

At our current guest rate, this is an over $26 million per season addition to our current projected profit.

This is a dramatic increase that would mean we could also run promos for ticket pricing and still expect a noticeable increase in profits, or remain extremely competitive by only partially increasing price.