



**Student  
INFORMATION Pack  
2017**

# **GENERAL ALTON TOWERS RESORT QUESTIONS AND ANSWERS**

## **What is the Alton Towers Resort?**

The Alton Towers Resort is a theme park Resort aimed at families and thrill seekers. It has the UK's most famous theme park on site, two fantastically themed hotels, a major conference centre, luxurious spa, tropical waterpark and themed golf course.

## **Where is the Alton Towers Resort?**

The Alton Towers Resort is situated in 500 acres of Staffordshire countryside approximately 50 miles north of Birmingham and 50 miles south of Manchester. Its nearest train stations are located 15 miles away in Stoke on Trent and Stafford, and the resort is easily accessible by road.

## **Why is The Alton Towers Resort located where it is?**

The Alton Towers Resort wasn't built as you currently see it. The house itself was originally a simple hunting lodge, which was added to and enlarged over many years, until it became a stately home, which was occupied by the Earls of Shrewsbury until the 1920's. They developed the estate primarily for pleasure, hence the extent of the gardens that surround the house itself. The Alton Towers Resort as a leisure business started to really grow in the 1960's.

## **How old is the Alton Towers Resort?**

The origins of the Towers date back many hundreds of years. However, the ruins that you now see date back primarily to the Victorian period. Although many architects worked on the building, the most famous is Augustus Welby Pugin, who worked under the supervision of Charles Talbot, the 15th Earl of Shrewsbury. He was largely responsible for the Chapel and the Banqueting Hall.

An excellent reference book giving a detailed history of the Towers is "Gothic Wonderland" by Father Michael Fisher (ISBN 0952 685523). For wider historic information the Alton Towers Resort Heritage & Development micro-site, which runs alongside the main Alton Towers Resort consumer website can be found at [www.altontowersheritage.com](http://www.altontowersheritage.com)

## **When did the Alton Towers Resort first become a theme park?**

In 1924 the Talbot family sold the Alton Towers estate to a consortium of local businessmen, who opened the grounds and gardens to the public, and sold cream teas in the Banqueting Hall. With the outbreak of war in 1939, the Towers were closed and requisitioned by the army to be used as an Officer Cadet Training Unit. The estate remained under requisition until 1951 when it was finally returned to the company, at which point it was re-opened to the public. A travelling fun-fair was part of the attraction throughout the 60's, but in the 70's the Towers began to develop as a theme park – the key year was 1980 when the Corkscrew rollercoaster opened. This was the catalyst for a period of intense development and a number of iconic rides were introduced. Hotels were added to the resort in 1996 and 2003, together with a Spa,

Waterpark and Conference Centre. In 1990 the Park became part of the Tussauds Group, which was later taken over by the Merlin Entertainments Group in March 2007. Merlin is the World's second largest visitor attraction operator, and includes all the former Tussauds brands (Chessington World of Adventures, Warwick Castle, Thorpe Park, The London Eye, Madame Tussaud's London, Amsterdam, New York, Washington, Las Vegas and Hong Kong, Heide Park Germany) plus the Dungeon brand, Legoland brand, SEA LIFE centres worldwide and Gardaland in Italy.

### **How much does the Alton Towers Resort invest in new rides each year?**

The amount the Alton Towers Resort invests every year in new rides and attractions varies, depending on the business objectives set by Merlin. It also depends on the type of attraction of course – a new resort hotel can cost anything from £20million to £40million, depending on its scale and components. A unique rollercoaster such as Rita costs £8million, and even a family ride such as Charlie and the Chocolate Factory can cost £5million. We regularly invest smaller amounts in general infrastructure and adding variety to our base product, as was the case in 2007, and 2008 saw a moderate £6million invested in Mutiny Bay. 2009 saw an investment of £4million in Sharkbait Reef by SEA LIFE and in 2010 we introduced the ultimate rollercoaster, TH13TEEN for an investment of £15million. In 2012 two new attractions launched with a combined investment of £6million to attract both target audiences, Ice Age 4-D Experience for families and for thrill seekers, Nemesis Sub-Terra. For 2013 we have a large investment to the Theme Park with The Smiler, with a total investment of £18million.

### **How many people visit the Alton Towers Resort each year?**

The Alton Towers Resort does not release its annual visitor figures as, if taken in isolation, they can give a misleading representation of business success. However, our aim is to stabilise the number of theme park guests at around 2.5 million per year.

