



Theme Park Sales Strategy

SITUATION

Your market development team for Magic Castle Park, a theme park outside Atlanta, Georgia, has been asked by management to develop new methods of revenue generation. The company president has decided that new ways to make money from existing facilities be examined, and has assigned you to this task.

Magic Castle Park has four theme areas, and 16 rides. In addition, it has 6 snack bars, 12 souvenir shops, and 15 kiosks selling various food and gift items. It also has a water park with 6 slides and a flume ride.

The park holds a capacity of 60,000 visitors, with parking for 35,000 cars. Entry fee is \$45, and all rides are included with the exception of the water park, which is an additional \$20. Guests can also attend the water park separately from the Magic Castle Park, for an admission price of \$35. You currently have a mailing list of 8,000 customers with a “season pass” to the park.

Your team has been studying VIP pricing strategies offered by other theme parks, sports teams, and entertainment organizations. You feel this would be a good way to increase revenues at the Magic Castle Park without increasing expenses and costs.

INSTRUCTIONS

You are to create a sales strategy to maximize the number of VIP packages the park can sell and a corresponding customer service plan to ensure the park will successfully retain/renew all the new customers.

Present your plan to the company president (judge), and be prepared to defend your ideas and answer any questions that may arise.

You will have 30 minutes to prepare, and 15 minutes to present your plan to the president (judge) and answer any questions that may come up.

STUDENT BENCHMARKS

1. Create an effective sales strategy.
2. Capitalize on up-selling opportunities.
3. Understand and demonstrate sales skills and techniques.
4. Explain each step in the sales process.
5. Understand the importance of customer service.