

Big Mountain is looking to see if there is an opportunity to increase profit based on the immunities it currently offers at its resort. Big Mountains current rates are determined by comparing the prices of the resorts in its market segment only in Montana and then adding a premium to its own price. Big Mountain would be better served if they priced their tickets according to resorts across the country that have more comparable features. This would give a more accurate depiction of the value Big Mountain resort offers its customers.

Using the data provided we are confident in recommending that the price of Big Mountain's weekend adult can be increased by \$12.07. Big Mountain is priced well below some of the other resorts across the country that have similar or even worse facilities as BM. BM is placed just under the mathematical median, while having more skiable area, higher vertical drops and more acres of snow than most resorts. The quality of ski is also better at BM than most resorts with a higher number of fast quads 3, while the vast majority of resorts have none and longer runs than most resorts with the longest being 3.3 miles long with the possibility of increasing it to 3.5 miles again with only a handful of resorts having a run over 4 miles long.

While the addition of the chair lift system is quite expensive at \$1.54million the added revenue of a ticket increase would be \$21.12 million per season, more than enough to cover the operational cost and other future ventures that would add more value to the resort.