### **How much profit does the Alton Towers Resort make each year?**

As the Alton Towers Resort is part of a much larger group, it cannot discuss profits or losses but, like all businesses, there are very stringent profit targets that must be met.

### **Does the Alton Towers Resort have a vision?**

As part of The Merlin Entertainment Group, the Alton Towers Resort shares the following vision:

Merlin Entertainments Group is a leading name in location based, family entertainment. Its aim is to deliver unique, memorable and rewarding experiences to millions of visitors across its growing estate, and it achieves this objective largely thanks to the commitment and passion of its managers and employees. Merlin's brands, while being household names, will never fail to be distinctive, challenging and innovative. They will, in short, have attitude! They will deliver the best financial returns in the sector and demonstrate a record of growth in market share that will be unrivalled. In every respect and to every group of stakeholders Merlin will always be an exciting company to be involved with.

The Alton Towers Resort mission is “To Make Britain Happy!” which means in everything we do and every communication we send out we try to underline the fantastical and extraordinary properties of our Resort.

### **How does the Alton Towers Resort develop a partnership with the local community?**

The Alton Towers Resort works very closely with the local community and as a result has very strong ties with the surrounding villages. To reflect this relationship, and to present our Corporate & Social Responsibility strategy in a more consumer friendly way, a Local Community Charter was launched in 2007 which outlines the Alton Towers Resorts’ broader social commitments to the area. You can view this Charter at [altontowers.com/about-us/community](http://altontowers.com/about-us/community).

### **Has the Alton Towers Resort won any awards?**

The Alton Towers Resort has won a number of national and international awards. In 2012 the Education Team was awarded the Learning Outside the Classroom Quality Badge. Alton Towers Resort was voted the Best UK Theme Park in 2011 and 2012 and the Best UK Day Out Experience in 2010 at the British Travel awards and the Best Large Visitor Attraction at the Heart of England Excellence in Tourism Awards in 2010 as well as Tripadvisor’s travellers choice award, 2013. The Alton Towers Conference Centre has also won the Meeting and Incentive Travel Magazines award for Best UK Unusual Venue, for a sixth year!

### **How many different departments are there within the Alton Towers Resort?**

The Alton Towers Resort runs as one business, although there are a few departments that are specific to either the Theme Park or Hotel. Shared functions include Finance, Sales and Marketing, Entertainments, Corporate Events, Retail, Food & Beverage, Security, Medical, Uniform, HR, Health and Safety and Development. Location specific departments include Technical Services, Experience (Rides & Attractions), Housekeeping, Leisure Operations (including waterpark and spa).

### **How many employees work at the Alton Towers Resort?**

The Alton Towers Resort employs around 2,000 employees, many of whom are local (within a 20 mile radius). Employee transport is available for employees living in the surrounding towns and villages.

### **How can people apply to work at the Alton Towers Resort?**

The Alton Towers Resort has its own Human Resources department that is responsible for recruiting and training all Resort employees. Details about recruitment can be found at [www.altontowersjobs.com](http://www.altontowersjobs.com).

### **Where can I find further information on the Alton Towers Resort?**

Various educational resource packs can be found on the Alton Towers Resort website [www.altontowers.com/schools](http://www.altontowers.com/schools). For more general information, please visit [altontowers.com](http://altontowers.com).

# **MARKETING QUESTIONS AND ANSWERS**

## **What is the marketing strategy at the Alton Towers Resort?**

Alton Towers has been repositioning as a resort since the mid-90's. The marketing strategy therefore is to communicate key brand messages to target markets – families primarily, then teens/young adults. The main objectives that must be met through this strategy are:

1. Deliver volume objectives in terms of individual visitors
2. Deliver profit objectives
3. Maintain brand leadership status within the UK
4. Underline the Alton Towers Resorts' position as a destination resort

## **What type of advertising does the Alton Towers Resort do?**

The advertising strategy is developed as a result of a thorough review of the competitive environment, the current economic climate, research results, visitor profiles and other internal and external factors affecting the European leisure market. The resulting strategy dictates the key communication messages for the Alton Towers Resort and therefore the choice of media and the timing plan. The Alton Towers Resorts' advertising media includes TV, radio, press, direct mail, promotions and the Internet with the majority of the budget being spent on national TV.

