

Winter Wonderland

- Tourism, events, and leisure industry-BMTP4018
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Winter Wonderland in Cardiff

This is a **Christmas event** split across two locations in the heart of the city- **Cardiff Castle** and **City Hall Lawn** and takes place every year. This event includes **fun fair rides, ice skating** and a variety of **hot food and drinks**. This event is aimed mainly at **families, children, students and couples** but **adults** will also find something for themselves. Winter Wonderland is a big event which takes place in UK, opens since 16 of November until 2 of January.

The **organiser** of this event is **Norman Sayers Amusements**. This is a family run events company.



Evaluation of the event, considering specific elements.

- **Location**

The event is in **a good location**. It is just a **few minutes from a train station** or bus stop. Parking price (anywhere in Cardiff, there is **no parking just for this event**) for whole day is about £10.

- **Prices**

The **entry** is **free**. Prices for fun rides vary. For example, sky wheel two turns £6 and a car ride is £4 for around 3 minutes. The **prices range is from £4 to £23**.

- **Bookings**

Fun fair rides **doesn't require pre-booking**, which is an advantage. If you want to go on some of the ride, just need to pay and go. Only **ice skating** and **Cardiff lights** require a pre-booked tickets.



- **Food and drinks**

Hot food is available, from burgers to roast dinner wrap. Also, sweets are available in a **Fudge Bus Company**, but they are quite expensive. At the event you can get **hot drinks**: tea, coffee or hot chocolate. **Mulled wine** or **cider** and **beer** are served for an adults. There is also an **Ice Bar** where everything is made of ice (need to be pre-booked cost £15 one drink included).

Children are drawn to sweets due to their innate preference for foods that are high in sugar. The consumption of too many sugar causes a risk of type 2 diabetes (Kubala, 2022).

- **Facilities**

There is a free of charge **toilet** at the Winter Wonderland.

There is also a **place under the roof** where you can sit and eat. **Christmas films** are display on a large screen in this area. Also, some performance take places.

The place is **suitable for parents with prams** as the event is dedicated to families it is an advantage.



- **Weather**

The weather affects the event. All attractions are outdoors, during rain all seats get wet. The **floor gets wet** which is **dangerous**.

As an event organizer, you must ensure the safety of all participants (The Workplace Regulations, 1992).

- **Safety**

The staff seemed to be trained but the video on Wales Online website captured in Cardiff has shown the **door** of the Ferris wheel swinging **open while** the ride is in **operation**.

'The organiser should make reasonable checks to ensure individual ride controllers are complying with their own duties, so they do not affect the safety of the public on site (Entertainment and Events Health and Safety Executive).



- **Staff at the event**

Friendly and **nice people** out there. Staff was welcoming the visitors. The **staff weren't dressed up** as fairy tale characters.

For example, people dress up at Disney for a variety of reasons. One of them is dressing up as their favourite character allows Disney fans to connect with the magic and fantasy which attract more customers. It gives them opportunity to immerse themselves in Disney experience (Barrett, 2023).

- **Customer satisfaction**

Based on TripAdvisor reviews in December and calculate NPS the score is **Passive**.

Businesses should listen to customers and turn their reviews into a tool that makes your business smarter and more efficient. Consumers have the power with a single review to start or stop a business through social media platforms like Facebook or TripAdvisor (Pell, 2019).



From tourist point of view the event mostly meet consumer needs. There are some things needs to be improved. At Winter Wonderland can **be more shelters for rainy days, more rides for children** and adults, **interaction with Disney characters** with the kids and some fun activities for the adults (more roller coaster). Another thing to introduce is a **price structure**. They could have a lower price for students which would attract more customers or deals for families (2+2).

This is a **tourist attraction**, it's in the centre of Cardiff. If you are in the area, you can see nice light around **Cardiff castle** and through the streets. Cardiff castle is **heritage attractions** and a site of international significance (Cardiff Castle). Another tourist attraction is ice skating which is famous among people. This is the perfect way and place to celebrate in capital of Wales.



Environmental, economic and social impact.

- **Environmental**- at Winter Wonderland there is a lot of **energy consumption**. They use a lot of artificial snow, heating, and lighting. It raises energy consumption and perhaps carbon emission which cause global warming. Event expenses related to celebrations and **increased consumption** (food waste, packaging, disposable decorations).
- **Social**- taking pleasure in Winter Wonderland can **encourage physical activity, fresh air** and **mental health**. It gives people opportunity to positively accept the season (Hixson,2014). The event also **brings in money** from tourists, which helps to fund establishment like lodging, dining and entertainment (Events Academy,2020).
- **Economic**- the event may create a **temporary jobs** for people in a variety of capacities, including security and vending.

References

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