*Kingdom Of Wonders*

Fantasy Theme Park

(*Team 66 -Tutor Group 8*)

# Introduction

There are dozens of theme and amusement parks in India and World over. However, only a few of them are outstanding. This can be attributed to the availability of information about the Theme Park online, which includes a good selection of Theme Park features, a responsive website, independent online reviews, featured articles, blogs and online and offline advertisements and customer recommendations at large.

If we consider the top eight Theme and Amusement parks in India, the following theme parks stand a tight competition:

1. Adlabs Imagica: Kopoli, halfway between Mumbai and Pune, off Mumbai-Pune Expressway.
2. Kingdom of Dreamsa: Near IFFCO Chowk Metro Station, Gurugram, Haryana.
3. Wonderla Bangalore : On the Bangalore-Mysore highway, Bangalore.
4. Wonderla Kochi : Pallikkara near Kochi, in Kerala.
5. Wonderla Hyderabad, Near Hyderabad Airport.
6. Ramoji Film City, Near Abdullapurmet, Hyderabad.
7. EsselWorld and Water Kingdom: Gorai Outer North-West Suburbs of Mumbai.
8. Della Adventure Park: Lonavala, between Mumbai and Pune.

# The reasons for a theme park operator to have a web site

Every Theme Park Operator must Include information such as below:

1. Highlight and showcase the unique characteristics and features of their Theme Park so as to enhance their Customer Appreciation, Crowd attraction, such as:

* International Standards they confirm to
* Many first features that they implemented
* Unique attractions (Indoor as well as Outdoor)
* Safety Standards and Technology they adhere to etc.

1. Display ’Testimonials’ of customers who have at first-hand experienced the rides and features offered by the Theme Park.
2. Display endorsements of celebrities who give Patronage the Theme Park.
3. A list of categorized rides or themes that they offer to their guests, such as:
   1. Family Rides.
   2. Kids Rides.
   3. Indoor Rides.
   4. Outdoor Rides.
   5. Rollercoaster Rides.
   6. Thrill Rides.
   7. Waterfront Rides.
   8. A Comprehensive list of Rides.
4. A detailed section about the Food and Beverages offerings they have for their guests, which includes vegetarian, Non-vegetarian, Specials, Kids menus, Beverages, Desserts, Ice-creams etc.
5. A detailed list and description of “Themed Characters” they have in the park, their uniqueness etc.
6. A detailed online-map of the Theme Park.
7. Ride – Restrictios: Do’s and Don’ts.
8. Guest Services:
   1. Information Booths.
   2. First-aid.
   3. Lost & Found.
   4. Parking Area.
   5. Kennel Services and Restrictions if any.
   6. Availability of Strollers of babies and their rental information.
   7. Wheel-chair rental.
   8. Food & Drink Kiosk.
   9. ATM Facilities.
   10. Support and Services for the Physically Challenged.
   11. Other Facilities, such as:
       1. Restrooms.
       2. Drinking Water.
       3. Trash disposal.
       4. Baggage counter, etc.
       5. Safety tips for the visitors
9. A detailed Frequently Asked Questions (FAQ) section, covering the common typical questions and scenarios that the guests encounter.
10. A section that details Ticket Pricing and Special Offers.
    1. Individual / Family Ticketing.
    2. Corporate sponsorship/ Group ticketing options
11. Memorabilia / Memento / Insignia / Merchendise: Online and Offline Store.
12. Online Blog to share Theme Park updates and experiences.
13. News and Events section detailing any special days of the Theme Park.
14. Customer / Visitor Care and Corporate / School / Institutional / Social Group enquiries.
15. Partnership and Alliances Enquries.
16. Investor Relations.
17. About the Institution a detailed History and people behind the Institution.

(Note: All the above items shall be covered in the Main Menu Items in the website Landing Page designed Below.)