

Big Mountain Ski Resort Proposed Changes



Goals

- Capitalize on profits given new installed chair lift
- Build ticket pricing models
 - Use current market as well Big Mountain features as factors
 - Find out what features have more value
- Build upon features that visitors like the most and are willing to pay more for

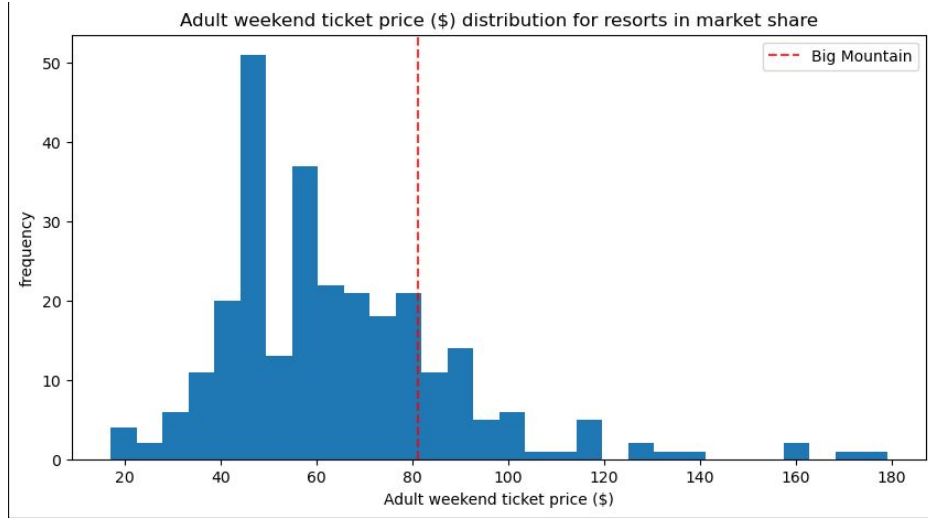
Key Findings

- Close up to 10 least used runs
 - Results in drop in ticket prices and revenue
- Increase the vertical drop by 150 feet, and install an additional chair lift
 - Results in ticket price increase and therefore revenue
- Increase the vertical drop by 150 feet, install an additional chair lift, add 2 more acres of snow making
 - Creates same results as 2nd finding
- Increase the longest run by .2 miles and add 4 more acres of snow making
 - No change in ticket price or revenue

