Big Mountain Resort - Recommendations

According to our market analysis, Big Mountain Ski Resort has justification to raise ticket prices -- without making any changes to offerings. Big Mountain fares very well against the competition, especially in the categories found to be most relevant to price, and thus are the things customers value the most.

Go with the idea of reducing the number of lifts. Give us some more info on your operating costs. Here’s a tool you can play with to see for yourself, if we *hold everything else constant,* what your ticket price should be based off of. The most important/influential features are these: