

Hershey Park

Parent Company

Hershey Entertainment and Resorts Company

Category

Amusement Park/Theme Park

Sector

Tourism and Hospitality

Tagline/ Slogan

100% Family

USP

Offers a good mix of thrill rides, water rides, children's rides as well as other attractions

STP

Segment

Local young population and families

Target Group

Primary: Families living in and around Pennsylvania; Secondary: Families living in the rest of the USA;

Positioning

An amusement park that provides entertainment options to the entire family

SWOT Analysis

Strengths

Hershey Park

Last Updated Monday, 17 July 2023 21:47

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| 1. The parent brand has a very strong brand presence in the chocolate industry. |
| 2. It has a variety of offerings including thrill rides, water rides and children's rides that would appeal to a wide range of visitors. |
| 3. The park has won several awards including the IAAPA Applause Awards. |
| 4. It has as many as 67 fully functional rides, including 11 roller-coasters and welcomes upto 20 lakh visitors annually. |

Weaknesses

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| 1. The brand is not as strong as some of the other names in the amusement parks category in the USA. |
| 2. It does not have a very strong brand presence outside USA. |
| 3. Seasonal variations affect operating profits |

Opportunities

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| 1. It can leverage on the popularity of the parent brand in the chocolate industry. |
| 2. Through effective marketing, it can try and attract more international tourists. |
| 3. It has a unique offering in the form of Hershey's Chocolate World, which has the potential to attract visitors. |

Threats

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| 1. If there are no innovative offerings, there is no incentive for second time visit. |
| 2. There are many strong competitors in and around Pennsylvania and the rest of the USA. |
| 3. The competitors have a greater variety of offerings other than just amusement rides. |

Competition

Competitors

1. Disneyland, USA

2. Six Flags, USA

3.Kennywood Park, USA
