Springboard Data Science
Guided Capstone One
[Nov 2025 Cohort]

The Case for Increasing Ticket Pricing

BIG MOUNTAIN RESORT
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Contents

“What is the maximum ticket price Big Mountain Resort can justify based on facilities, such as chairlifts, run diversity, run length and vertical drop?”

Goals of this analysis:

- Model the relationship between facilities and ticket price
- Understand BMR’s place in the competitive market through facilities offered and ticket price charged
- Model a reasonable price point based on features, rather than other market factors

Recommendation & Findings

Big Mountain Resort tickets are undervalued, according to the model.

After mapping the relationship between competitor facilities offered and the ticket price charged, BMR's expected ticket price was $18 higher than the current actual price. Model expected a price of $99 with a $10 error.

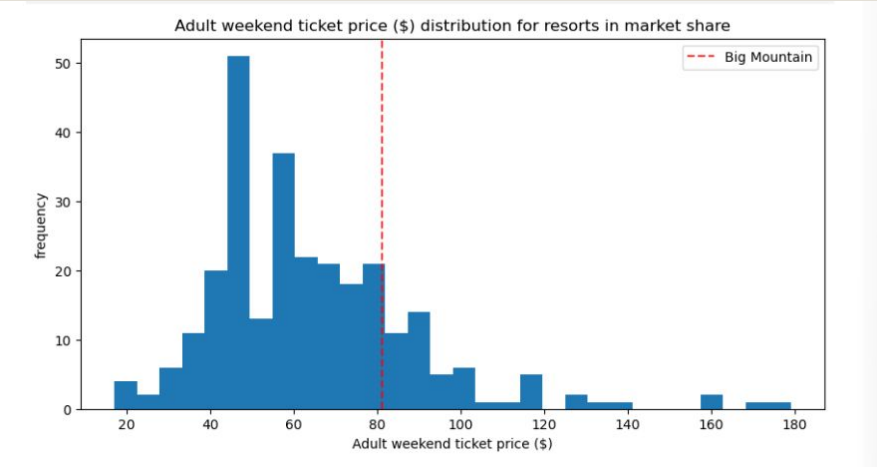
Modeled scenarios could increase ticket price, but may not improve revenue.

After modeling the effects of scenarios 1 through 4 on ticket price, we found scenario 2 would have the greatest effect on justifiable price point. However, the investment involved may outweigh the $1M annual lift in revenue from a $.60 increase in tickets.

Modeling

- Based on national competitor facilities dataset
- Focused on facility-driven pricing: vertical drop, run diversity and length, chairlifts
- Excludes demand elasticity, branding and weather variability
- **Output: expected price range**

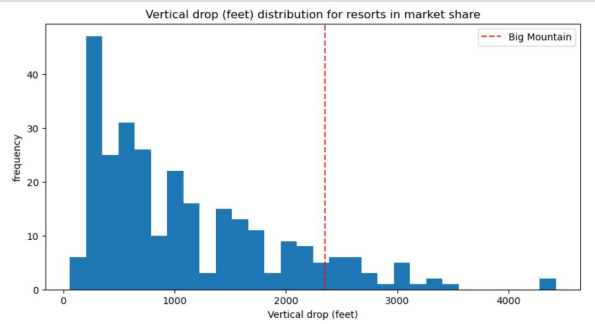
Price in market vs. facilities in market

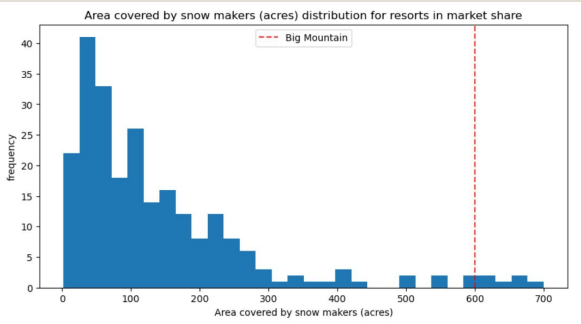


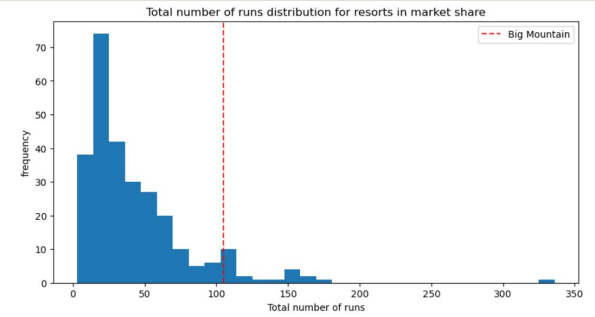
Price sits on the higher end of market distribution, but so do facilities.

While price is on the higher end of market distribution, features such as vertical drop, area covered by snow makers and total number of runs also tracked on the higher end of market distributions.

Modeling reveals an expected price of $99 for based on facilities offered.







Addressing Scenarios 1 through 4

Results of All Scenarios.

Scenario 1 (Depicted on the right) –

Demonstrates the effect of a decrease in runs on mathematically justifiable ticket price. If we cancel 2 runs, we might as well cancel 6.

Scenario 2 –

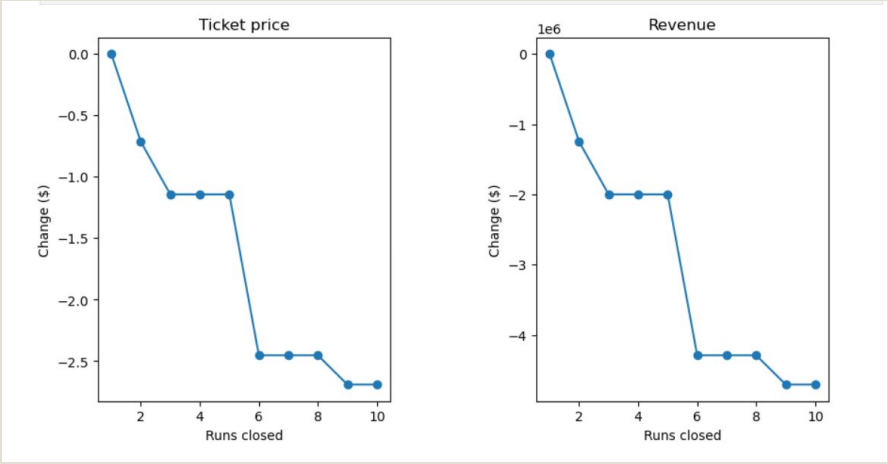
Found to result in a $0.60 increase in justifiable ticket price for a total revenue gain of $1M annually. Cost of lift outweighs gains.

Scenario 3 –

No noticeable changes from scenario 2.

Scenario 4 –

Changes show little to no effect on justifiable price.



Conclusion

Big Mountain Resort can safely justify an up to $8 ticket price increase based on existing facilities.

There's not a strong case for additional facility changes, but if BMR wants to option 2 is projected to net $1 M in additional revenue annually.