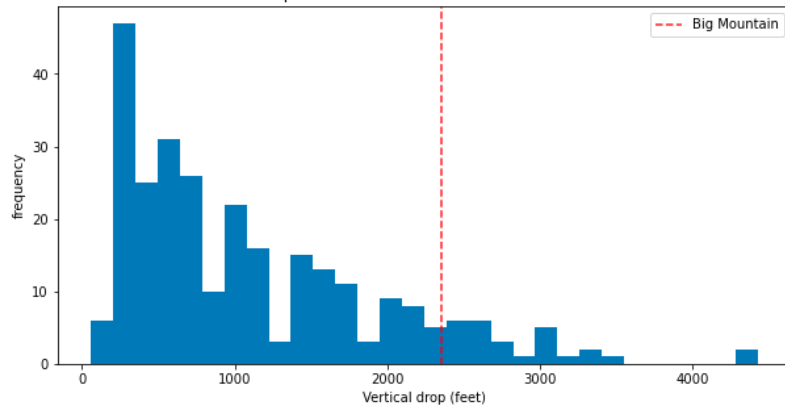


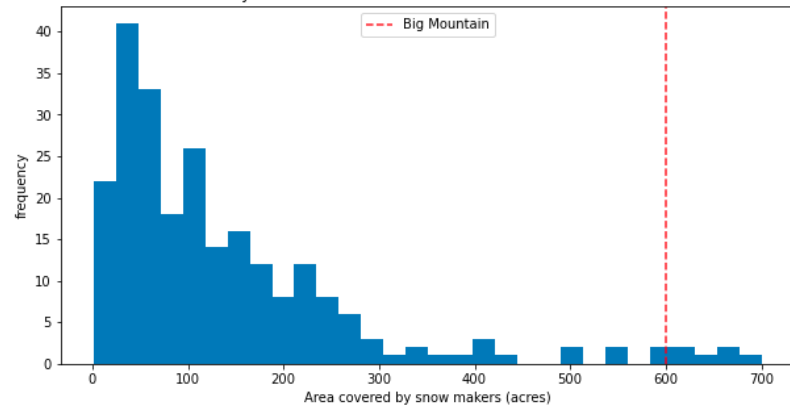
## Big Mountain Ski Resort - summary of key findings

- Our data drive model estimates a price of \$95 with a margin of error of \$10. Even with the margin of error, there appears to be room for improvement in the ticket price from the current value of \$81.
- Primary resort features that can contribute to a increase value of ticket price:
  - vertical\_drop
  - Snow Making\_ac
  - total\_chairs
  - fastQuads
  - Runs
  - LongestRun\_mi
  - trams
  - SkiableTerrain\_ac
- The visualizations below represent the distribution of some of the top contributing ski features namely - vertical drop, Snow making area, Longest run, Total number of chairs, total number of runs and skiable terrain.

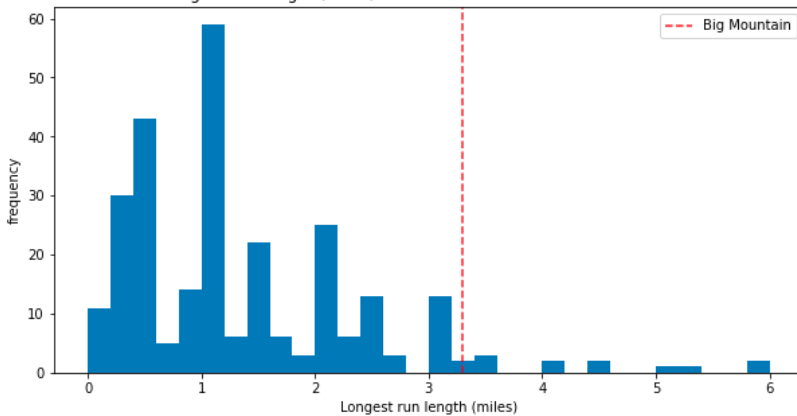
Vertical drop (feet) distribution for resorts in market share



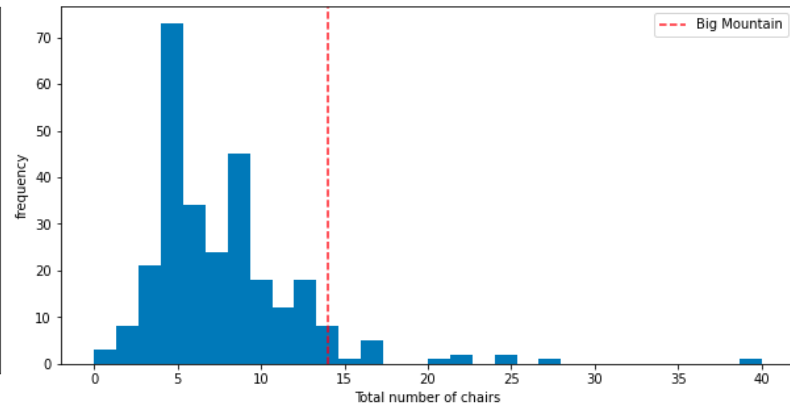
Area covered by snow makers (acres) distribution for resorts in market share



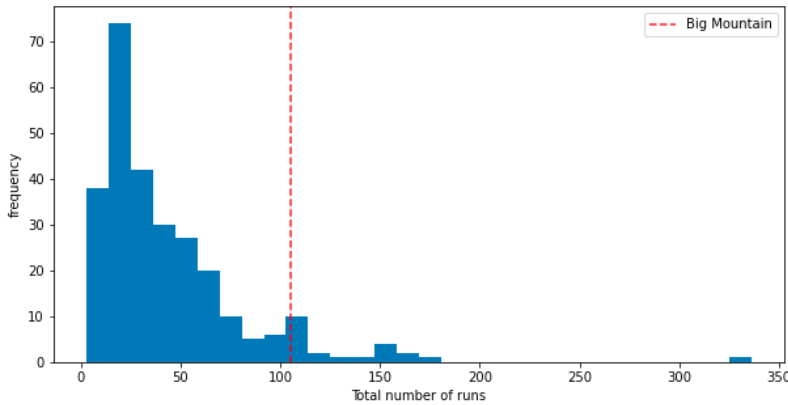
Longest run length (miles) distribution for resorts in market share



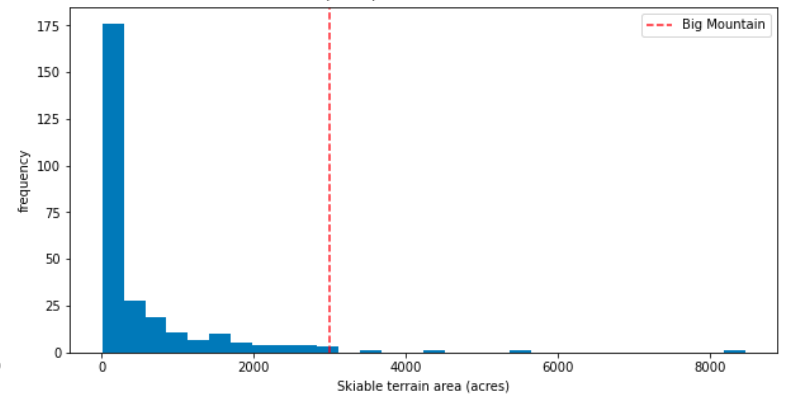
Total number of chairs distribution for resorts in market share



Total number of runs distribution for resorts in market share

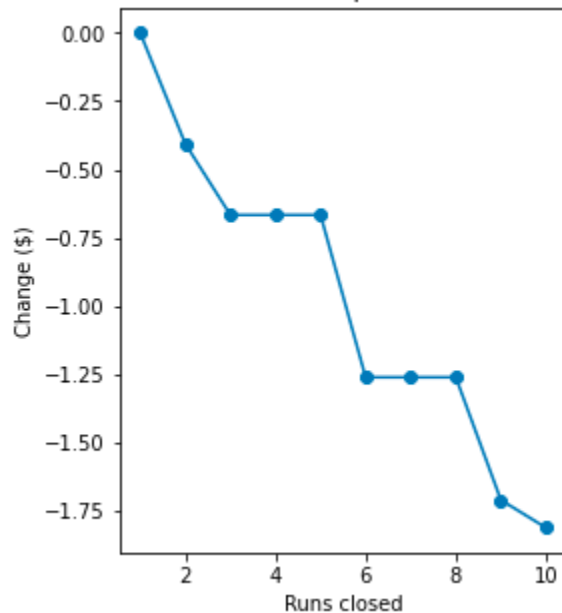


Skiable terrain area (acres) distribution for resorts in market share

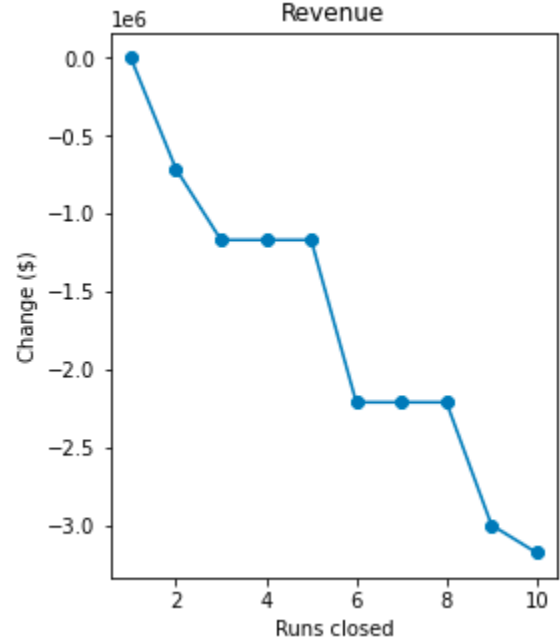


- As it can be observed that Big Mountain has some unique features it can capitalize on with the added benefit that it is one of the few resorts to have them.
- A subsequent case scenario was tested in relation to closing down up to 10 of the least used runs. This case scenario was reviewed in an effort to cost cutting and seeing the impact on ticket price.

Ticket price



Revenue



- Revenue above was calculated assuming an average of 350,000 visitors per season for an average stay of 5 days.
- Result above shows that closing one run does not impact the ticket price, however closing 2 or more can have significant negative impact on the ticket price and subsequently the revenue. Alternatively this can be interpreted as- while closing one run may not impact ticket price, but can help reduce maintenance and operating costs for that run. The resort can consider choosing to close least used runs one at a time in every pre-define time period.

Note : Underlying assumptions :

- Data presented in the data set for other resorts are valid and that ticket prices are a fair value
- Ticket price estimations do not consider the impact of operation costs as it was unavailable in the data set.