

# Big Mountain Resort

Trip Fernandes



# Project Goal

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- Examine Big Mountain Resort's ticket price based on relevant, comparable factors from other resorts nationwide.
- Is the current ticket price, \$81.00, accurately priced or is there justification for a price increase?
- Can any resort features be modified to help improve operation costs?

# Key Findings

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- Big Mountain Resort rates high among the most important features affecting ticket price.
- Big four features contributing to ticket price are:
  - Fast quads
  - Total runs
  - Snow making area
  - Vertical drop
- Based on Big Mountain Resort's features, an increase in ticket price is support.
- Closing 5 ski runs is the best return for loss of ticket revenue.

# Results & Analysis

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- Current adult weekend ticket price is \$81.00
- Big Mountain Resort (vertical red dotted line) is not priced with the premium resorts.

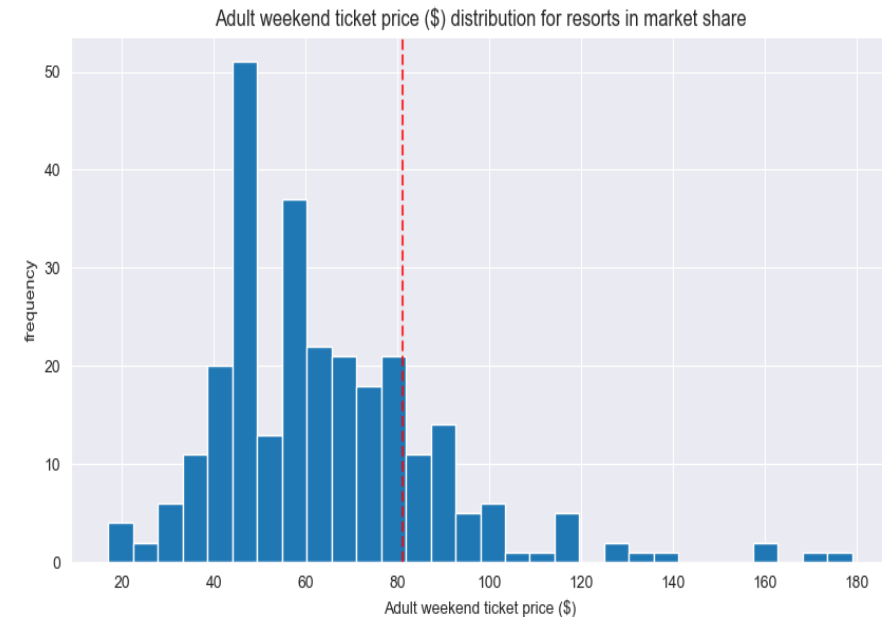
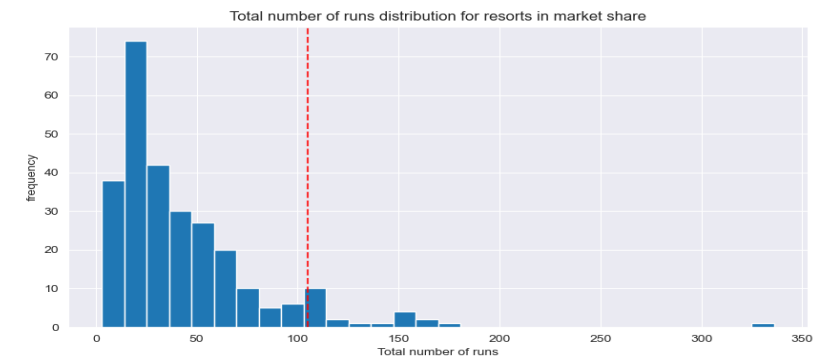
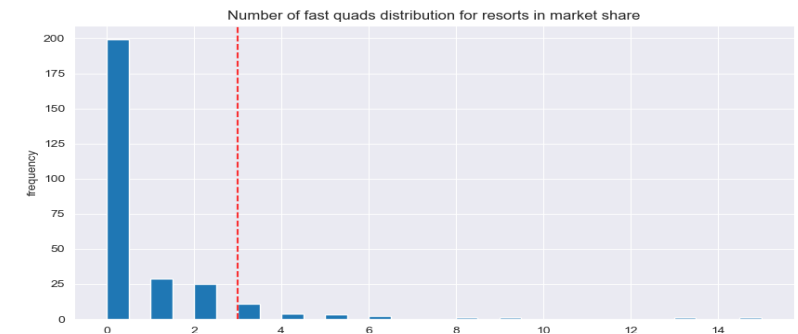
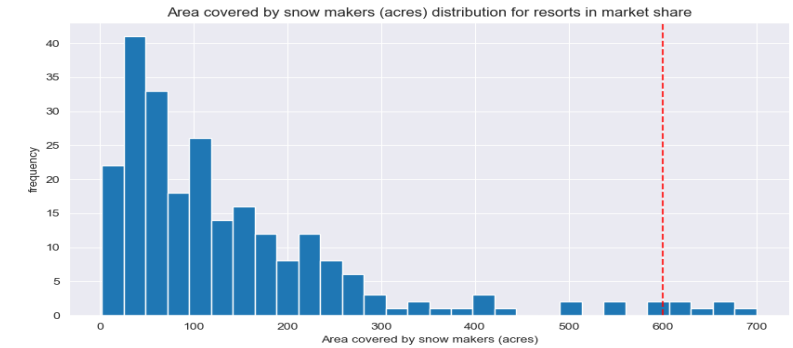


