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## Shops, Stalls, and Bathrooms

Even in the super-duper special park that you labored 37 hours to perfect, rides can't do everything. By now, your guests have probably figured out that shocking truth.

The *RollerCoaster Tycoon* game provides you with a wide variety of shops and stalls for your guests' eating and buying pleasure. As Park Manager, you must figure out the best places to put them. No sweat—unless you get it wrong, of course. If you do, your guests will tell you.

The game offers seven choices of Food Stalls. The number and variety available to you depends on the scenario you play and the allocation of your research funds.

### Burger Bar

Merchandise: Hamburgers

Cost: \$300

Base Merchandise Price: \$1.50

Profit: \$1

Notes: Usually one of the first Food Stalls available from your Research and Development Department. The Burger Bar offers up the staple food of amusement parks. The somewhat salty burgers often make guests thirsty.





## Cotton Candy Stall

Merchandise: Cotton Candy

Cost: \$250

Base Merchandise Price: \$0.80

Profit: \$0.50

Notes: Cotton candy adds to the happiness of guests who buy it. Use caution with the price, however. Not many guests will support high-priced cotton candy. Try to keep it below \$1.50, and your guests will stay happy after they buy it.

## Pizza Stall

Merchandise: Pizza

Cost: \$275

Base Merchandise Price: \$1.60

Profit: \$1

Notes: While you won't usually gain access to this Food Stall right away, pizza brings in plenty of profits. So you should push your Research and Development Department to get working on it!

## Ice Cream Stall

Merchandise: Ice Cream

Cost: \$250

Base Merchandise Price: \$0.90

Profit Per Item: \$0.50

Notes: Very popular during the summer months at your park. Adjust prices upward as the heat rises, but don't overdo it, or your guests will become unhappy very quickly. A final thought: Ice Cream tends to beat out



other Food Stalls in terms of popularity, so when you choose which stall to place in a high-traffic area, the Ice Cream Stall always looks good.

## Popcorn Stall

Merchandise: Popcorn

Cost: \$250

Base Merchandise Price: \$1.20

Profit: \$0.70

Notes: Often one of the last Food Stalls available from your Research and Development Department. Just like the fries, popcorn will make your guests very thirsty, so plan a Drink Stall near every Popcorn Stall.

## Fries Stall

Merchandise: French Fries

Cost: \$300

Base Merchandise Price: \$1.50

Profit: \$1.10

Notes: One of the last stalls that becomes available to you, but a very high-profit item. Those fries come with plenty of salt, so make sure you add a Drink Stall for every Fries Stall.

## Drink Stall

Merchandise: Soft Drinks

Cost: \$225

Base Merchandise Price: \$1.20

Profit: \$0.90

Notes: Place Drink Stalls together with most Food Stalls and not too far from the Fries





Stalls and the Popcorn Stalls. If you don't build enough, your guests will tell you about it.

**NOTE**

In the *ROLLERCOASTER TYCOON* game, your guests will visit more than just Food Stalls. Check out these other items you can build.

### Information Kiosk

Merchandise: Maps, Umbrellas

Cost: \$250

Base Merchandise Price: Maps cost \$0.60, Umbrellas cost \$2.50

Profit: Maps, \$0.50; Umbrellas, \$0.50

Notes: You'll find this the most important stall in terms of keeping guests on the right paths and telling them where to find particular rides. If you don't get the option to build an Information Kiosk as soon as you begin a scenario, go to the Research and Development Window, uncheck all boxes for Research Priorities except shops and stalls, then increase your Research Funding to the maximum level. You'll gain access to this valuable stall soon enough.

Even in your park's early days, you must place Information Kiosks near the main entrance. As you grow, scatter them evenly throughout your park, trying to stay near junctions or offshoots of the main drag. If guests get lost, they get mad. And when guests get mad, they break things. Keep them happy with low-cost maps. If your maps cost too much, your guests won't buy them...and then they'll proceed to get lost.

Keep an eye on your kiosks' profits as they age and your guests learn their way around your park. Often, the Information Kiosks will operate at a loss, especially if it doesn't rain for a month or two.

Take note of the extremely low profit for umbrellas. Feel free to increase the umbrella price to at least \$4 as soon as you open your kiosk. Then increase it again when the rain starts to fall.



### Souvenir Stand

Merchandise: Cuddly Toys, Umbrellas

Cost: \$210

Base Merchandise Price: Cuddly Toys cost \$2.50, Umbrellas cost \$2.50

Profit: Cuddly Toys, \$1; Umbrellas, \$0.50.

