

Paradise Park

Scenario and requirement



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 individually review this information. You will then be given time to work 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.

Facts and figures

Maximum budget for build of new ride: €15m

Average entry ticket price per visitor (2016): €45 (NB Visitors pay once to enter the park, whereupon all rides are free)

		2016	2015	2014
Visitor numbers breakdown by age	0-5yrs	0.1m	0.1m	0.1m
	6-16yrs	0.8m	1m	1.1m
	17-30yrs	1.4m	0.8m	0.6m
	>30yrs	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'

Key rides already in the park

	The Fly Train	Wild Wild Wood	Fear Factory
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 of ride with intense visual effects.
Height	170 ft	181ft	35ft
Speed	48 MPH	65 MPH	20 MPH
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	55 mins	35 mins	20 mins
Cost to build (at build date)	10m	3m	6m
Maintenance Costs (per annum)	0.5m	1m	0.3m
Opened	2014	1999	2016

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



Consultancy advice for Paradise Park

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Use this page for notes relating to the current and proposed rides

