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Business English I / Tourism Management / 2023

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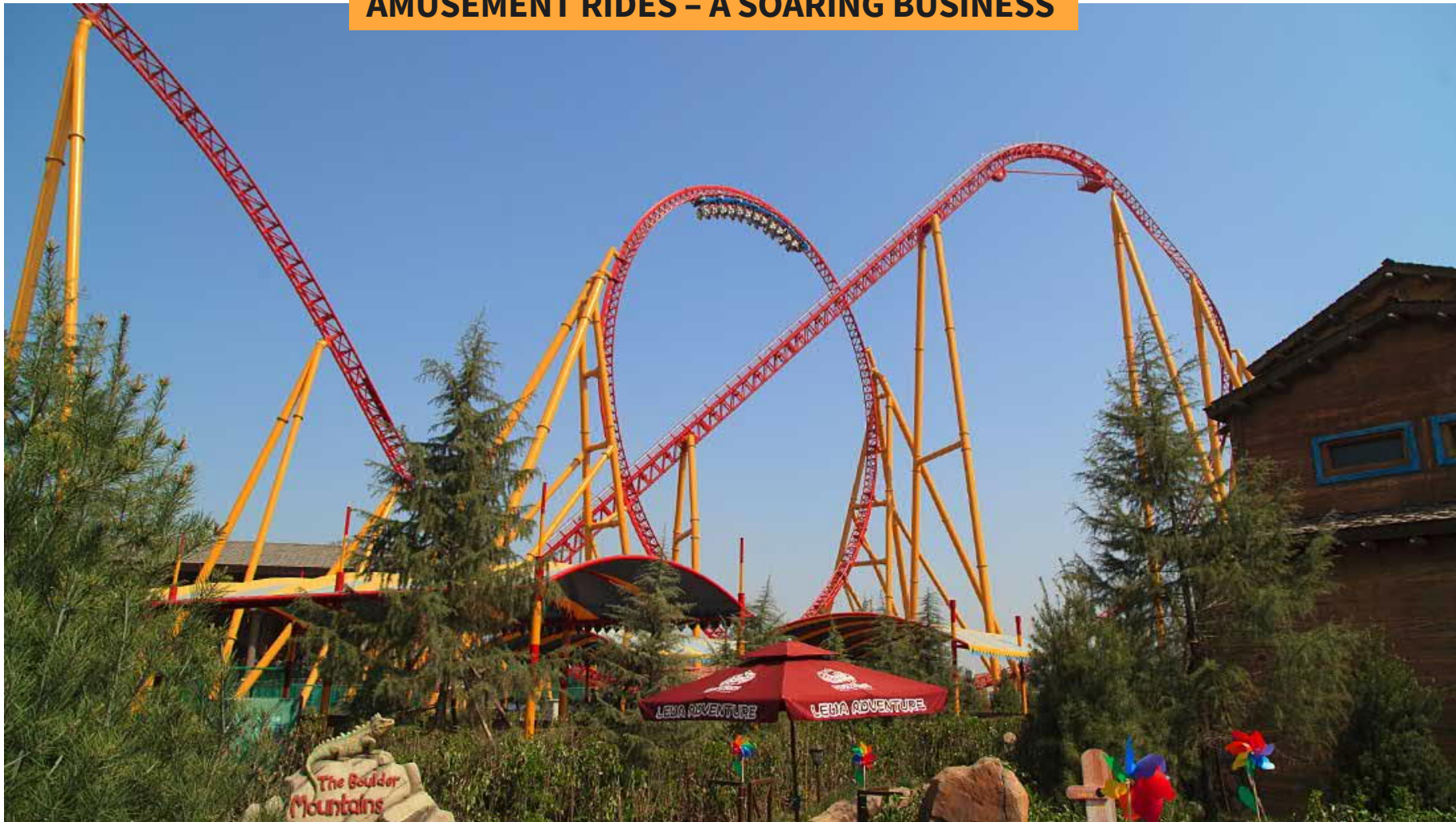


A CONCEPT FOR

ROLLER COASTER

PACKAGE TOURISM

AMUSEMENT RIDES – A SOARING BUSINESS





Global No. 3 roller coaster designer and manufacturer since inception into mega coaster segment in 2009

Fully owned by Mack family who also operates Europa Park Rust – an unmatched source of inspiration

Unparalleled internal know-how due to large development capacity – usually no external experts needed

Extreme degree of vertical integration with own production sites and own production technologies

Able to deliver all relevant types of projects: from "build-to-print" to design and building from scratch



[On Youtube >>](https://www.youtube.com/watch?v=VtSeDd2w2ww)