## **What type of promotions does the Alton Towers Resort do?**

The Alton Towers Resort runs promotions only with partners who reflect equal brand values to the Resort. The promotional plan must deliver high quality communication of the Alton Towers Resort brand: strong incentives; national coverage; cover varying market sectors and ultimately ensure the Alton Towers Resort brand is not devalued. The main types of promotions used by the Alton Towers Resort include BOGOF tickets (buy one get one free), children go free when one adult pays full price, and limited discounted tickets.

## **Which brand partners have the Alton Towers Resort worked with?**

These are just some of the brands the Alton Towers Resort has worked with; Kellogg's, The Sun, The Daily Mail, Kellogg's, moneysupermarket.com, Cadbury, Walkers, Tesco, Asda and W H Smith.

## **What are the demographics of visitors to the Alton Towers Resort?**

Visitors to the Alton Towers Resort can be broken down into the following sections:

social grade; type; age and geography. The social grade of visitors to the Resort can be summarised in the following way:

AB	26.5%
C1	28.8%
C2	21.3%
DE	23.4%

Female visitors account for 49.2% of total visitors, and 50.8% are male.

Survey source GB TGI 2011 Q4 (July 2010 - June 2011)

### **What is the age of visitors to the Alton Towers Resort?**

The age of visitors to the Alton Towers Resort can be broken down into the following age bands:

Age - adults	%
15-24	16%
25-34	15.8%
35-44	17.5%
45-54	16.5%
55-64	14.3%
65+	20%

Survey source GB TGI 2011 Q4 (July 2010 - June 2011)

Breakdown of households with children who visit. Some households do not have children:

Age of children	%
Under 1	3.6%
1-2	6.2%
3-5	8.3%
6-8	7.7%
9-11	7.4%
12-14	7.8%
15-18	8.5%
19-25	11.5%
26+	30.1%

Survey source GB TGI 2011 Q4 (July 2010 - June 2011)

## **What areas of the country do visitors to the Alton Towers Resort travel from?**

The geography of visitors to the Resort can be broken down into the following areas:

London	11.2%
South and South East	5.4%
East	5.9%
South West	3.2%
Wales and West	7.8%
Midlands	26%
North West	16.4%
Yorkshire	14.5%
North East	4.8%
Scotland	3.8%
Border	0.9%

Survey source GB TGI 2011 Q4 (July 2010 - June 2011)

## **Who visits the Alton Towers Resort?**

The types of people that visit the Resort can be broken down into the following areas:

- Individuals / families
- Coach groups
- Companies
- School parties
- Group organisers

## **How are individuals targeted?**

Through mainstream advertising and PR strategies, i.e. TV adverts, press adverts, radio advertising, website, social networking, POS, direct marketing and editorial features.

## **How are coach groups targeted?**

Coach groups and group organisers are targeted via the trade sales department and through direct mail and trade PR. The Trade Sales Team work out in the field visiting coach operators and tour operators for example, helping them to set up trips to our attractions.

## **How are companies targeted?**

Companies are a vital part of the trade market for the Alton Towers Resort and are targeted via the main TV campaign, trade PR, direct mail and direct calls from sales representatives.

## **How are school parties targeted?**

School parties are targeted by direct calls and direct mail. Visits to the Alton Towers Theme Park are communicated to schools as a fun and educational day out. An onsite

education centre has been established to help students with assignments.

### **How does the Alton Towers Resort know what guests want from their day out?**

The Alton Towers Resort conducts extensive research to ensure our guests experience a fantastic day out. Questionnaires are left on car windscreens and in bedrooms at the Alton Towers Hotels, plus through special touch screens across the resort. The results are collated and fed back on a monthly basis. This type of research is called Customer Satisfaction Research. We have been conducting the same type of research for over ten years, so comparative results are very robust. More specific questionnaires are also produced for special events to get instant feedback, this is known as Real Time Research.

### **What does the Alton Towers Resort do with this information?**

Once the results have been collected and processed, they are distributed to appropriate departments who look at ways in which all aspects of the Alton Towers Resort can be improved.

### **What improvements have come out of customer research?**

Following extensive research with guests surrounding the Haunted House, the feedback came back that the ride needed a refresh. Since the update to Duel the Haunted House Strikes Back, feedback has considerably improved. Another good example is the introduction of a Lego children's play area in the Splash Landings Hotel that came about as a direct result of the research.

