



BIG MOUNTAIN RESORT PRICING MARKET ANALYSIS

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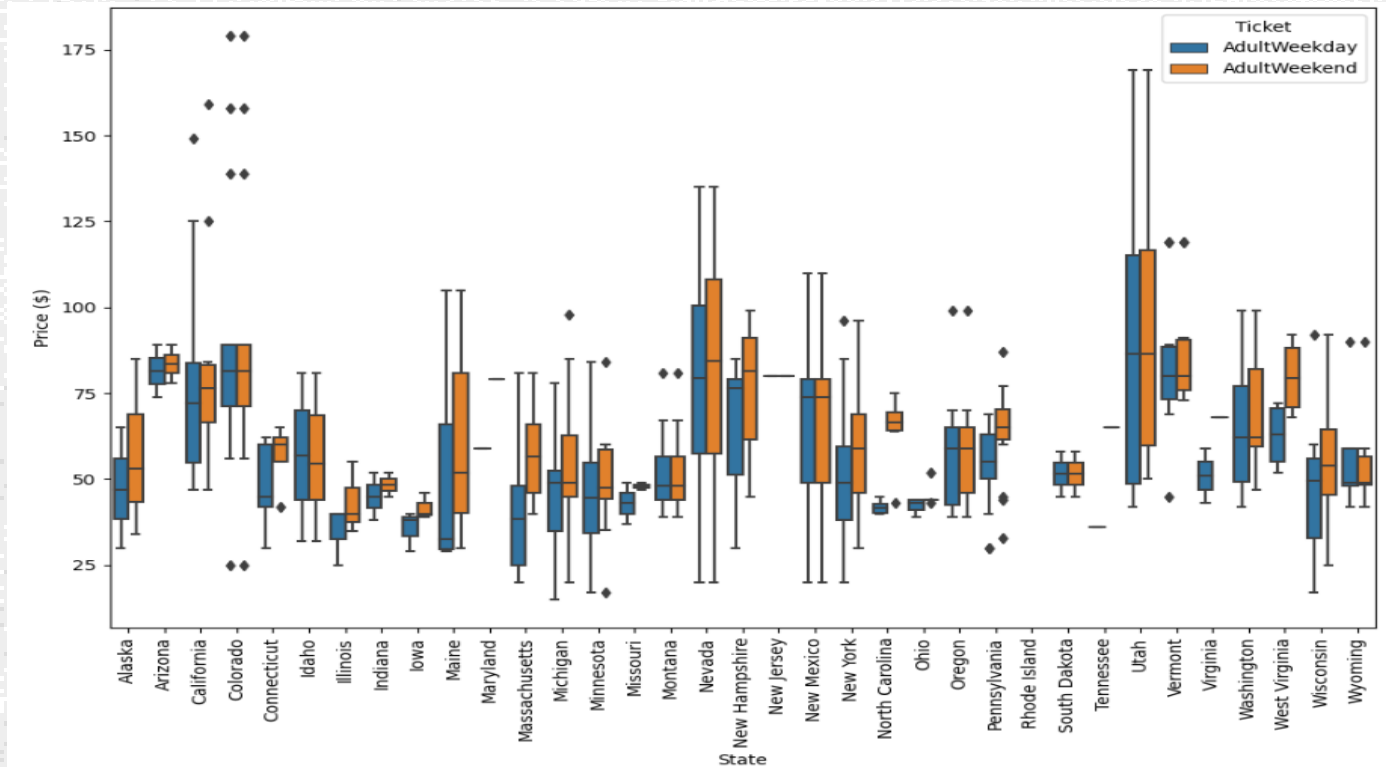


