

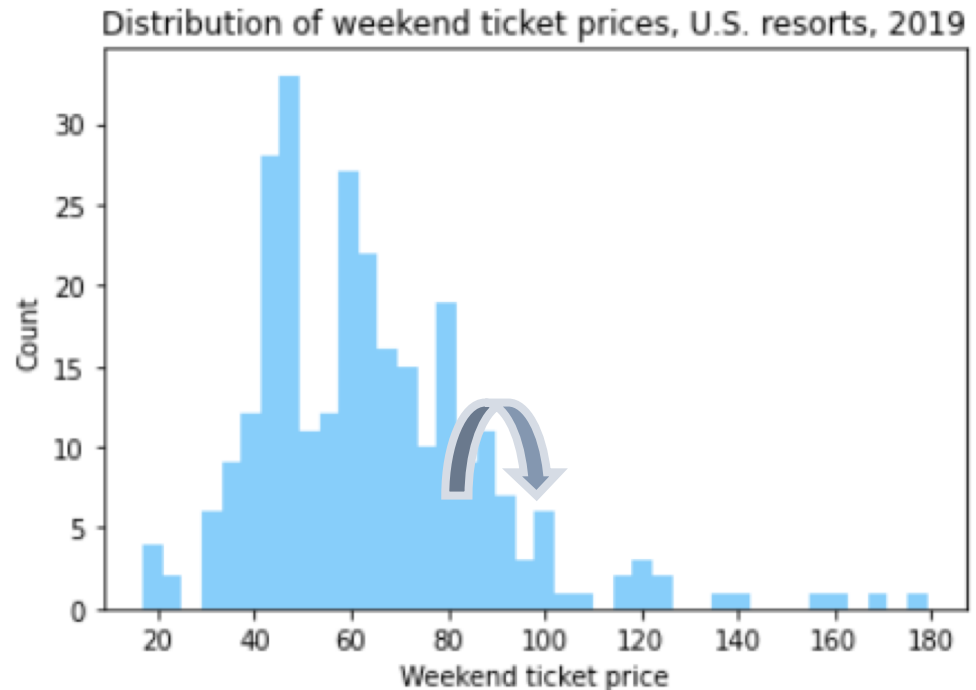
# Market based ticket pricing for Big Mountain Resort

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# Problem

Is Big Mountain Resort fully capitalizing on its facilities when setting ticket prices?

- Big Mountain ranks 52<sup>nd</sup> in ticket prices among 276 competitors



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Is Big Mountain Resort fully capitalizing on its facilities when setting ticket prices?

- Big Mountain ranks 52<sup>nd</sup> in ticket prices among 276 competitors
- It ranks much higher in several facilities, suggesting higher ticket prices may be optimal

Feature	Rank (high -> low value)
Adult weekend ticket price	52
Longest run	16
Fast Quads	18
Runs	22
Vertical Drop	28

# Analysis

- 277 ski resorts
- 21 facility features
  - Random forest regression model
  - *Most important for ticket price*
    - Fast quads
    - Runs
    - Snow making acres
    - Vertical drop