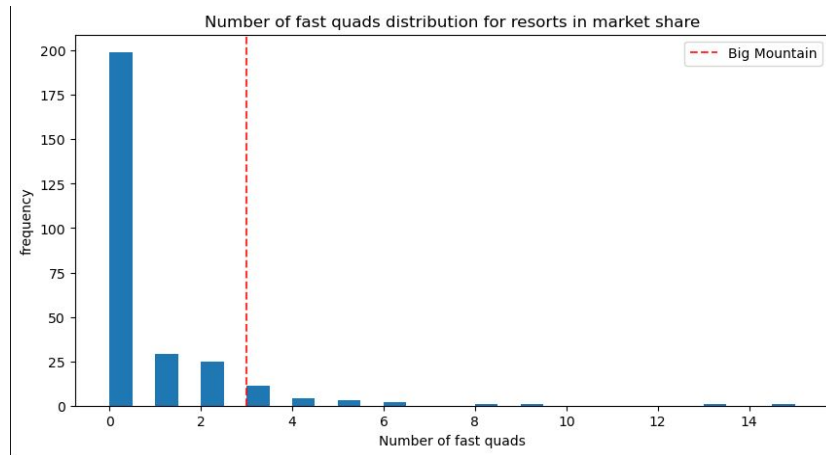
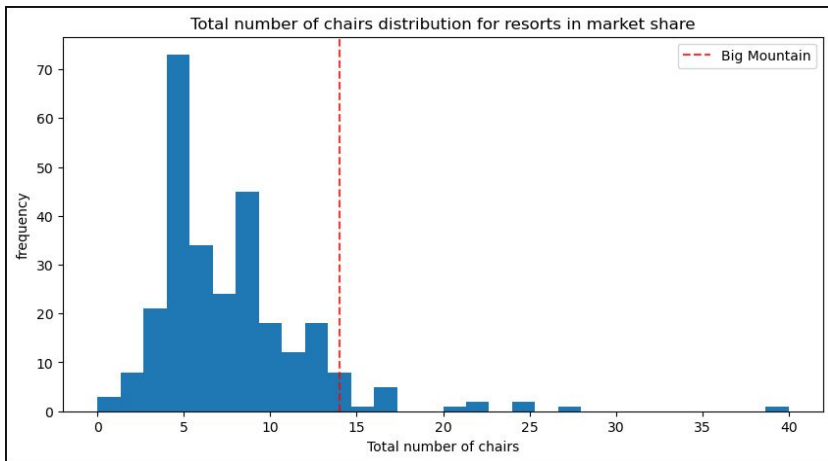
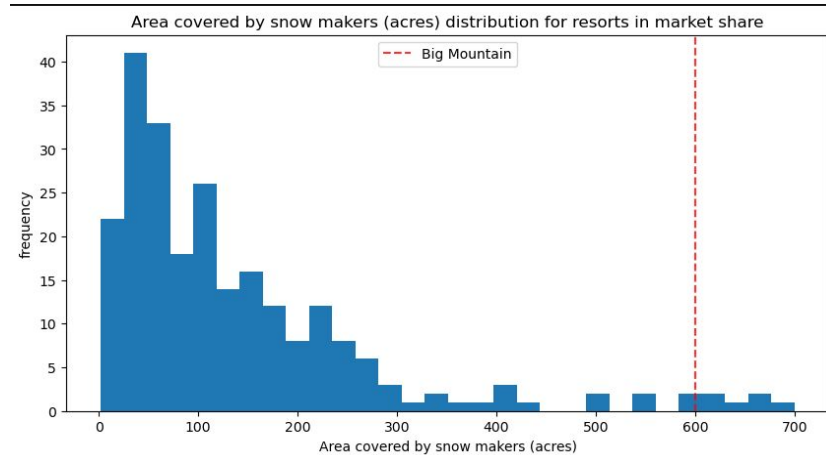
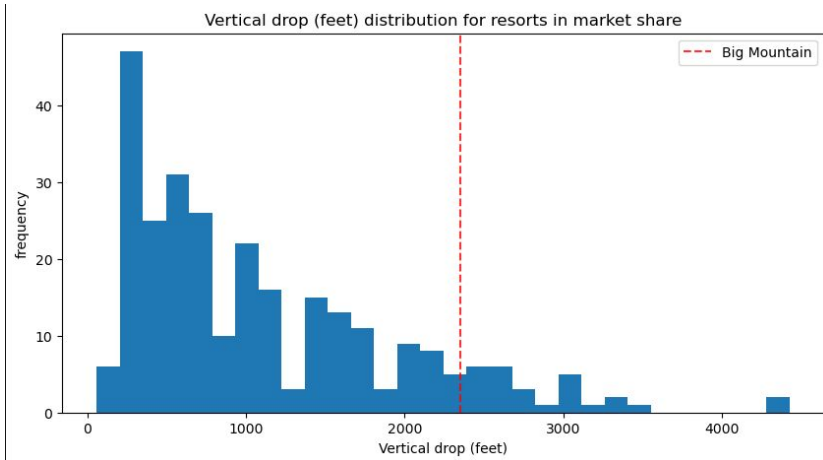
Recommendation

Increase the vertical drop by 150 feet along with the addition of the new chair lift installed.

