

The background of the image is a photograph of a mountain landscape, likely a ski resort, with snow-covered peaks and a ski lift. A solid blue horizontal band runs across the top of the image. A white horizontal band is positioned in the center, containing the text. The entire image has a blue color overlay.

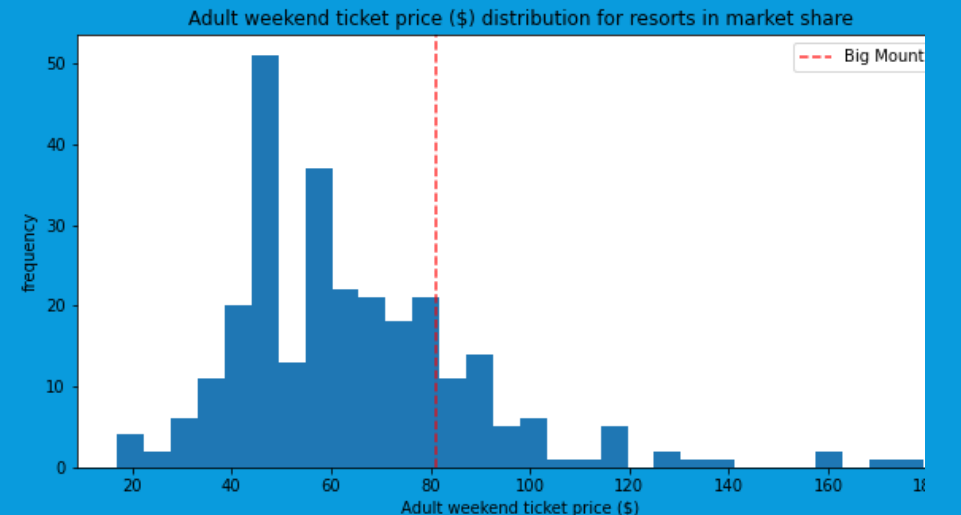
BIG MOUNTAIN RESORT

KEY FINDINGS AND RECOMMENDATIONS

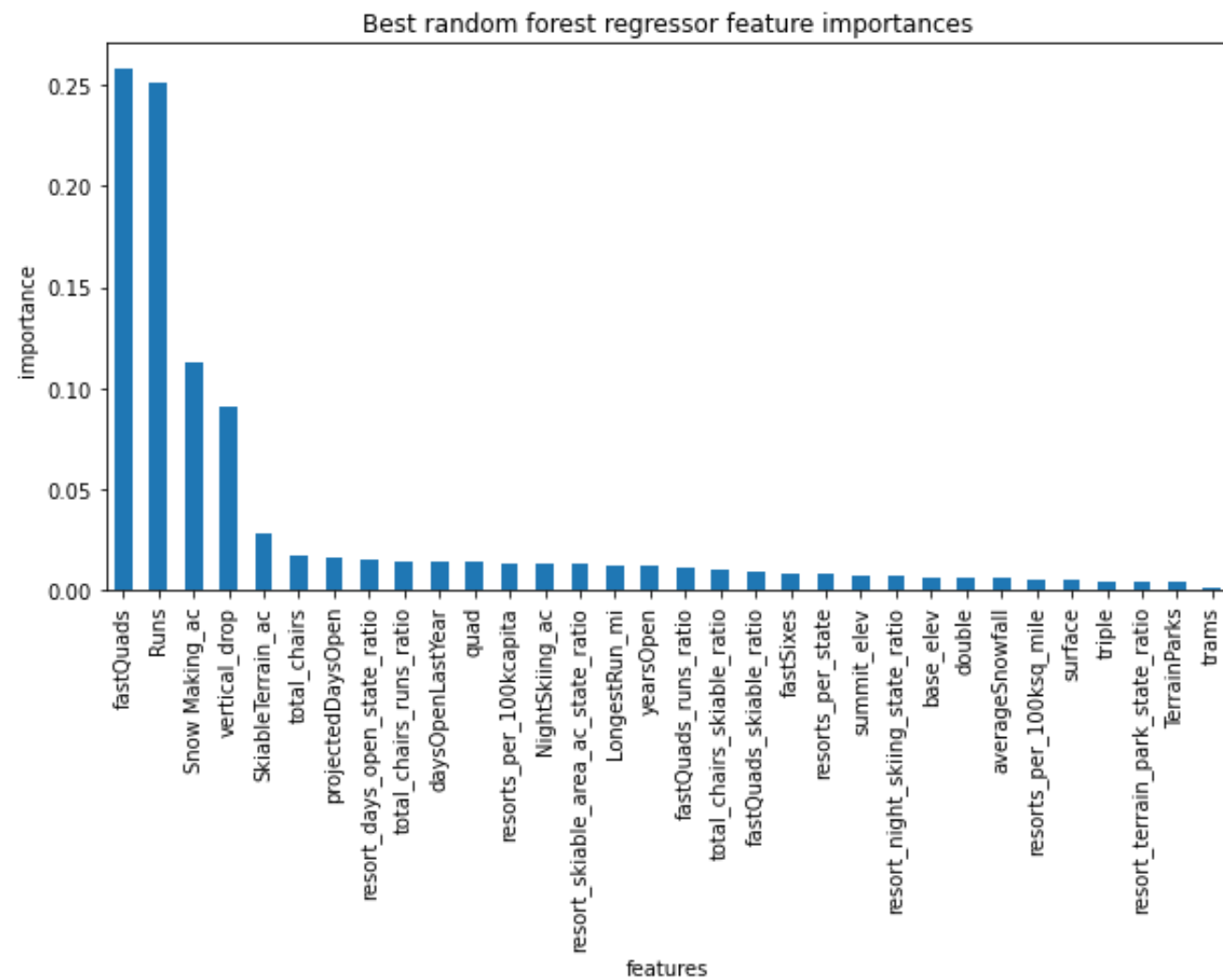
- The Big Mountain Resort (BMR) current pricing structure is among the in its market.
- The number of fast quads, runs, vertical drop and snowmaking acres are the most significant contributors to ticket prices.
- To immediately increase the price by \$1.99:
 - Add one additional ski run
 - Increase the vertical drop by 150ft by lowering the endpoint of a run
 - Add one additional chair lift to service the new endpoint and return customers to base

MODELING AND ANALYSIS

- Big Mountain Resort's Pricing is the highest in Montana, and amongst the highest in the nation:

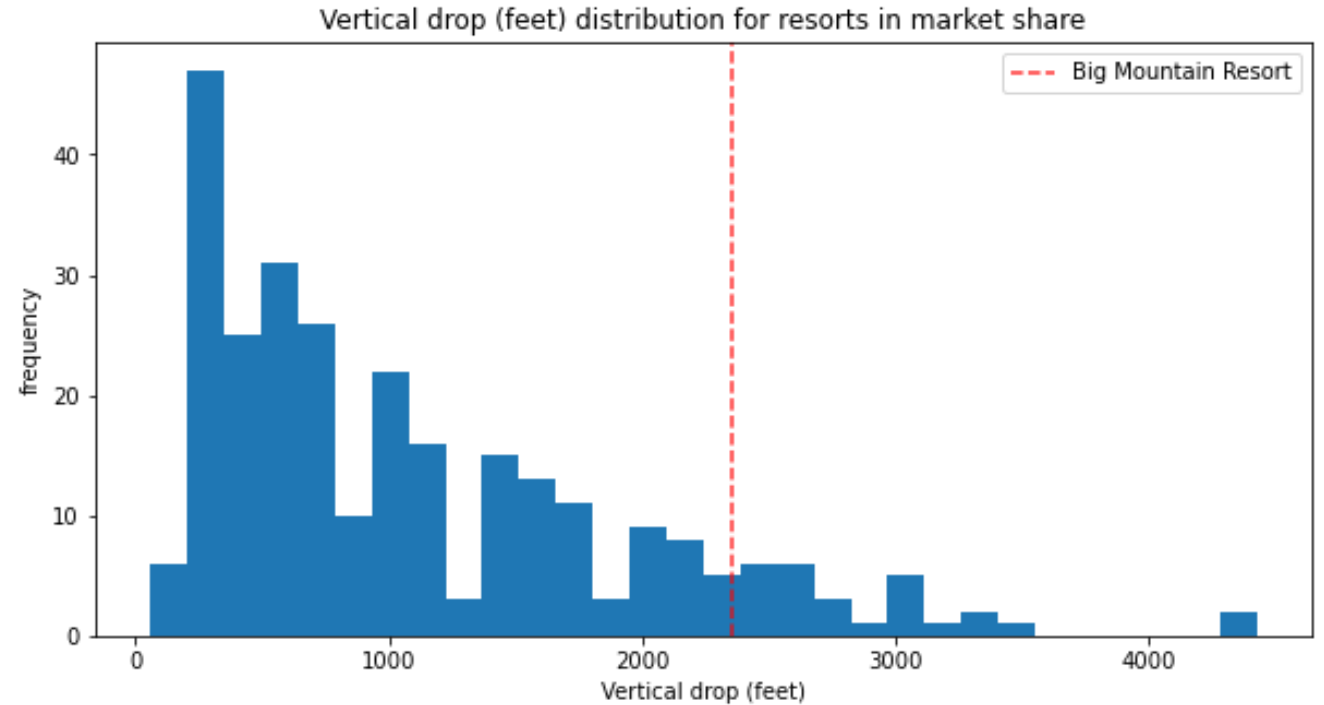


MOST IMPACTFUL FEATURES



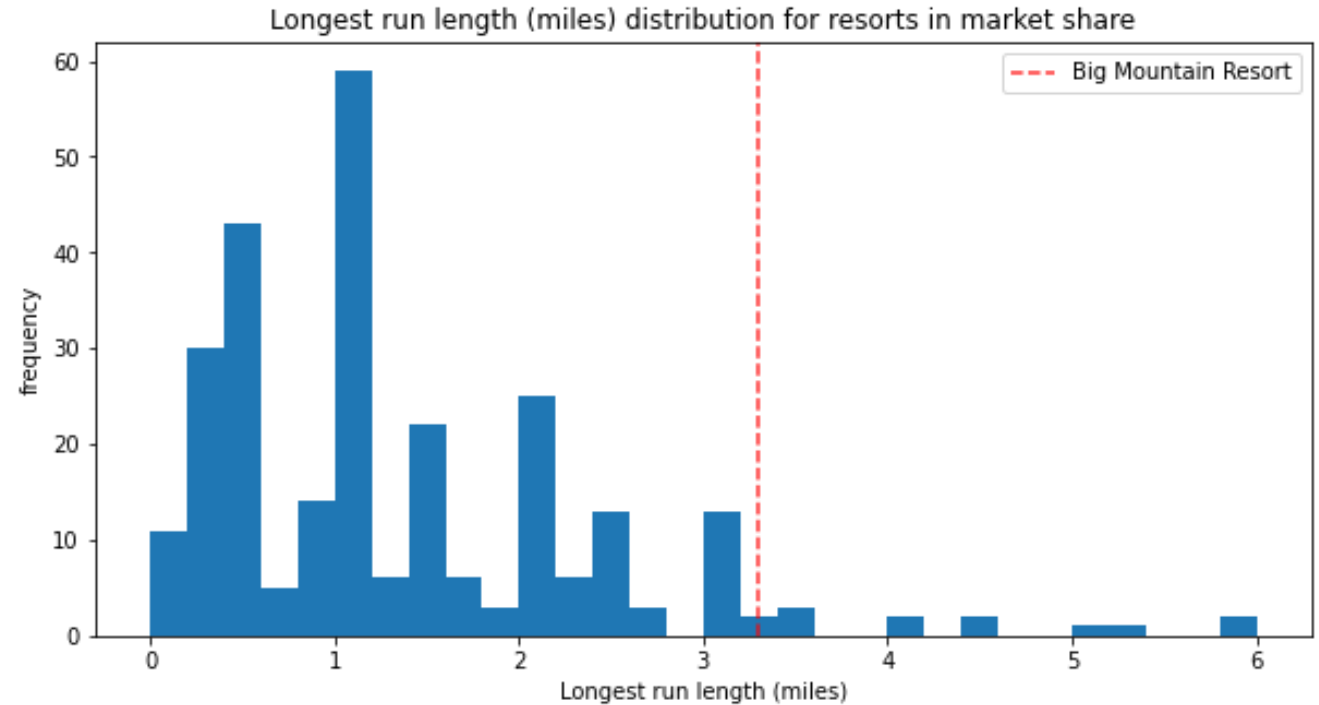
VERTICAL DROP

- Big Mountain Resort is doing well for the vertical drop, but there are still quite a few resorts with a greater depth.



THE LONGEST RUNS LENGTH

- Big Mountain has one of the longest runs. Although, it is over half the length of the longest.



CONCLUSION

- Big Mountain Resort is already among the most premium resort. However, ticket prices can support an additional \$1.99/ticket and generate approximately \$3,474,638 annually by completing the changes outlined in this presentation.