Figure 1: Adult Weekend Ticket Prices

# Results & Analysis

- Big Mountain resort rates high in the most important features affecting ticket price.
- Ticket price increase to \$95.00 is supported.



Figures 2-4 Top: Snow making coverage, Middle: Number of Fast Quads, Bottom: Total number of runs

# Results & Analysis

- Shutting down 5 runs is the most cost-effective. Ticket prices will decrease slightly, as will revenue, but Big Mountain will save on operating costs.

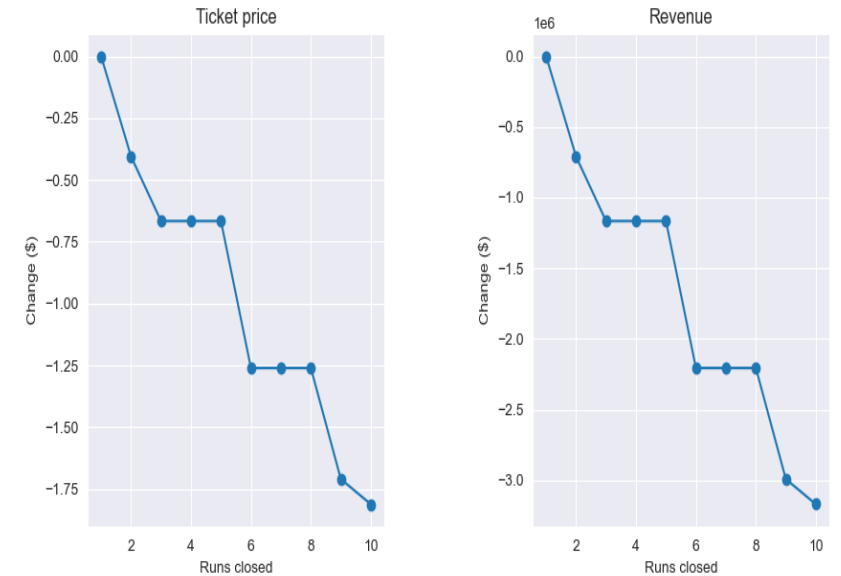


Figure 5: Model of runs closed on ticket price and revenue

# Summary

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- Big Mountain Resort rates high in the features the have the biggest influence on ticket price.
- A ticket increase from \$81.00 to \$95.00 for adult weekend tickets is supported by the data.
- Closing 5 ski runs will provide the best return for loss of revenue because Big Mountain Resort will save on operating costs.