### **Why does the Alton Towers Resort hold special events?**

The Alton Towers Resort holds many dynamic events throughout the year – Christmas, Easter, Summer and Halloween being the main periods. In 2011 the Resort held two music concerts, and an ultimate fireworks event over three dates as the season finale. The objectives broadly are to increase visitor volume, increase dwell time and therefore spend, and add value to an experience, whether that be a day out or an overnight stay.

### **Who organises the special events?**

Events can be split into two main categories – dynamic events, which are run by the Entertainments team following a brief from the Marketing team, and Corporate Events, which are run by the Corporate Events department and which are usually for a single client. Dynamic events involve every area of the business and are targeted at all guests; Corporate events range from sales conferences, to product launches to complete hotel or park buy-outs, but there is generally one client.

## **RIDES AND OPERATIONS QUESTIONS AND ANSWERS**

### **Who looks after all of the rides and attractions at the Alton Towers Resort?**

From a technical perspective, the Alton Towers Resort has its own Technical Services department who carry out all of the maintenance including rides, catering equipment, attractions, electricity/water supplies, grounds and gardens. The rides are actually managed and operated by the Experience team, which is split into a number of smaller, ride specific areas.

### **How many rides/attractions are there at the Alton Towers Resort?**

Alton Towers Resort has over 50 rides and attractions ranging from Charlie and the Chocolate Factory to Rita, a launch coaster that catapults riders from 0-100kph in 2.5 seconds!

### **What is the fastest ride at the Alton Towers Resort?**

Oblivion is the fastest ride at the Alton Towers Resort with a maximum speed of 110km per hour (the same speed created by hurricane force winds).

### **Which ride at the Alton Towers Resort has the highest g-force?**

Rita has the highest g-force measuring 4.7 g's, followed by Oblivion with 4.5 g's (NASA astronauts only experience 3g at take off). Further ride specifications for TH13TEEN, Rita, Air, Oblivion The Smiler and Nemesis can be found at the back of this booklet.

### **Why does the Alton Towers Resort have different types of rides?**

The Alton Towers Resort aims to provide entertainment for all its guests. To do this effectively it has to provide a 'balance' of attractions, from white knuckle rides for thrill seekers to live entertainment for the whole family.

## **SECURITY AND HEALTH AND SAFETY QUESTION AND ANSWERS**

### **Who looks after the safety of the guests at the Alton Towers Resort?**

The Alton Towers Resort has its own Security department and Health and Safety department that are responsible for the safety and welfare of both guests and employees.

### **How does Security do this?**

There are over 20 security employees who are responsible for looking after the Alton Towers Resort 24 hours a day, 7 days a week, 365 days a year. To help them do this effectively, close circuit television cameras, which are constantly monitored in a central control room, cover most areas of the resort.

### **How many car parking spaces are there at the Alton Towers Resort?**

The Alton Towers Resort provides over 5,400 car parking spaces and 300 coach spaces.

### **What facilities does the Alton Towers Resort provide for disabled guests?**

The Alton Towers Resort makes every effort to ensure the resort is accessible to all guests. On most rides, guests in wheelchairs and their helpers are allowed to approach via the exit, thus avoiding queue lines when they have collected a special wristband from guest services. There are disabled toilet facilities on the park and in both hotels, and the park has its own Medical Centre where special needs can be catered for, i.e. cold storage of medicines and specialised equipment. Wheelchairs are also available to hire from Guest Services. Both hotels have a number of rooms that have been specially adapted to accommodate guests with special needs and all floors can be accessed by lifts. Also, both the Spa and the waterpark are fully accessible to guests in wheelchairs. The Alton Towers Resort provides a special guide for disabled visitors, a copy of which can be obtained by visiting [www.altontowers.com/plan-your-visit/disabled-access](http://www.altontowers.com/plan-your-visit/disabled-access)

### **What is the procedure for looking after lost children at the Alton Towers Resort?**

On the theme park, lost children are immediately taken to the clock towers situated in CBeebies Land, where they are then looked after by a host until they are reunited with their parents. In addition, the Resort runs a child wristband scheme which is free. Parents are encouraged to collect one for all children under 6 from Guest Services. There is space for a mobile phone number and means that if a child is found, they can be reunited very quickly. In the hotels, lost children are taken to the main reception area where staff will endeavour to track down the parents, using room details if necessary.

