

Facility design

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The proposed tourist park is Ulna Park Aquatic, a side project of the existing Ulna Park theme parks around Australia. The aim of Ulna Park Aquatic is for visitors to experience the magic of the Byron Bay region in Archway National Park and Tallow's Beach. This facility will be the ultimate destination for fun in Byron Bay, filled with attractions, games, rides and activities brand new to Ulna Park theme parks. Packages for day passes, weekly passes or yearly passes for a great value to the visitors will be offered with the option of couple packages, family packages or " mates rates" for groups of friends.

The word Aquatic is derived from the existing water theme parks " Aquatic" in San Antonio, San Diego and Orlando, in the United States. According to the International Association of Amusement Parks and Attractions 'a theme park is an amusement park that has themed attractions, be it food, costumes, entertainment, retail stores and/or rides' (Chemung & Wong, 1999). In this case, Ulna Parks theme will be Aquatic, with aquatic themed rides, attractions and entertainment. Theme parks are " important products for the leisure and tourism industry' (Piecemeal, & Seersucker, 2007).

At theme parks, customers search for " emotional experiences such as fun, happening, adventure or excitement" which will be incorporated into the Ulna Park lifestyle through the many attractions (Piecemeal, & Seersucker, 2007). Appendix 2, identifies the various success factors of theme parks, of which most will be used in Ulna Park Aquatic (Piecemeal & Sucker, 2007).

Ulna Park Aquatic will be located in the heart of Byron Bay Hinterland in northern New South Wales, in the area of Archway National Park off Paterson Street (See appendix 1 for location).

The small town of Byron Bay with the population of about 5, 000 people has become a prominent destination for all sorts of people (Gel, October 3, 2013). However, with no existing theme parks in Northern NEWS, Ulna Park Aquatic will enormously benefit the community of Byron Bay and attract multitudes of both existing visitors and 3 visitors. In 2011, the number of visitors to Byron Bay exceeded 1. 4 million with expenditure of up to \$400 million (Travel to Byron, September 2011). Holiday travel comprises of 71. 4% of total travel to the Byron Bay region in comparison to a mere 5. % of business travel (Travel to Byron, September 2011). A theme park will be a great addition to the Byron Bay region, with majority of visitors being people on holidays. This report will outline the core concepts of the proposed theme park, Ulna Park Aquatic. These concepts include; projected market segments for Ulna Park Aquatic ND the motivations of these market segments, the positioning, imaging, layout and orientation of Ulna Park Aquatic and the experience and satisfaction that will be managed onsite.

1. 1 Literature Review

Various academic literature has been used to assist with the proposal of Ulna Park Aquatic.

The Byron Bay region attracts a strong backpacker market segment for the region as well as large proportion of holiday travel (Travel to Byron, 2011; Gel, 2013; Byron Shire Council, 2002). Research has shown the importance of theme parks in terms of Job provision, economic growth, fun, adventure and experience (Chemung & Wong, 1999; Piecemeal, & Seersucker, 2007). The market segmentation of Ulna Park Aquatic will be established through supporting literature of the need for market segmentation for projections, predictions and meeting the demands of each market (Backer, 2002;

Beaumont et al. Chem., 2003). The positioning and image of Ulna Park Aquatic will be based on the imagery components; functional and psychological characteristics and the attribute and holistic impressions, the six destination characteristics and the five ad's of positioning (Rise & Trout, 1986; Pearce, 2005, Stretcher & Archie, 1991). Literature highlighting specific layout and orientation issues will be summarized which enable the use of queuing, crowding and capacity tools (Bitter, 1996; Pearce 1989; Colluding, 2003).

Experience management literature identifies the importance of creating emotional experiences for visitors through the realms of experience (Piecemeal, & Seersucker, 2007, Gilmore & Pine, 1999, Pine & Gilmore, 2002). 4 Target Market 2. 1 Market Segmentation Market Segmentation is an important part of tourism and divides the visitor market into distinctive groups to enable visitor planning and projections (Backer, 2002). Market segmentation will allow the managers of Ulna Park Aquatic to market the destination effectively to maximize financial resources (Beaumont et al, 2009).

Additionally, it will enable the tailoring of Ulna Park Aquatics products and services to meet the demands of each market segment (Chem., 2003). Ulna Park Aquatic has categorized three distinct market segments; backpackers, families with young children and day-trippers. The four approaches to market segmentation; Demographic, Geographic, Behavioral and Cryptographic will be explored to identify the separation of the target markets of Ulna Park Aquatic (What are the different hypes of Market Segments, 2003).

Demographic segmentation identifies various segments such as age, race, gender and occupation, which will help to identify these characteristics of Ulna Park Aquatics target markets (What are the different types of Market Segments, 2003). Behavioral segmentation refers to factors such as visitation purpose, distance, knowledge and loyalty of the various market segments (Sun, 2009). Geographic segmentation, evidently, involves the separation of the target markets into the different geographic regional units and in this case, the use of country segmentation will be used (Sun, 2009).

Finally the cryptographic segmentation will be used for Ulna Park Aquatic in terms of the lifestyle, personality, motives, values and needs of the visitors (Sun, 2009).

5 2. 1. 1 Backpackers Typically, the Byron Bay region attracts young backpackers with the multiple Music Festivals and yards of beach. The backpacker market segment is " especially strong" and high for the Byron Shire (Byron Shire Council, 2002 & Travel to Byron, 2011). Ulna Park Aquatic will attract the already existing backpacker market segment in Byron Bay through our cheap meal deals and live music at the Backside Restaurant and Surefire Cafe. Additionally the 18+ zone will boast attractions such as Aquatic Thunder ride, the Blue Bar, the Party Boat, Castaway Island Escape and a pool bar. Live music will be made available in the adult zone from Thursday - Sunday. If you didn't think that was enough, for the die-hard surfers, Boron's very first Flowerer will be featured in Ulna Park Aquatic.

