



Big Mountain Resort

Ticket Pricing Strategy



Problem Identification

Current Status

- BMR is a Premium Resort
- Ticket Price = \$81
- How do we currently Price Tickets?

Driving Questions

- How do we reflect premium nature in our Pricing strategy?
- What features are most desirable to customers?



Recommendation and Key Findings

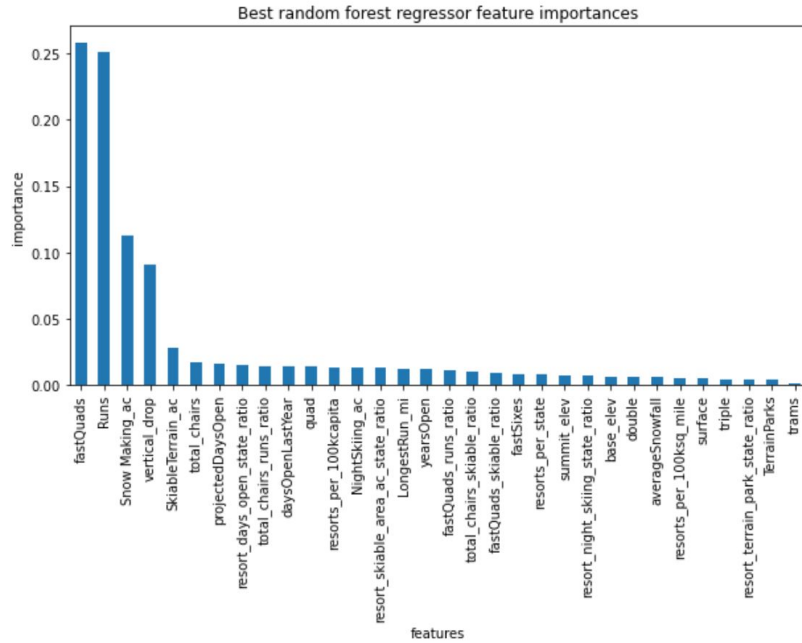
Price Recommendation

- Increase Ticket price to \$95.87

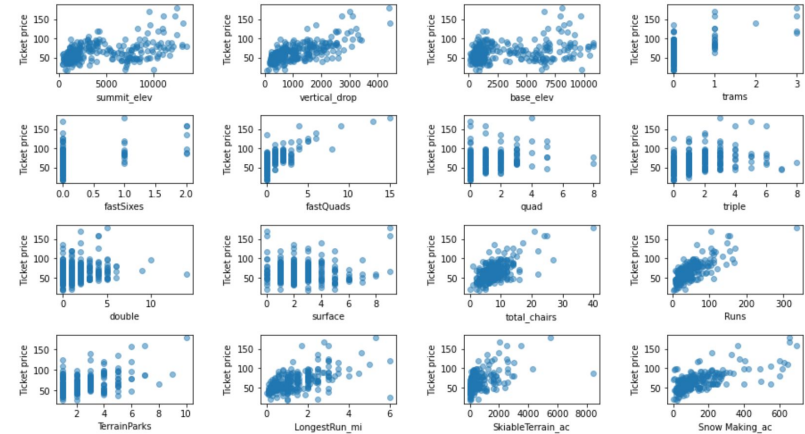
Important Resort Features

- Vertical Drop
- Snow Making Area
- Total Chairs
- # of Fast Quads
- # of Runs
- Length of Longest Run
- # of Trams
- Skiable Terrain Area

Key Feature Analysis



* Importance of each feature

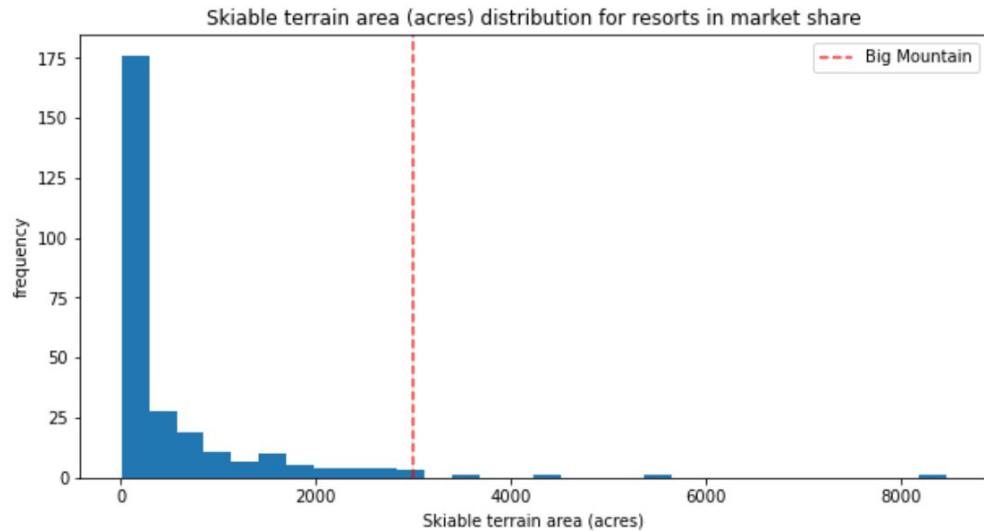


* Feature to Price Relationship

BMR Rankings Among Features

Big Mountain Resort ranks among the top of all resorts in the following key features:

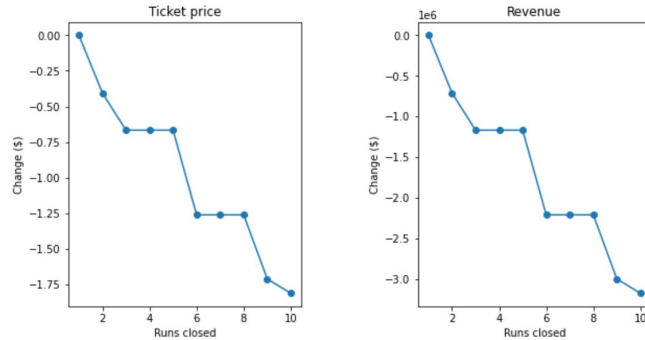
- Snow Making Area
- Total Number of Chairs
- # of Fast Quads
- # of Runs
- Length of Longest Run
- Skiable Terrain Area



**BMR's ranking amongst Skiable Terrain Area*

Future Improvement Scenarios

Scenario 1



Scenario 2

This scenario increases support for ticket Price by \$1.99. Over the season, this could be expected to amount to \$33,474,638

Scenario 3

This scenario increases support for ticket Price by \$1.99. Over the season, this could be expected to amount to \$33,474,638

(No increase from Scenario 2)

Scenario 4

No difference whatsoever.



Conclusion

Big Mountain Resort is a premium Ski resort in Montana. Currently, BMR is not utilizing its premium features to create a lucrative ticket pricing strategy.

Using these premium features as a marker for ticket pricing, it is suggested that BMR increase the ticket price from \$81 to \$95.87.

It is also suggested that BMR add another chairlift, increase the overall Vertical Drop of the resort by 150 feet, and close down 1 run.