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BUILDING BLOCKS OF A ROLLER COASTER PACKAGE TOURISM CONCEPT

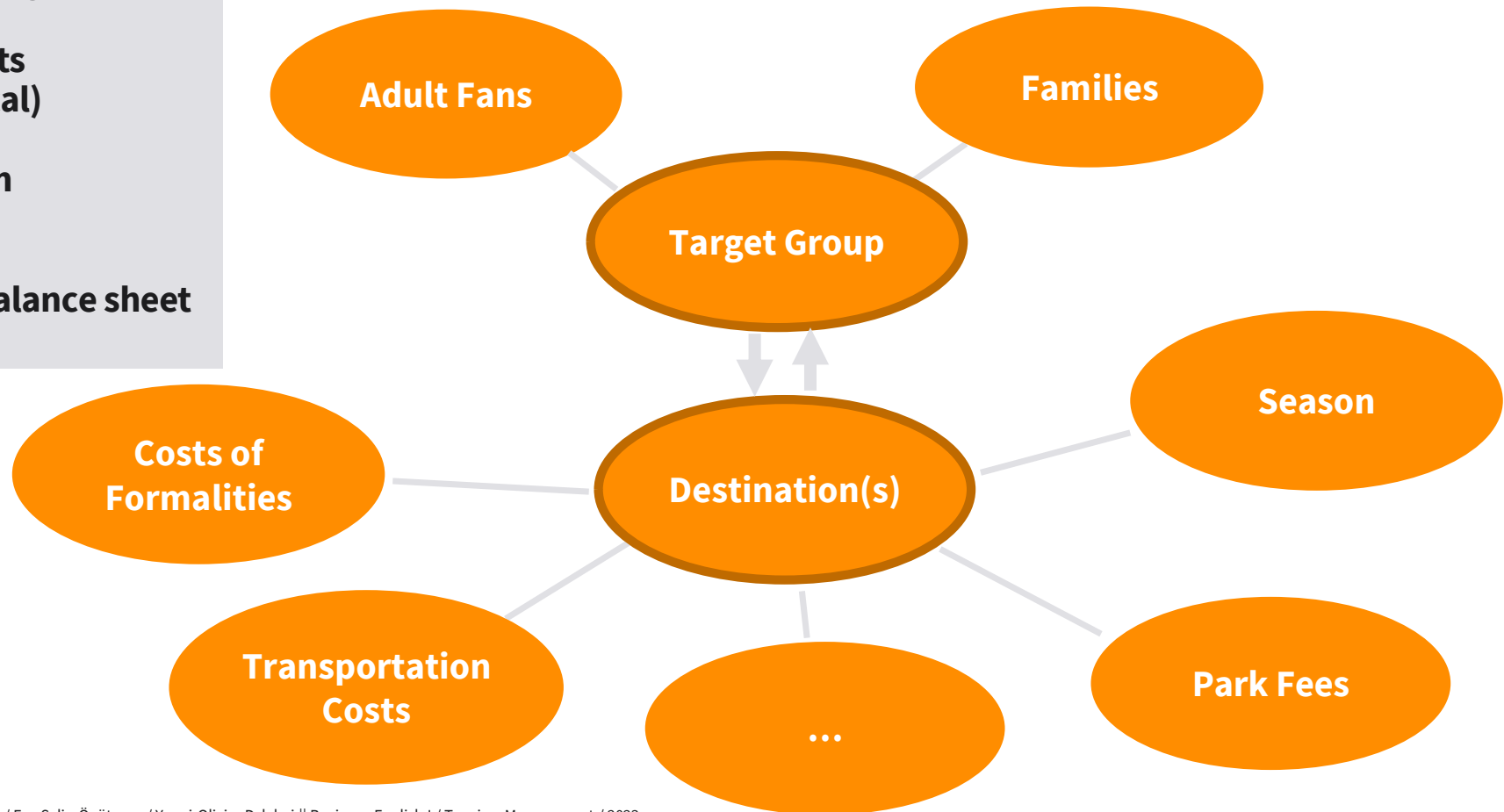
- 1 Business Plan
- 2 Risk Management
- 3 Roller Coaster Data Base
- 4 Destination & Route Design
- 5 Accommodation
- 6 Transportation
- 7 Marketing
- 8 Formalities (Visa etc.)
- 9 Feedback & Evaluation
- 10 Project Management (Implementation)

