

Purpose of the Website

There are different reasons why it is essential to own a website for theme parks. Such reasons include giving necessary details to site visitors such as ticket prices, park opening times and other various information. Furthermore, it assists in advertising the various amenities together with special rides which takes into consideration the uniqueness associated with the park, hence generating substantial brand value while reaching out to potential customers. The site also allows online ticket sales as well as online reservation when it comes to high capacity rides and merchandise; hence making things easier for clients and at the same time enhancing theme parks' profits. Besides, customer care incorporating FAQs and contacts is supported together with participation in social networks by creating visitors accounts where they can share their experiences while promoting different levels of membership at the same time ensures loyalty among followers. As a matter of fact, the main objective of having such a web page is to draw larger crowds into it thereby increasing their satisfaction levels alongside making profit from internet sales made thereof.

Review of 5 Theme Park Websites

Disneyland: <https://disneyland.disney.go.com/>

Universal Orlando: <https://www.universalorlando.com/>

Six Flags Magic Mountain: <https://www.sixflags.com/>

Dollywood: <https://www.dollywood.com/>

Cedar Point: <https://www.cedarpoint.com/>

Analysys: Upsides

1. **Clear Navigation:** Most theme park websites that we examined have uncomplicated and convenient navigational bars. Disneyland and Cedar Point, point in case; for instance, had such links opening directly onto their main pages thus making access to ticket offices simpler than it looks as well as providing information on the park's working hours, rides or upcoming shows so that visitors could get them at once.
2. **Strong Visual Appeal:** Using high-quality images and videos, attractions are showcased by sites such as Dollywood and Universal Orlando making the experience of users more interesting. It is in capturing the attention of the visitors and transmitting the excitement of the parks that such visual appeal becomes beneficial.
3. **Interactive Maps:** Interactive park maps found on Six Flags Magic Mountain website provide visitors with an opportunity to plan their visit better as they give an idea of how the park is structured and where different rides and amenities can be found.
4. **Online Booking and E-commerce:** When it comes to on-site sales, hotel bookings and online ticket sales are much better than them. Most of the sites provide such services to people. Through the Universal Orlando website, you can even make your own holiday package.
5. **User-Generated Content and Social Proof:** Dollywood uses user-generated content on their website to create trust and interest with customers, showing true-life stories or opinions to enhance ticket sales and optimise performance..

Analysys: Downsides

1. **Information and Navigation Overload:** There are sites which are over-cluttered in content and navigation, for example, Universal Studios Florida's homepage that may be crowded with unnecessary details, while the header section of the page can contain numerous items, thus making it hard for one to pick out specifics fast.
2. **Complex Ticket Pricing Structures:** Sites such as Magic Kingdom have complex ticket pricing systems which necessitate users going through several different stages before they arrive at the final cost. This intricacy may be annoying to users who are looking to get a rough idea of costs on the go and therefore result in reduced purchases.
3. **Overemphasis on Upselling:** For instance, Universal Studios Florida's website stresses more on selling other packages and extras apart from the core info that users seek, a factor that leads to complexity of use.

Relevant and Appropriate Content

We studied the top 5 theme parks on google- a total of 5 websites. From what we understood, a great website for a theme park must be interactive and not complicated in any way. The homepage should contain captivating pictures as well as videos of the best scenes linking straight to Tickets, Attractions, Events, Dining, Planning Your Visit on a clear menu. All the sites must include straightforwardly placed icons for buying tickets and booking accommodation. A neat price for tickets, their classification system plus simple ways through which one can buy the same online are necessary for planning a visit. However, you may want to have extra information concerning promotions and add-on packages necessary to make your visit worthwhile. For every individual ride there should be detailed descriptions accompanied by pictures, videos and interactive maps. All menus with prices should also be available. It is also essential to create a Plan Your Visit section which covers park hours, directions, parking, FAQ's plus contact information and support. This is because user reviews as well as incorporation into social media make it look more credible while at the same time focusing on the main functions of the mobile app like waiting times for rides offer added conveniences which are well appreciated by clients.