



# Big Mountain Resort Report

Improving the Revenue via Optimal Pricing Strategy and Operational Changes



# Problem Identification

- Find what facilities matter most to visitors.
- Come up with a pricing strategy.
- Measures to take to
  - Either cut cost without undermining the ticket price
  - Or support a higher price.



# Recommendation and Key Findings

Taking the following measure gives the highest revenue increase by **\$20 million**:

- Increase the vertical drop by **adding a run to a point 150 feet lower down**;
- **Install an additional chair lift** to bring skiers back up;
- Add **2 acres** of snow making cover;
- Increase ticket price by **\$13.5**.



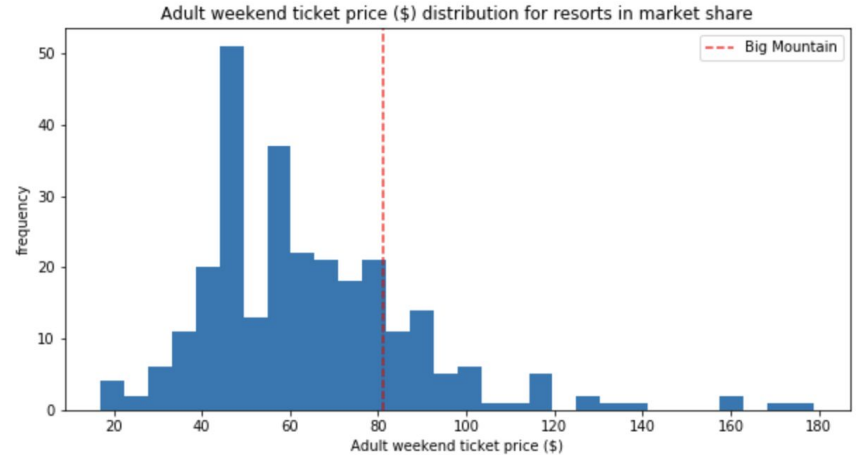
# Modeling Results and Analysis

The following factors are the most important to visitors:

- Vertical drop
- Snow making area
- Total chairs
- Fast quads

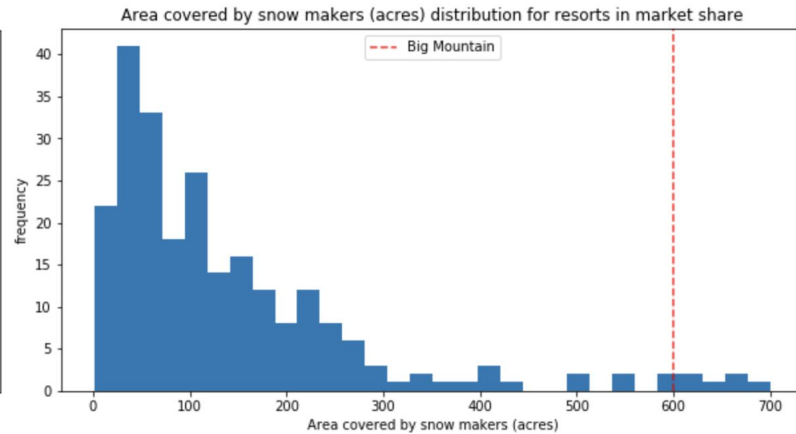
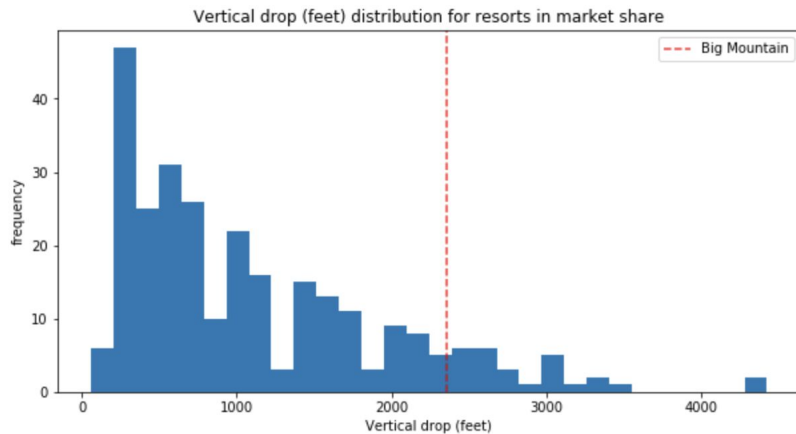
# Modeling Results and Analysis

BMR ticket price is **on the high end** in the state of Montana and above average nationwide.



# Modeling Results and Analysis

The high ticket price is supported by above-average vertical drop, snow-making area





# Conclusion

For more robust pricing and operational strategy,

- How visitors responds to a price change;
- The cost of adding various facilities;
- Robustness check to see whether other resorts price tickets efficiently.