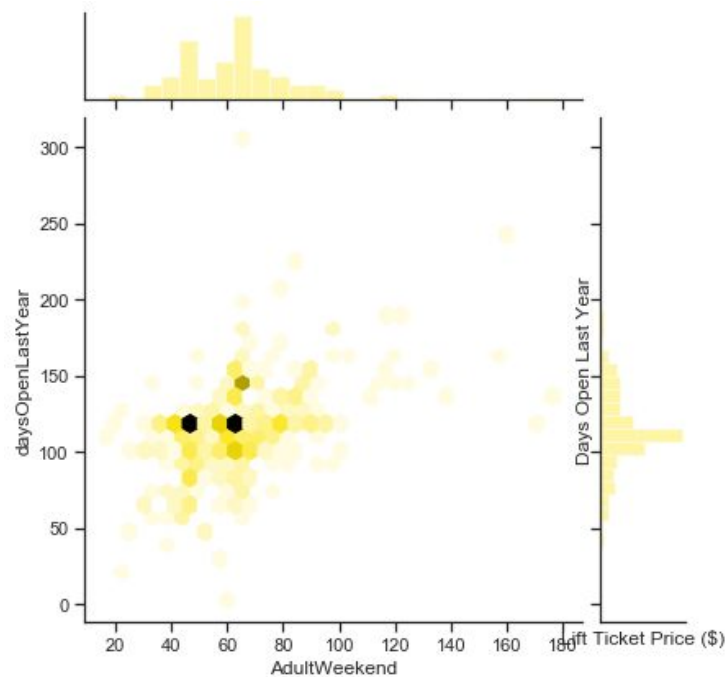


## Big Mountain Resort Prediction Summary

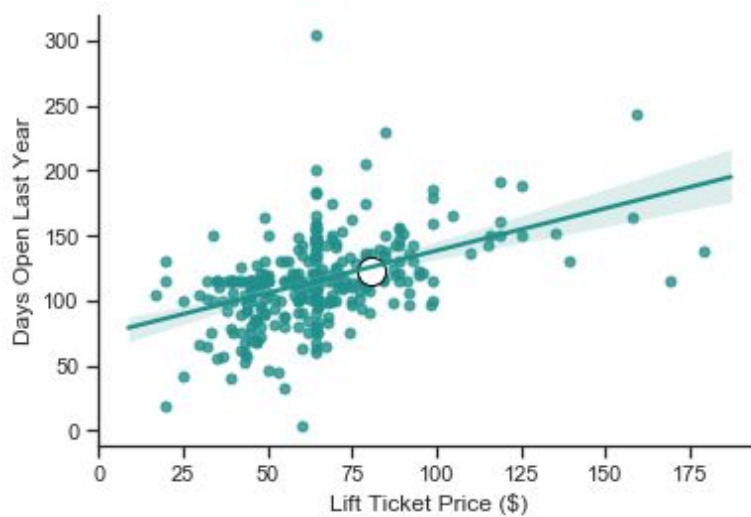
The expected Big Mountain Resort adult weekend price is \$88.77

The actual Big Mountain Resort adult weekend price is \$81.0

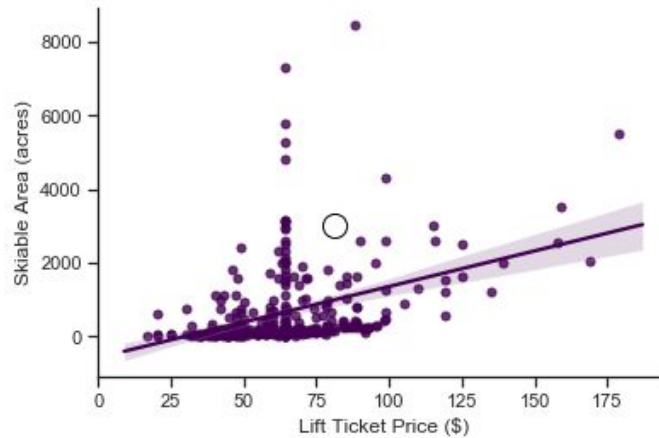
The difference between the actual and expected is \$7.77



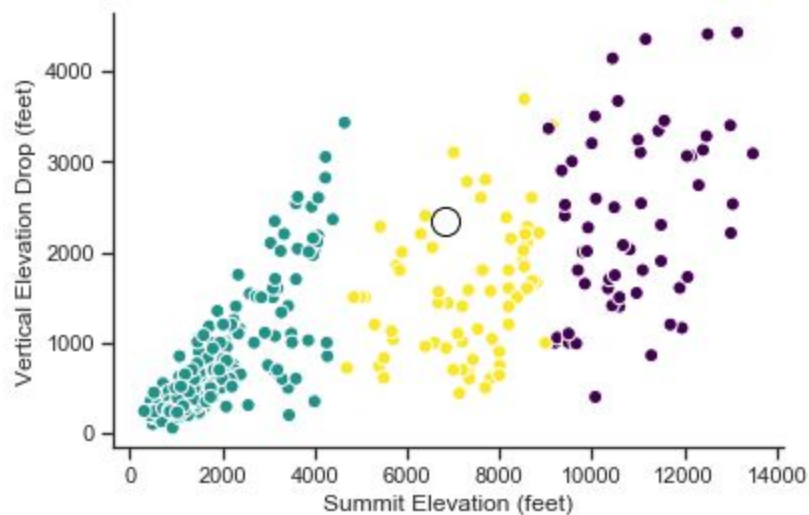
Most resorts were open for 125 days last year with prices ranging from \$45 - \$65.



The current price of \$81 is below the expected price for the days opened last year.



Compared to other Skiable Areas, Big Mountain Resort provides more area for its Lift Ticket Price. This means that it can safely increase the price according to the predicted model as they are providing more space per ticket price.



Big Mountain Resort's Summit Elevation and Vertical Elevation drop appear to be similar with other resorts.

***Big Mountain Resort can safely raise its prices by approximately \$8 in order to reach a profit margin of at least 9.2%.***