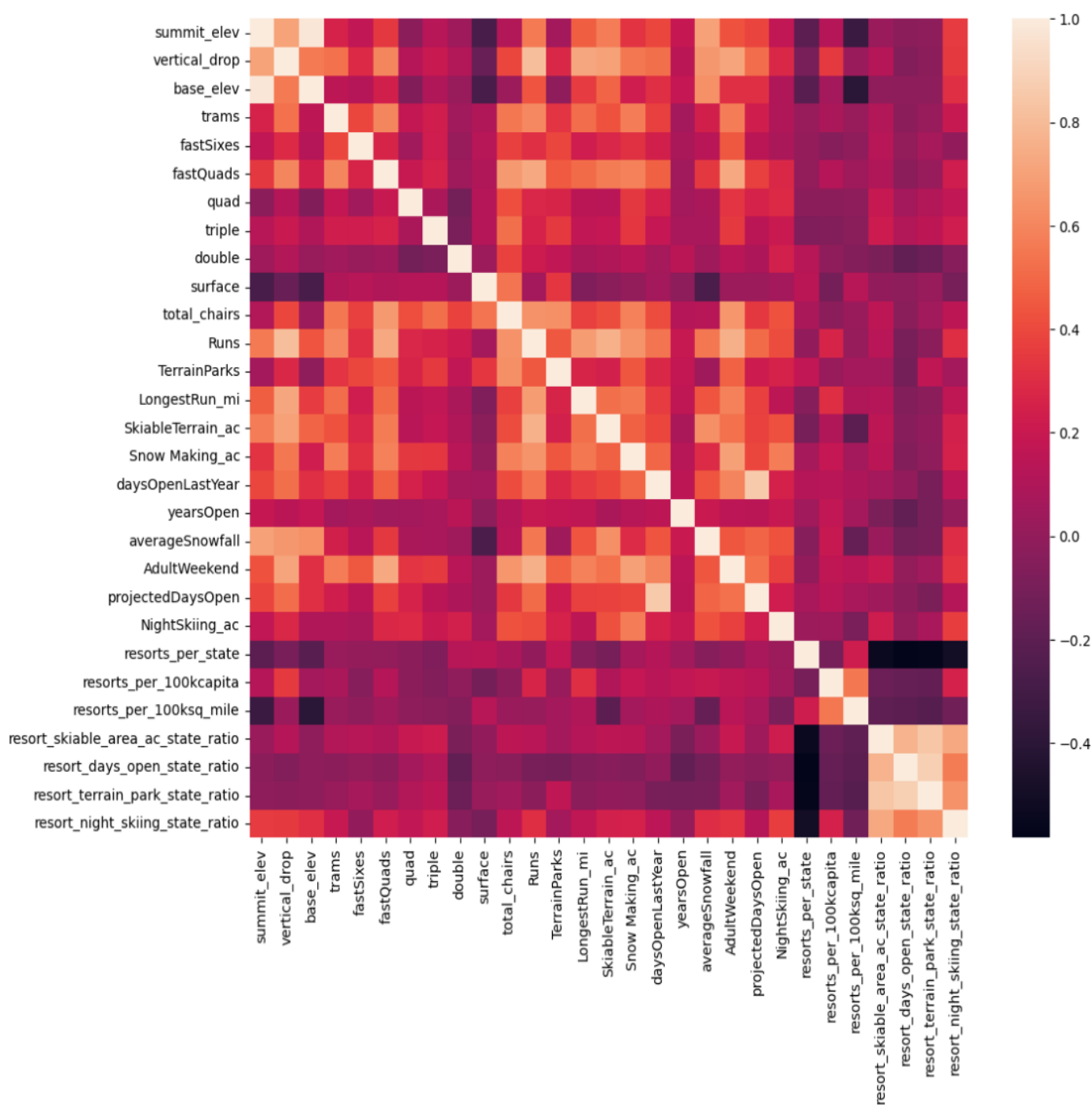
PROBLEM STATEMENT

Big Mountain Resort is not generating enough profit margin respect to the operating costs and condition of the facility

TICKET PRICES MARKET

- Prices appear to lie in a broad band from around \$25 to over \$100.
- Price variability change by state.
- Montana and South Dakota presents small variability in ticket prices.
- Nevada and Utah show the most range in prices.





FACTORS IMPACTING THE TICKET PRICES

- Vertical drop
- Snow making
- Total chair
- Longest run
- Runs
- Skiable terrain

PRICING MODEL

