# Research theme park websites

There is all different type of theme parks, but all theme parks have something in common for example, Park Hours information about the parks opening and closing times can be found on the websites you can also find any special events or holiday hours on it as well. Details on ticket prices, discounts, and promotions including details for single day tickets, annual passes and special packages such as fast passes.

Descriptions, photos and videos of rides can also be found on the parks websites as well as shows and attractions available in the park. Theme Park websites include features that can engage customers. These might be virtual tours, and content like reviews and photos from previous visitors. Some theme parks allow visitors to make reservations for restaurants, special experiences, or VIP tours through the website. Websites can offer customer support services, such as FAQs, contact forms, and live chat, to assist visitors with inquiries or issues.

## Common Website Structures

Common Website Structures for Theme Parks include a Homepage which Provides an overview of the park, featuring images and highlights of current promotions and events.



Tickets Page which Includes information on different ticket options, ticket pricing and purchasing.

Attractions and Entertainment Section which is dedicated to different rides and show it can also have height requirements and age restrictions information on them.

A dining sections which includes Menus, locations and reservation options for restaurants within the park.

Another common website structure is to have a merchandise section dedicated to buying merchandise for your trip these can include t shirts picture and more.
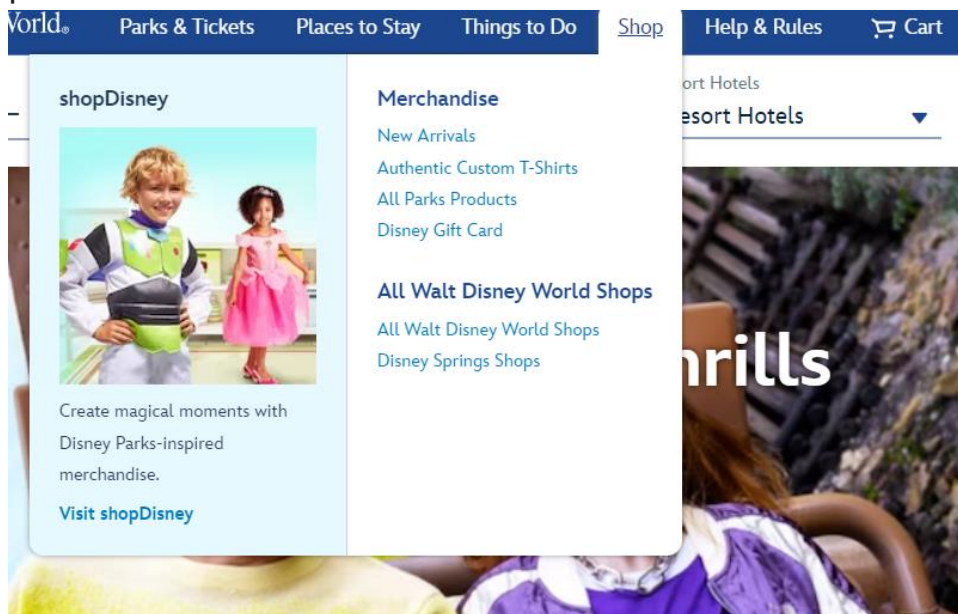


Events and Calendar which lists upcoming events, parades and shows.

Plan Your Visit section which has Practical information for visitors such as when is park hours, maps for direction, parking and FAQs for general questions.
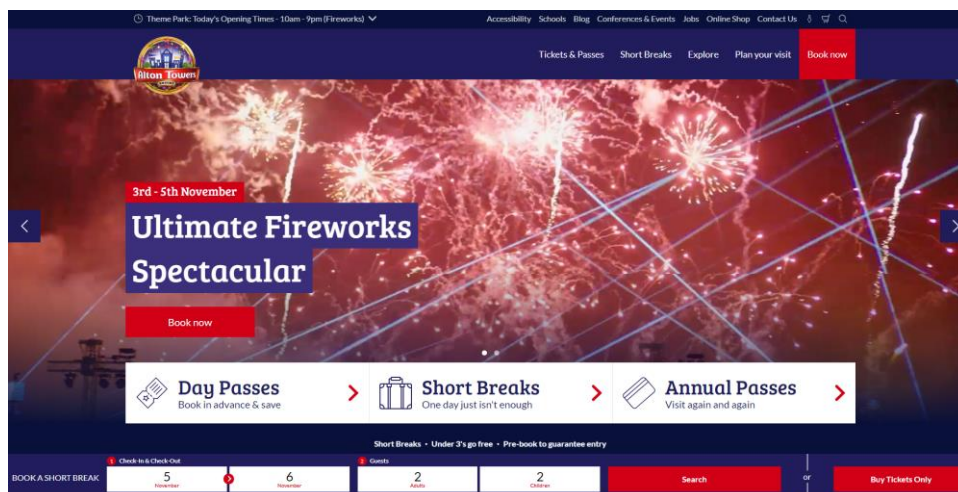
# Theme Park Websites That Work Well

The reasons some theme parks website work well is due to clear and precise user-friendly navigation for finding information. Great use of pictures and videos to show the rides which engages the customers. Being able to purchase tickets online without hassle and having the option for reservations. Having a Mobile-responsive design for access on various devices. Regularly updated event calendars and promotions so customers have something to look forward to.
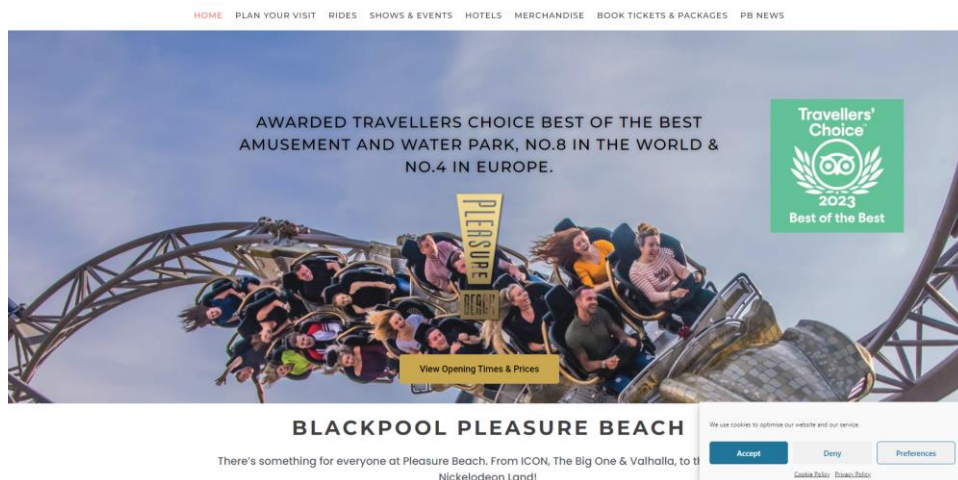


## Aspects That May Not Be as Successful:

Having a Complex navigation or disorganised layouts that make it hard to find information. Having an outdated or missing information, Lack of clear pricing details and fees. Poorly organized or slow-loading maps and park guides and having limited accessibility information for visitors with disabilities.

***Website looked at;***

https://www.blackpoolpleasurebeach.com/

https://www.fujiq.jp/en/event/index.html

https://www.altontowers.com/

https://www.thorpepark.com/

https://www.gulliversworldresort.co.uk/