



Welcome to the 'ultimate' case study...

The launch of Alton Tower's ultimate roller coaster-THI3TEEN - provides a 'thrilling' case study for students to learn about product development and marketing in the tourism industry. The launch is a great example of an integrated marketing campaign, that creatively used a range of online, broadcast and printed media.

Alton Towers Resort is the most visited theme park in the UK. To demonstrate its ongoing commitment to offering the best thrill activities in the world, Alton Towers Resort invested two years of development and £15million into launching THI3TEEN.

THI3TEEN is the ultimate theme park ride - every roller coaster you've ever dreamed of in one. Never has so much theme park technology been combined in one fantastically thrilling ride.
THI3TEEN is located in an area of unexplored woodland, known as the Dark Forest, and is guaranteed to exploit your vulnerabilities and play with your mind.

Resource overview

THI3TEEN resources have been developed by practising teachers to support Travel and Tourism and Applied Leisure and Tourism. It also links to Business Studies. The resources use the development and launch of THI3TEEN as an exciting case study for students to apply and develop their understanding of topics by completing tasks.

- Curriculum links:**
- Travel and Tourism
 - Applied Leisure and Tourism
 - Business studies and Applied Business
 - Key Stages 4 and 5; levels 1, 2 and 3

Topic	Applied learning
New product development	Why did Alton Towers Resort decide to launch THI3TEEN?
Target marketing	Who are the target markets for Alton Towers Resort? Who is the THI3TEEN target market?
Market research	What market research did Alton Towers Resort conduct to develop and launch THI3TEEN?
Promotional campaign	What promotional techniques did Alton Towers Resort use to launch and market THI3TEEN? How effective was the campaign?





Preparation and delivery

To deliver this resource all you need is:

- TH13TEEN Case Study - enough copies for each student
- TH13TEEN Promotional Campaign Slides - facility to present PowerPoint slides which provide extra information on the promotional campaign
- TH13TEEN Press Releases - enough copies for students to share
- TH13TEEN Video 1 and 2 - facility to watch the video advert
- TH13TEEN Radio 1 – facility to listen to audio
- TH13TEEN Student Worksheets - enough copies for each student or to share in pairs.

The tasks on the student worksheets could all be delivered as short exercises, with students having limited time to brainstorm ideas and write responses. Alternatively, you could select a few of the tasks for students to complete in more detail or as team exercises.



THIRTEEN