



# Big Mountain Resort

Looking Toward Our Future



# What is the best ticket pricing strategy for maximizing profits and reducing operating costs?

- Are we capitalizing on our current facilities?
- What facilities are a component of ticket pricing?

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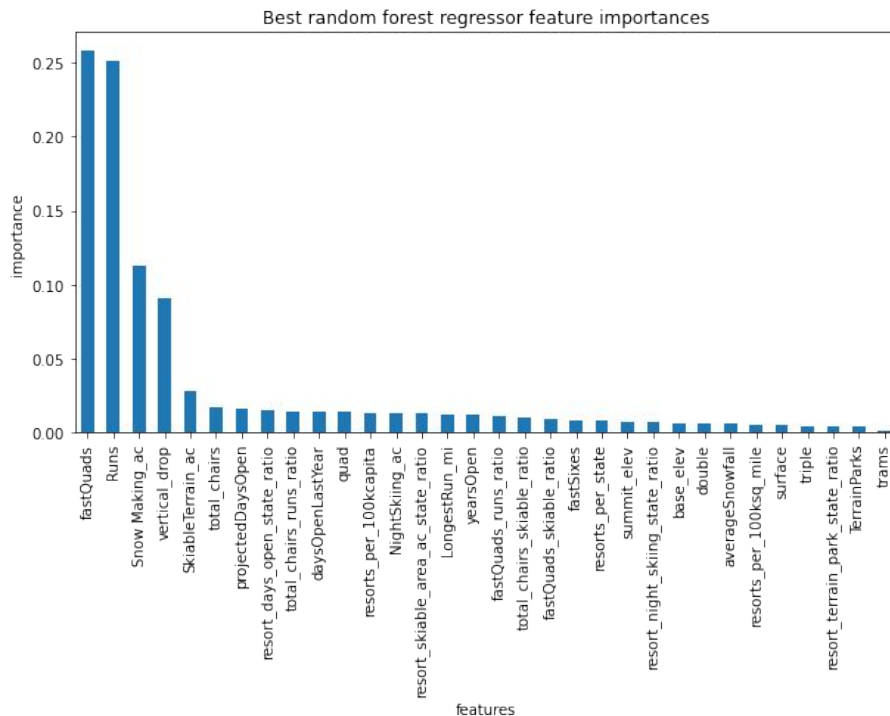
- Are we capitalizing on our current facilities?
  - What facilities are a component of ticket pricing?
1. Focus on specific pricing strategies in regards to premium/discount models with regard to average facility pricing.
  2. Focus on distributed utilization of different facilities in respect to utilization vs. operating costs and customer distribution.

# Prime Recommendations

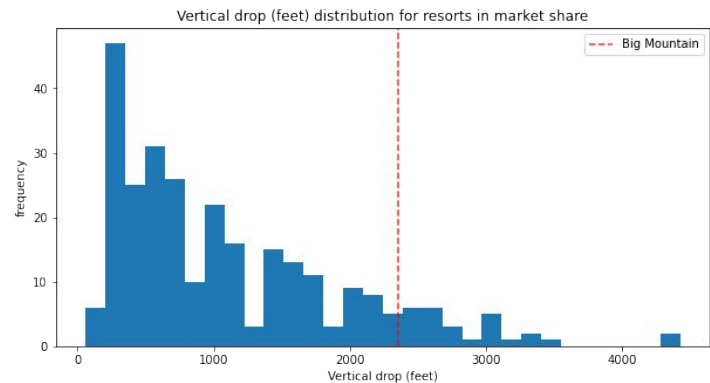
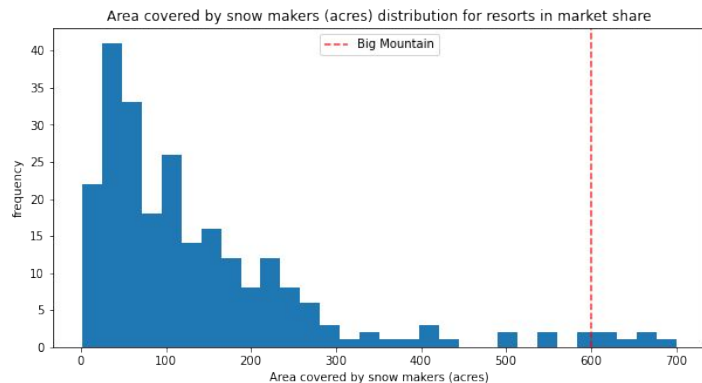
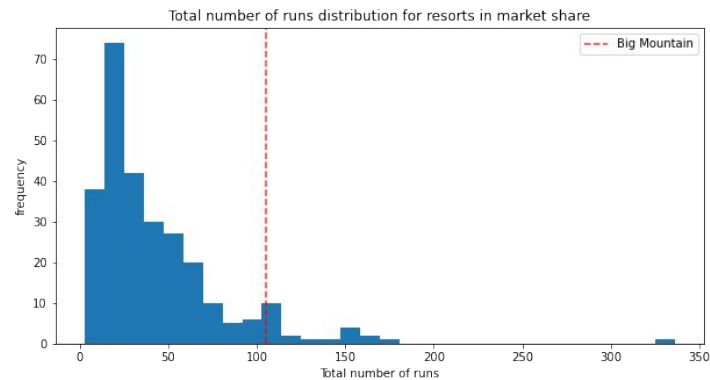
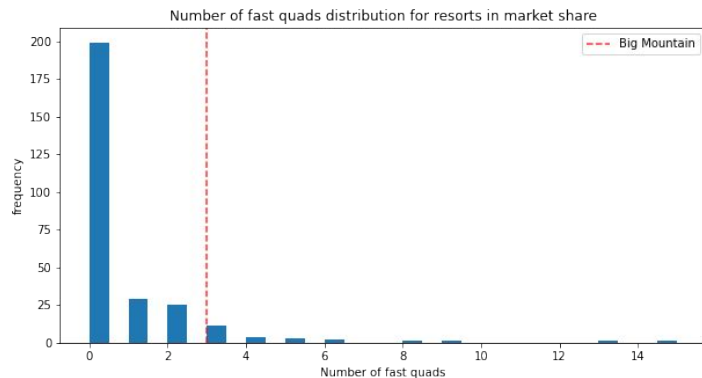
1. Raise ticket prices to \$94.95 to increase revenue
2. Close 3 to 5 of the least used runs to reduce operating costs.
3. Add 1 additional chairlift to increase our vertical drop by 150 ft.

