



# PARADISE PARK



*Scenario and requirement*

Communication document

# PARADISE PARK

## *Background*

*Situated on the French Riviera, 'Paradise park' is one of Europe's biggest Theme Parks. As a Management Accountant, you have been appointed to the park's decision-making panel to agree the design and build of a new ride. The new ride could be anything you like, but you must agree with your colleagues on what the new ride will be and come up with an initial design on the flip-chart provided.*

*Over the page is some information to help you make your decision. You will have five minutes of individual working to review this information. You will then have twenty minutes as a group to agree the new ride and come up with an initial design.*

*As well as the design of the ride, you must also agree:*

- *How much to invest in the new ride and any implications for ticket prices*
- *Desired specifications for queuing time, ride capacity etc.*
- *Long term implications for the Paradise Park business overall*

*Your decision should be justified by careful consideration of all factors.*

*Please do not turn over until instructed to do so*



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## Facts and figures

Maximum budget for build of new ride: €15m

Average entry ticket price per visitor (2011): €45

(NB Visitors pay once to enter the park, whereupon all rides are free)

		2011	2010	2009
Visitor numbers breakdown by age	0-5yrs	0.1m	0.1m	0.1m
	6-16 yrs	0.8m	1m	1.1m
	17-30yrs	1.4m	0.8m	0.6m
	>30 yrs	0.4m	0.6m	0.6m
Visitor spend	Tickets	€121.5m	€101m	€95.9m
	Merchandise	€21m	€20m	€17m
	Food & drink	€34m	€32.5m	€31.5m
Costs	Wages	€75m	€76m	€75m
	All operating costs (excluding wages)	€41m	€39m	€40m

## What do customers like?

Here are the results of our latest customer survey, which asks visitors to the park for their views on a number of key questions:

	5-16 yrs Average Response	17-30 yrs Average Response	>30 yrs Average Response
I don't mind queuing a long time for an exciting ride	2.1	3.0	2.8
I like rides that make me laugh	4.1	4.2	3.8
I like rides that make me scared	4.3	3.2	3.1
I like rides that go upside down	4.9	4.4	4.4
I like fast rides	4.7	4.5	4.3
I like rides that involve getting wet	4.5	3.5	3.7
A ride must last a long time to be good	4.0	3.2	3.8
I don't mind paying extra to go on a special ride, even if I have paid to get into a theme park	4.2	3.1	3.0
I don't mind paying extra to avoid queuing for a ride	3.1	3.8	3.8

All questions are rated on a 1-5 scale where 1 = 'Strongly Disagree' and 5 = 'Strongly Agree'

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## Key rides already in the park

*The Fly Train*



*Wild Wild Wood*



*Fear Factory*



	<i>The Fly Train</i>	<i>Wild Wild Wood</i>	<i>Fear Factory</i>
Description	'Flying' rollercoaster with excellent views of the whole Park and surrounding area.	Rollercoaster made entirely from wood – one of our best-loved rides.	'Ghost Train' type ride with intense visual effects.
Height	170 ft	181ft	35ft
Speed	48 MPH	65 MPH	20MPH
Loops	1	0	n/a
Duration	4 mins	3.5 mins	3 mins
Capacity (riders per hour)	480	850	1,400
Staff Required for Operation	10	12	4
Height Restriction	Must be taller than 130cm	None	None
Ride Merchandise Available	Yes	No	No
Avg. Queuing Time	55mins	35mins	20mins
Cost to build (at build date)	€10m	€3m	€6m
Maintenance Costs (per annum)	€0.5m	€1m	€0.3m
Opened	2009	1999	2011

All questions are rated on a 1-5 scale where 1 = 'Strongly Disagree' and 5 = 'Strongly Agree'



