

# Big Mountain Ski Resort

Ticket Price Adjustment



# The problem

Room for justification in the increase of ticket prices

*Opportunity to increase ticket prices given that other resorts charge higher for what we may think offer less value than we do. How do we go about changing this?*



# Big Mountain Ski Resort

Relying on data to make informed decisions

*What data should be used to make these decisions? All our data, combined with industry data? What features should we consider - What are the most important factors of our resort that are reflected in ticket prices?*



# Big Mountain Ski Resort

## Optimal Model and Business Change

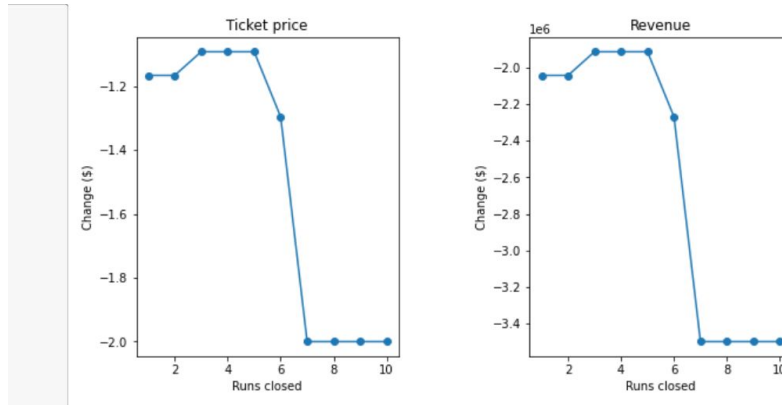
In this scenario, Big Mountain is adding a run, increasing the vertical drop by 150 feet, and installing an additional chair lift.

This scenario increases support for ticket price by \$16.28  
Over the season, this could be expected to amount to \$28486111

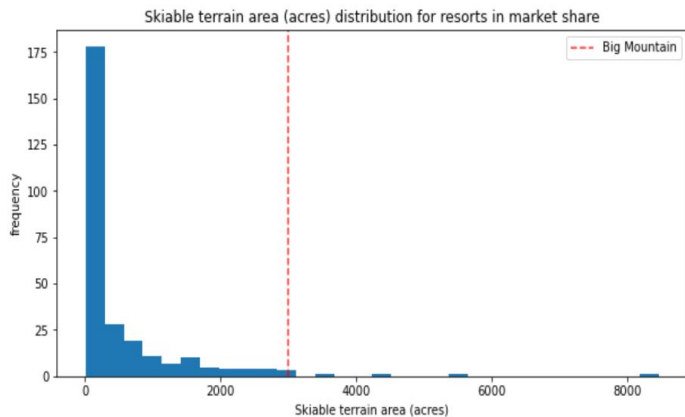
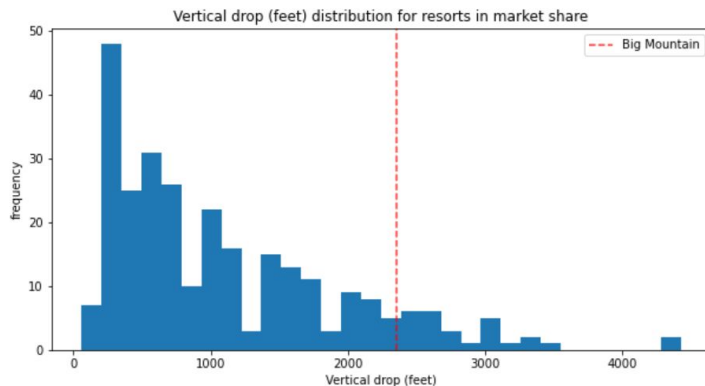
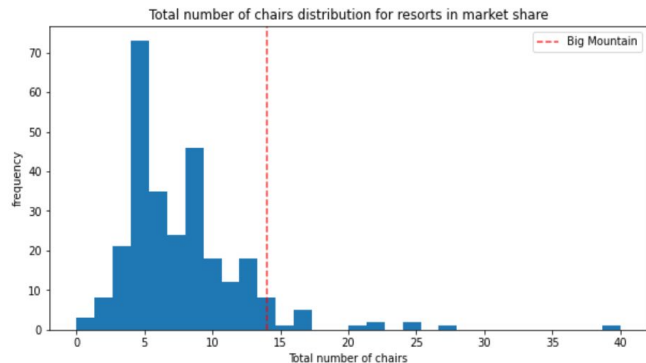


# Big Mountain Ski Resort

Other option - Close (3-5 runs) - Increase ticket price/revenue while slightly decreasing costs



# Big Mountain Ski Resort - Other findings (red lines show Big Mountain Resort)



# Big Mountain Ski Resort

## Summary

*There are many factors that directly affect ticket prices, and some factors that may have hidden effects in combination with other factors. This study allowed us to directly identify ways to stay competitive within the market and not implement large capital expenditure whilst also increasing ticket prices by roughly \$16*

