

Universal studios in singapore



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Universal Studio is 20 hectares in size, occupying the easternmost part of the 49-hectare Resorts World Sentosa. There are a total of 24 attractions, of which 18 are original or specially adapted for the park. The park consists of seven themed zones which surround a lagoon. The park is currently divided into seven themed areas: Hollywood, New York, Sci-Fi City, Ancient Egypt, The Lost World, Far Far Away and Madagascar, each zone is based on a blockbuster movie or a television show, featuring their own unique attractions, character appearances, dining and shopping areas. The park features the world's tallest pair of dueling roller coasters that are based on the popular television series, Battlestar Galactica; a castle from the world of Shrek and Monster Rock, a live musical show featuring the Universal Monsters. Universal Studio has over 30 restaurants and food carts, together with 20 unique retail stores and carts located around the park. Attractions premiering are marked "Premiere" and dining outlets that are certified Halal are marked with "Halal".

3. What are the current services provided?

Universal Studio has a number of recreational facilities, Breathtaking and stimulate, so impressive. The following six not to be missed: Transformers, Battlestar Galactica, Sherk 4D theater, Steven Spielberg's special effects studio, the Crate adventure of Madagascar, Hollywood dreams.

Firstly, Transformers.

Transformers this project in Universal studio opened in December 2011. The process itself is not only thrilling but also fun.

Secondly, Battlestar Galactica.

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It is one of the highest of the two-track roller coaster in the world, if you enjoy the stimulation, you absolutely cannot miss it.

Thirdly, Shrek 4D theater.

This is the sequel “ Shrek” won the Academy Award for best animated feature, in this original three-dimensional movies, everyone can enjoy wholeheartedly of surprises in the movie world without leaving the seat.

Fourth, Steven Spielberg’s special effects studio.

It is chaired by Steven Spielberg, designed specifically for Singapore, with the magic of the movie, you can enjoy a different charm of New York City.

Fifth, the Crate adventure of Madagascar.

This is a popular indoor amusement projects, very interesting and exciting.

Finally, the Hollywood dreams.

14 Magnificent floats, together with the special effects, tailored music, as well as the widely popular characters, plus more than 100 performers chic luxury apparel, and add unique charm to Universal Studios of Singapore.

4. What are your experiences when using such services? How do you feel? Any areas to improve

Personally, I feel that it is an extraordinary and enjoyable to experience such wonderful things. When you are undergoing these by yourselves, you would feel extremely not only amazing but also unforgettable. And in my opinion, I

suggest that controlling the amount of people to visit the place every day is necessary because that could make the tourists feel more relaxed.

5. Do you feel the staff needs training to further improve their service?

I would like to say that I do feel the staff needs training to further improve their service; it is because it will help a lot in some ways. For example, it will help to enhance customer's satisfaction. Also, it will encourage the staff to improve themselves and make them feel self-confident thus they can service the tourists better. Moreover, it will indirectly affect the economic efficiency and popularity of Universal Studio.

6. If you are the director of Marketing of this attraction, what are some of the ideas you would like to introduce? You may ignore the budget but use wild ideas to impress the Lecturer.

We can build one of the largest ecological playgrounds, which are not only large recreational projects, Zoo, Underwater World, a Singapore plant-based forest landscape health district will also be build. According to the plan, the area of the ecological playground on acres of rides inside the top equipment are imported from abroad, we could accept visitors of five million people per year after the completion .

Or,

We can build a water park; there are a lot of different kinds of game projects, stimulating, risky, relaxing, and suitable for children and the elderly. We need to find some young people to work inside the park; they can make sure

the security, meanwhile they also able to bring vitality and young's atmosphere to the park.

7. In each of your idea, you have to identify what kind of income you think the attraction can get?

In my opinion, I think the mainly income is from young people. It is because that young people nowadays are becoming more relaxed about life, they do things they want to do in order to enjoy their lives, and they spend much more money to things that attracts them compared to the past. So it will be easier to get money from the young.

8. Another challenge will be how to get the visitor spend \$100 or more on that day?

We can charge for the ticket when they enter the door, and then charge a reasonable price for each programme, and we can also provide places to sell some snacks and drinks, restaurant prices due to increase a little, at the same time ask some staff to do promotional activities so that visitors to buy souvenirs conveniently.

in the short term (less than 1 year) what do you think the attraction can boost their marketing effort? in the long term (3 years and beyond), what do you think the Marketing Dept should create to make the attraction sustainable?

Universal Studios Singapore is Southeast Asia's only Universal Studios theme park. It covers an area of about 20 hectares, including 21 amusement and performance project, the main theme of the Universal Pictures to create,

such as Jurassic Park, Shrek and mummies, also including Battlestar two-track roller coaster and the world's first to Madagascar the theme of the indoor rafting attractions. Sentosa Resorts World is the second phase of the project, from the third quarter of this year, after another debut, including the aquarium and marine life park. So keep the attractions will attract more tourists come to visit and play.

Universal Studios recently new facilities enabled, every 28 seconds there is a " wooden box", each can carry 20 passengers. To 0: 15, it's queuing time is also 85 minutes, with the Universal Studios other popular facilities about 90 minutes waiting time, not far off. Madagascar: A Crate Adventure is the first design based on the movie " Madagascar" rides. Visitors ride in a " wooden box", drift with the flow, you can visit the water on both sides follow the example of Alex the Lion, zebra Horseshoe River Magnus LuoLiya, giraffes Mailman School of movie characters 89 moves the robot visitors rendered movie screen 12 feature from Dream Works Animation film shooting, especially animated fragments for rides. Each adult costs \$ 60, children and the elderly fee are 30 In short, this facility enabled a significant increase in the curiosity of tourists, so bring a substantial income. So, in the next 1 to 3 years, this facility will inject fresh blood into the Universal Studios. Because the managers of innovation, create the facility, in order to ensure that the Universal Studios excess funds in the next few years, and is ready to buy the new facilities adequate preparation

Conclusion

Universal Studios Singapore began trial operation in March last year to attract tourists to the first nine months of about 200 million people. Universal
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Studios Singapore this year, is expected to attract 400 million visitors, management said. Sentosa Resorts World correspondingly increase the number of visitors is expected to increase from 15 million passengers to 16 million passengers. Resorts World Sentosa president Chen Qide, Universal Studios Singapore visitors, foreigners accounted for 75%, Chinese tourists accounted for about 10-15%. I would like to Universal Studios in a few years after the market is growing, it is possible to open other branches in other countries such as China