

# **Big Mountain Resort: Pricing and Strategy Overview**

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# Problem Identification

Big Mountain Resort is seeking to optimize its ticket pricing and operational investments to maximize revenue and enhance the guest experience. The resort leadership aims to better understand which factors drive premium pricing and how operational changes could improve competitive positioning.

# Project Objectives

- Understand key drivers of ski resort pricing using data from 330+ North American resorts
- Model how operational investments (lifts, terrain expansion, differentiated offerings) impact pricing potential
- Provide actionable recommendations to inform strategic decisions
- Support data-driven revenue management and long-term market positioning

# Recommendations and Key Findings

## Recommendations:

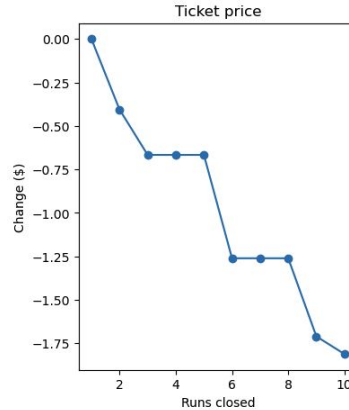
- Prioritize **investment in high-speed quad lifts** to elevate market positioning
- Expand **skiable terrain** and promote vertical drop features
- Differentiate through **terrain parks** and **night skiing** to attract new market segments
- Adopt a **dual strategy** of infrastructure improvement and targeted marketing

## Key Findings:

- Vertical drop, summit elevation, skiable area, and fast quad lifts are primary pricing drivers
- Scenario modeling highlights revenue sensitivity to terrain availability and lift investments

# Modeling Results and Analysis (1/3)

**Key Pricing Drivers**



## **Insights:**

- Reducing available runs significantly impacts pricing
- Terrain availability and operational capacity must be actively managed and communicated to preserve price integrity

# Modeling Results and Analysis (2/3)

## Scenario: Vertical Drop Increase

Based on scenario modeling outputs:

- A **10% increase in vertical drop** is projected to increase predicted ticket prices
- Enhancing perceived or actual vertical drop through marketing or terrain optimization can drive additional revenue

# Modeling Results and Analysis (3/3)

## Scenario: Fast Quad Lift Expansion

Based on scenario modeling outputs:

- **Adding 2 fast quad lifts** yields measurable gains in predicted ticket prices
- Lift infrastructure is a high-impact lever — investing in fast quads is a strategic priority

# Summary and Conclusion

- Infrastructure improvements (lifts, terrain) drive measurable pricing gains
- Differentiated offerings broaden market appeal
- Immediate next steps:
  - Conduct **A/B testing** on pricing strategies
  - Integrate **seasonal trends** and **visitor demographics** into future models
  - Explore **dynamic pricing** using weather, holiday, and competitor data

## Conclusion:

Big Mountain Resort should pursue a **dual strategy** of operational enhancements and strategic market repositioning to maximize long-term revenue growth