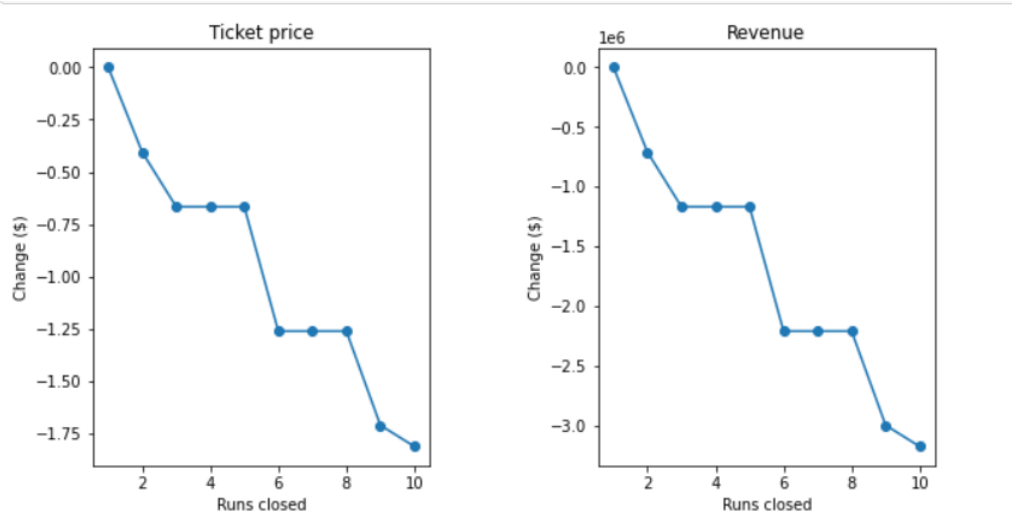
Big Mountains Current Ticket Price: **$81**
Big Mountains Modeled Ticket Price: **$95.87**

Likely Scenarios

1. Add a run to **increase maximum vertical drop by 150ft,** then **Increase the ticket price by $2** At an expected visitor amount of 350k, this will result in a **revenue increase of 3.5M.**
2. Close down the least used run. The model suggests this would not be grounds for a reduction in ticket price.
3. Closing down 2 or 5 runs would support a reduction of $0.40 or $0.60, respectively, to ticket price. The reduction in operation costs could balance well over with the reduction in revenue.



Unlikely Scenarios

1. Add 2 acres of snow making. Data suggest there is 0 increase to revenue.
2. Adding .2 miles to the longest run and guaranteeing the 4 acres is snow covered, also suggests a $0 increase to revenue.