

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

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

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

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

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
