

BIG MOUNTAIN RESORT



THE BUSINESS PROBLEM

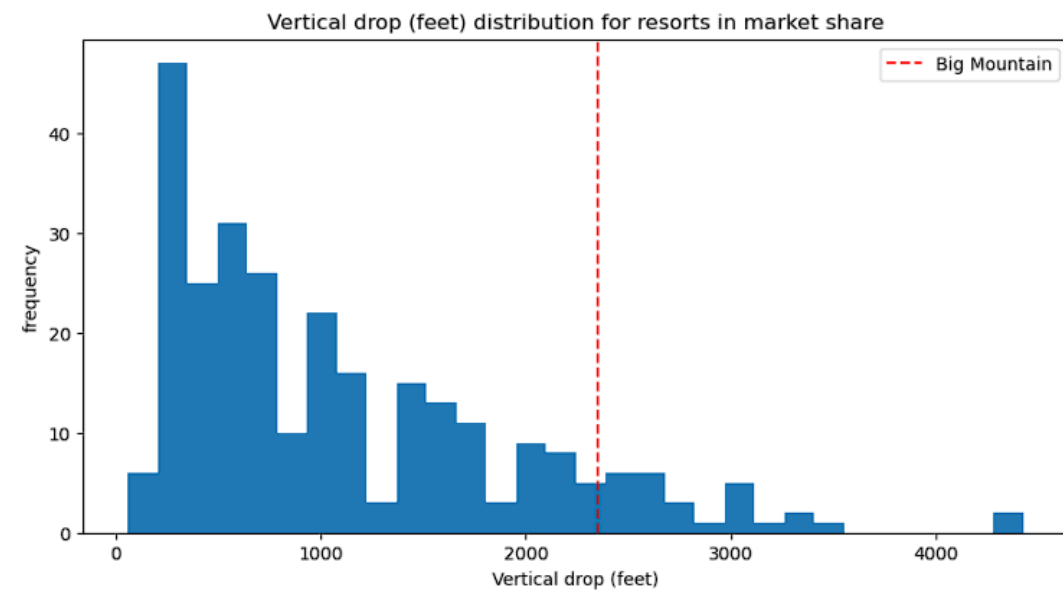
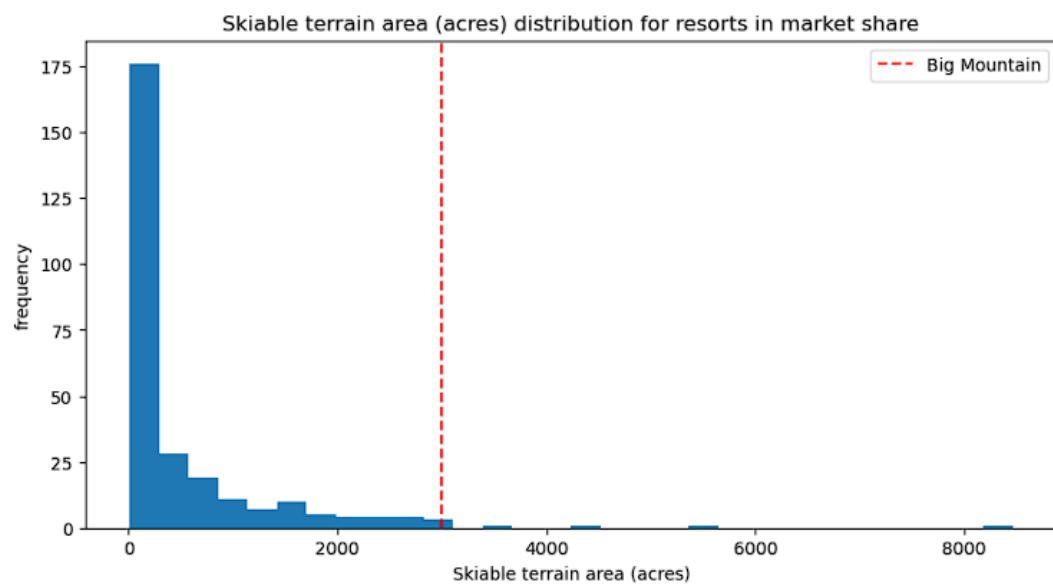
What changes can Big Mountain Resort make to their facilities before opening day to lower operating costs and increase customer visits while maintaining or increasing the current ticket price?

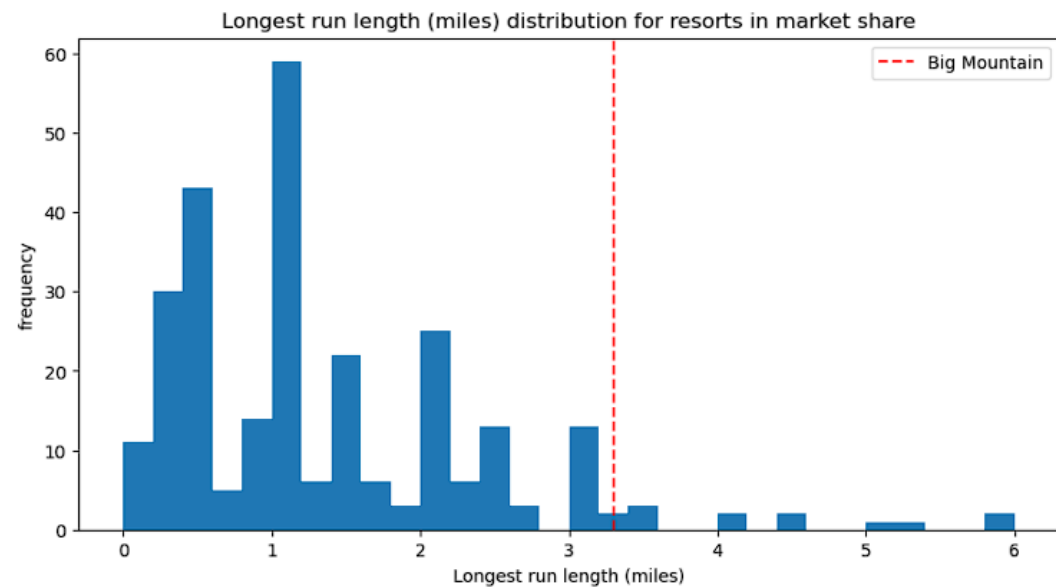
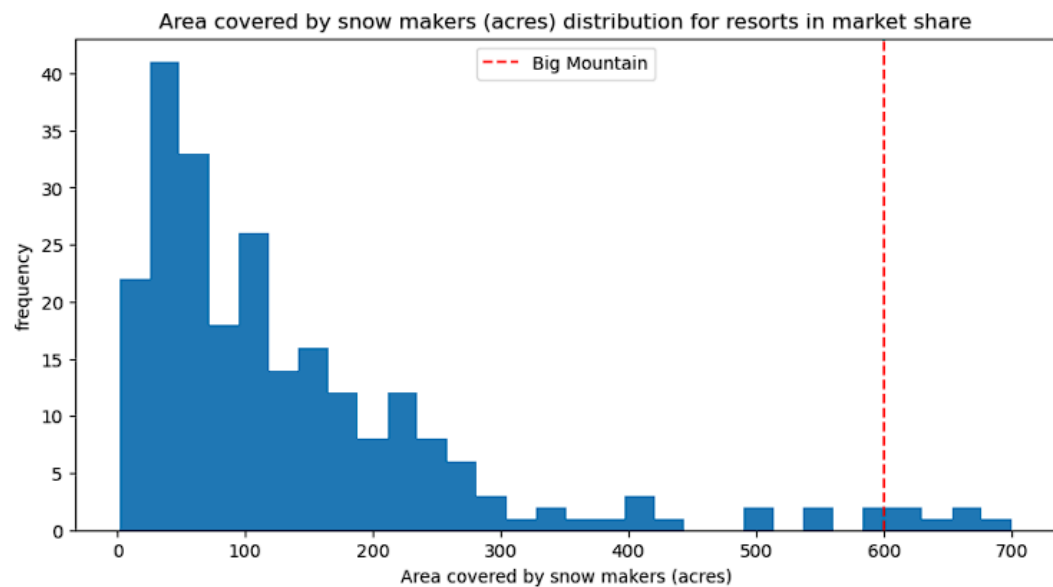
- ***SUCCESS CRITERIA***
 - **Ticket price recommendation at or above current strategy for upcoming ski season**
 - **Data driven understanding of Big Mountain Resort's competitive edge and challenges in terms of facilities**
 - **Data driven recommendation(s) of Big Mountain Resort's investment opportunities to increase market value**

