**Big Mountain Resort Pricing recommendation**

Background: I analysed the competitor ski resorts across the USA to analyse pricing versus features. My hypotheses – given the data available for testing a thesis - were that it may be possible to;

1. Increase the pricing for weekday and weekend admission to Big Mountain
2. Keep the resort open longer

My recommendation for Big Mountain Resort to recoup the cost of investment for the newly installed chairlift is to raise weekend pricing with immediate effect, to $87.35 per adult. In analysing competitor resorts, it became clear that there is a strong relationship between summit elevation, distance of vertical drop and pricing power. In the below chart, the yellow shows the cheapest resorts, purple the average priced resorts and green the premium resorts.

A close up of a map

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As you can see in the below table, Big Mountain Resort has the largest vertical drop of the 176 competitors surveyed, and is in the top quartile for summit elevation. We also rank very highly against competitors in terms of number of runs, number of chairlifts, length of longest run, and are ranked 1st in terms of total skiable terrain and snow production. In short, our resort offers exceptional facilities and has leeway to be in the top tier of premium pricing.

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Some further relationships are explored here and affirm the relationship between price and resort features.

A close up of a map

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I found that our weekday admission prices were already well priced and did not have room to move higher. I was not able to create a model that satisfactorily predicted whether we were able to open the resort for longer, and so I have therefore not drawn a conclusion about that aspect of the business. It may warrant further investigation, in addition to raising the weekend prices.