

## Recommendations for Big Mountain Resort

The Big Mountain Resort currently charges \$81.00, from our model, we suggest the ticket price can increase to \$95.87, supported in the marketplace by Big Mountain facilities.

We also recommend closing down 4 or 5 runs as there's no further loss in ticket price. Increasing the closures down to 6 or more leads to a large drop. By adding a run, increasing the vertical drop by 150 feet, and installing an additional chair lift, which increases support for ticket price by \$1.99. Over the season, this could be expected to amount to \$3474638. However, adding 2 acres of snow making area makes no difference. For increasing the longest run by .2 miles and guaranteeing its snow coverage by adding 4 acres of snow making capability. Increases support for ticket price by \$2.29, expected to amount to \$4M, in our model, it suggested that increasing the longest run is more important.

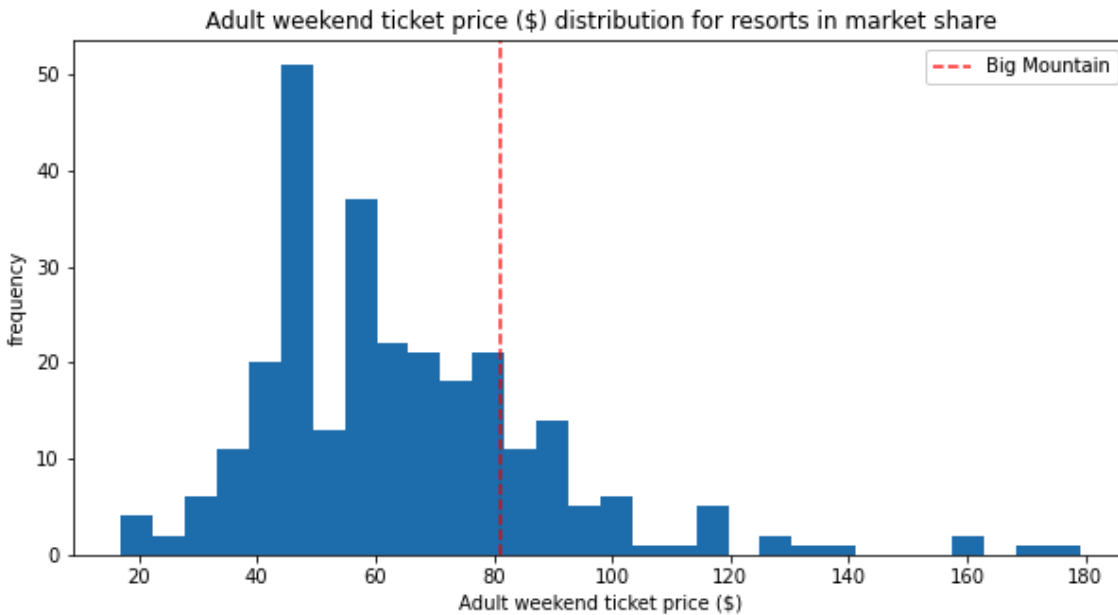


Figure 1, Adult weekend ticket price (\$) distribution for resort in market share

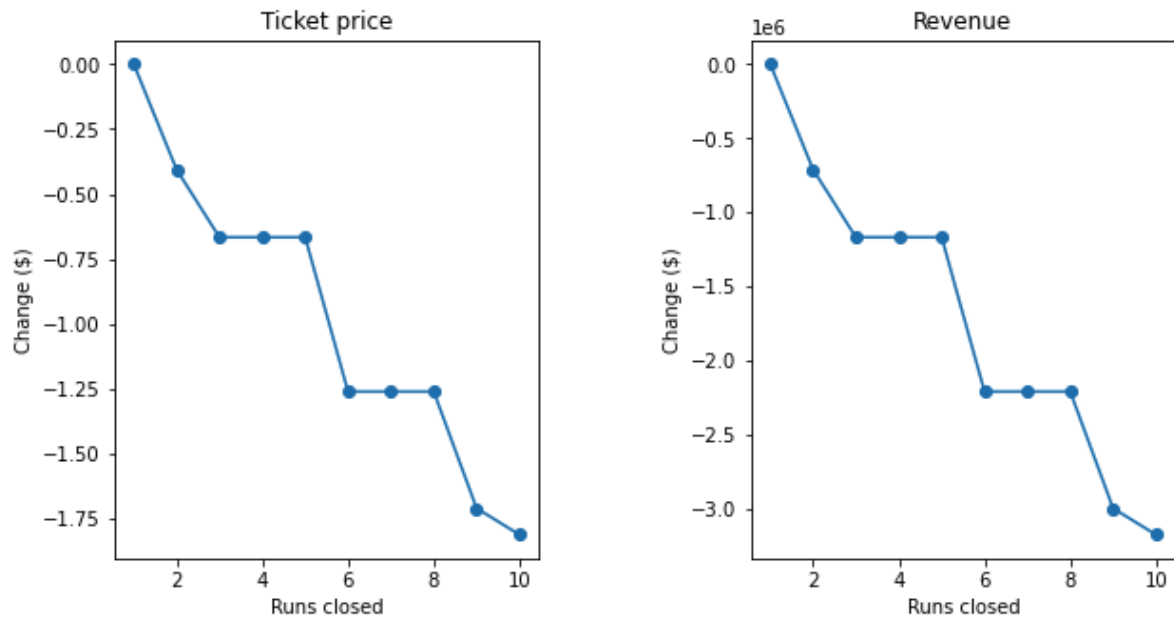


Figure 2, Ticket price and revenue for number of runs closure.