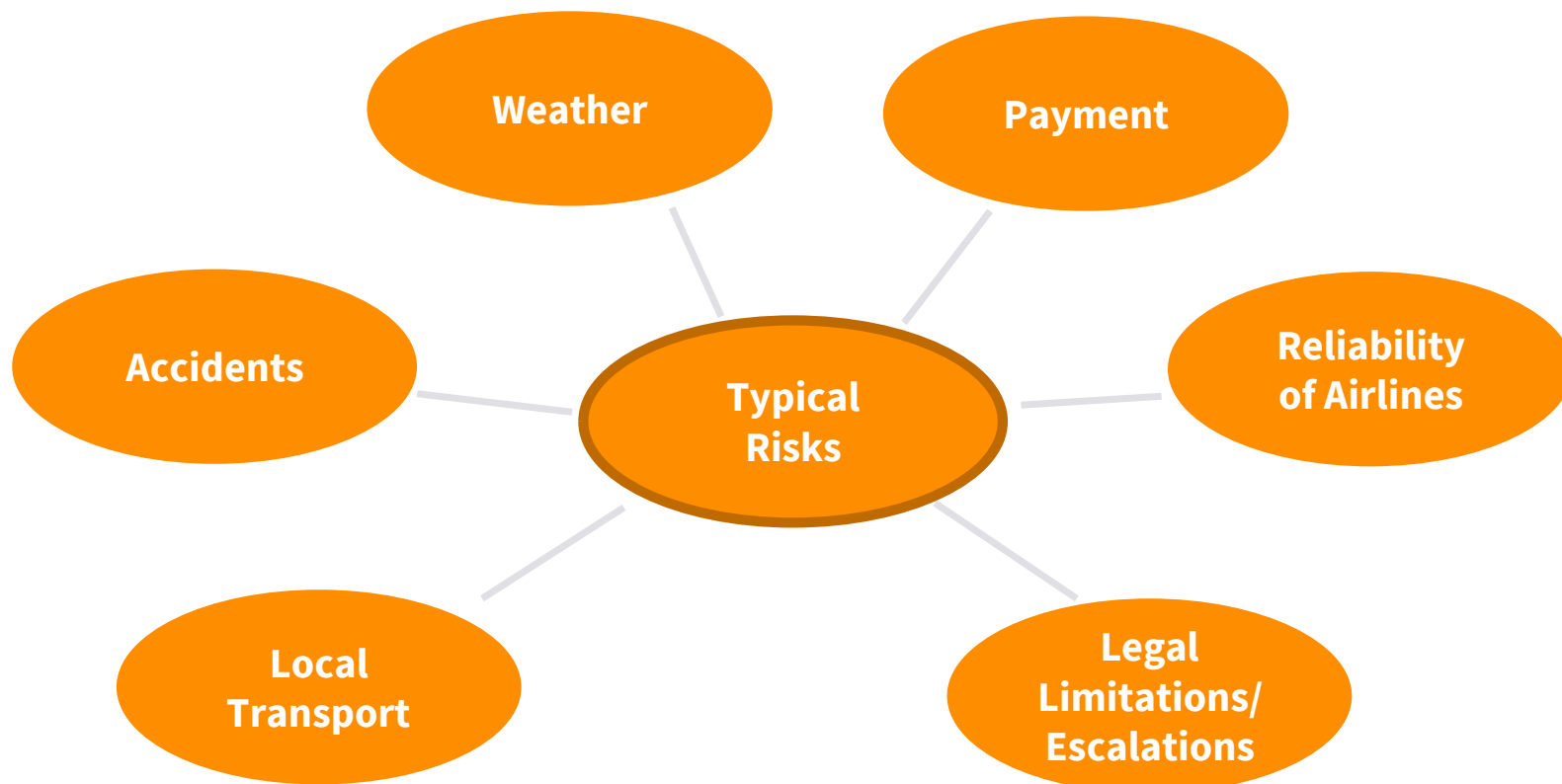


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BUSINESS PLAN

- Minimum budget
- Fixed costs
- Variable costs
- Tax (also local)
- Margins
- Amortisation
- Break-even
- Profitability
- Impact on balance sheet
- ...