Notes: The *RollerCoaster Tycoon* game Souvenir Stands will sell expensive and tasteless toys, just like their real-world counterparts. Happy guests will buy even the tackiest cuddly toy, so place Souvenir Stands in busy thoroughfares or near the exits of popular rides for maximum profitability.



### Balloon Stall

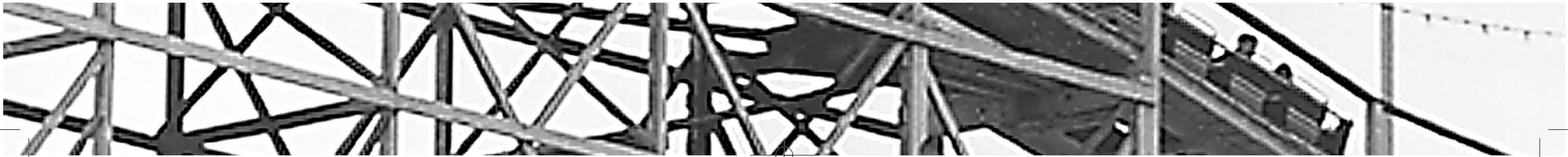
Merchandise: Balloons

Cost: \$200

Base Merchandise Price: \$0.90

Profit: \$0.60

Notes: What's a prettier picture than a park full of guests carrying little blue balloons? Don't worry—despite your guests' not being able to hang on to their balloons, they don't contribute to the litter in your park, but add to the overall happiness of your guests. Also, if your park has more than one stall, change the colors of the balloons they sell.





## Bathroom

Merchandise: Not applicable

Cost: \$200

Base Merchandise Price: Free

Notes: Unless you want your guests to become really unhappy and uncomfortable in a hurry, don't charge for admission to the Bathrooms. While guests will support a small fee, it's not worth the trouble.

**TIP**

By offering half-price coupons for saltier foods like fries and popcorn, you'll guarantee increased drink sales, which will make up for the profits you lose with the coupons.



## Hot Dog Stall

Merchandise: Hot Dogs

Cost: \$290

Base Merchandise Price: \$1.00

Profit: \$0.50

Notes: Something of a salty food. Plan a Drink Stall nearby.



## Candy Apple Stand

Merchandise: Candy Apple

Cost: \$245

Base Merchandise Price: \$0.70

Profit: \$0.30

Notes: Candy apples are a yummy treat for your guests.



## Exotic Seafood

Merchandise: Tentacles

Cost: \$325

Base Merchandise Price: \$1.50

Profit: \$0.40

Notes: If you're going to build it, keep an eye on the popularity of your Exotic Seafood Stall. While a few guests will relish the idea of walking around with a huge tentacle (making for a hilarious sight from the player's vantage point), few guests will return, and the stall's popularity will drop noticeably, while the messes on the ground in front of the stall will rise.



## Hat Stall

Merchandise: Hats

Cost: \$250

Base Merchandise Price: \$1.50

Profit: \$0.60

Notes: As with your Balloon Stall, be sure to alter the colors of the hats if you have more than one Hat stall, and then watch your guests intermingle, forming a living mosaic of brightly colored hats.





## Fried Chicken Stall

Merchandise: Fried Chicken

Cost: \$260

Base Merchandise Price: \$1.50

Profit: \$1

Notes: Fried chicken is a great bargain for your hungriest guests. However, be prepared to offer plenty of fluids after this salty meal. Fried Chicken Stalls make a nice addition to a food court. Just keep them away from nauseating rides.



## Coffee Shop

Merchandise: Coffee

Cost: \$250

Base Merchandise Price: \$1.20

Profit: \$.90

Notes: A Coffee Shop is an absolute must in cold weather. Guests will also flock to the shop during rain storms. Place a Coffee Shop next to each of your Information Kiosks and watch your profits soar during nasty weather. Just be sure you have plenty of Bathrooms.



## Lemonade Stall

Merchandise: Lemonade

Cost: \$210

Base Merchandise Price: \$1.20

Profit: \$.80

Notes: The Lemonade Stall provides more beverage variety. Lemonade offers a quick way to relieve thirst and can even increase happiness. These stalls are most successful in hot, dry environments.



## Donut Shop

Merchandise: Donuts

Cost: \$262

Base Merchandise Price: \$.70

Profit: \$.30

Notes: More junk food for your guests! Although not as filling as other foods, donuts offer a cost-effective means to relieve hunger. However, your guests will immediately search for a drink as soon as they've finished their donut. Place a Coffee Shop nearby to satisfy their beverage needs.



## T-Shirt Stall

Merchandise: T-Shirts

Cost: \$255

Base Merchandise Price: \$3

Profit: \$1

Notes: Happy guests are most likely to buy T-Shirts, so place these stalls near the exits of your most popular rides. You can also change the color of the shirts.





