

Big Mountain Resort

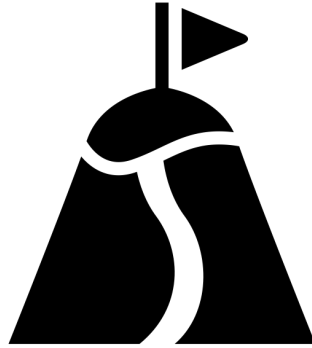
Ticket Price Analysis and Modeling



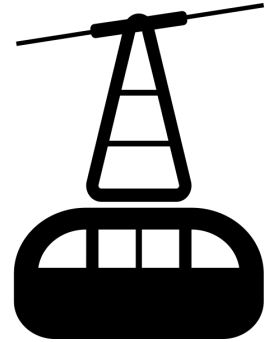
BIG MOUNTAIN RESORT



350,000 visitors annually



105 runs with nearly
2500 ft of vertical drop



1 new ski lift costing
\$1.5M per year



\$81

Per Ticket

- Ticket price is based on market averages, without consideration for its facilities
- Which facilities are most important is obscured, hampering effective new investment
- **A new, data-driven pricing strategy is needed**

RECOMMENDATIONS



Raise ticket price to
\$98



Add a run, increasing the vertical drop by 150
feet, and installing an additional chair lift

REVENUE

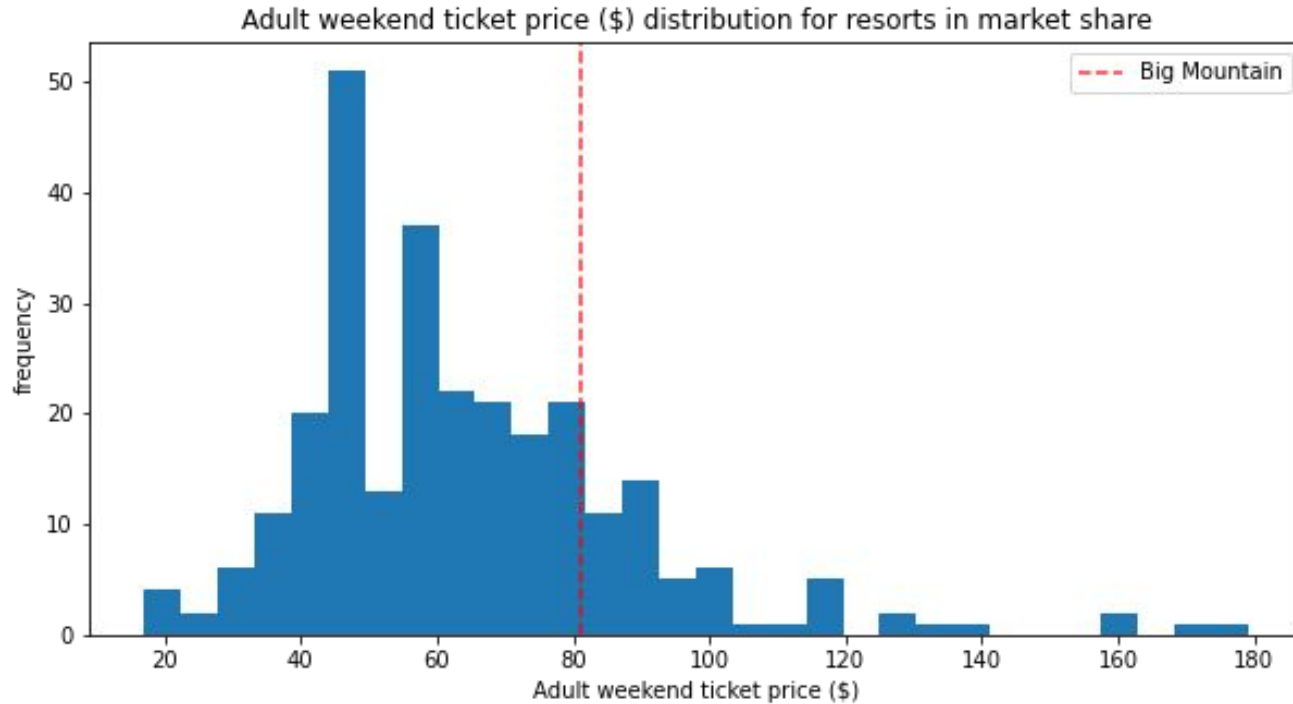
\$30M

Of additional revenue over the course
of a season with 350k visitors
averaging 5 tickets each

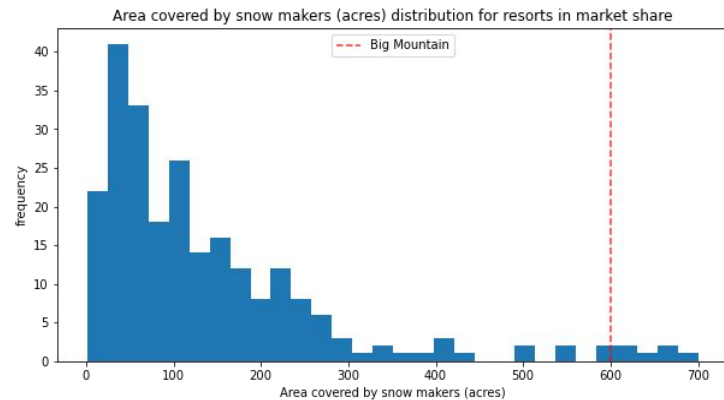
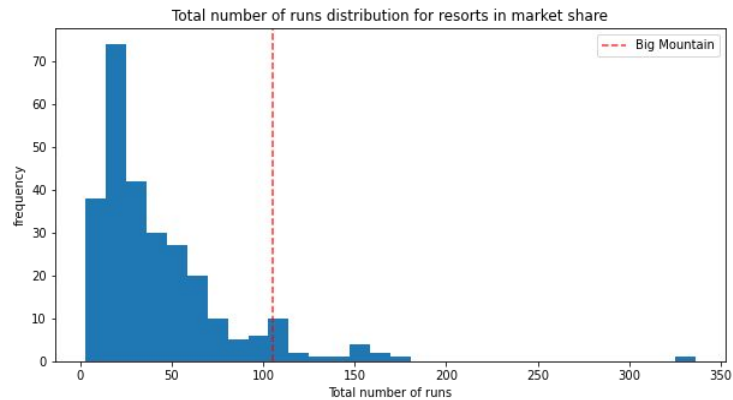
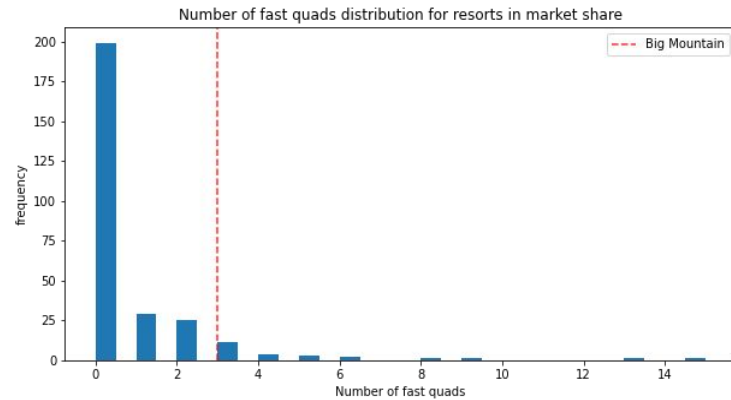
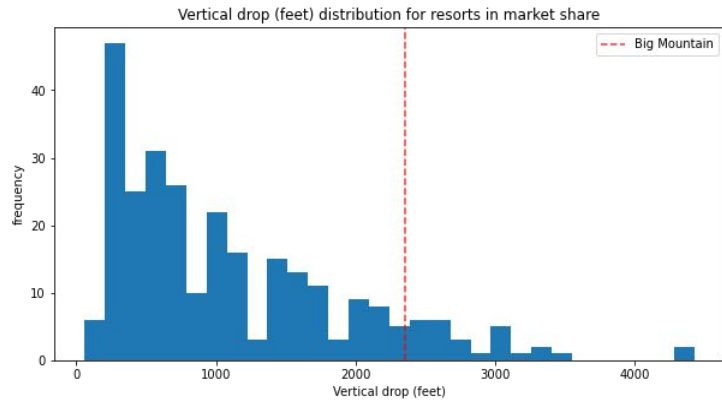
Modeling



MODELING



Big Mountain Resort is moderately priced for its segment



Yet on the 4 most important factors for ticket price, Big Mountain offers impressive features

MODELING

\$95.87

With its current facilities, the model suggests Big Mountain raise its ticket price by \$14.87

MODELING

+\$1.99

With the addition of a new run, which increases the vertical drop by 150 feet, and installs an additional chair lift, the model suggests the ticket price be raised by \$1.99

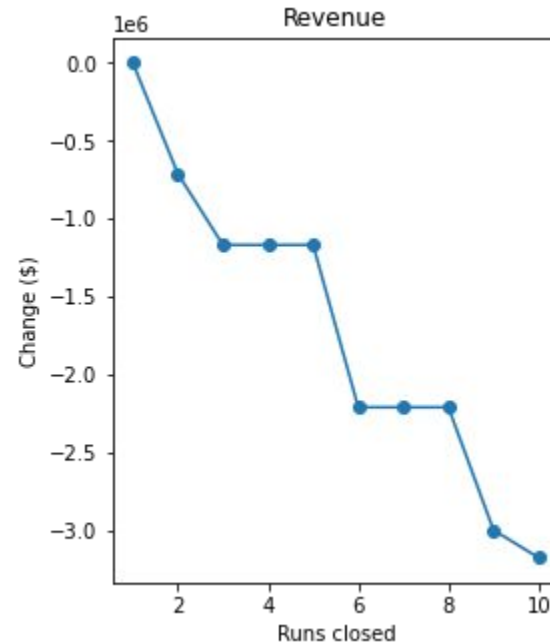
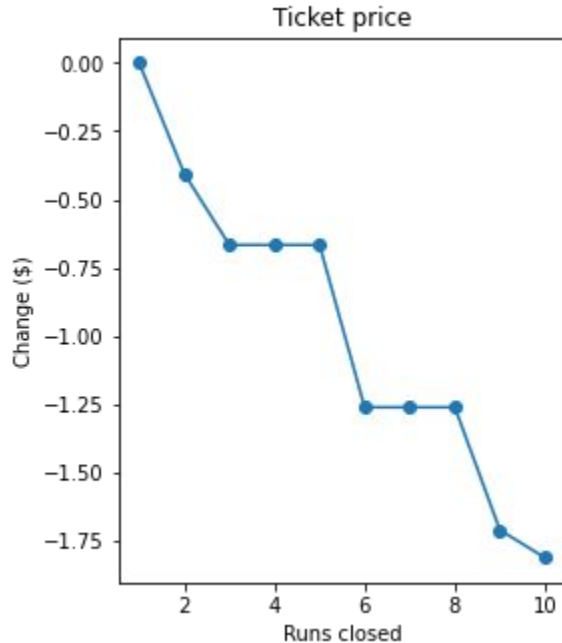
+\$3.5M

in revenue

\$3.5M additional revenue covers the expected \$1.5M cost for the new lift



MODELING: UNANSWERED QUESTIONS



Closing less-used runs has the potential to cut costs, but losses are modeled to be significant. Data on maintenance costs per run is needed to contextualize these figures

CONCLUSION

Suggested Ticket Price: \$98

With current facilities plus a new run which raises the vertical drop by 150 ft and adds a new ski lift

Questions?

Email me @ (company email)