

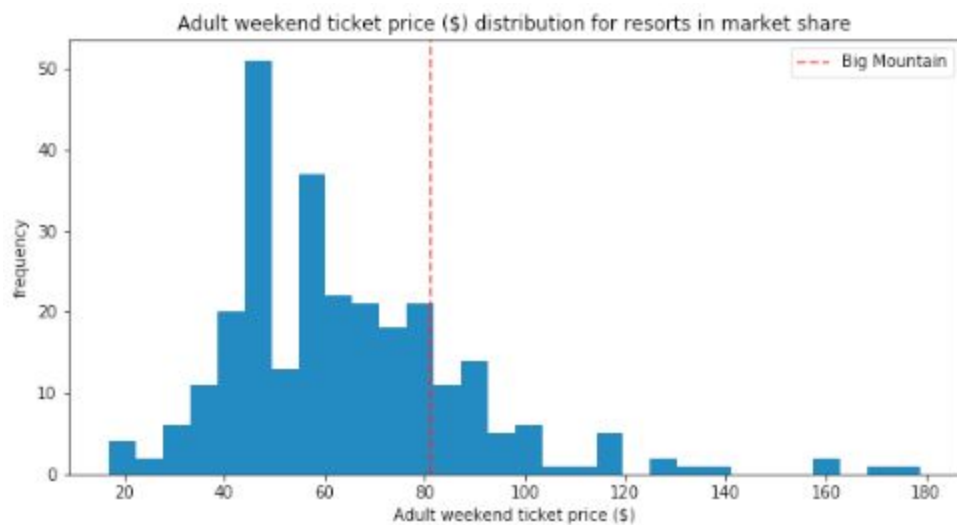
Guided Capstone Project Report

Based on my analysis of 276 ski resorts across the United States, I suggest that Big Mountain Resort has the opportunity to increase profit by \$3,474,638 by increasing ticket price by \$1.99/ticket.

To be competitive at this price point, I propose the following improvements:

- Add an initial run
- Increase the maximum vertical drop to 150 feet
- Install an additional chair lift.

Market Comparison



Across the U.S., Adult Weekday tickets range from \$17 - \$179, with a mean of \$64 and a median of \$60. However, ticket costs tend to be lower in Montana.



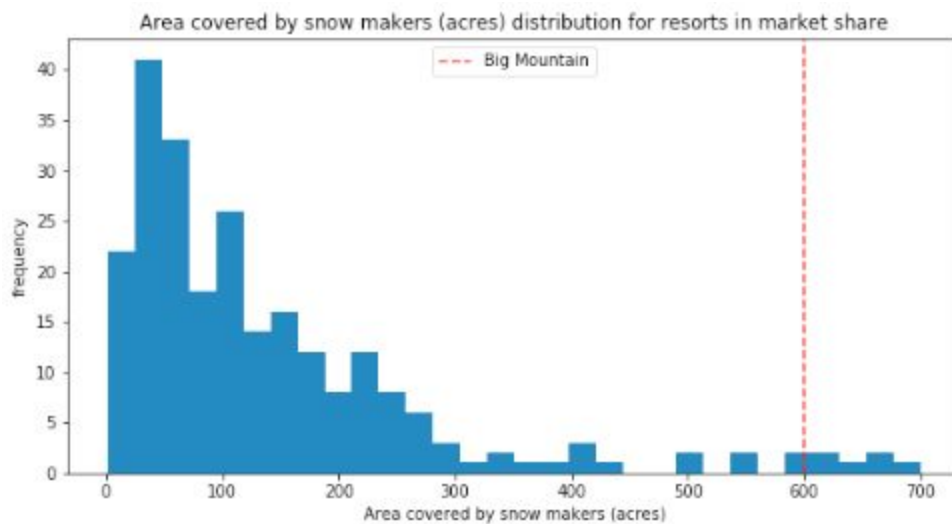
In Montana, the mean ticket is \$51.90, and the median is \$48.

Modelling

Our model compared several features across U.S. ski resorts. The most important indicators of higher ticket prices were:

- Fast Quad Lifts
- Number of Runs
- Total Snow Making Acres

Big Mountain is competitive for many of these features, with 600 acres covered by snow makers, 3 fast quad lifts, and just over 100 runs.



Based on Big Mountain's features, our model predicted a price of \$94.22, with a mean absolute error of \$10.39. This suggests that Big Mountain has room for an increase in Adult Weekday prices.

Recommendation

I recommend that Big Mountain add an additional run that increases vertical drop by 150 feet, and add an additional chair lift.