



BUSINESS RESOURCE PACK



WHO IS THIS PACK FOR?

This pack is designed for Business students and teachers, to stimulate discussion and focus ahead of a visit to THORPE PARK Resort. Ideally it will assist in delivering a structured and interactive trip with the opportunity for students to conduct research, carry out activities on the Resort and create a report, written or otherwise, analysing our Resort.

Examples of relevant qualifications include but are not limited to:

Key Stage 4: GCSE's in Business Studies and Communications

Key Stage 5: GCE AS and A2 Levels in Business Studies

BTEC Level 2 & 3 Diplomas in Business

- Understanding customer needs
- The range of customer needs
- The importance of customer characteristics.

RESOURCE CONTENTS:

- Introduction to THORPE PARK Resort
- Merlin Entertainments
- Links
- Activities



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THORPE PARK Resort

With over 30 thrilling rides, attractions and live events to enjoy, THORPE PARK Resort is the 'must visit' destination for thrill and chill seeking families and friends – located just 10 miles from Greater London.



NEW for 2016, get on board a world's first, as **Derren Brown's Ghost Train** arrives at THORPE PARK Resort. Prepare to derail your mind on a ghost train re-invented for the 21st century that will leave you questioning where perception ends and reality begins. Crafted by the master of mind control Derren Brown, this one-of-a-kind 10-15-minute theme park experience is designed to manipulate the human mind.

Brave iconic rides include **THE SWARM**, the UK's first winged rollercoaster, **SAW – The Ride**, the world's first horror movie themed rollercoaster, and **STEALTH**, one of Europe's fastest and tallest coasters.

Younger theme park fans can grab their adrenaline apprenticeship as they ride on junior coasters **X** and **The Flying Fish**, before enjoying rides like the gravity defying **ZODIAC** and magic carpet ride **QUANTUM**. There are also FOUR water rides to excite the whole family, including the ultimate super-soaker **TIDAL WAVE**, **STORM SURGE** and the tropical lagoon that is **RUMBA RAPIDS**.

Everyone can also experience **ANGRY BIRDS LAND** and 4D experience before settling down for a night in the Resort's uniquely themed accommodation, The **THORPE SHARK Hotel**, situated in the heart of the action



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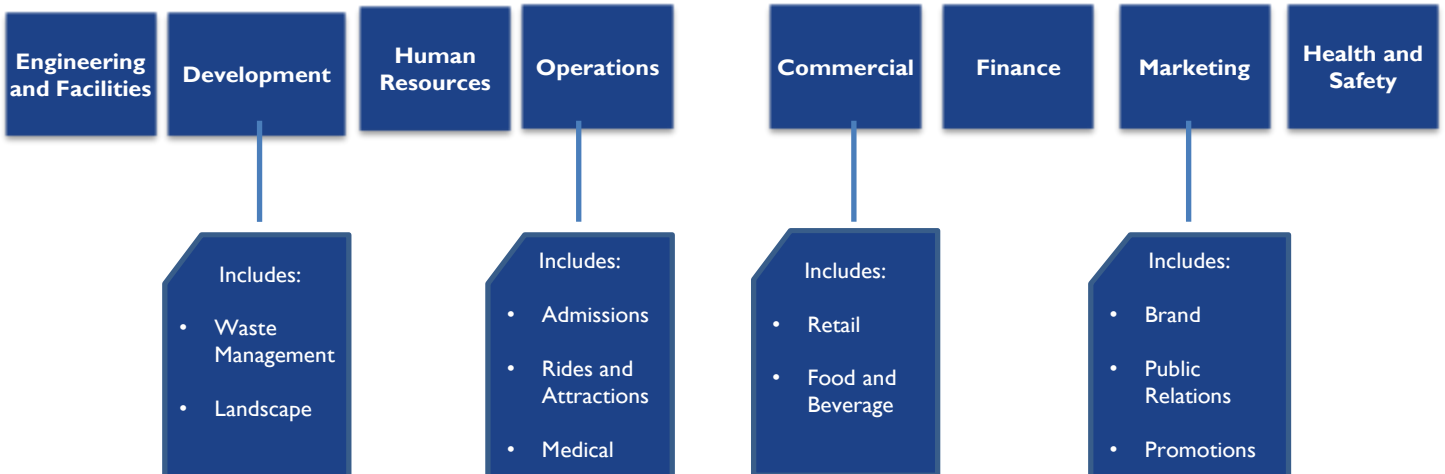


THORPE PARK Resort's ORGANISATIONAL STRUCTURE

THORPE PARK Resort employs around 200 staff permanently with an incredible 1,400 staff supporting the resort on a seasonal basis between March and November.

Our structure shows many of the different departments that operate alongside the frontline Operations staff that you meet when you visit THORPE PARK Resort. Examples of job areas in some specialist areas are shown in the chart below.

Divisional Director





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MERLIN ENTERTAINMENTS



Merlin Entertainments is the largest European entertainments company operating in Europe. Merlin runs 110 attractions in 23 countries across four continents. Our aim is to deliver unique, memorable and rewarding experiences to millions of visitors across our growing estate. We believe that we achieve this objective largely thanks to the commitment and passion of our team and the strength of our brands, which will never fail to be distinctive, challenging and innovative. In every respect and to every group of stakeholders, Merlin will always be an exciting company to be involved with

Our passion

We are first and foremost an entertainment company. Our passion is putting smiles (or screams) on people's faces and giving our customers memorable experiences. Through creativity and a relentless drive for excellence we aim to immerse our visitors in our brands, constantly delighting them and enriching their understanding through fun learning. In simple terms, we love what we do!

Our vision

Our vision is to become the worldwide leader in branded, location-based, family entertainment.

Our strategy

Our strategy is to create a high growth, high return, family Entertainment Company based on strong brands and a portfolio that is naturally balanced against the impact of external factors



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OUR COMPANY CULTURE- THE MERLIN WAY

Our culture is simply 'The Merlin Way' which encapsulates our vision, values and competencies. It is at the heart of what we do. It captures what a Merlin person is about and helps shape how we will continue to achieve business growth and our objectives for the future. The Merlin Way represents our company's DNA.

- We love what we do
- We care
- We are innovative and fast moving
- We do what we say
- We make every £, \$, € ... count
- We take ownership
- ...and we do it for the love of fun!

By applying The Merlin Way to all that we do, we achieve our overall aim – to deliver high quality memorable experiences to customers around the globe.



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WEBSITE LINKS

www.thorpepark.com

www.merlinentertainments.biz

www.thorpeparkjobs.com

Trivia and information can be found on numerous fan sites as well – please note that these are not endorsed by THORPE PARK Resort but can constitute useful background reading

Social media

Please also check out our social media links and assess the different styles used on each page,

www.facebook.com/thorpepark

www.twitter.com/THORPEPARK

www.youtube.com/user/wwwTHORPEPARKcom

www.instagram.com/THORPEPARKOFFICIAL



Press releases:

www.thorpepark.com/press/press-releases

Activity

- 1) How many followers do THORPE PARK Resort have on each of their social media channels?
- 2) Which audience is most likely to engage with THORPE PARK Resort's social media channels?
- 3) What are the impacts of using different media channels to advertise



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KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPI's) are markers of our performance as rated by the most important critics – our guests. Areas we look at include:

- Customer satisfaction
- Cleanliness
- Satisfaction with food
- Recommendation to friends and family
- Staff friendly and helpful



ACTIVITIES

- 1) Identify 3 different job roles at the Resort
- 2) Come up with ways in which these different staff can improve customer satisfaction

Job Role	How can they improve satisfaction?



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OUR GUESTS

There are a wide range of guests who make up our visitors each year. Each guest has their own individual needs and requirements. For example teenagers find our thrill rides such as The SWARM their favourite aspect of the Resort where younger guests may well favour ANGRY BIRDS Land

ACTIVITY

The pictures below represent different types of guests who visit THORPE PARK Resort regularly

Using the rides page on the THORPE PARK Resort website, decide which of our rides and attractions suit these guests the most.

Come up with 2 other types of guests THORPE PARK Resort attracts. Provide examples of the customer needs these types of guests may have when they visit the Resort.



Families



Thrillseekers



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KPI ACTIVITY

- 1) Fill out one of our on-site KPI surveys
- 2) Take picture of our KPI question screens
- 3) Looking at 2 KPI's, find pictorial evidence that we are trying to increase our score

CUSTOMER SURVEY ACTIVITY

Complete short customer survey below

Question	Guest reply	
Is this your first visit to THORPE PARK Resort?	Y	N
Have you visited Derren Browns Ghost Train?	Y	N
What was your favourite ride or attraction at THORPE PARK Resort?		
How long have you travelled to get here?	Less than 1 Hour	More than 1 Hour



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MARKETING MIX

Take a look at one of our restaurants on the Resort, for example the Mexican Cantina, produce a Marketing Mix (**4 P's**) analysis of the restaurant or food unit



Product. What do the customers want from the products? Do they meet the needs of the customers?

Price. Is the product good value? Are there any discounts or deals on offer? Are they price competitive with other food outlets on the resort?

Place. What is the location of the restaurant? What are the benefits/ drawbacks of the location?

Promotion. Are there any promotions for the restaurant around the resort or on any leaflets? How can this be improved?



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POST VISIT ACTIVITIES

Customer Service

One of the pre-visit activities asks you to consider the needs of a variety of guest types visiting THORPE PARK Resort. Using these notes and anything you may have noticed on your trip to the Resort, give examples of how we cater for these visitors.

For example we offer a wide variety of food and include children's meals for our younger guests with their families.

How do we look after our different customer types?

To be completed via written Assignments or Group Presentation:

Marketing

- Propose recommendations you would make to the Marketing Manager concerning business partnerships (for example the Dr Pepper branding on Tidal Wave)
- To complete use survey evaluation and pictorial evidence
- Write up report on the Marketing Mix analysis.