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European Master in Business Studies
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Marketing Research

A theme Park for Annecy?

High Park of Rhône-Alpes

“Let's be the show”



High Park
of
Rhône-Alpes

Annecy

1. On the basis of your research, write your suggestions about the theme park positioning

I chose to structure my answer within different categories. Each of them regarding a specific aspect of the theme park.

The concept of the High Park of Rhône-Alpes:

The idea is to develop a Park where the visitor **can have the choice to live what he just saw**. We want our visitors to be **actors as well as spectators** and to have the possibility to do it both for the biggest attractions.

We want this park to be **unique every year**.

We expect from this that visitors who came once that they will give us a second chance. And we want us to take this second chance to give us a third who will give us a fourth and so on and so forth in order to make for all of them a “**Rendez-Vous**” **every year** that no one would like to miss.

We offer one specific theme park at a specific period of time by developing the idea of “**now or never**”. A theme for the theme park will be used one and only one time.

Inspirations of the High Park of Rhône-Alpes:

Grand Parc du Puy Du Fou:

We would like our Park to have similarities with the one of the Grand Parc du Puy-Du-Fou currently the number 4th in France and which has restructuring plans in order to get the 2nd position in the next years.

The Grand Parc du Puy-Du-Fou is according to us near European customers and particularly French customers because the **shows are made by actors instead of machines**.

Great Britain, France and Italy have been three big nations for making pieces of theater and we strongly believe that European customers are attached to that.

However this is on the other hand a drawback because people are only spectators and we cannot deny as well that American culture is taking more and more space within the European culture.

Disneyland Paris:

Studying the case of Disneyland Paris and taking lessons from their mistakes is also as well very interesting. We have to inspire ourself from Disneyland Paris by **putting large investment on machines in order to attract the “mass” tourism**. However we should also take into account the behavior of the customer and **not imposing our culture**. For example if the customer does not want to spend money within the Park once the ticket bought he should be free to bring his own food.

By mixing the studies of the Grand Parc du Puy-Du-Fou and Disneyland Paris we discovered that the ideal park should be a mix of actor shows and machines.

Universal Studios of Los Angeles:

For us Universal Studios of LA represents well this mix of activities.

<http://www.universalstudioshollywood.com/>

We particularly would like to have actor shows such as the Waterworld (
http://www.universalstudioshollywood.com/attr_wv.html)

And machine shows simulators such as the Jurassic Park

(http://www.universalstudioshollywood.com/attr_jp.html)

However we want more than this and offering to our visitors to do the attractions both,one from a spectator point of view and the other from an actor point of view.

This is why all our main attractions will offer both possibilities.

As a last point **we want our visitors to be part of the show by providing them costumes when they get inside the park in order to fit with the landscape of the Park. We want them to feel involved within the park and to be part of the show.**

Themes and diversity:

All our efforts will be put on these two aspects. We will propose a park who will change every year.

Themes will **mainly be chosen on blockbuster movies success.**

Everything is depending on the theme chosen. For example the first year everything will be based on Harry Potter, the second will be the “Lord of the Rings” and the third “Robin Hood”. The idea is to propose it once a year in order to gather as many people as we can only on a short period of time.

We want all the fans of the blockbuster chosen to come and we do not want him to chose when, it has to be now or never. This park should be **the opportunity for them to realize their dreams.**

The idea is to make this park a meeting that no French people would like to miss.

People have to feel that they have been there. That they saw once the show and no one will discover it after them, exactly like a final of world soccer cup.

Infrastructure:

Here is an interesting part of our program because big infrastructure cannot be changed every year. This is why we will build our Theme Park on five specific sites which are all used in classical movies.

So we will have: A lake, a castle, a village, a forest and a stadium.

All the rest will be movable and will be pre-built.

For example the architecture of the castle could change from his external aspect(adding a tower for example) but from his internal aspect the foundation will remain the same. **We want our structures to be customizable.** The same thing will be done for the machines for example instead of being seated on a broom riding simulator the visitor will be seated on a horse riding simulator, only the external aspect and the software will change, the machine will remain the same.

Attractions:

We will have **five different main sites with each of them a double-activity(machine simulator and actor shows).** The time to pass in each of these site is estimating around two hours.

However the Park does not include only these 5 sites but also several minor sites including shops and restaurants.

Around the Park:

It seems important for us to develop **a second site outside the Park called “the village of the High Park of Rhône-Alpes”.** It will be open all year in order to promote the site. We will inspire it from the idea made in Disneyland the Disney village. disney-village.disneylandparis.fr/

Here is the place where you will have the hostels and most of the souvenir shops and big restaurants.

Location:

We think that setting up a Theme Park in the Rhône-Alpes region is a very good idea because it will be very far from the two main Theme Park it has been inspired “Grand Parc du Puy du Fou” 800 kms and Disneyland Paris 570 kms. Moreover South Eastern regions in France are gathering a lot of tourists.

Land:

Regarding the land where to set up the theme park it has for good reasons(ecologically and locally) have to meet some requirements.

That is why we think one more time we should inspire our idea from the one of the Puy du Fou which is economically friendly and moreover has a historical aspect.

Some places won't be artificially created such as the Lake and the Forest but taken from existing ones.

Workforce:

We need a lot of workforce coming from the event industry (**intermittents du spectacle**). France seem to be a good place to hire these people this is why we think **our workforce will give us a good image.**

Seasonality:

The park will be open **from May to September** during the beautiful season with special opening in December and October the 31st.

The reason is that it will take a lot of time to change a theme and we would like our visitors to enjoy as much as they can the Theme Park.

It opens from 9 A.M to 9 P.M.

Reconversion of the Theme Park:

One of the strength of the High Park of Rhône-Alpes is his flexibility. **All the success of the Park is based on some very successful movies. If after some market studies one we found that none of the topic chosen could work(not gathering visitors enough) the Theme Park could be changed into an historical middle Age theme Park focusing only on the Middle Age aspect and taking in account all the history coming from the Rhône-Alpes region as well as the other countries culture around.**

Public targeted:

We want to target a specific range of people which are **fans**. Fans are including in all groups: kids to old people (not fans but passionate let's say). By offering a theme once and only once a year we expect to attract all the fans from the world. We want all fans from the world to be aware that this year is the year of their passion and that if they do not take this opportunity to come they will lose it forever. **We want Chinese,Indian,Australian,American,Brazilian,Russian, European fans to be aware that the theme they were looking for is coming out** and we want to gather all of them to this place.

Price of the entrance:

Different kind of tickets will be available. Special prices for kids under 12 (25 euros) and teenagers until 16 year-old (35 euros). Then will be the adult price fixed at 45 euros.

For 53 euros the price will include the food composed of a classical menu (beverage + main dish + entry or dessert). The purpose of it will be to know how much food we will have to buy to fit with our customer demand.

With a ten euros caution we provide clothes which can be exchanged at the exit gate by the caution.

Conclusion:

The High Park of Rhône-Alpes is **unique in his concept based on four pillars: mixity, diversity, flexibility and freedom.**

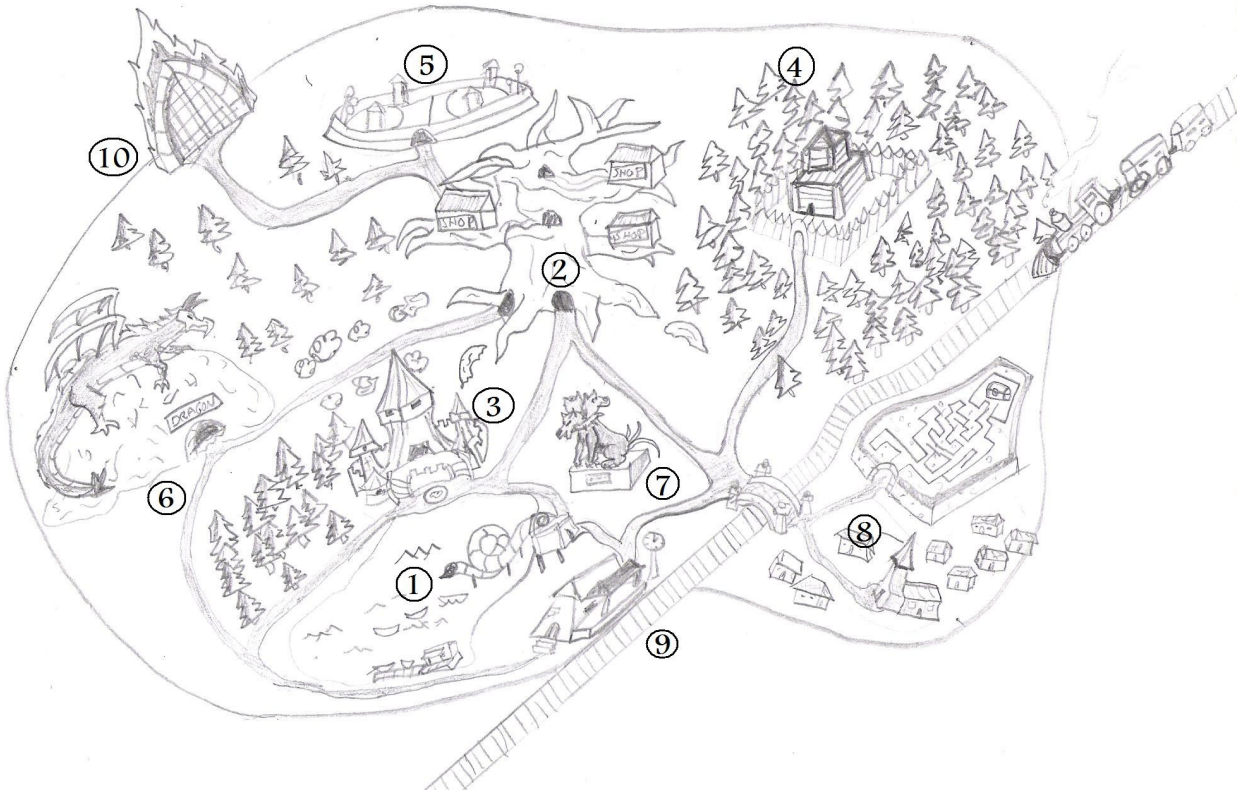
His success is easily measurable because based on past success of blockbuster movies.

