

Father  
Christmas



in his Winter Wonderland





# 1. Collect your passport, then journey to the big top and meet the elf guides.

Elves guide you on a journey to meet.....

- Biggle
- Wigglepop
- Mother Christmas

The guided experience lasts 3 hours, with 3 shows, the journey to snow land with falling snow, posting a letter, bear making and meeting the big man himself! This is all finished off with a trip to a toy shop - this is a bonus no one knows about.



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## 2. Biggle's Magical Elf Show

A magic show where the boys and girls help Biggle magic the naughty and nice list, make a Christmas tree appear and mend the broken toys.



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# 3. Wigglepop's Animal show

- Wigglepop is the reindeer whisperer.
- This show in the theatre involves birds and reindeer as well as a magical story about how reindeer fly.





# 4. Mother Christmas



The Children listen to a story and decorate a gingerbread man.





# 5. The Journey

Post your letters, make it snow and explore the snow village.







## 6. Father Christmas's House









# 7. Meet The Real Father Christmas

- No limit on length of time with FC.
- FC has a light system for when he needs assistance.
- FC has a button on his chair for photos.
- £1,500 Per outfit, £600 beard, the best costume, buttons from America and BIG leather belts from Ireland.
- Our Father Christmas's are normally actors and are all trained by the real Father Christmas.
- All FC's give Mum and Dad a box of fudge and perform a magic star trick for the children.





# 8. Make your Bear





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# Marketing

Digital re marketing, email, radio, direct to schools.  
Listen to an example of our radio advert here:





# The Money 2013

Last year we turned £310,000 gross  
Including tickets, F&B and photos.

We operated 17 days

We had 23,000 paying visitors

33,000 in total

## Ticket price

Adults free, children from £15 to £30

(took 70% of our monies before December)

photos ranged from £7 to £25 packages

£234,984.99 on tickets

Average spend per head was £9.39





# The Money 2014

Pre sales currently stand at £140,000 gross

Operating 21 days

Maximum of 1500 people a day

31,500 capacity but option to open 4 more days

## Tickets

Adults £10 Children £19.99 to £35.00

Predicted spend per head £15

Aim is to make the experience so good that it becomes a £45 per head experience.