

Future Theme Park

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Rides

illusion daredevil - Whirlpool, Traveling future 3000- water slide that takes you through tubes ,
Future fury- Slingshotter 40ft in the air, Futuristic Adventure- Swing drop, 360 Racers- Climbing in
a tube and racing to the end of the tube (crowd confidence) Height Screamer -60ft in the air
Warning!!- when will you ever come down.

Additional rides: - Blacked out maze using phone flashlights, Parade Predicting the future examples:
floating toy cars ,audio tune animals talk

Restaurants

Digital future, – Future spaghetti, Future Pizza

Tech future, – Future Burger, Future fries

Target Market

Target market: Teenagers. Teenagers are the target market because they are going to shape the future that we they will be living in.



Pricing

Daily admissions: \$52.99 per person day 2: \$61.99 day 3: \$74.99

Season Pass: \$99.99 discount on food at the restaurants, cut the line pass

Express pass: \$56.99 per person. It will be a cut the line pass so people can get through faster if they buy it

Global expansion

Global expansion will increase the variety of customers and get us more loyal customers.

Country: Japan

This country would be best as they are the most technologically advanced country in the world.



Location of theme park

State: California

It is the most high tech state in america and has many tech companies hosted there. For example Google, cisco systems, intel corporation and many others.



Celebrity Endorser

Endorser: Rick from Rick and Morty

Reasoning: They live in the future and are popular with people of the target markets age group.



Product tie-in

Example: A car that has its wheels turned in for the effect that its hovering

Gift shop items: Toy ray gun, hovering car, toy mechanical dog or cat, toy robot

Reasoning: People expect things like this to be in their lives in the future.