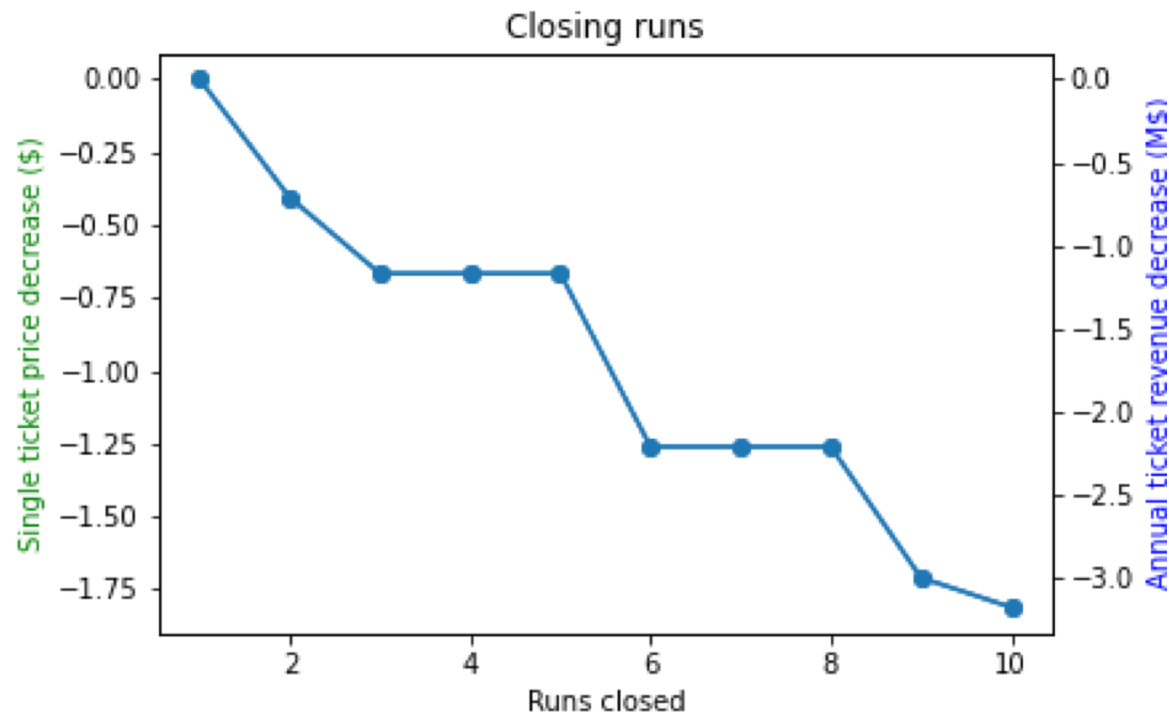
# Results

- Adult weekend ticket price  
\$81 ➔ \$96 (mean error ~\$10)

# Results

## Reducing operating expenses

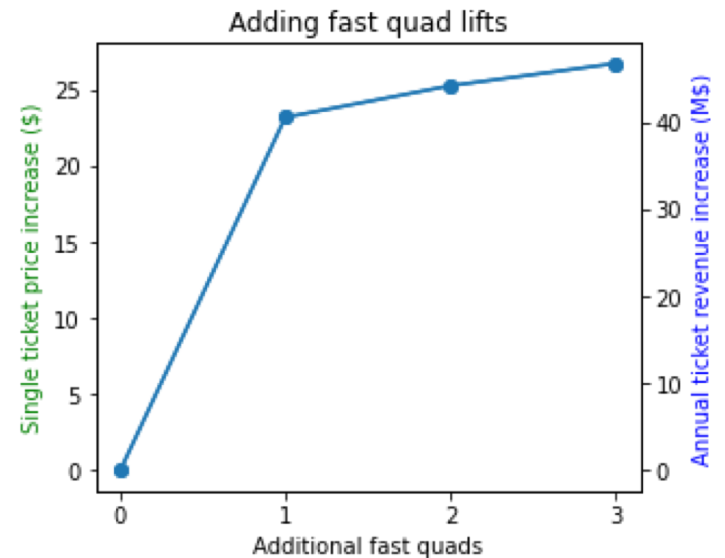
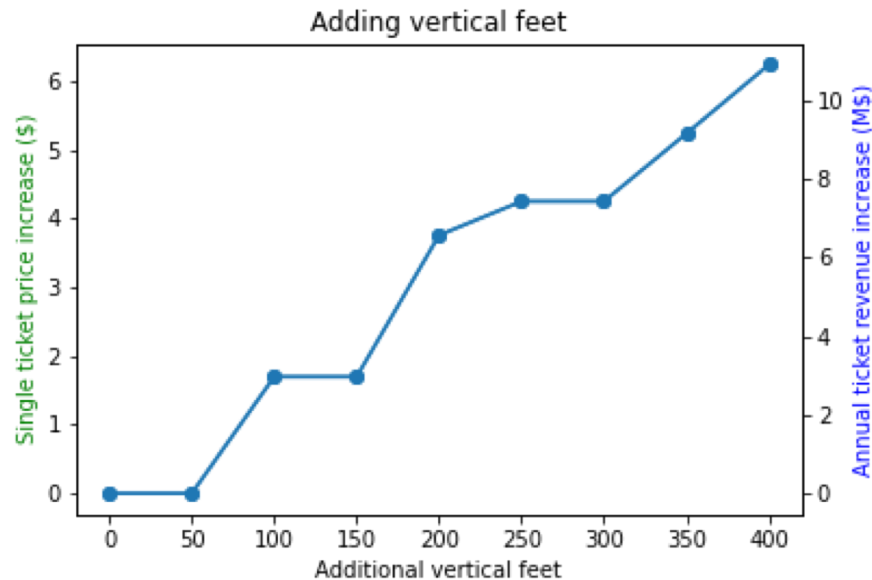
- Closing runs → slight decrease in ticket price



# Results

## Upgrading facilities

- Adding vertical feet
  - + 150 ft → \$2 price increase
- Adding fast quad chair lifts
  - + 1 lift → \$22 price increase



# Summary

- Ticket prices can be increased by \$5-15
- Further increase of ticket prices possible with addition of
  - Vertical feet
  - Fast quad chair lift