



Ticket Pricing Suggestion

Big Mountain Resort



Problem: What should BMR's Ticket Price Be?

How can Big Mountain Resort find out the appropriate value of their ticket prices and stay on budget for capital expenditures through the season.

Considerations:

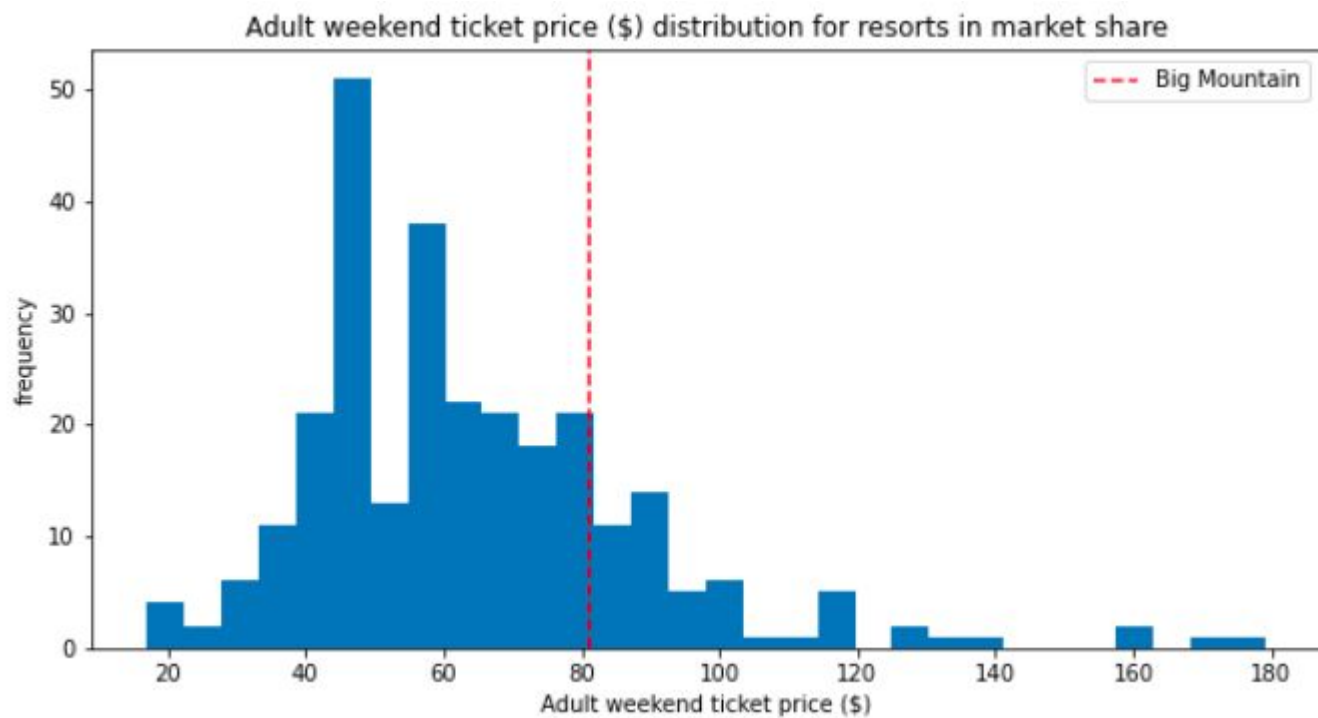
- Want to compare to other like resorts in BMR's Market Share
- Ticket price will need to cover needed improvements, previous investments, and accentuates all the amenities in place.