Table 2. 1. 1 Market segmentation of Backpackers Approach Backpackers Demographic ; Segmentation; Geographic Segmentation Females and Males 18-30 (35 in some cases)!

Backpackers make up a large proportion of visitors to the Byron bay region, primarily traveling from the UK and USA (Byron bay Shire council, 2002).

Behavioral The need to experience and take part in environmental conservation and adventure activities is high on these travelers conscious (Pearce et al, 1998). Employment opportunities Repeat visit: Flowerer, restaurant and cafe Trip pattern: extended length of stay Fun Medium Expenditure Activities: rides, restaurants, bars, live music! Break from routine Enjoyment Adventurous backpackers ! Cryptographic 6 2. . 2 Families with young children As well as the existing backpacker target market segment of the Byron Bay Region, we re targeting a new market segment of families with young children. Backpackers are the main focus of the Byron Bay region, which means there are no existing theme parks, specialized resorts, or destinations for the young family market segment. Boasting 15 acres of fun, Ulna Park hosts its very first Adventure land and Bay of Play for the kids as well the Surefire Cafe, perfect for the parents who have checked their kids in at Ulna Day-care!

Table 2. 1. 2. 1 : Market Segmentation of Families with children Families with children Geographic ; Parents and children Kids: 3-18! Adults: 25- 45! Local families (Australian, specifically Northern NEWS) Australian families International families - mostly European, USA, Chinese, Japanese It has been identified that adults visit themes parks and recreational facilities because their children want to or ask to, and they want to treat them (Baker & Baxter, 2011).

Repeat visitation occurs when they have enjoyed the experience or when something new and exciting is offered, such as annual pass discounts and <https://assignbuster.com/facility-design/>

special events. Baker and Baxter (2011) believe that visitors expect to, want to, and do have fun despite the expense and the queues as well as spending time as a family - Ulna Park will encapsulate this by creating new events and creating a fun and happy environment. High expenditure Activities: rides, activities, restaurants ! Enjoyment for the whole family Unique theme park! Adventurous, outdoor-focused families ! Behavioral ; 7 2. . 3 Day-trippers Backer (2002) describes a day-tripper as " a visitor seeking experiences for reasons of leisure in an area away from the place of usual residence and work, for at least four hours duration that does not involve a night's stay'. In this case, day-trippers will be suitors from within Australia only, mostly in the Northern Rivers Region, and South- East Queensland. Day-trippers will come to visit Ulna Park Aquatic specifically and if possible, explore the Byron Bay Region. Table 2. 1. 3. 1 : Market Segmentation of Day-trippers Day-trippers Any age group !

Local families Northern Rivers (Brunswick Heads, Ocean Shores, New Brighton, Potbellies etc) South-East Queensland (Brisbane specifically) High expenditure (only a one day trip) Activities: rides, activities, restaurants, music, beach! Break from routine - no existing theme parks in area Brisbane - closest Ulna Park (other than Sydney and Melbourne) Adventurous people!
8 Motivation To successfully satisfy visitors, an understanding of motives, is to be developed by all stakeholders. Iso-aloha (1980) proposes that motives " give value and direction to travel choice, behavior and experience".

Furthermore, a decision to visit Ulna Park Aquatic is a " directed action, which is triggered by a desire to meet a need" (Crampon, 1997). It is suggested by Pearce (1998) that it is vital to understand each market
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segments motives so that Ulna Park Aquatic can appeal to the needs ND wants of its each of its specific target markets. Knowledge of driving forces behind travel, assist in the construction of effective marketing strategies, product design and increases chances of visitor satisfaction for the Park (Pearce, Morrison, & Rutledge, 1998).

There are many psychological theories that have been developed overtime which are used to help analyses and understand the reasons why people do things. Several of these theories relate to motivational drivers (Moscow, Crampon, Pearce, Iso-Aloha and Danna) (Pearce, Morrison, & Rutledge, 1998). This section of the reports mainly souses on Mascots Hierarchy of needs and Crampon's push (intrinsic); pull (extrinsic) factors (Crampon's, 1979).

This will help to clearly define how Ulna Park Aquatic will meet the needs of its visitors and ultimately satisfaction and repeat visitation. 3. 1 Backpackers Backpackers make up a large proportion of visitors to the Byron bay region, primarily traveling from the I-J and USA (Byron Bay Shire Council, 2002). Therefore, accessing and attracting this market segment is crucial to Ulna Park Aquatics success. By targeting backpacker's motives and creating a space that appeals to the motives of he market segment Ulna Park Aquatic will be able to capture this market.

It has been acknowledged that motives differ between each individual, however according to Murphy, (1995), the USA and the I-J backpackers on average place a similar importance on the motives for travel listed (see Appendix - Motives of backpackers). 9 Pearce, Morrison and Rutledge (1998)

identify four predominant motives held by backpackers. These are the need to escape from the pressures of everyday life, environment conservation adventure, employment (Pearce, Morrison, & Rutledge, 1998). Social interaction, As Crampon explains these are known as the push factors.

Aspects of escape and activates where youth can feel free and enjoy the natural environment will be an important focus of the Ulna Park facility. With the park providing more than fifty adventure activities in the surrounding national park and beaches. Here the park supports the framework constructed by Crampon by providing a pull factor, which satisfies the push factor (Crampon, 1979). Environmental focus is another important motive for visitation of backpackers to various locations such as Byron Bay.