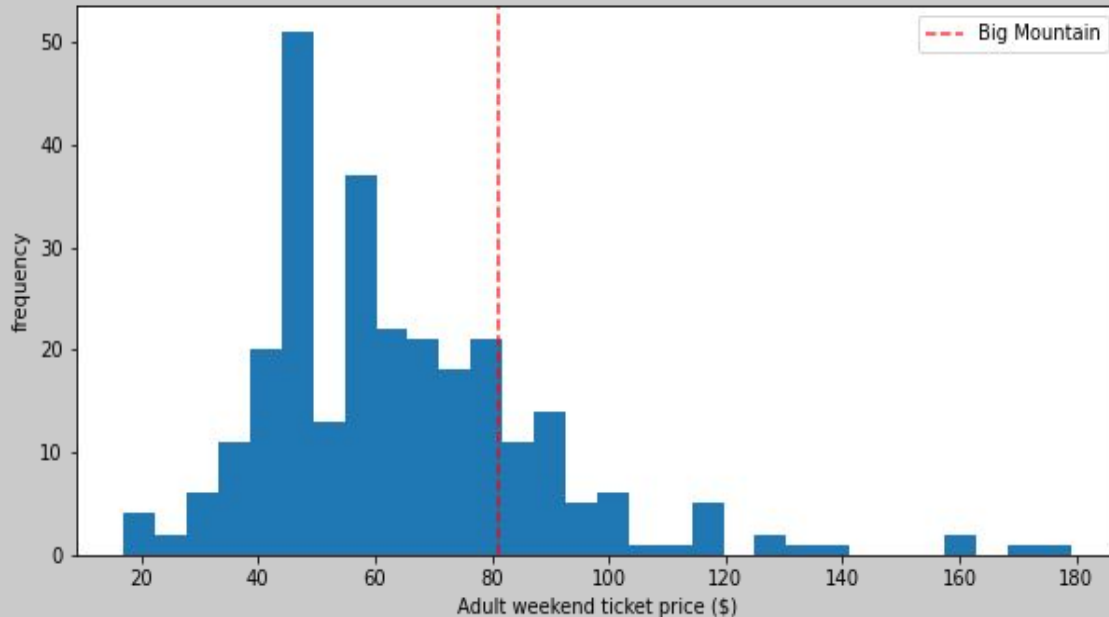


# Big Mountain Resort



# Big Mountain Resort

Adult weekend ticket price (\$) distribution for resorts in market share



**Are we using our facility to its best effect?**

**Are our ticket prices correct?**

**Current weekend ticket price:**  
**\$81**

# Big Mountain Resort

## Customers value:

1. Feet of vertical drop
2. Guaranteed snow coverage
3. Total number of chairs
4. Number of fast Quads
5. Total number of runs

## Original recommendation:

Tiered pricing

3 tiers with varying access to resort

## Montana:

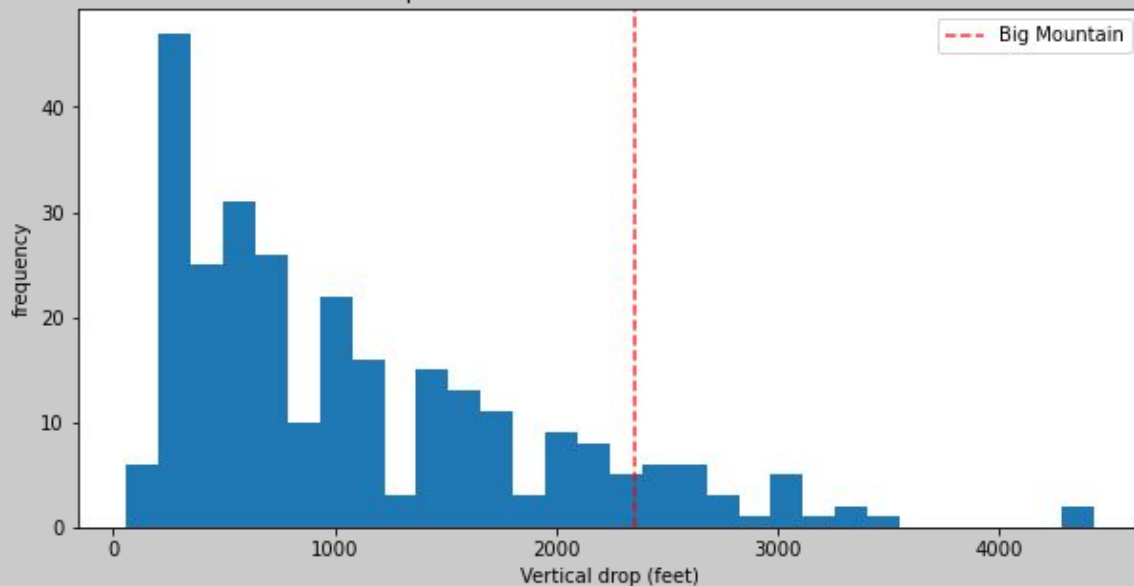
The number of resorts by state at first glance seemed significant

Normalized this out - controlling for population and density

Montana is not an outlier

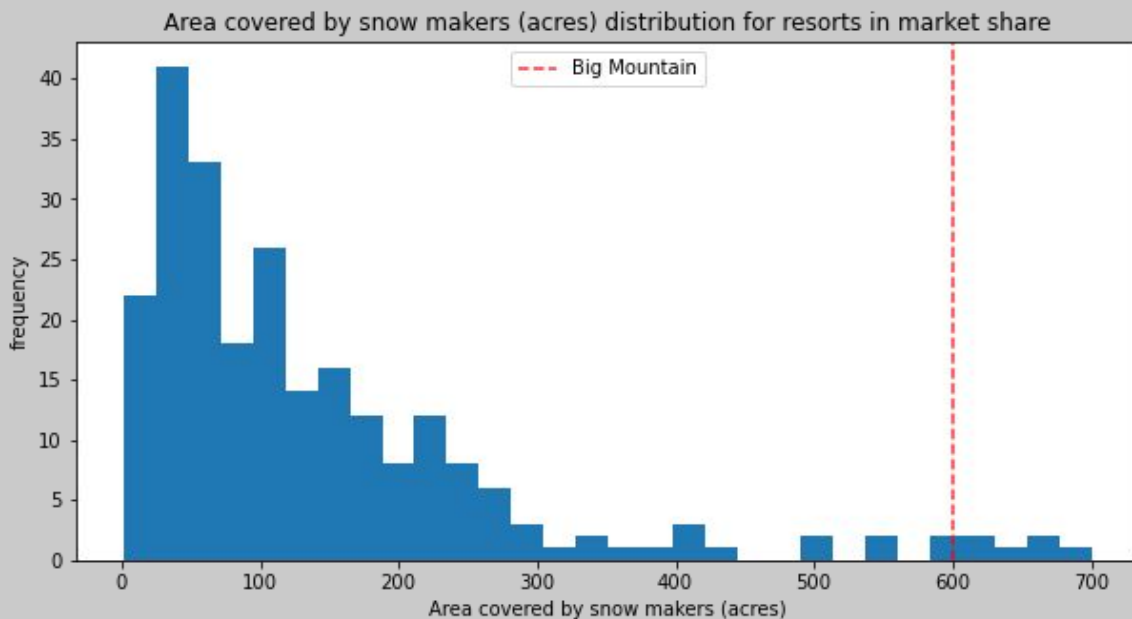
# Big Mountain Resort

Vertical drop (feet) distribution for resorts in market share



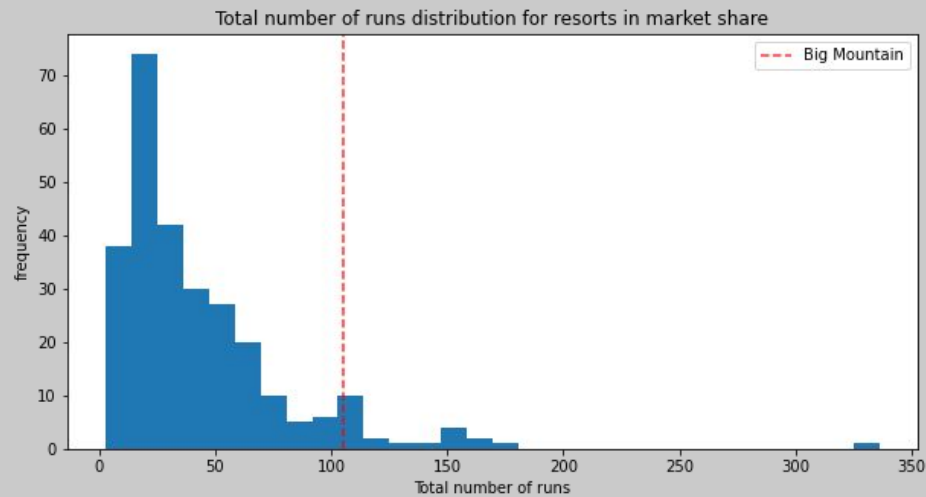
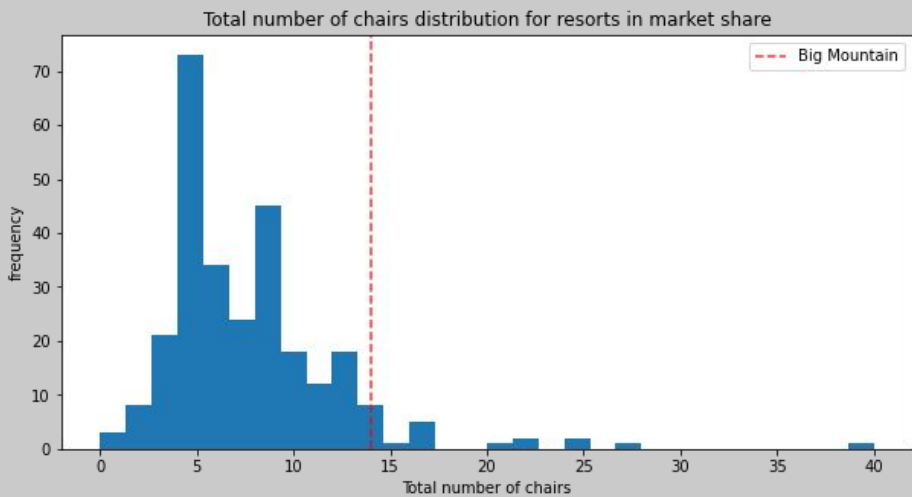
**We lead the market in nearly every metric that matters to customers!**

# Big Mountain Resort



**We lead the market in nearly every metric that matters to customers!**

# Big Mountain Resort



# Big Mountain Resort

**Ticket price:**

**Based on customer-valued features across the country:**

**We could raise our weekend ticket price to \$108.30 with the features we currently have**

**(error margin of +/- \$10.24)**

**Feature changes for maximum value:**

**Closing one run would not affect ticket price**

**Increasing the number of runs, maximum vertical drop, and adding a chair lift -->**

- \$3 ticket price increase**
- season yield of \$5.25 million**