# Big Mountain Resort

## New Changes

Additional chair - increases distribution of visitors across the mountain

Operation cost: increase of \$1.54 million

Current Weekend Ticket Price: \$81.00

How to increase revenue in the upcoming season?

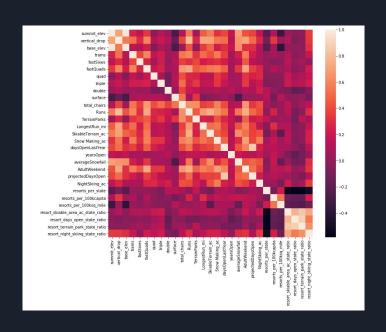


## Room to grow?

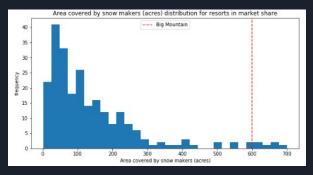
4 Key Assets that affect ticket pricing: fastQuads, Runs, SnowMaking\_Ac, and night skiing state ratio

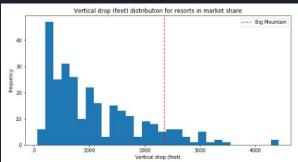
Model price: \$94.22

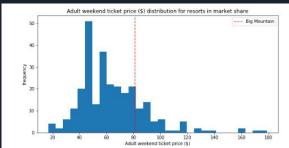
• Absolute Mean Error: \$10.39

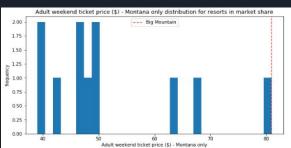


	124
Name	Big Mountain Resor
Region	Montana
state	Montana
summit_elev	6817
vertical_drop	2353
base_elev	4464
trams	0
fastSixes	0
fastQuads	3
quad	2
triple	6
double	0
surface	3
total_chairs	14
Runs	105
TerrainParks	4
LongestRun_mi	3.3
SkiableTerrain_ac	3000
Snow Making_ac	600
daysOpenLastYear	123
yearsOpen	72
average Snowfall	333
AdultWeekend	81
projectedDaysOpen	123
NightSkiing_ac	600
resorts_per_state	12
resorts_per_100kcapita	1.12278
resorts_per_100ksq_mile	8.16104
resort_skiable_area_ac_state_ratio	0.140121
resort_days_open_state_ratio	0.129338
resort_terrain_park_state_ratio	0.148148
resort_night_skiing_state_ratio	0.84507
total_chairs_runs_ratio	0.133333
total_chairs_skiable_ratio	0.00466667
fastQuads_runs_ratio	0.0285714
fastQuads_skiable_ratio	0.001

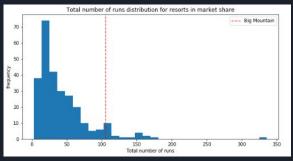


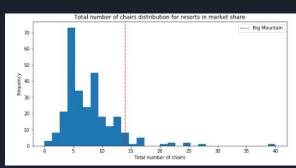


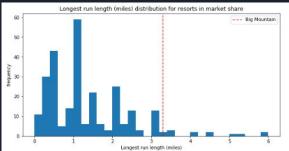


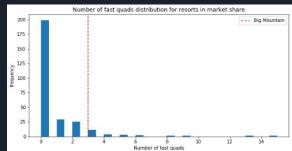


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#### Recommendations

2 scenarios that will increase ticket price and overall revenue

- Increase vertical drop by lowering a run 150ft. Lower (but will need to install an additional chair lift to bring skiers back up without additional snow making coverage)
- Similar to above, but adding 2 acres of snow making cover

Model Scenario Results: Increases ticket price by nearly \$2, which overall increases the revenue to \$3,464,638.

#### Conclusion

There is plenty of room to grow in the upcoming season especially with an additional lifting chair. Even with the increase of operation cost, through the market price of the services available at Big Mountain Resort. Ticket prices can be increased for a fair value, thus an overall sustainable revenue growth.