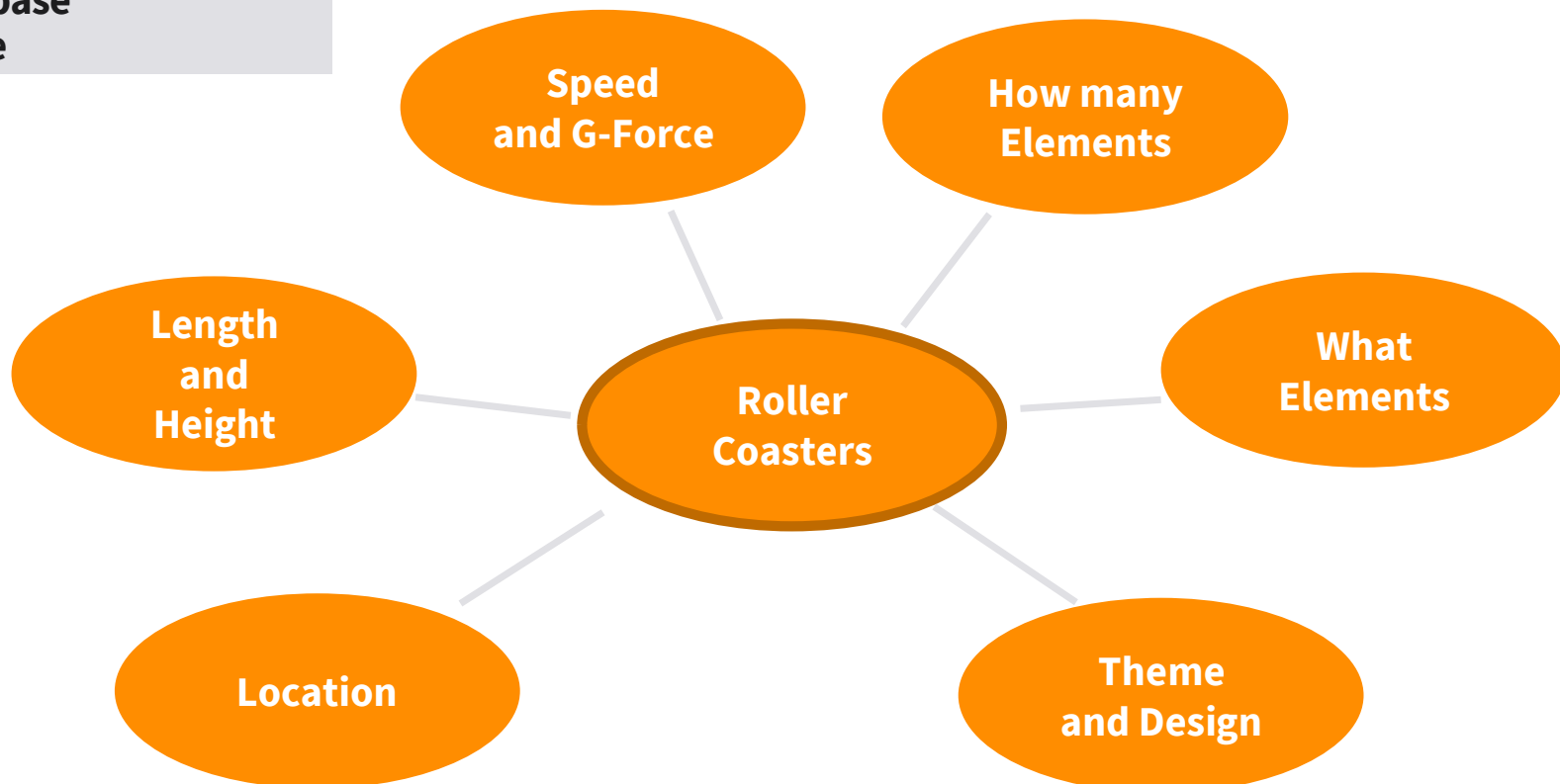


RISK MANAGEMENT

3

ROLLER COASTER DATA BASE

- Connection to existing data base
- New data base



3a

ROLLER COASTER ELEMENTS

Source:
https://coasterpedia.net/wiki/List_of_roller_coaster_elements



Immelmann



Banana Roll



Corkscrew

**Famous
Elements**

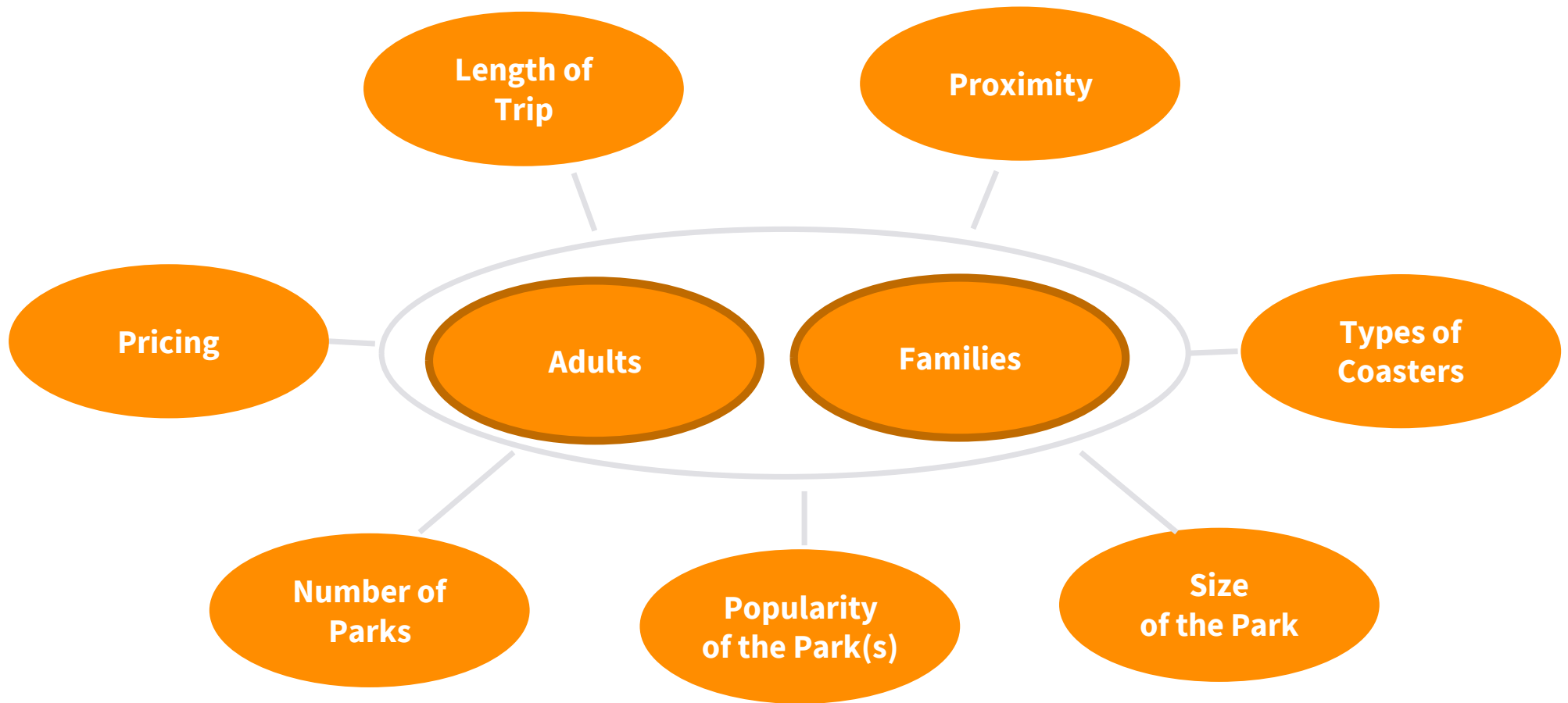


Zero-G-Roll

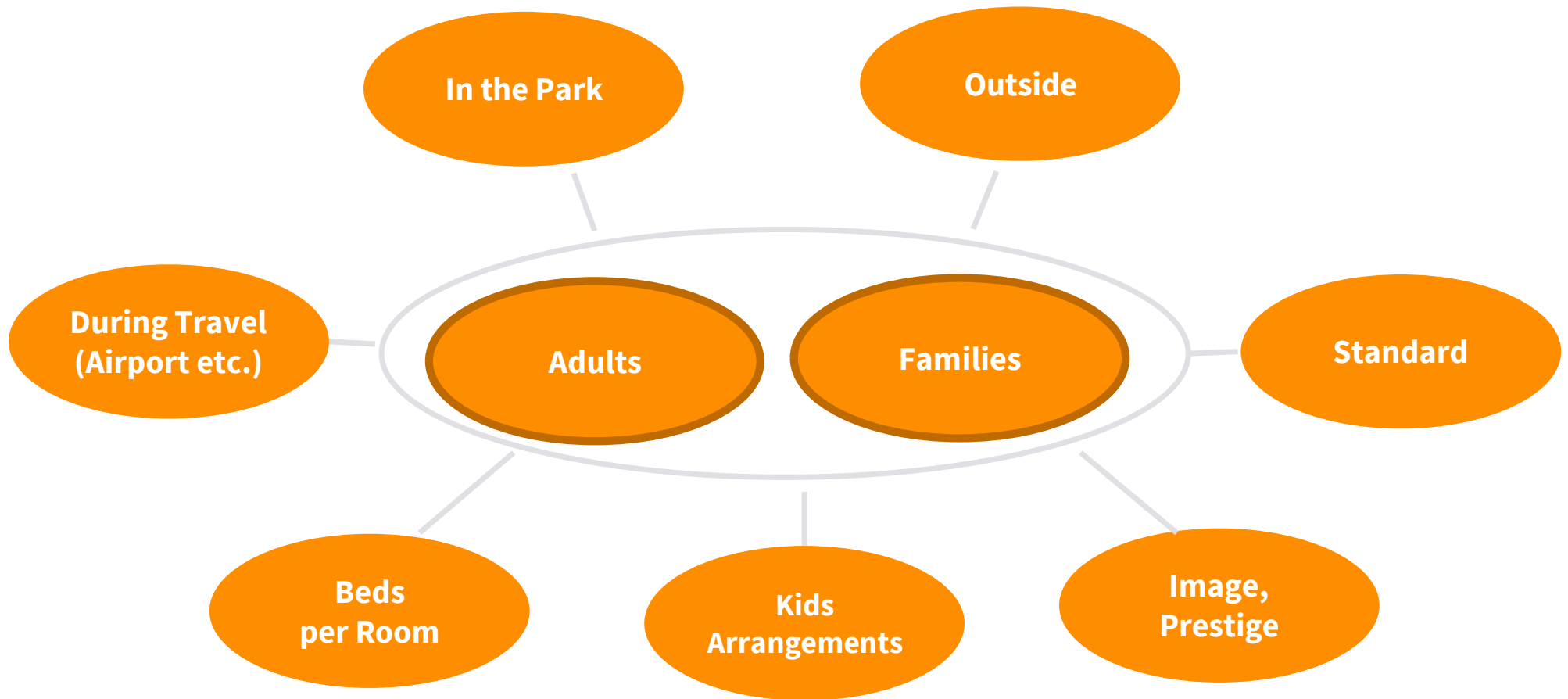


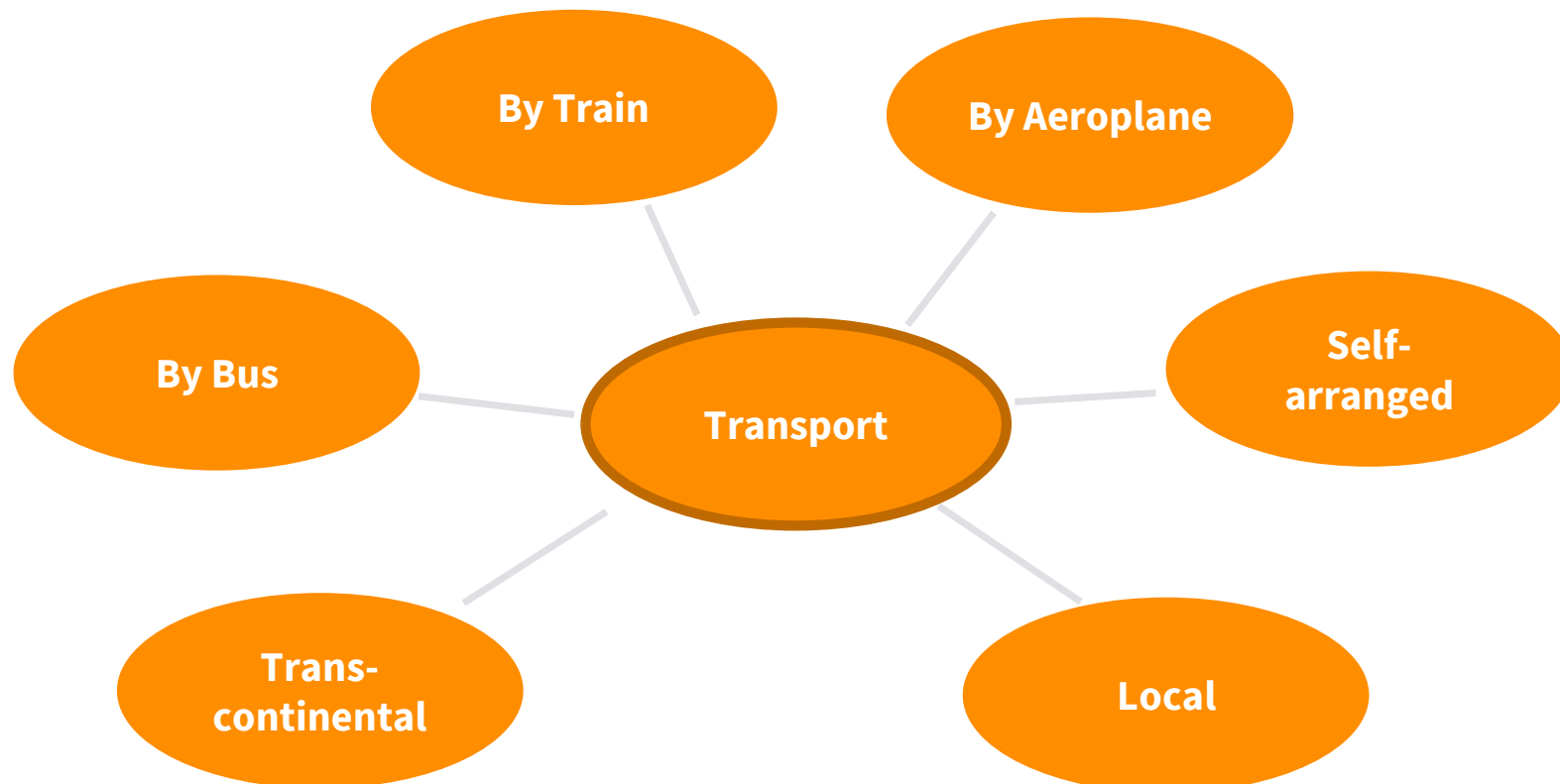
