

# 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  $\div$  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 \_\_\_\_\_  $\div$  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 _____		
Cost per child _____		
	Total potential revenue:	
	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 _____		
Cost per child _____		
	Total potential revenue:	
	Daily running costs:	
	Potential profit per day: (Total potential revenue minus daily running costs)	

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Final Entrance Fee Decision: