

Lotteria marketing plan assignment

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**ASSIGN
BUSTER**

It was registered In the Guinness World Records as the largest Indoor theme ark In the world on 1995. Moreover, It Is regarded as one of the worlds best theme parks along with Disneyland In the US and Japan (one of the world’s TOP 10 theme parks selected by Forbes Magazine). The theme park total is 128, nanny. It is visited by over 8 million customers on the average in a year. Lotto World is a major recreation complex theme park located in Chinches-dong, Song-GU, and Seoul, South Korea. It is made up of two main sections, the outdoor amusement park Magic Island, and Adventure (Indoor).

Magic Island (outdoor) An outdoor amusement park called “ Magic Island”, an artificial Island Inside a lake linked by monorail, shopping malls, a luxury hotel, a Korean folk museum, sports facilities, and movie theaters. Moreover, it houses various attractions perfect for dating, including large-scale thrilling play facilities such as “ Gyro Drop,” “ Gyro Swing,” “ Atlantis,” etc. In Magic Island, which features Young Zone, visitors can enjoy colorful festivals and events such as “ Cherry Blossom Festival,” which Inspires a romantic atmosphere around the lake.

Adventure (Indoor) As the largest Indoor theme park In the world, Adventure was established with the theme “ Small World. ” It will bring new pleasure to customers whenever they visit with various playing facilities where they can enjoy electrifying thrill until 11 PM at night, 365 days a year, regardless of weather, with spectacular shows and festivals over 70 times a day. In addition, various character products with Lotto and Lorry as the main characters and food ; beverage service will be provide to visitors during their stay at the Adventure.