**Action Plan to Address Declining Food Sales**

**Background**

The amusement park has experienced a steady annual increase in park revenue for the past five years. However, the park has recently seen a drop in guest spending on food vendors at the property. This is despite the fact that the number of unique pass-holders is higher than it has been in five years.

**Key Points**

The following key points have been identified as potential causes of the decline in food sales:

* Guests may be spending less money on food in general, or they may be spending less money at the park specifically.
* Guests may not be buying as much of certain types of food.
* Guests may be eating less food at the park, or they may be bringing their own food.
* Other factors that could be contributing to the decline in food sales include changes in the park's pricing structure or the availability of food vendors.

**Goals**

The goal of this action plan is to increase food sales by 10% in the next year.

**Tasks**

The following tasks need to be completed in order to achieve the goal:

* Analyze data on guest spending to identify the key points that are causing the decline in food sales.
* Develop a new food menu that appeals to a wider range of guests.
* Increase the availability of food vendors throughout the park.
* Offer discounts and promotions to encourage guests to eat at the park.
* Track progress on the action plan and make adjustments as needed.

**Timeline**

The action plan will be implemented over the next year.

**Responsibility**

The following individuals will be responsible for completing the tasks:

* Guest service manager: Analyze data on guest spending and develop the new food menu.
* Food manager: Increase the availability of food vendors and offer discounts and promotions.
* Marketing lead: Track progress on the action plan and make adjustments as needed.

**Budget**

The budget for the action plan is $100,000.

**Monitoring and Evaluation**

The progress of the action plan will be monitored on a monthly basis. The action plan will be evaluated at the end of the year to determine whether the goal of increasing food sales by 10% has been met.

**Residual Effects of the Plan**

The residual effects of the plan may include:

* Increased customer satisfaction with the food options at the park.
* Increased revenue from food sales.
* Improved overall guest experience.
* Enhanced brand reputation.

The residual effects of the plan will be monitored and evaluated on a monthly basis to ensure that they are positive and sustainable.