Vertical Loop

DESTINATION & ROUTE DESIGN



ACCOMMODATION

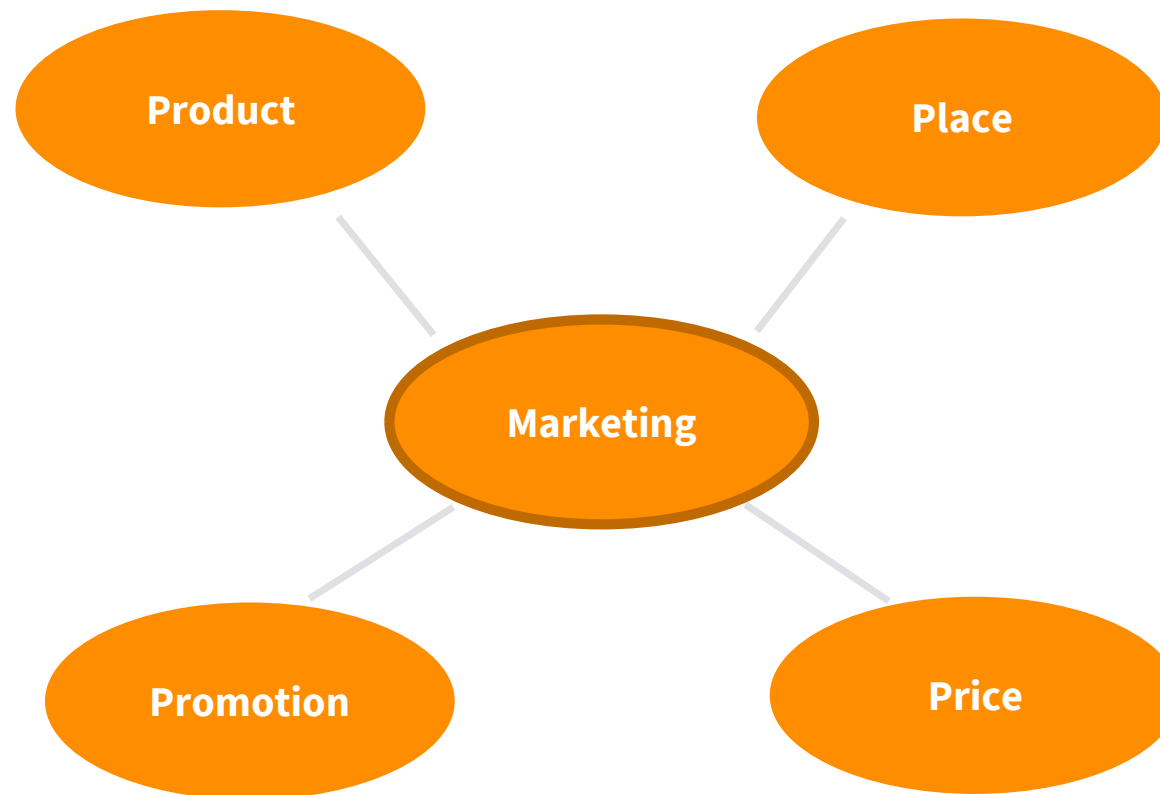


TRANSPORTATION

7

MARKETING

Based on the
4 Ps of Marketing



7a

MARKETING

Based on the
4 Ps of Marketing

Product:

**Package trips
to amusement parks
for roller coaster fans and families**

7b

MARKETING

Based on the
4 Ps of Marketing



7c

MARKETING

Based on the
4 Ps of Marketing

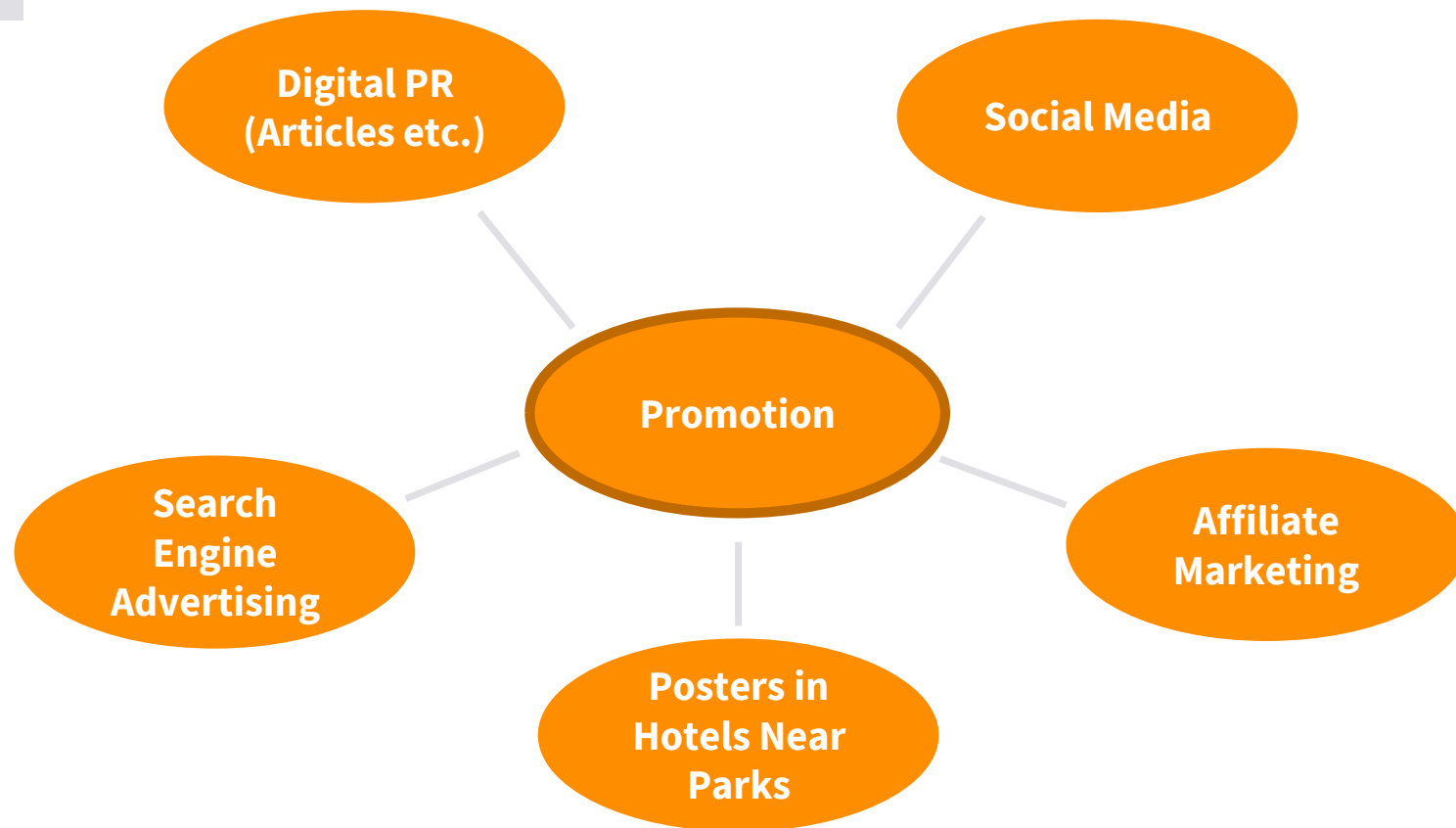
Price:

