Theme Parks:

Target Market: Families

Theme parks are often “themed”
- Rides, activities and attractions centered on celebrities, characters, movies, other entertainment.

Theme Park Promotion:
1. Catch the attention of children, who have a major influence on the choice of destinations.
2. Connect the theme park to movies, television or other interests of young people
3. Advertise in parenting magazines
4. Advertise on television
5. Brochures
6. Discounted Tickets at grocery stores & retail outlets

Theme Park Central: Orlando, Florida
- 7 major theme parks
- 40 million tourists per year
- Disney – World leader in theme park industry
- Disney Promotion – E Tickets = Extended park hours,
Theme Park Considerations:

- Theme of Park
- Connection of rides/attraction/entertainment to theme of park
- Variety of rides/attractions to satisfy wide range of markets
- Security
- Parking
- Tickets
- Disability
- Lockers
- Restrooms
- Customer Service
- Restaurants
- Pet Day Care
- Strollers
Amusement Parks!

Group Project: Maximum 2 group members

Step #1: Create Your Own Theme Park – Name and describe the following on this sheet of paper.

Step #2: Next, create your own theme park on the paper given.

- Name for Theme Park (all rides/attractions, etc. must be based off the central theme. BE CREATIVE!!!)
- 3 Roller Coasters
- 3 Attractions
- 5 Restaurants (non-franchise)
- 2 Sources of Entertainment
- 5 Additional Rides (excluding roller coasters)
- 3 Restrooms
- 3 Novelty shops
- Guest Services Center (include a minimum of 6 guest services you will provide)
- Parking (with creative names for isles to match your theme – minimum 5 lanes)