### **What happens to lost property at the Alton Towers Resort?**

Based within the Administration Department, the Alton Towers Resort has its own Lost Property team who are responsible for collecting, cross referencing and locating all lost items. After a period of three to four months, unclaimed property is sent to a variety of charities including Merlin's Magic Wand.

### **Why do certain rides at the Alton Towers Resort have height restrictions?**

Safety is a number one priority at the Alton Towers Resort. All of the rides have height restrictions, either minimum or maximum, which are set by the ride manufacturer and reinforced by Alton Towers' own health and safety legislation. These restrictions ensure that safety harnesses on the rides are effective.

### **Are there any specific health and safety codes relevant to theme parks?**

The Alton Towers Resort, as with other theme parks, is obliged to comply with a significant number of safety requirements including the Health and Safety Executives Guidance on Safe Practice at Fairgrounds and Amusement Parks (HSG175), The Amusement Devices Inspection Procedures Scheme (ADIPS), The Health and Safety at Work Etc Act 1974, The Management of Health and Safety at Work Regulations 1999, The Provision and Use of Work Equipment Regulations 1998 and the Disability Discrimination Act 1995.

## **INFORMATION TECHNOLOGY QUESTION AND ANSWERS**

### **How many computers are there at the Alton Towers Resort?**

There are over 500 computers at the Alton Towers Resort which are looked after by an IT department. IT is also responsible for installing and maintaining over 700 internal and external telephones, mobile phones and Blackberry's.

### **Does the Alton Towers Resort have a website?**

Yes. The address is [www.altontowers.com](http://www.altontowers.com). This provides information on the resort, as well as allowing guests to pre-book tickets and rooms. It also allows collation of guest data so that they can be targeted with email marketing campaigns and up to date information. The website is a key marketing communication tool, using the brand identity to highlight all the resort's product and events offerings.

## **RETAIL AND F&B QUESTIONS AND ANSWERS**

### **Who looks after all the shops and restaurants at the Alton Towers Resort?**

The shops are looked after by the Retail teams; the restaurants are managed by the Food & Beverage teams. These teams work across the whole resort, so are responsible for outlets on the theme park and in the hotels.

### **What types of gifts are available from the Alton Towers Resort?**

The Alton Towers Resort sells a wide selection of merchandise ranging from Alton Towers Resort pens to branded Alton Towers Resort and Quiksilver clothing. The key brands sold are Oblivion, Air, The Smiler, Rita, TH13TEEN, Sharkbait Reef by SEA LIFE and Alton Towers Resort.

### **How does the Alton Towers Resort know which products sell the most?**

The Retail team works closely with IT in determining which items are the most popular. IT collects information from the tills at the end of each day, which is then passed on to Retail. This information shows how many items have been sold each day, from which shop they have been purchased and how much profit that item has made to date.

### **What type of food outlets are there at the Alton Towers Resort?**

Across the resort guests will find a wide selection of food outlets ranging from Burger Kitchen and Eastern Express to our branded family restaurants, such as Fresh Fish & Chips and Woodcutters'. All theme park outlets and the hotel restaurants provide a wide range of healthy food options, as well as the more traditional, and expected chips!

### **How much food is eaten every year at the Alton Towers Resort**

A lot! A good example is chips - 260 tonnes are consumed in a season - equivalent to eating the Statue of Liberty!

## **How many drinks are sold at the Alton Towers Resort every year?**

The amount of fizzy drinks sold each season equates to having a bath a day for over four years!

## **ALTON TOWERS HOTELS QUESTIONS AND ANSWERS**

### **What makes the Alton Towers Hotels so different to other hotels, and what facilities do they have?**

Opened in March 1996, The Alton Towers Hotel was the UK's first and only fully themed hotel and the only one located within a theme park. The £20 million hotel boasts 175 themed rooms and eight uniquely themed suites. Guests can choose to relax with Sonic the Hedgehog in the Sonic themed room, stay in the girly pink Sleepover room ideal for the ultimate girls night in, or opt for the cabin style Pirate Rooms, where guests are transported into Captain Black's personal retreat! The hotel contains one restaurant, The Secret Garden; two bars, The Dragon Bar and The Captains Bar; a luxurious Spa (which is also open to day guests); Pirates Bill's entertainment for children, The Emporium Shop and a 200-seater conference room that can be divided into three self-contained suites.

