

Working Out Entrance Fees

How much are you going to charge your customers to make a profit?

1

How much does it cost to open your park each day (daily running cost)?

(your weekly running cost ÷ 7)

After researching similar theme parks, we predict that for your first few weeks of trading, a sensible estimate for the number of daily visitors would be 750 people.

Let's work out how much each potential customer needs to pay to just cover your running costs:

Daily running cost ----- ÷
750 (estimated daily visitors) =

How many adults and children do you predict will visit each day?

Estimated Adult Customers	
Estimated Child Customers	

2

Now try out some potential entrance fees.

Potential entrance fee 1	Number of predicted adult/child customers	Potential revenue
Cost per adult -----	Total potential revenue:	
Cost per child -----	Daily running costs:	
	Potential profit per day: (Total potential revenue minus daily running costs)	

Potential entrance fee 2	Number of predicted adult/child customers	Potential revenue
Cost per adult -----	Total potential revenue:	
Cost per child -----	Daily running costs:	
	Potential profit per day: (Total potential revenue minus daily running costs)	

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Final Entrance Fee Decision: