

# Big Mountain Resort

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# Problem Identification

How should Big Mountain Resort charge their customers this season in order to a) recoup their \$1.54 million operating cost and b) achieve a business profit margin near 9.2% at season end?

# Recommendation and Key Findings

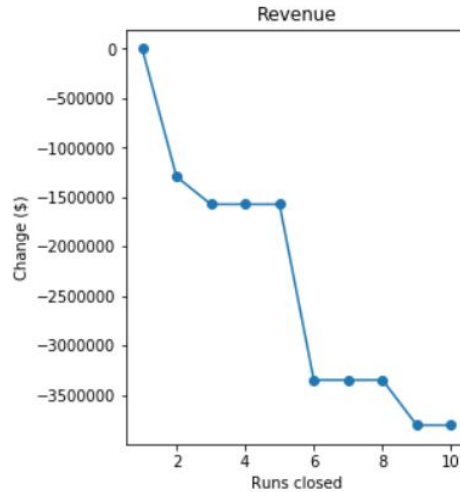
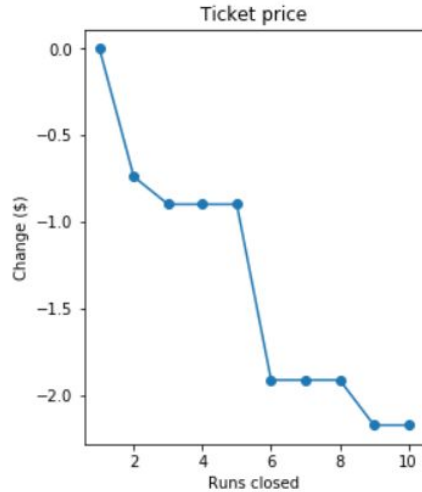
Increasing vertical drop (along with some runs) at Big Mountain Resort is a viable option for increasing ski ticket price.

Key finding - increasing vertical drop and/or number of lifts at the resort is typically an opportunity to increase ticket prices.

# Modeling Results and Analysis

Small moves in the number of ski runs did not change ticket price

Large moves in the number of ski runs did change ticket price



# Modeling Results and Analysis

Increasing the vertical drop at Big Mountain Resort an opportunity to increase ski lift ticket price.

# Modeling Results and Analysis

Slight increases in longest ski run and acres covered by snow makers had no influence on ticket price.

# Summary and Conclusion