



# Lift Ticket Analysis

Big Mountain Resort





# Problem Overview

I analyzed data on US ski resorts in an effort to determine ways to improve the lift ticket price at Big Mountain Resort, and built a model to predict the weekend ticket price given the Resort's characteristics. The findings show that Big Mountain's weekend ticket price is currently too low, and should be priced at \$89.00. I also identified features that Big Mountain Resort can change to positively impact its ticket prices.





# Key Findings

1

Based on Big Mountain's features, the weekend ticket price should be set at \$89.00

2

The number of days open each year has a strong correlation to the price of a lift ticket, and Big Mountain should find ways to keep the resort open as long as possible.

3

Big Mountain has a clear competitive advantage over most other resorts: it has much more snow-making acreage than most resorts.

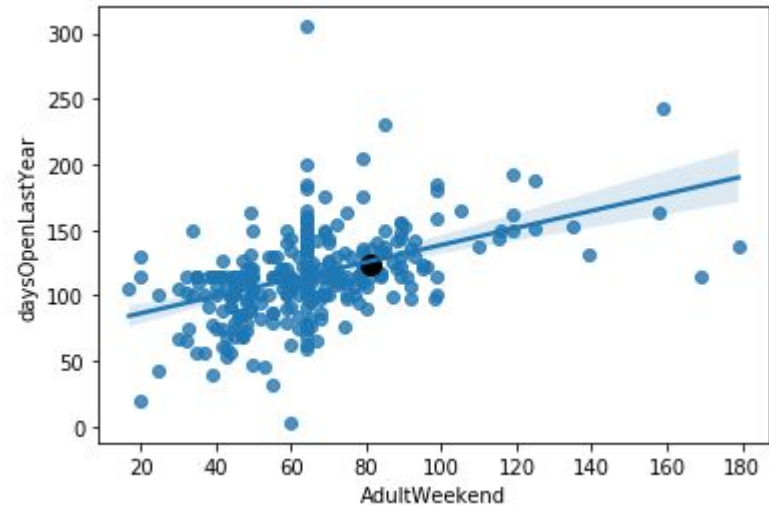
4

The Resort should use snow-making to increase the number of days open each year, and increase lift ticket prices accordingly.

# Results & Analysis

## Days Open & Adult Weekend Lift Ticket Price

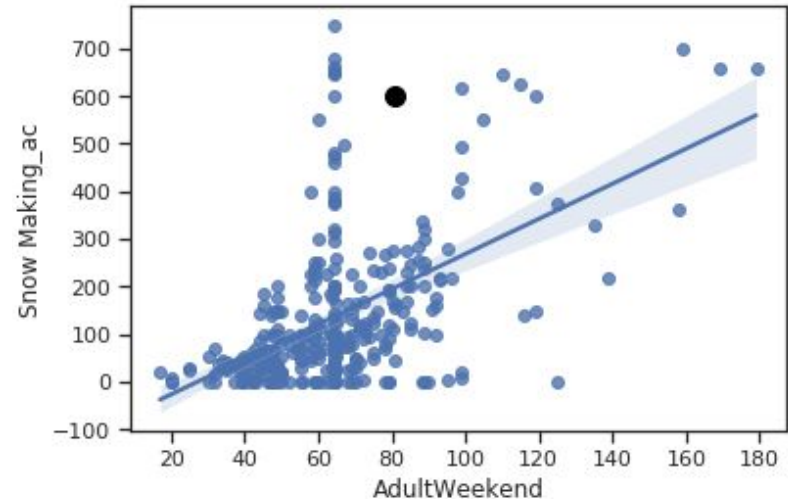
- The figure to the right models the adult weekend lift ticket price based on the number of days a resort was open last year.
- The data points shown are the current ticket prices and days open for resorts across the US
- Big Mountain's current price and days open is shown as a black data point.
- This figure shows that the longer Big Mountain can stay open, the more it can increase its ticket price.



# Results & Analysis

## Snow-Making Acreage & Adult Weekend Lift Ticket Price

- The figure to the right models the adult weekend lift ticket price based on the amount of snow-making available at a resort.
- The data points shown are the available snow-making acreage at resorts across the US.
- Big Mountain's acreage and days open is shown as a black data point.
- This figure shows that Big Mountain has a competitive advantage over other resorts, and should use snowmaking ability to increase the number of days open each year, to impact ticket price.





# Summary

Big Mountain's lift tickets are currently priced too low given its features. Big Mountain currently has room to increase its ticket prices to \$89.00 up from \$81.00.

## **Improvements Available:**

To further increase ticket price above the \$89.00 mark, Big Mountain should utilize its vast snow-making abilities to increase the number of days it is open each year. The model shows that days open is highly predictive of ticket prices, and more days open will give management room to increase ticket prices.

