



# THEME PARK

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Can you create your theme park in budget?

## Your spending limit is £500 000

- You must carefully decide what sort of rides you are going to have. You also need to think about the other facilities visitors will need when they come to your theme park like toilets, cafes, shops and paths between all the facilities and rides.
- Many theme parks have different areas that are 'themed'. In other words they might have an African area, a wild west American area or an Old England area. Think carefully about what you want to have in yours.

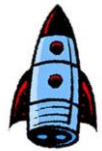
## Set up your theme park.

*Your spending limit is £500 000. Design and draw your theme park on the squared paper. You must not go over your spending limit and you must have car parks, toilets, paths to connect all the items, cafes and shops for your visitors, not just rides.*

Item	Number of squares	Cost
Major ride	9	£50 000
Minor ride	6	£20 000
Café	4	£10 000
Shop	4	£7 000
Vending machine	1	500
Toilets	4	£1 000
Paths		£40 per 1cm length (Paths can be drawn using a single line)
Lake		£5 000 per square
Car park		£500 per square



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## Extension activity

If you want to extend this project further here are some other tasks you could complete.

### 2. Running your theme park

To run your theme park the following costs will apply to each item that you have every day. How much will it cost to run your theme park for one day?

ONGOING COSTS			
Item	Staff Costs	Electricity/ maintenance/ repairs	Total Costs per day
Major ride	£50	£60	<b>£110</b>
Minor ride	£40	£40	<b>£80</b>
Café	£30	£20	<b>£50</b>
Shop	£20	£20	<b>£40</b>
Toilet	£5	£5	<b>£10</b>

### 3. Decide on a price per person to enter your theme park.

You must make it cheap enough to attract visitors but enough to make a profit.

Decide on your price and enter it here £ \_\_\_\_\_

Day	No of visitors	Takings	Day	No of visitors	Takings
<b>1</b>	224		<b>16</b>	854	
<b>2</b>	132		<b>17</b>	375	
<b>3</b>	264		<b>18</b>	855	
<b>4</b>	398		<b>19</b>	964	
<b>5</b>	433		<b>20</b>	433	
<b>6</b>	253		<b>21</b>	275	



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<b>7</b>	176		<b>22</b>	843	
<b>8</b>	157		<b>23</b>	1108	
<b>9</b>	524		<b>24</b>	423	
<b>10</b>	732		<b>25</b>	2867	
<b>11</b>	523		<b>26</b>	3853	
<b>12</b>	689		<b>27</b>	7443	
<b>13</b>	396		<b>28</b>	8465	
<b>14</b>	265		<b>29</b>	7423	
<b>15</b>	198		<b>30</b>	9426	

#### 4. Profit and Loss!

*Each visitor to your theme park will spend;*

- £5 at each café you have
- £3 at each shop you have

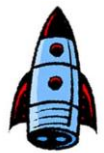
*Work out your total profit from the admission price (gate), cafes and shops.  
Then take away your total costs that you have already worked out and find your profit or loss for each day.*

Day	Income			Total Costs (2)	Profit (1-2)
	Gate	Cafe	Shop		
<b>1</b>					
<b>2</b>					
<b>3</b>					
<b>4</b>					
<b>5</b>					



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Day	Income				Total Costs (2)	Profit (1-2)
	Gate	Cafe	Shop	Total (1)		
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						



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Day	Income				Total Costs (2)	Profit (1-2)
	Gate	Cafe	Shop	Total (1)		
23						
24						
25						
26						
27						
28						
29						
30						

## ADVERTISING BUDGET

### 5. Advertising!

You have to decide on the type of advertising you want to use to promote your theme park. The costs of the different types is given below.

- Design your advert.
- Present it to the class.

Your class will give you a rating of 1, 2 or 3 depending on how good they think your advert is, 1 being the best.

The number of extra visitors your advert will bring in per day depends on your rating.

- Work out the total extra profit you will get from your advertising.
- Was your advertising worth the cost? Was your advertising successful?

Method	Leaflet	Radio	TV
Cost	£10 000	£15 000	£30 000



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<b>Rating</b>	<b>1</b>	100	150	200
	<b>2</b>	50	100	140
	<b>3</b>	20	40	80
		Extra visitors per day		