

# LUNAR THEME PARK

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

Your budget is \$500,000.

What is the name of your park? \_\_\_\_\_

What is the theme of this park? \_\_\_\_\_

Your group must carefully 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.

You will be graded on originality, creativity, and detail.

Group Members

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### 1. Setting up your theme park.

Your spending limit is \$500,000. Design and draw your theme park on the square graph paper that is given to you. You must NOT go over your spending limit and you must have toilets, paths to connect all the items, cafes, and shops for your visitors, not just rides. Parking space for lunar vehicles would be suggested but not required. Think about where you would want to park your awesome space rover!!

ITEMS	NUMBER OF SQUARES	COST
Major rides	9	\$50,000
Minor rides	6	\$20,000
Café	4	\$10,000
Shop	4	\$7,000
Vending Machines	1	\$500
Toilets	4	\$1,000
Paths		\$200 for every 5 squares
Lake		\$5,000 per square
Car Park		\$500 per square

## 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?

	ONGOING	COSTS	
ITEM	STAFF COSTS	ELECTICITY/MAINTENANCE /REPAIRS	TOTAL COSTS PER DAY
Major ride	\$50	\$60	\$110
Minor ride	\$40	\$40	\$80
Café	\$30	\$20	\$50
Shop	\$20	\$20	\$40
Toilet	\$5	\$5	\$10

## Theme Park

### Setting Up Theme Park

#### Item

Major Ride \_\_\_\_\_ x \$50,000 = \_\_\_\_\_

Minor Ride \_\_\_\_\_ x \$ 20,000 = \_\_\_\_\_

Café \_\_\_\_\_ x \$ 10,000 = \_\_\_\_\_

Shop \_\_\_\_\_ x \$ 7, 000 = \_\_\_\_\_

Vending \_\_\_\_\_ x \$ 500 = \_\_\_\_\_

Toilets \_\_\_\_\_ x \$ 1,000 = \_\_\_\_\_

Paths \_\_\_\_\_ x \$ 200 for every 5 squares = \_\_\_\_\_

Lake \_\_\_\_\_ x \$ 5,000 per square = \_\_\_\_\_

Car Park \_\_\_\_\_ x \$ 500 per square = \_\_\_\_\_

Total: \_\_\_\_\_

\$ 500, 000 - \_\_\_\_\_ = \_\_\_\_\_

(total)

(budget)

Come as close to \$ 500, 000 as possible

### Running Theme Park

#### Item

Major Ride \_\_\_\_\_ x \$ 110 = \_\_\_\_\_

Minor Ride \_\_\_\_\_ x \$ 80 = \_\_\_\_\_

Café \_\_\_\_\_ x \$ 50 = \_\_\_\_\_

Shop \_\_\_\_\_ x \$ 40 = \_\_\_\_\_

Toilet \_\_\_\_\_ x \$ 10 = \_\_\_\_\_

Total: \_\_\_\_\_

### 3. Profit and Loss

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.

Ticket Price S \_\_\_\_\_

Each visitor to your theme park will spend money while they are there. Work out your total profit from the admission price, cafes and shops based on the amounts given here:

Café – guests will spend \$7 on average

Shops- guests will spend \$12 on average

Make sure that you enter your operating costs that you already calculated under Total Costs and determine your overall profit by subtracting your Total Costs from your Total Profits.

Day	No. of Visitors	Income				Total Operating Costs (2)	Profit (1-2)
		Ticket Sales	Café	Shops	Total (1)		
1	224						
2	132						
3	264						
4	398						
5	433						
6	253						
7	176						
8	157						
9	524						
10	732						

11	523						
12	689						
13	396						
14	265						
15	198						
16	854						
17	375						
18	855						
19	964						
20	433						
21	275						
22	843						
23	1108						
24	423						
25	2867						
26	3853						
27	7443						
28	8465						

29	7423						
30	9426						

#### 4. Advertising!!!!

Market your theme!! How are you going to get people to come to your park?

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.

- Design your advertisement.
- Present it to the class.

Your class will give you a rating of 1, 2 or 3 depending on how good they think that you marketed your park, 3 being the best!

The number of extra visitors your advertisement brings in per day depends on your rating.

- Work out the total extra profit you will get from your advertising.
- Was your advertising worth the cost? Was you advertising successful?

Method		Leaflet (Flyer)	Radio	TV
Cost		\$10,000	\$15,000	\$30,000
Rating	3	100	150	200
	2	50	100	140
	1	20	40	80
		Extra visitors per day		



## Part 1      Theme Park Set-Up

Theme Park layout \_\_\_\_\_/100.

Map Key \_\_\_\_\_/25

Set-Up Report \_\_\_\_\_/25

Accuracy/Creativity/Neatness \_\_\_\_\_/50

Total Points \_\_\_\_\_/200

## Part 2      Operating Cost

Daily Operating Costs Report \_\_\_\_\_/60

Accuracy \_\_\_\_\_/40

Total Points \_\_\_\_\_/100

## Part 3 Profit and Loss Report

Accuracy \_\_\_\_\_/100

## Part 4      Advertisement

Class Score \_\_\_\_\_ X 15 \_\_\_\_\_ /50

Advertising \_\_\_\_\_/75

Overall Total Points \_\_\_\_\_/525