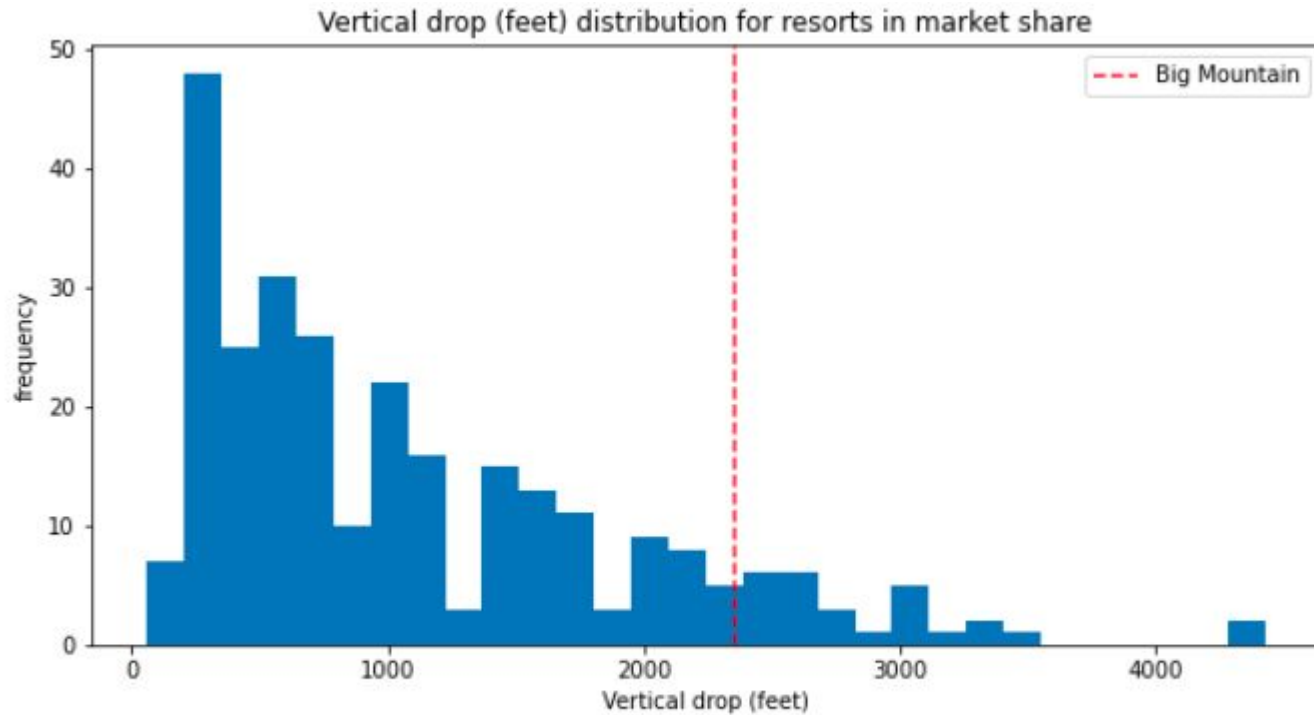
Recommendations:

- Increasing the price of the ticket by \$10. We will demonstrate that where BMR sits within the market share, that this makes sense
- Add a run
- Increasing a vertical drop by 100 ft
- BMR could also close one run and have little to no effect on the ticket price