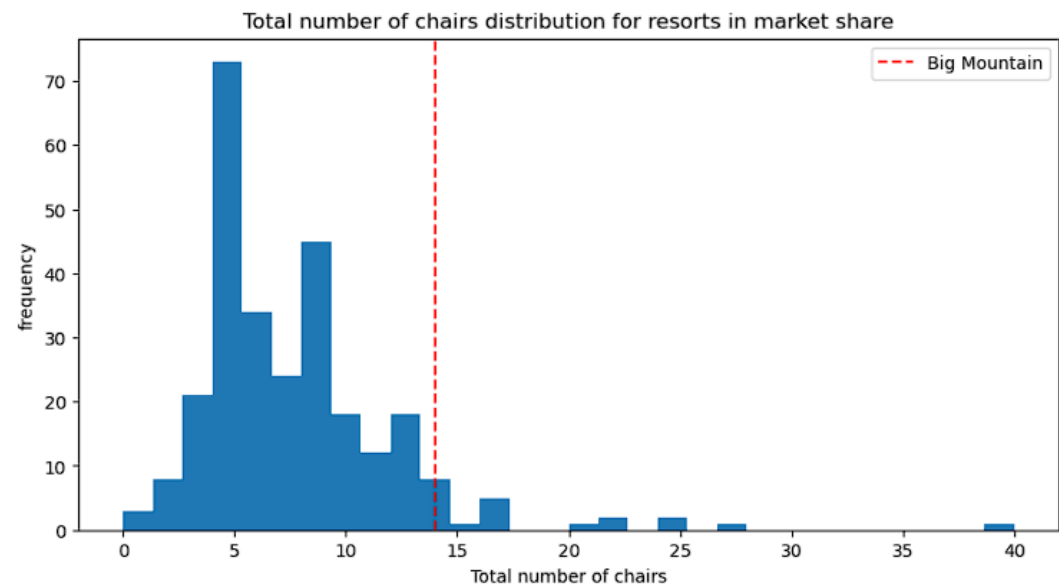
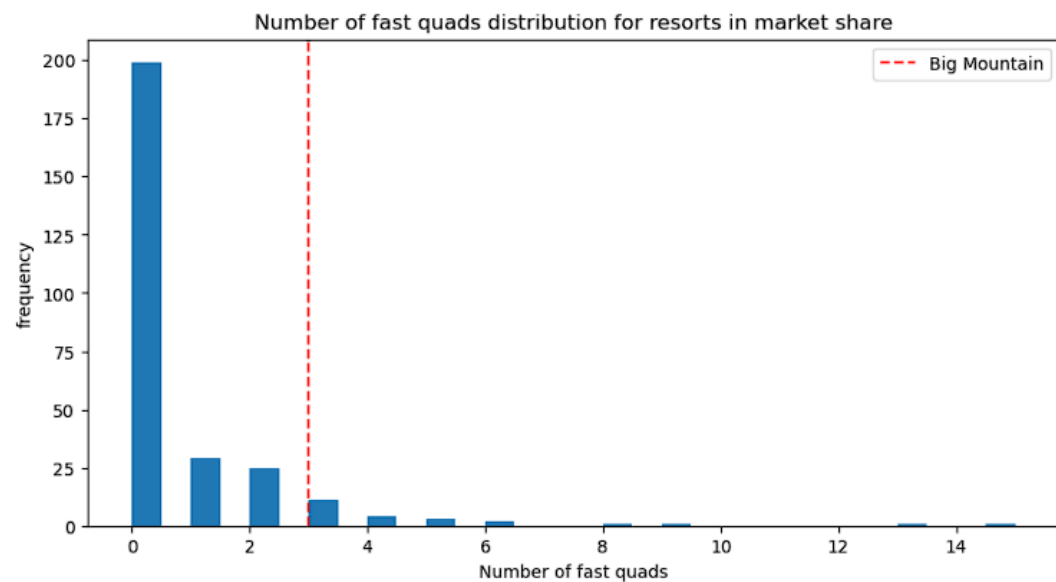