Splash Landings Hotel opened in June 2003 and was the first waterpark hotel in Europe. Containing 215 rooms and incorporating a massive indoor and outdoor waterpark, Splash Landings is themed in a crazy Caribbean style, with brightly coloured driftwood furniture and beach effect carpets complete with crabs!

Linking Splash Landings and the Alton Towers Hotels is the Alton Towers Conference Centre, a unique venue that can cater for up to 550 delegates. Together, Splash Landings Hotel, Alton Towers Waterpark and the Alton Towers Conference Centre represented an investment of £40 million.

### **How successful have the Alton Towers Hotels been?**

The opening of the original Alton Towers Hotel and Splash Landings Hotel was a strategic investment, reflecting Alton Towers Resort's new focus on the important and fast growing UK short break market. The Alton Towers Hotel was an immediate success in 1996, with current occupancies of between 39% and 45% in the Park's closed season and 100% during the summer holidays. Demand has continued to rise, and full occupancy in both hotels was reached within the first few weeks of Splash Landings opening!

### **Are both hotels open all the year round?**

Both hotels remain open throughout the year, and the 550 capacity Conference Centre, one of the largest in the UK, ensures that we are kept busy. In addition of course, the Waterpark ensures that guests have plenty to keep them occupied during their stay, and we are able to provide a number of dynamic events during November – February, and limited park availability for hotel guests.

# THRILL RIDE DATA

RIDE NAME> THE SMILER  
**LAUNCH DATE>** > **MAY 2013**  
COST> >£18 MILLION  
TRACK LENGTH> >1170 METRES  
HEIGHT OF DROP> >30 METRES  
RIDE DURATION> >165 SECONDS  
MAXIMUM SPEED> >85KM PER HOUR  
CAPACITY PER CAR> > 16 PASSENGERS

RIDE NAME> TH13TEEN

**LAUNCH DATE>** > **March 2010**  
COST> >£15 MILLION  
TRACK LENGTH> >800 METRES  
HEIGHT OF DROP> >19 METRES  
RIDE DURATION> >120 SECONDS  
MAXIMUM SPEED> >68KM PER HOUR  
CAPACITY PER CAR> > 20 PASSENGERS

RIDE NAME> RITA

**LAUNCH DATE>** > **March 2005**  
COST> >£8 MILLION  
TOTAL G-FORCE> >4.7 G'S  
TRACK LENGTH> > 647 METRES  
HEIGHT OF DROP> >18.4 METRES  
RIDE DURATION> >49 SECONDS  
MAXIMUM SPEED> >100KM PER HOUR  
CAPACITY PER CAR> > 20 PASSENGERS  
CAPACITY PER HOUR> >1150 PASSENGERS

RIDE NAME> GALACTICA

**LAUNCH DATE>** > **16.03.02 – 24.03.16**  
COST> >£12 MILLION  
TOTAL G-FORCE> >3.5 G'S  
TRACK LENGTH> >840 METRES  
HEIGHT OF DROP> >20 METRES  
RIDE DURATION> >189 SECONDS  
MAXIMUM SPEED> >75KM PER HOUR  
CAPACITY PER CAR> >28 PASSENGERS  
CAPACITY PER HOUR> >1500 PASSENGERS

RIDE NAME> OBLIVION

**LAUNCH DATE>** >**14.3.98**  
COST> >£12 MILLION  
TOTAL G-FORCE> >4.5G'S  
TRACK LENGTH> >373 METRES  
HEIGHT OF DROP> >60 METRES  
RIDE DURATION> >160 SECONDS  
MAXIMUM SPEED> >110KM PER HOUR  
CAPACITY PER CAR> >16 PASSENGERS  
CAPACITY PER HOUR> >1900 PASSENGERS

RIDE NAME> >NEMESIS

<b>LAUNCH DATE&gt;</b>	<b>&gt;19.3.94</b>
COST>	>£10 MILLION
TOTAL G-FORCE>	>4 G'S
TRACK LENGTH>	>716 METRES
HEIGHT OF DROP>	>13 METRES
RIDE DURATION>	>195 SECONDS
MAXIMUM SPEED>	>81KM PER HOUR
CAPACITY PER CAR>	>32 PASSENGERS
CAPACITY PER HOUR>	>1400 PASSENGERS