## Where Do I Build My Shops and Stalls?

The simple answer: Wherever your guests go. The complicated answer requires you to follow your guests around and predict their wants and needs. Remember these three overall rules for shop and stall placement:

- First, make sure your shop or stall faces a path. While Information Kiosks look symmetrical, they still have a business window, and you must point that to where guests can see it. If you don't, you'll get no business.
- Second, remember to provide places for your guests to sit near where they bought their food or drink. And while you're at it, remember to toss a couple of trash cans around the stall as well. Try to always group stalls together with benches and trash cans.
- Third, realize that happy guests spend money. Consider placing shops or stalls near the exits of your most popular rides. Check rides' popularity by using the Ride/Attraction button in the main toolbar. Of course, remember not to place a Food Stall close to the exit of an intense ride. While guests may quickly lose a hamburger after riding the Shuttle Loop, a cuddly toy won't make them vomit on your path.

You can choose between two strategies for overall placement of shops and stalls: Courted and scattered.

A "courted" pattern refers to the traditional food court style seen in malls and many amusement parks. By placing Food Stalls, Drink Stalls, an Information Kiosk, a Bathroom, trash cans, and benches in a centralized area, you can cut down somewhat on the spread of litter throughout your park. A four-tile-by-four-tile or five-tile-by-five-tile paved area will allow you to place a stall on each side of the courtyard with plenty of central space available for landscaping and to place benches and trash cans.

If you go with the courted arrangement, space your courts evenly throughout your park, or guests in the back will get thirsty with no relief in



The food court approach. Make sure you have enough variety to please all your guests.

sight. Thirsty guests can quickly turn into angry guests who start breaking things and dragging your overall Park Rating down. Also, make sure you give each court variety—one food, one drink, and one sweet, along with a Bathroom.

Remember, if you make an area popular by placing Food Stalls there, guests will gather there in large numbers. Then the area can become crowded, dirty, and vandalized before you know it. If you decide to place your stalls in a court style, assign employees to patrol the area. Use one Handyman and one Security Guard per court.

You may choose to scatter your stalls evenly throughout your park. If you use this approach, place your shops and stalls roughly equal distances apart throughout the entire park. If you forget to reserve areas for courts, you'll end up using this method whether you like it or not.

Scattering does have drawbacks. While a few guests will stop at the benches you place by the stalls, most visitors tend to buy food and walk. If they walk into an area without abundant trashcans, they'll litter.

Also, your park guests are rather choosy (Hey, they chose to come to your park rather than that one down the road, right?). Scattered stalls will force your guests to walk until they find something they like, and that could get them a little hot under the collar.

Of course, never, ever place Food Stalls near the exits of rides with a high Nausea Rating. Your guests will fib a little about how much of a nausea-inducing ride they can take, and they'll promptly get sick after exiting the ride. If you make it easy for them, your guests will also eat as soon as they get off those rides, despite their better judgment. Keep the Food Stalls away, and your Handymen will thank you.

In general, don't make your guests walk too far without seeing a Food Stall.

## Pricing Your Wares

Your guests will merrily pay the default prices listed for all the merchandise in your stalls, but where's the fun in that? You can easily coax a few more cents out of every guest for a burger or fries, so give it a shot.

To adjust the price, click on the stall just as you did on rides to open the Ride Window. The Stall Window looks very similar. Click on the Coin tab to open the

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Income and Costs Window. From there, you can adjust your prices.

But watch out. Your guests will know when you try to take them for every cent they carry. You'll find it wise to keep your profit margins at or around \$1 for substantial items such as hamburgers or pizza. But your guests will scream bloody murder if you try to raise the price of cotton candy over that \$1 threshold. Experiment with your prices, but keep an eye on your guests' thoughts.

Also, if you want to increase your prices, have a strategy in mind. For example, hefting drink prices up over the \$2 mark may instigate vandalism. But most guests won't grumble much about spending that amount for a drink if they can buy fries at half-price thanks to your savvy promotions. Likewise, increasing umbrella costs during heavy rains may sound unethical, but your guests will, for the most part, begrudgingly pay up to \$6 for protection from the weather. Just make sure you keep them happy when the sun shines.

While you can micromanage and tweak the price of every last bit of merchandise, keep in mind the two main goals of your shops and stalls: First, you must make enough money to cover the cost of running the stalls (\$49.50 per hour). Second, you must satisfy the needs and desires of your guests. If you meet both of those two criteria, you'll do fine.

### TIP

If you change the price of merchandise in one stall, it doesn't change the price all over the park. You must change the price in every stall separately.

