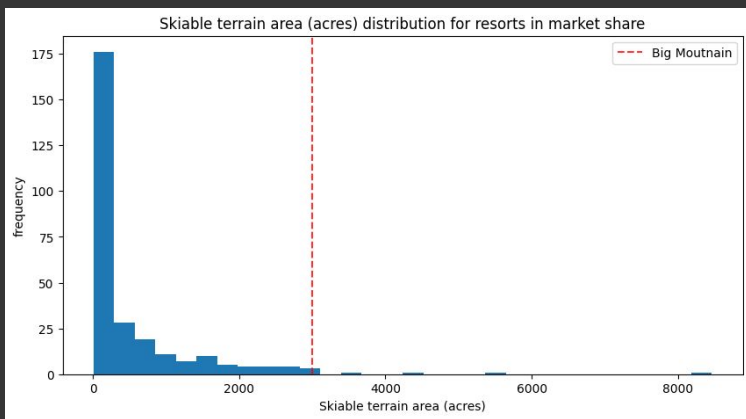
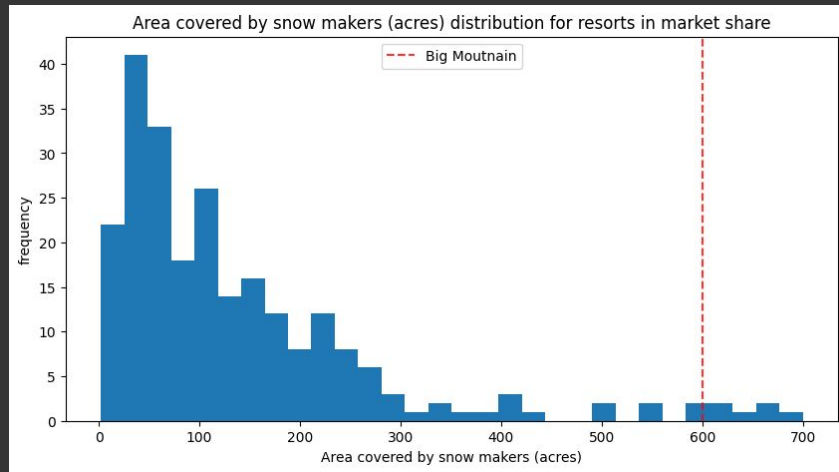


Big Mountain Resort is not sure they are maximizing their profits based on the current amenities they offer by only charging a premium above the average price of resorts in its market segment.

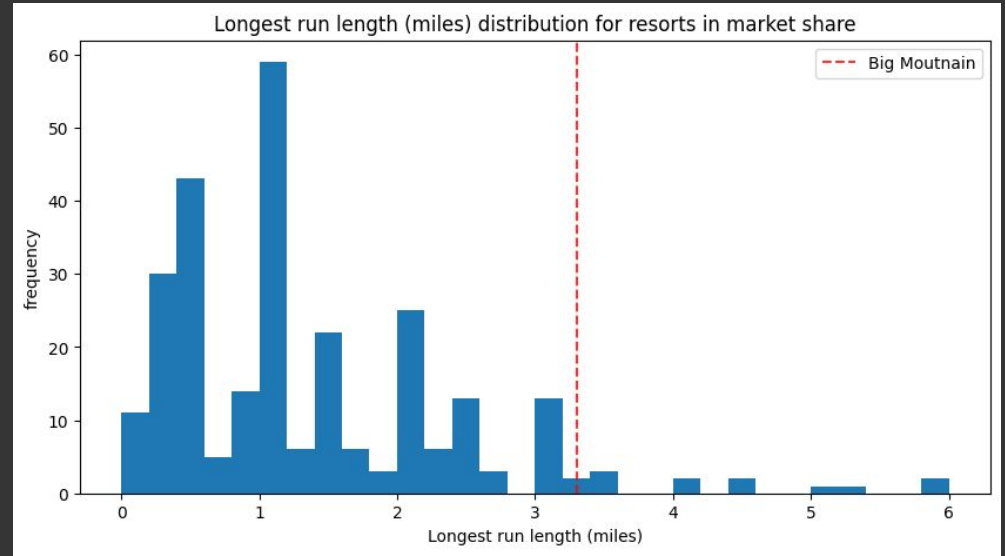
We recommend that the price of Big Mountain Resort be increased by \$12. The data suggested that the resorts that have comparable features are priced significantly higher. Some resorts charge as much as 2.25 times as much as Big Mountain.

Just based on size alone Big Mountain resort has a good argument to increase its pricing. Here you can see that only a few resorts have more snow coverage. Even the resorts that do offer more acres of snow don't offer a significant amount more.

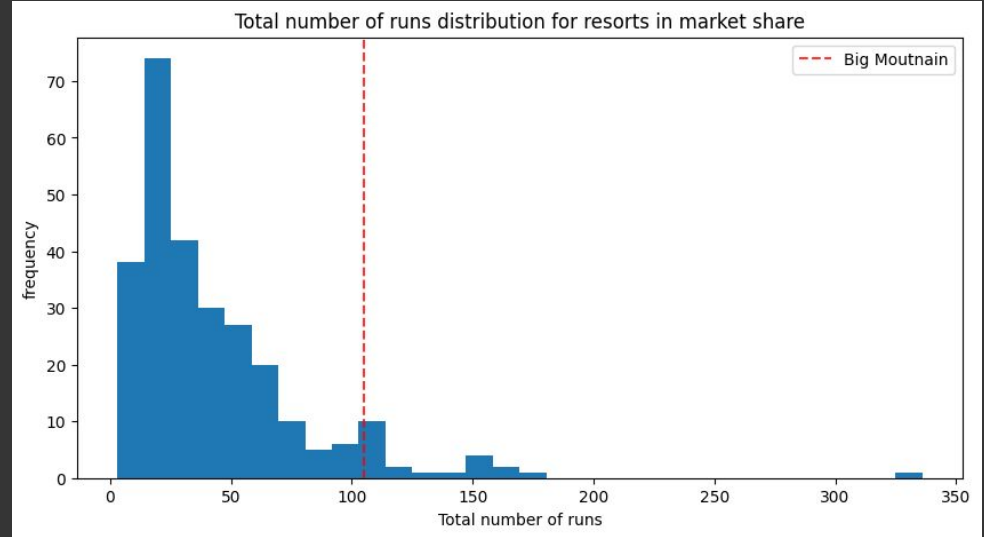


This in turns allows Big Mountain to have more skiable terrain than all but a handful of resorts.

Here you can see that Big Mountain offers a longer run than most of the other resorts. There is also an opportunity to increase the length of this run. This will appeal to more advanced skiers that would be more likely to pay a higher price than they would for shorter runs.



Big Mountain doesn't just larger runs they also have more runs than the majority of their competition. So Even though they have longer runs as previously shown there is skiing for all levels of skiers.



With the combination of larger skiing area longer runs and more runs to ski compared to its competition we believe that Big Mountain is in a good position to increase ticket prices and still offer a great value for its customers.