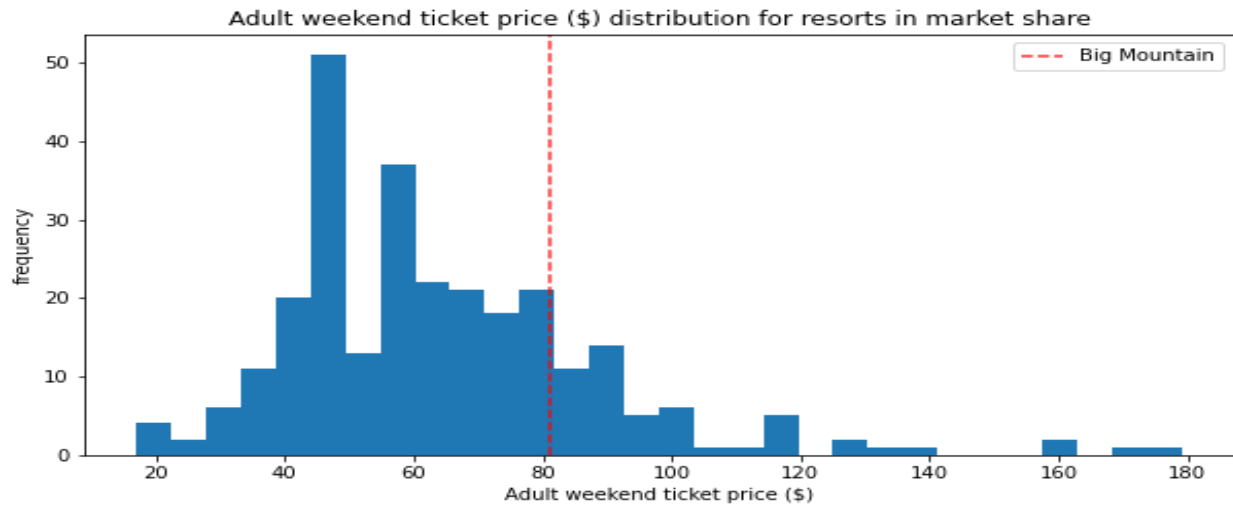


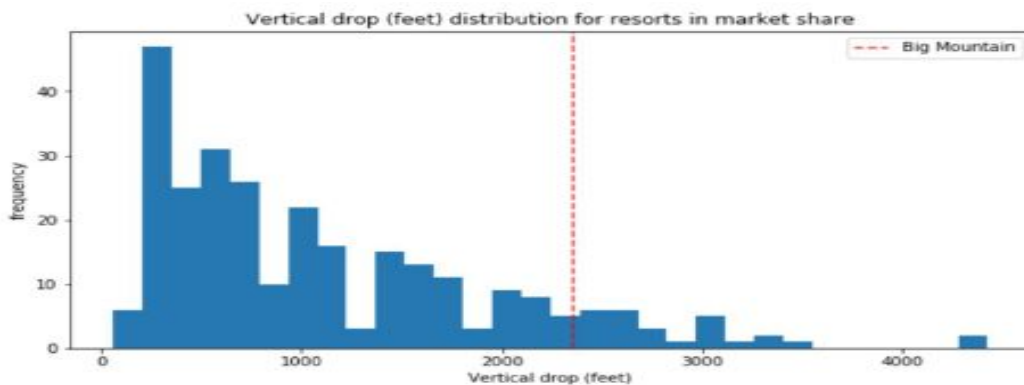
John Bolton

Big mountain price recommendations

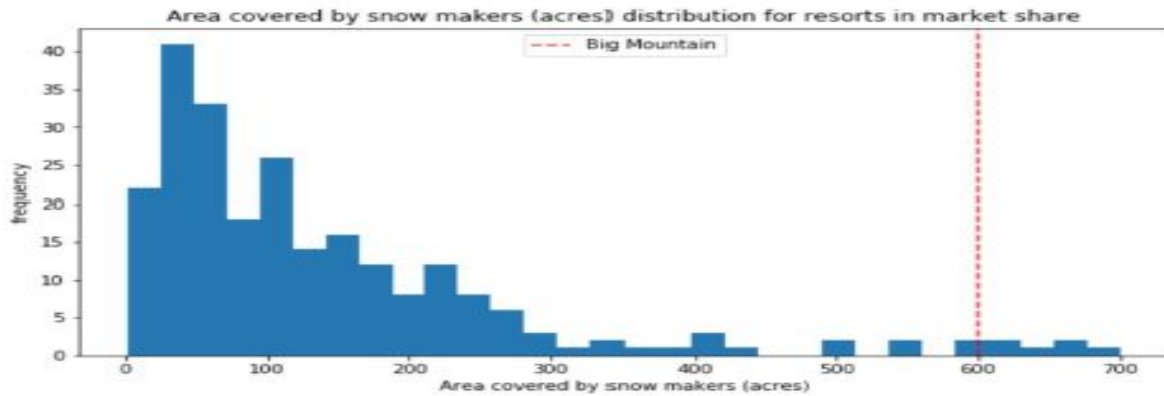
The price of the tickets should be raised by about \$1.99. Below is information on how the features compare to the other resorts in terms of the ticket price.



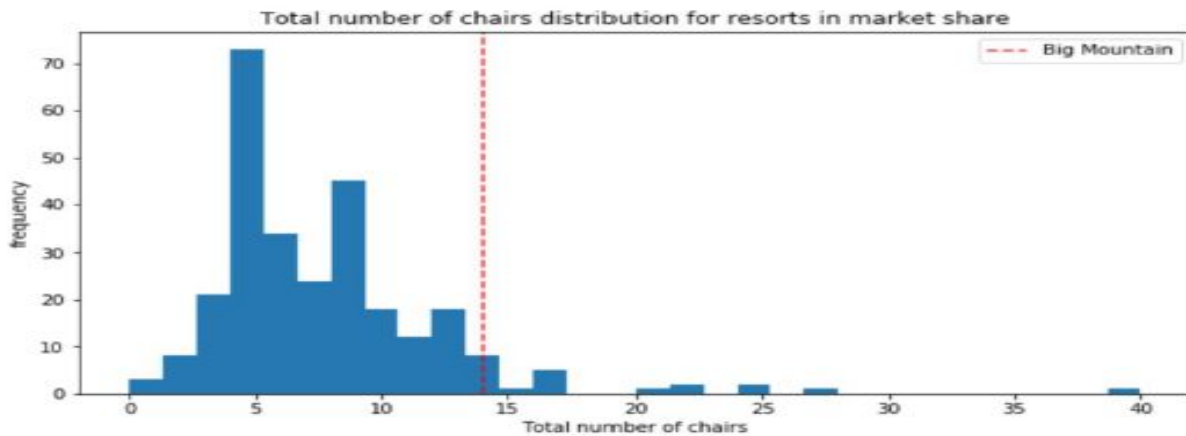
As we can see from the above graph big mountain already has a higher than the median ticket price, this is part of the strategy of placing it as a premium resort.



In terms of the vertical drop increasing it could help to set the resort apart.



The resort has a higher than expected number of snow machines already in use.



The resort also has a higher than expected number of chairs in operation.

Big Mountain resort compares favorably with its competitors, in terms of the different features that have an impact on adult weekend ticket price, and can support raising the ticket price above the current levels.

The model would support setting the ticket price to just below the 83 USD range to still be priced at the market rate for the park.