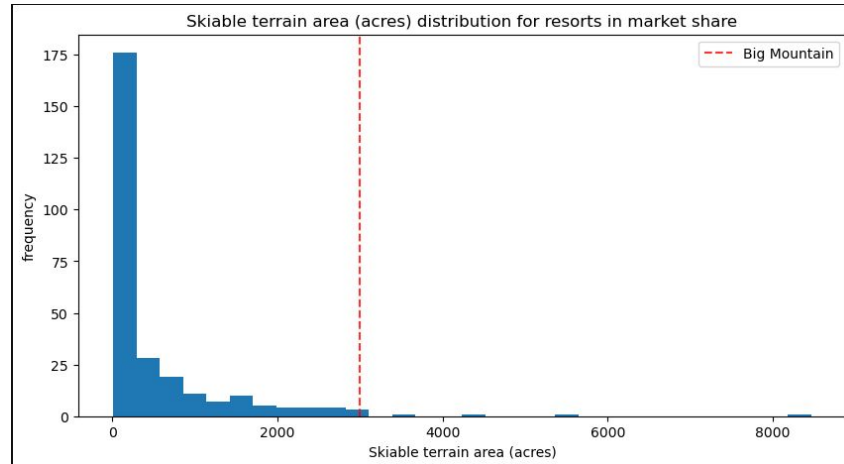
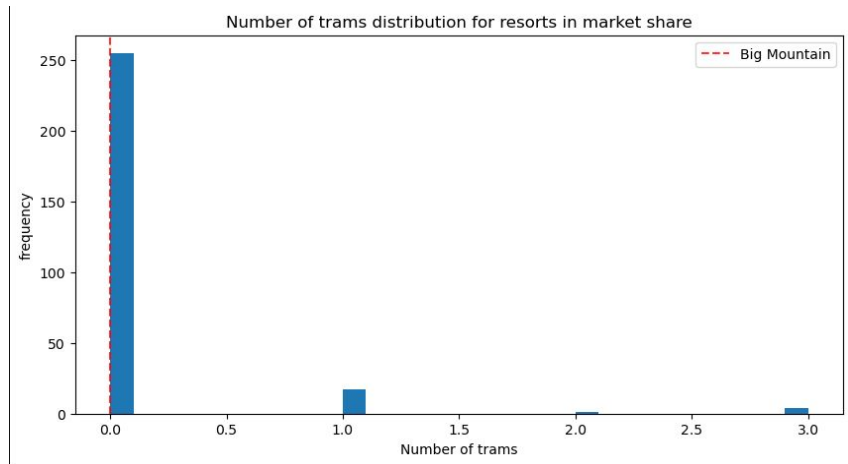
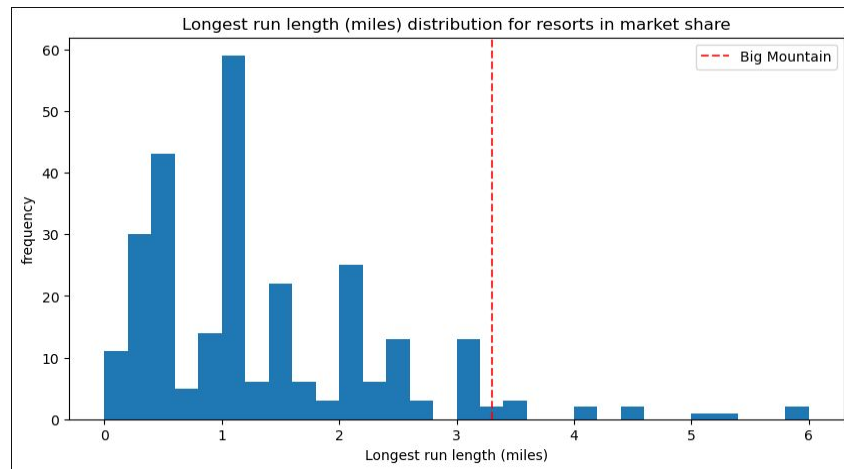
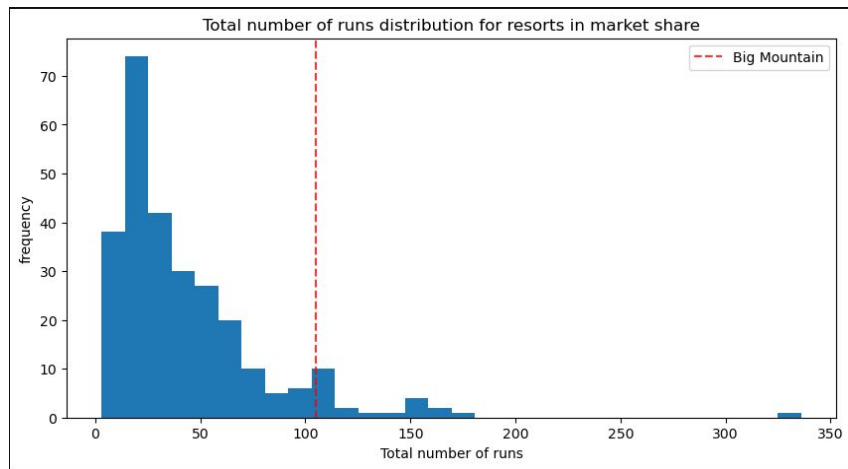
Price Comparisons



Feature Comparisons



Feature Comparisons (continued)



Conclusion

- Improve upon features where Big Mountain Ski Resort ranks among the top ski resorts
 - Vertical drop, snow making coverage, total chairs, number of runs

Best Proposed Scenario

- Increase the vertical drop by 150 feet and install a new chair lift
 - Will amount to around 3.5 million increase in revenue