Highly individual pricing based on factors such as trip length, destination and other preferences of the customers

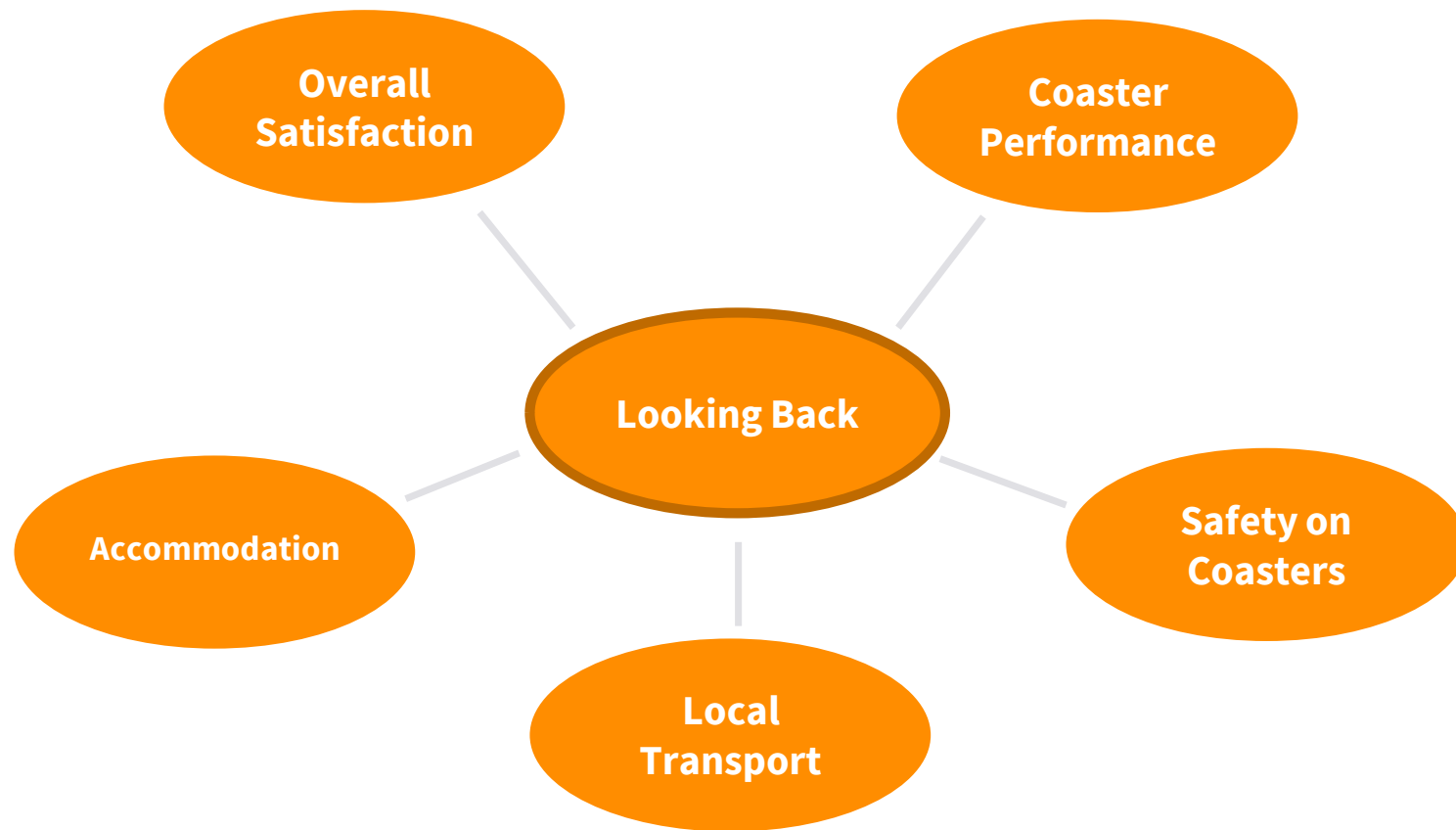
7d

MARKETING

Based on the
4 Ps of Marketing



- **We inform the customers about important regulations of the countries they will visit**
- **We provide links to authorities for visa application etc., if needed**
- **We identify potential insurances needed and inform customers about them or offer them through insurance partners**

FEEDBACK & EVALUATION

Tipp List for Introducing New Offer

- **Make sure you know who the stakeholders are and get their buy-in, as we need partners to deliver the offering**
- **Define the deliverables of each stakeholder and project partner**
- **Follow the typical project cycle:**
 - **Initiating:** Set goals, scope and resources needed
 - **Planning:** Set budget, timeline, milestones
 - **Executing:** Implement plan, manage people/resources, monitor progress
 - **Closing:** Integrate project into regular offerings/package trips
- **Reflect, if other trips can be done in the same way, discuss areas of improvement, create best practice approach**

FOR FURTHER QUESTIONS, YOU MAY CONTACT

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