

TICKET PRICING

BIG MOUNTAIN RESORT



Last year, Big Mountain Resort added a chairlift to help guests traverse the mountain. The new chairlift adds \$1,540,000 a year to the resort's operating costs without bringing in more revenue

PROBLEM TO BE SOLVED

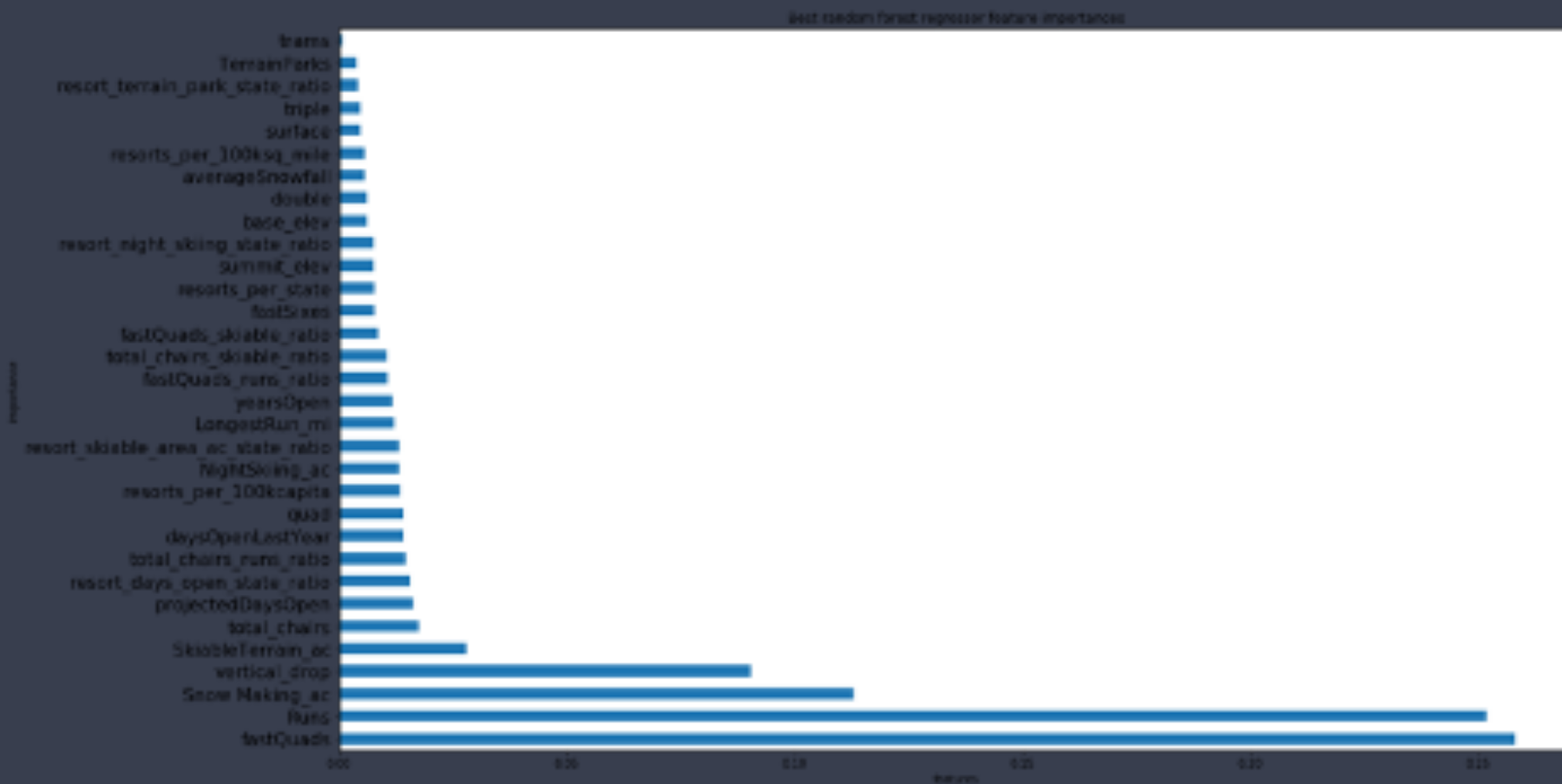
Big Mountain Resort will validate an increased ticket price by defining and comparing individual inter-resort aspects/facilities that contribute to the market average before next season as a response to increased operating costs from the added chairlift.

SUGGESTIONS FROM DATA

Depending on each respective operating costs, here are three viable ways to implement the ticket price increase:

- Close 10 of the least used runs (\$-1.75 & \$300,000).
- Increasing the vertical drop (\$1.99 & \$3474638)
- Adding 2 acres of snow making (\$1.99 & \$3474638)

Identifying Target Features



- Snow Making,
- Vertical Drop,
- Runs,
- FastQuads

Testing Scenarios

Scenario 1 - Closing down 10 of the least used runs will result in a decrease in ticket price by \$-1.75 and a seasonal loss of over \$300,000

Scenario 2 & Scenario 3 - increasing the vertical drop and adding 2 acres of snow making, respectively, both result in a supported \$1.99 increase in ticket price resulting in \$3474638 additional revenue per year.

Scenario 4 - Increasing the longest run by 0.2 miles results in no change in ticket price.

Our Limitations

Mis-priced competitor tickets

More scenarios

Additional information

YOUR TICKET PRICE SOLUTION

CONCLUSION



NOTE: Our recommendations require a bit more information to make a sound decision, but we believe that this data is a strong mark by which to measure your decision.

Three features have the greatest impact.

- Close 10 of the least used runs
- Increasing the vertical drop
- Adding 2 acres of snow making