



# Olympic Theme Park



The government have asked you to design and build the official Olympics theme park. You have complete control of what goes into the park.

## **Your spending limit is £500,000**

- You must 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'. For example, they might have an African area, a wild west American area etc. Think carefully about your park, how can your park best reflect the Olympics?



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## Task 1: Set up your theme park

*Remember your spending limit of £500,000.*

*Decide in your team what the name of the theme park is going to be.*

*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
Cafe	4	£10,000
Shop	4	£7,000
Toilet Block	4	£2,000
Paths		£200 (per 5cm length)
Car park		£500 (per square)
Lake		£5,000 (per square)



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## Task 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?*

<b>Item</b>	<b>Staff Costs (per item)</b>	<b>Electricity/maintenance /repairs (per item)</b>	<b>Total costs per day (per item)</b>
Major ride	£50	£60	<b>£110</b>
Minor ride	£40	£40	<b>£80</b>
Cafe	£30	£20	<b>£50</b>
Shop	£20	£20	<b>£40</b>
Toilet Block	£5	£5	<b>£10</b>

This money doesn't have to come out of your spending limit.

Work out how much to run your theme park for one day.



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## Task 3: Ticket prices

*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.*

*The price will be the same for everyone.*

Day	Number of visitors	Profit	Day	Number of visitors	Profit
1	224		16	732	
2	132		17	539	
3	264		18	192	
4	398		19	103	
5	433		20	229	
6	253		21	275	
7	176		22	843	
8	180		23	1108	
9	293		24	423	
10	331		25	2867	
11	341		26	3853	
12	378		27	1772	
13	689		28	1845	
14	545		29	742	
15	461		30	1126	

Work out the profit for each day (remember to take off the running costs, every day!).



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Do you need to change the ticket price?

## Task 4: Profit and loss!

*Each visitor to your theme park will spend: £5 at each café you have and £3 at each shop you have.*

*Work out your total profit from the admission price, cafés 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) (Running costs)	Profit (1-2)
	Admission	Cafe	Shop	Total (1)		
1						
2						
3						

Complete the table for all thirty days as above.

Are there any days when you don't make a profit? Is there anything you could do about this?



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## Extension Task: Advertising

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

- Design your advert.

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

Ask 3 people to rate your advert.

- 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

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