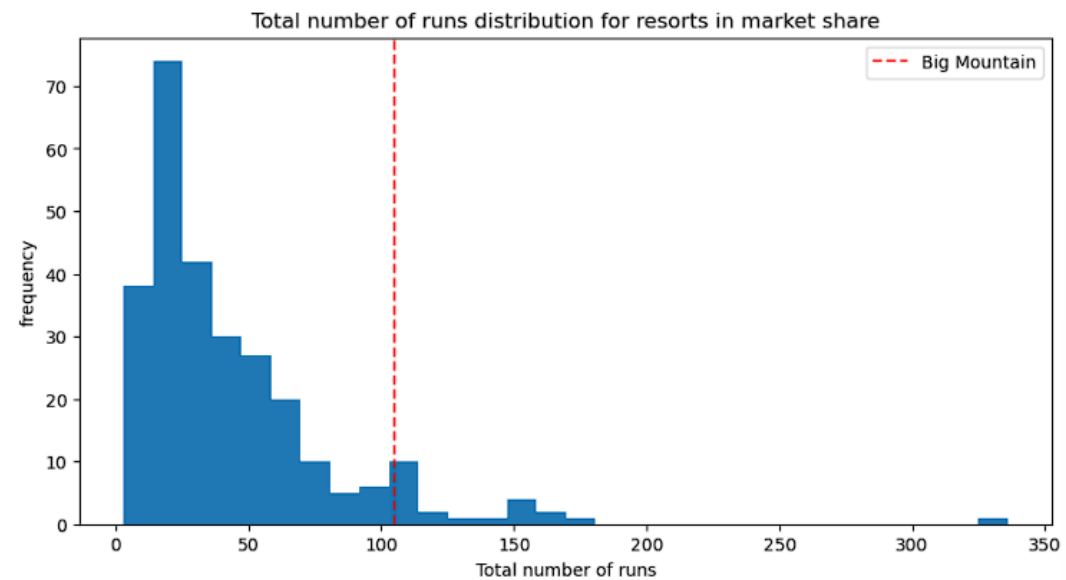
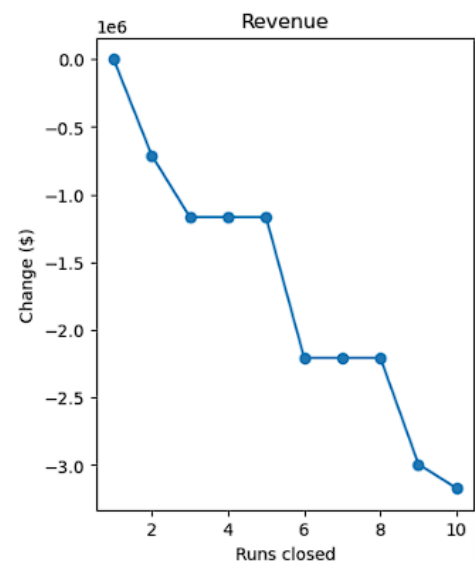
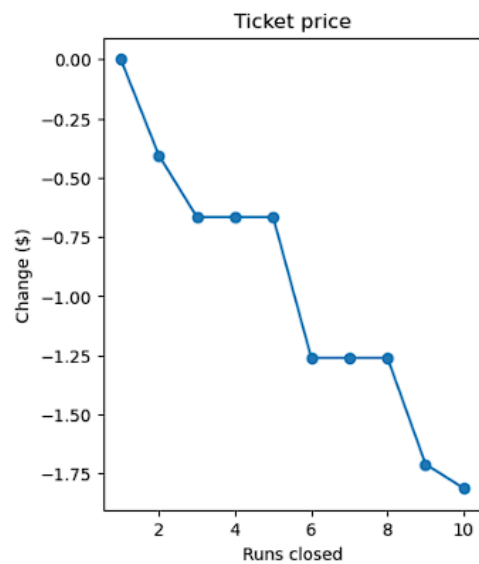
Big Mountain Resort has a **leading number of features** that support higher ticket pricing!

- ✓ Vertical Drop
- ✓ Acres covered by snow makers
- ✓ # of fast quad lifts
- ✓ Total # of chairlifts
- ✓ Total # of runs
- ✓ Longest run length
- ✓ Skiable terrain











TICKET PRICE RECOMMENDATIONS

- Data modelling suggests that Big Mountain could charge as high as \$95 +/- \$10.
- Among the business options you proposed the modeling suggests increasing the vertical drop by adding a run to a point 150 feet lower down with the installation of an additional chair lift to bring skiers back up, without additional snow making coverage, is the most profitable.