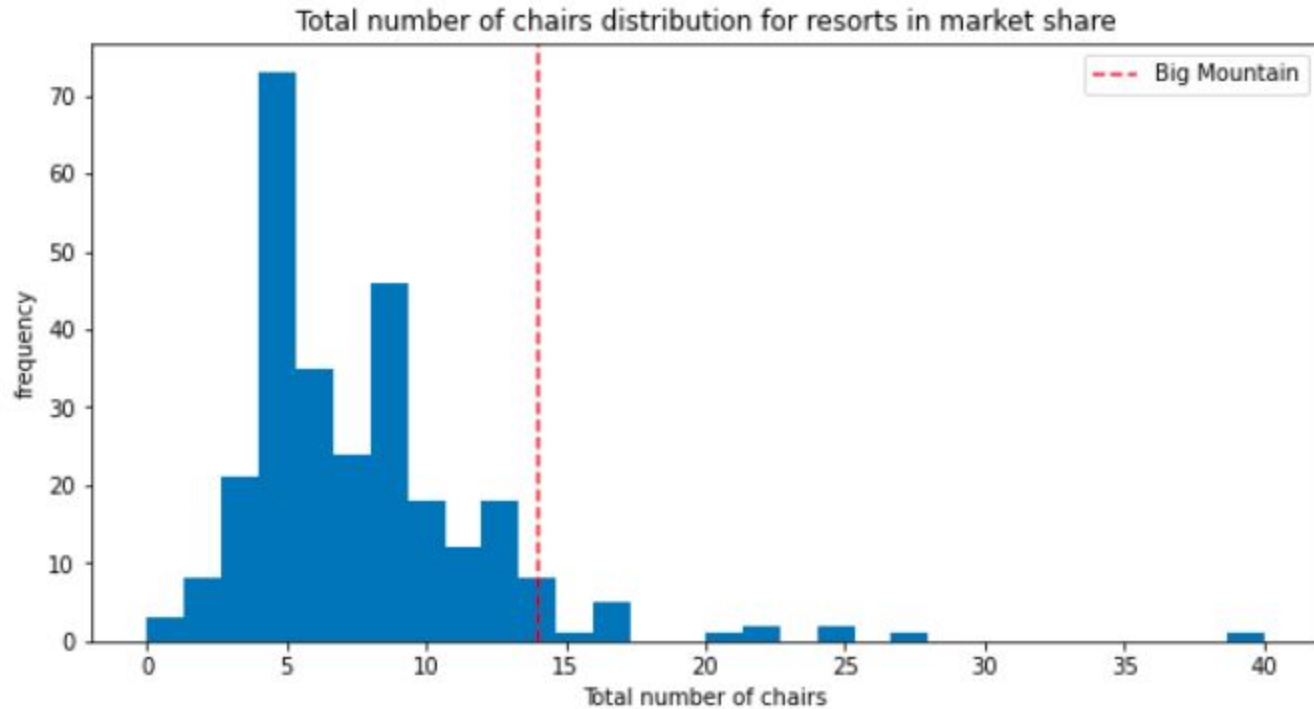
Support for Ticket Price Increase

- Modeling shows that at the ticket price of \$81, BMR is about \$10 under current Market Share.
- BMR rates very highly on the rest of the amenities that support raising the ticket price to \$10 (Vertical Drop, Longest Run, Amount of Skiable Area, Number of Chairs per visitor.

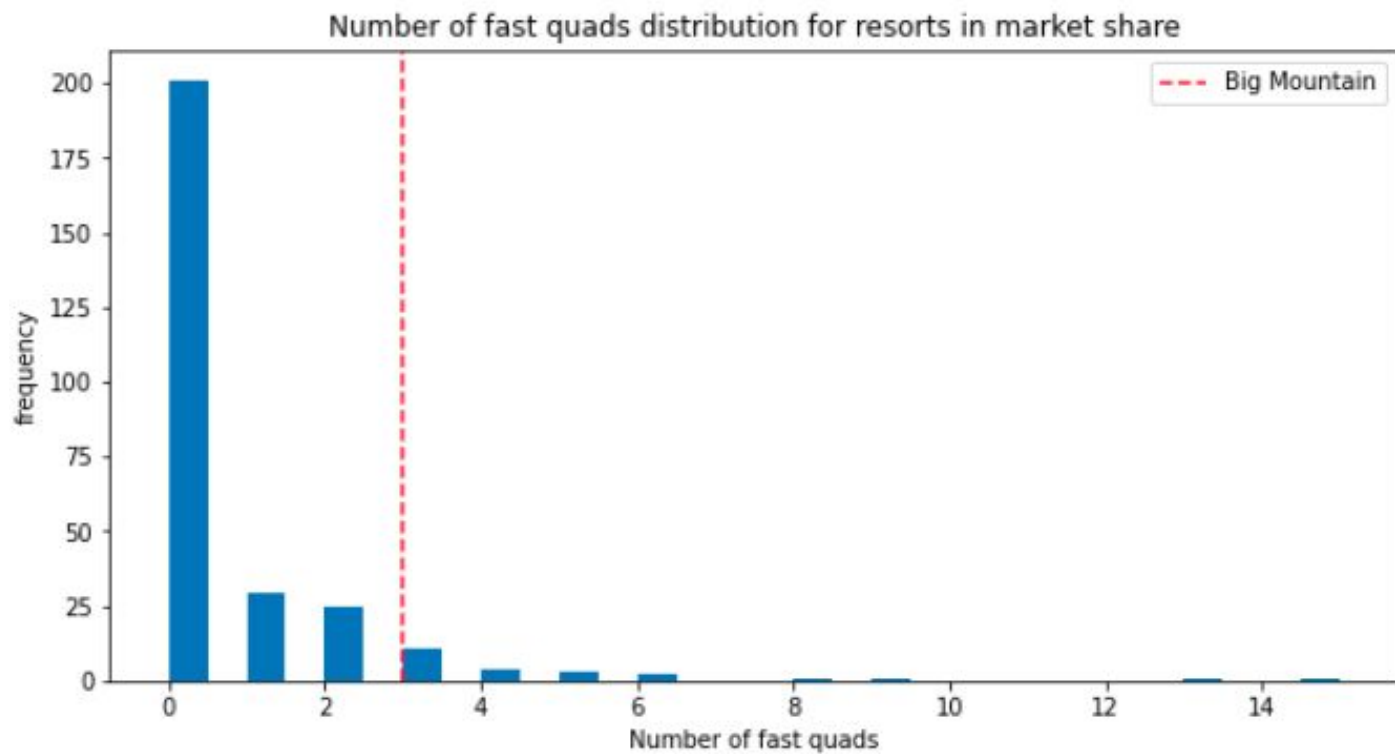




Big Mountain is doing well for vertical drop, but there are still quite a few resorts with a greater drop.



Big Mountain has amongst the highest number of total chairs, resorts with more appear to be outliers.



Summary

- Our model shows how well positioned BMR is in the market share for the added price increase.
- BMR could also close one run and have little to no effect on the ticket price. Closing more than one, is not recommended. Other scenarios of increasing the longest run and adding in 2 acres of snow making do not make any difference. So those items are not recommended.