# What features are most important to our customers?

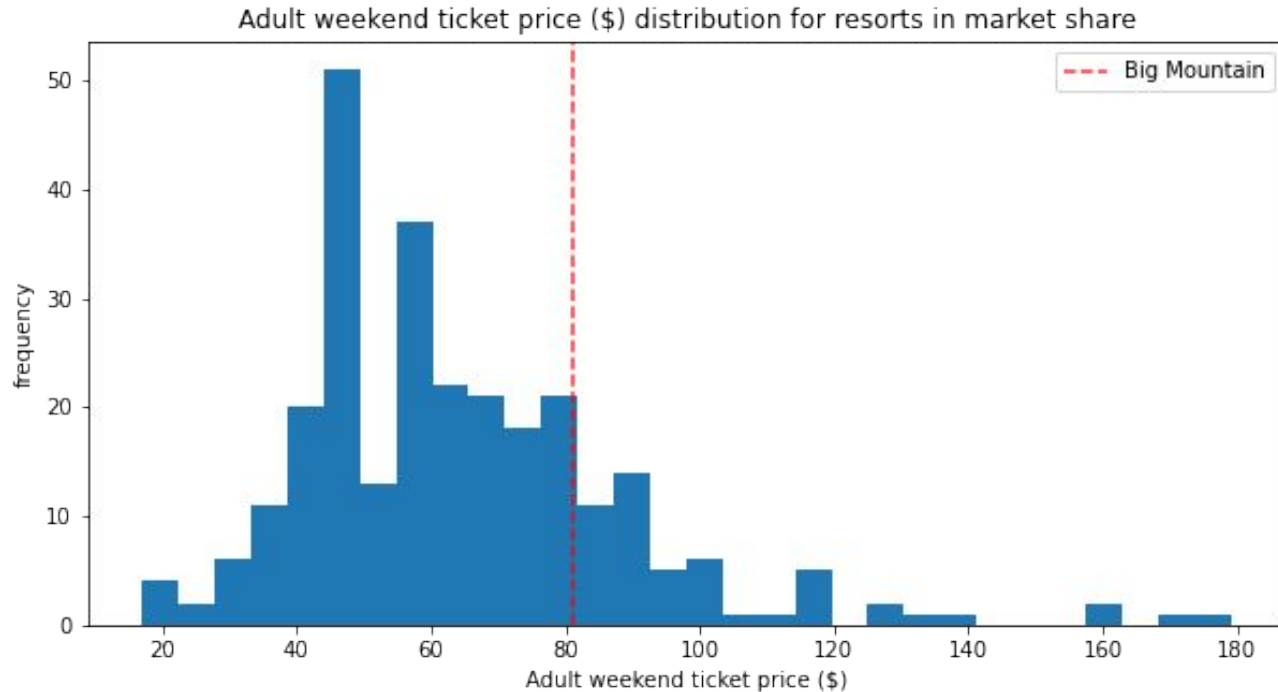
1. Fast Quad Chairs
2. Number of Runs
3. Snow Making Ability
4. Vertical Drop



# Are Features Are Near The Top



# Our Pricing is Not



# Prime Recommendations

1. Raise ticket prices to \$94.95 to increase revenue  
**Our model indicates that we could support a ticket price of \$95.87.**
2. Close 3 to 5 of the least used runs to reduce operating costs.  
**Reducing operating costs with a minimum impact to revenue.**
3. Add 1 additional chairlift to increase our vertical drop by 150 ft.  
**This scenario increases support for ticket price by \$8.61 alone.  
Increasing revenue \$15,000,000.**