Evaluating the number of fans around the world for a specific will give us strong and reliable information regarding the potential success of a season.

With its customizable structure the High Park of Rhône-Alpes has everything to react positively to the change of the market.

It has everything to impose himself. It is far more than a simple theme park **it is a world exhibition.**

2.Design a draft for the general map of the theme park



Legend:

What we have to understand from this map is that the theme park is based on 5 main structures which are in fact 5 different big sites of entertainment with an average of two hours to spend on each. It is like 5 theme parks within one:

Main sites:

- 1.The lake: is hosting his own big attraction and all the water activities such as water parks attractions like in Universal Studios (cf: Jurassic Park attraction of Universal studios), it is including beaches and snacks facilities.
- 2.The village: is hosting his own big attraction and numerous small attractions,as well as many restaurants and administrative facilities.
- 3.The castle: is hosting his own big attraction as well a huge number of small attractions, snacks.
- 4.The forest : is hosting his own big attraction and snacks.
- 5.The Stadium: is hosting his own big attraction,several other small attractions and snacks.


Others:

6. Other small attractions such as ghost houses etc...
- 7.Other small attractions
- 8.The village of the High Park of Rhône-Alpes is a place where you can access without the entrance ticket. The purpose is to make the park living all year. It will host souvenir shops, arcade games, restaurants,hotels.
9. Train station: Entrance & Exit gates
10. Parking: Entrance & Exit gates

3.Design a draft for a promotion leaflet of the park, with name, logotype and slogan

The High Park of Rhône-Alpes is before all a theme park for all families who want to live the stories of their heroes.

Why is a great double attraction the High Park of Rhône-Alpes is able to provide you an unique concept in the world.







-> exceptional sites: Stadium, Castle, Forest Lake and Villages

A new concept

We want our guests to be part of the show

We want to give the possibility to our visitors to live what they just saw

This dream has been realized including new simulator technologies adaptable to any kind of show

What we wanted before all with the High Park of Rhône-Alpes was to make people free to choose what they wanted to do

For this we gathered several concepts that we found in other great successful theme parks.

We want the High Park of Rhône-Alpes to be a yearly event that no one would like to miss.

We put all our efforts on diversity and flexibility and we want before all our guests to feel what their heroes feel.

Romain Chardonnetou
Director

For the next seasons

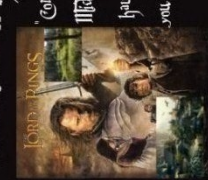
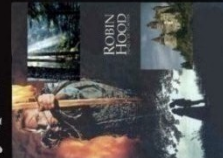
- Season 2 will host the Lord of the Rings

Come and share Frodo's experience within the Middle Earth fighting dragons through the haunted forest are only few of the difficulties you will have to manage.

- Season 3 will host Robin Hood

If you dreamt about being part of an assault to a castle, riding horses on a crazy race and of course stealing from the rich to give to the poor.

Here is the place you have to be.


How to reach us?

- Take the direction of Annecy (Rhône-Alpes region in France)

Once arrived take the direction of the High Park of Rhône-Alpes and ...here you are...

Enjoy the show

www.high-park-of-rhone-alpes.com



"Let's be the show"