LUNAR THEME PARK

The year is 2050. Man is now living on the moon and you have decided to open the first lunar theme park in history.

**Your spending limit is £500 000**

* You must decide what sort of rides you want. You also need to include other facilities that the visitors will need e.g. Toilets, Cafes, Shops and Paths between all the facilities and rides.
* You may want to have themes for different sections of your park.

**SECTION 1 – Set up your theme park**

Your spending limit is £500 000. Design and draw your theme park on square 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 as well as rides.

|  |  |  |
| --- | --- | --- |
| Item | Number of Squares | Cost |
| Major Ride | 9 | £50 000 |
| Minor Ride | 6 | £20 000 |
| Cafe | 4 | £10 000 |
| Shop | 4 | £7 000 |
| Vending Machine | 1 | £500 |
| Toilets | 4 | £1 000 |
| Paths | 5 | £200 |
| Lake | 1 | £5 000 |
| Car Park | 1 | £500 |

**SECTION 2 – Running your theme park**

To run your theme park the following costs will apply each day to each item.

|  |  |  |  |
| --- | --- | --- | --- |
| **OPENING COSTS** | | | |
| **Item** | **Staff Costs** | **Electricity/Maintenance/**  **Repairs** | **Total Cost Per Day** |
| Major Ride | £50 | £60 | £110 |
| Minor Ride | £40 | £40 | £80 |
| Cafe | £30 | £20 | £50 |
| Shop | £20 | £20 | £40 |
| Toilet | £5 | £5 | £10 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item** | **Cost for one per day** | **Tally** | **Frequency** | **Total Cost Per Day** |
| ***e.g. Major Ride*** | ***£110*** | **||||** | ***4*** | ***4 x £110 = £440*** |
| Major Ride | £110 |  |  |  |
| Minor Ride | £80 |  |  |  |
| Cafe | £50 |  |  |  |
| Shop | £40 |  |  |  |
| Toilet | £10 |  |  |  |

**SECTION 3 – Decided 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. (Use your answers from section 2 to help decide on a reasonable price.)

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Day** | **Number of Visitors** | **Total Admission Revenue** | **Day** | **Number of Visitors** | **Total Admission Revenue** |
| 1 | 224 |  | 16 | 854 |  |
| 2 | 132 |  | 17 | 375 |  |
| 3 | 264 |  | 18 | 855 |  |
| 4 | 398 |  | 19 | 964 |  |
| 5 | 433 |  | 20 | 433 |  |
| 6 | 253 |  | 21 | 275 |  |
| 7 | 176 |  | 22 | 843 |  |
| 8 | 157 |  | 23 | 1108 |  |
| 9 | 524 |  | 24 | 423 |  |
| 10 | 732 |  | 25 | 2867 |  |
| 11 | 523 |  | 26 | 3853 |  |
| 12 | 689 |  | 27 | 7443 |  |
| 13 | 396 |  | 28 | 8465 |  |
| 14 | 265 |  | 29 | 7423 |  |
| 15 | 198 |  | 30 | 9426 |  |

**SECTION 4 – Profit and Loss**

Each visitor to your theme park will spend;

* £5 at each cafe you have
* £3 at each shop you have

Work out your total profit from the Total Admission Revenue (TAR) from section 3, cafes and shops. Then take away your total costs that you have already worked out in section 2 and find your profit or loss for each day.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Day | Income | | | | Total Costs (2) | Profit (1 - 2) |
| TAR | Cafe | Shop | Total (1) |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |
| 8 |  |  |  |  |  |  |
| 9 |  |  |  |  |  |  |
| 10 |  |  |  |  |  |  |
| 11 |  |  |  |  |  |  |
| 12 |  |  |  |  |  |  |
| 13 |  |  |  |  |  |  |
| 14 |  |  |  |  |  |  |
| 15 |  |  |  |  |  |  |
| 16 |  |  |  |  |  |  |
| 17 |  |  |  |  |  |  |
| 18 |  |  |  |  |  |  |
| 19 |  |  |  |  |  |  |
| 20 |  |  |  |  |  |  |
| 21 |  |  |  |  |  |  |
| 22 |  |  |  |  |  |  |
| 23 |  |  |  |  |  |  |
| 24 |  |  |  |  |  |  |
| 25 |  |  |  |  |  |  |
| 26 |  |  |  |  |  |  |
| 27 |  |  |  |  |  |  |
| 28 |  |  |  |  |  |  |
| 29 |  |  |  |  |  |  |
| 30 |  |  |  |  |  |  |

**SECTION 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 are given below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Method** | **Leaflet** | **Radio** | **TV** |
| **Cost** | £10 000 | £15 000 | £30 000 |
| Extra visitors per month | 100 | 150 | 200 |

Design your advert and present it to the class.

Work out the total extra profit you will get from your advertising given the number of extra visitors your advert will bring in.