



Big Mountain Ski Resort

by Moises Figueroa



Problem Identification

- Do current Ticket Prices for BMSR accurately reflect the amenities provided to visitors?
- Are visitors being charged too much? Too little?
- Are there changes that could be implemented to provide visitors a better value for their ticket price without negatively impacting profits?

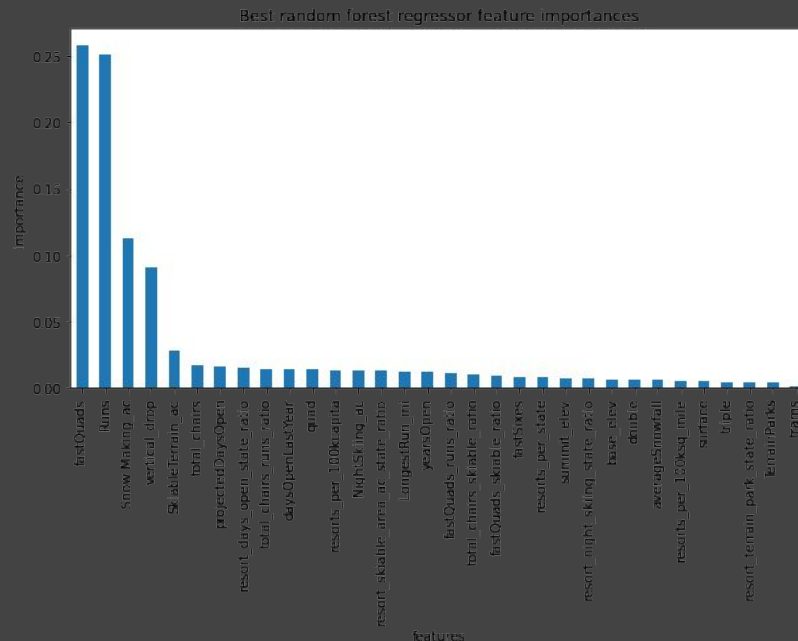


Recommendations & Findings

- The current Adult Weekend Ticket Price is likely underpriced, leaving room for an increase
- Our model predicted the Ticket Price to be \$95.87 with a mean error of +/- ~\$10. The current Ticket Price is \$81.
- Adding a run 150 ft lower down the mountain and installing an additional chairlift to that run would justify an increase of \$1.99 to the ticket price,
- Over a season, we can expect a \$3.4M increase in revenue with the new pricing

Modeling Results & Analysis

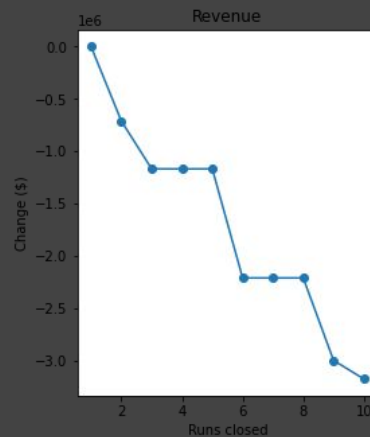
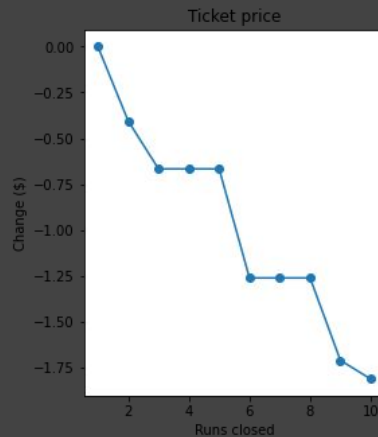
- Running feature importances, we see that some features are more important than others.
- We likely want to focus on changing the features that would cause the most change to Ticket Prices
- We created different scenarios by adding or taking away values from certain features and then have our model predict a new ticket price based on those changes.



Modeling Results & Analysis

Scenario #1

- In this scenario, we close 10 runs. Preferably 10 of the least used runs
- We see that we can justify a decrease in ticket prices, but that will likely affect revenue.
- The lowered maintenance cost is not considered here





Modeling Results & Analysis

Scenario #2

- In this Scenario, we added a new run, increased the vertical drop by 150 ft and added new chair lift
- After changing these feature values, we processed the results through the model and the results suggest a \$2 increase in price.
- This increase in price adds up to \$3.4M in additional revenue.
- The operation cost of the new run and chairlift is not considered.
- In addition to this, we added 2 more acres of snowmaking, but this did not affect a change in price when paired with the above changes.



Conclusion

There are a few avenues that should be considered.

1. Since the current pricing seems to be a bit underpriced, BMSR could simply raise ticket prices slightly without implementing major changes.
2. In order to add more value to the visitors ticket, BMSR could add amenities that would justify an increase in ticket prices while increasing revenue
3. BMSR could remove some of the more lesser used amenities in order to lower ticket prices and reduce operation costs