

# BIG MOUNTAIN

The Best \$\$ Winter Ticket





## **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**

## **GO FOR IT!**

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. Big Mountain Resort is a market leader, possessing the highest levels of features that winter resorts enthusiasts desire most, long runs, snow from top to bottom, lots of high-speed lifts, and acres of accessible terrain.

# BIG MOUNTAIN RESORT'S COMPETITIVE EDGE

The red dashed line is Big Mountain Resort's market position.

