



Optimizing Ticket Pricing for Big Mountain Resort

Presenter: Victoria Brigola

Ticket Pricing Strategy

\$81

Current Price

Big Mountain Resort

+

Opportunity for Growth

Pricing offers opportunity to
increase revenue



Increase Revenue

Balance revenue and
visitor satisfaction



Recommended Pricing Strategy

1

Optimal Price

Increase to \$95 to align with inflation and competitors.

2

New Chairlift

Additional \$2.22 per ticket, generating \$3.89M revenue.

3

Dynamic Pricing

Adjust prices based on demand and seasonality.

Data Collection & Preprocessing

1

Gather Data Sources

Integrated resort features, ticket prices, and operations data.

2

Handle Missing Values

Used mean imputation for missing values.

3

Normalization

Standardized and normalized data for consistency.

Key Pricing Factors



Vertical Drop

A key factor impacting price.



Number of Runs

More runs influence higher prices.



Snowmaking Capacity

Affects the resort's pricing strategy.

Price Prediction Model

1

Model Accuracy

Predicted price \$98.17.

2

Snowfall Influence

Increases visitor demand.

3

Revenue Potential

Increasing prices to \$95 maximizes profits.



Impact of Pricing Scenarios

1



Run Closures

Negatively impact ticket price.

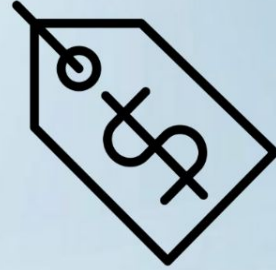
2



New Lift

Increases price support by \$2.22.

3



Dynamic Pricing

Recommended for peak seasons.



Final Takeaways



Underpriced

Increase to \$95.



Dynamic Pricing

Optimize revenue.



Pilot Testing

Before
implementation.