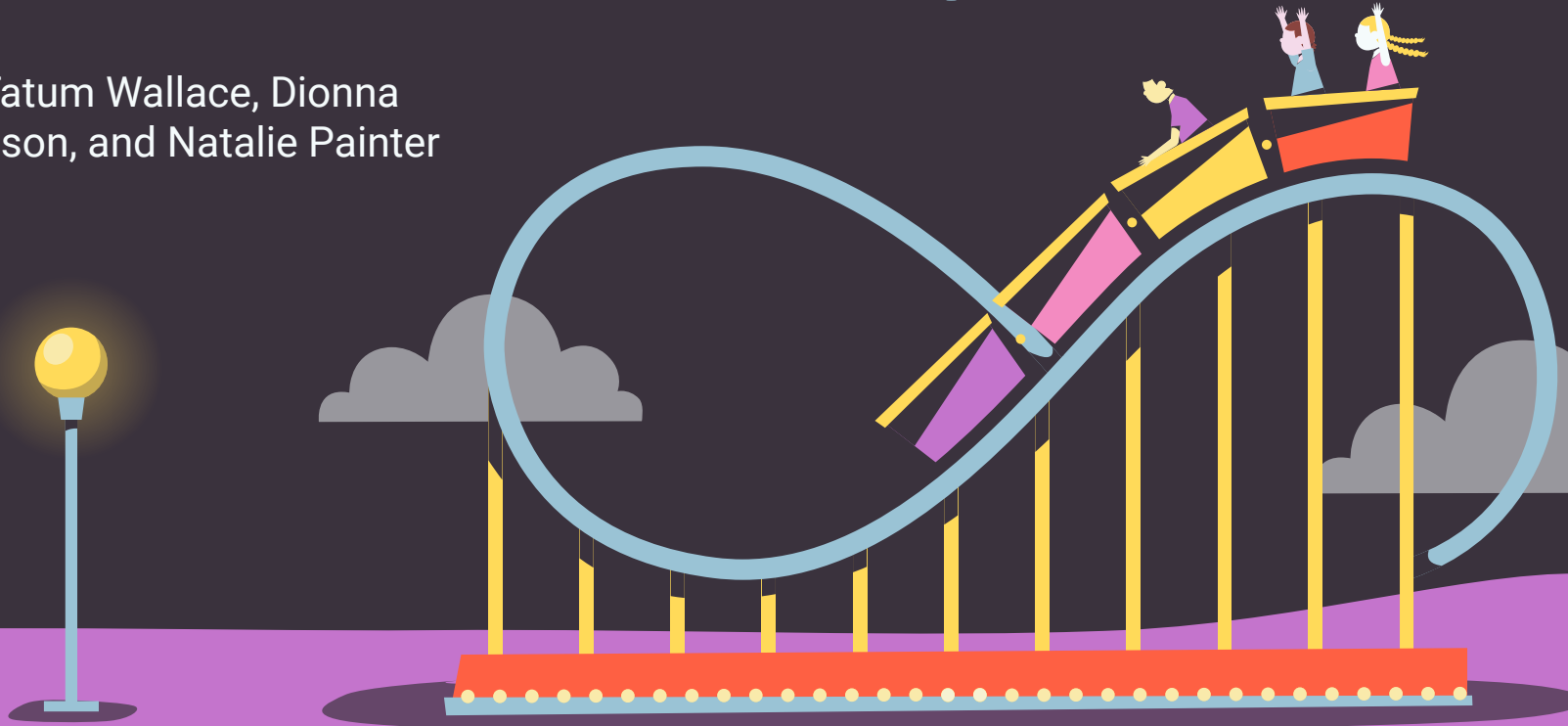


Sweet Adventures: Educational Excursions at Hersheypark

By: Tatum Wallace, Dionna Swinson, and Natalie Painter



Meet the Executives!



TATUM WALLACE

(Chief Operating Officer)



DIONNA SWINSON

(Chief Executing Officer)



NATALIE PAINTER

(Chief Marketing Officer)

Promo Video

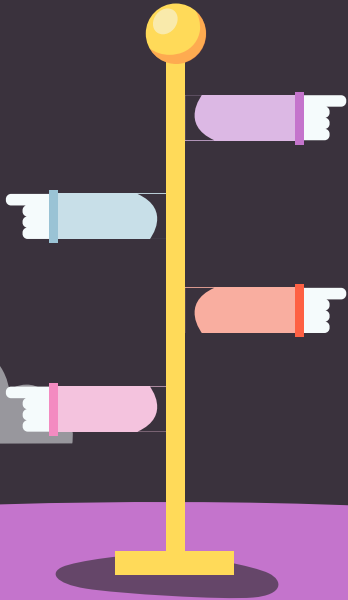


Table of Contents

01

ABOUT US

We foster the youth community by providing an experience for education in tourism beyond the classroom setting.

02

Goals & Strategy

To implement adventure and tourism beyond the classroom setting.

03

Benefits/Value

Hershey values the happiness of youths and that begins with the importance of education.

04

Visitors/Numbers

HersheyPark receives about 3.19 million guest yearly.

05

Educational Experiences

Integration of learning.

06

Bundles/Offer

Once in a lifetime experience for a reasonable price.





We currently work with
7 different school
districts in PA!

ABOUT US

We are here with Hersheypark and we focus on the development of the youth community to educate them on the importance of tourism and hospitality and it's opportunities in a career path



"We are proud to help fulfill the dream of our founder, Milton S. Hershey, by providing value to Milton Hershey School in its mission of helping students lead happy, healthy, and fulfilling lives – just as Mr. Hershey intended."

OUR COMPANY

Mission: to provide exceptional experiences for guests, Hershey Entertainment & Resorts is truly in the business of making life more fun and enjoyable one moment at a time.

We aim to attract more tourism and engagement to the park through educational experiences because we believe we can offer an out of the box, fully immersive, experience surrounding the academics of excursion.

You may be wondering why we care about education... The founder, Milton Hershey, first opened a school and home for orphaned boys which has now grown to be a state of the art multi-campus school, We have cared about education, especially in the tourism sector, since the very beginning!



Milton Hershey School



OUR GOALS



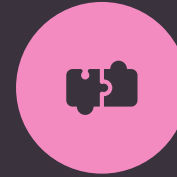
Education

Providing an out of the box, engaging, & immersive, opportunity to learn



Experience

We aim to provide an unforgettable amusement experience where students can make memories and do something different



Benefit

We strongly believe this package can be universally beneficial and we hope to build a relationship to welcome your school district back year after year!





THE PACKAGE

We are seeking to provide a student group amusement package(s) here at Hersheypark to offer students at multiple grade levels a fun-filled, field trip style experience learning more about tourism and hospitality.

We will offer our package at various levels all providing various benefits to the field trip attendees and educational opportunities

We will operate at a 40 student minimum, where students will pay a per student cost at whatever select pack chosen by the school district per academic level (high school/ middle school)

Wait for packages...

PACKAGE DESCRIPTION

Almond Joy \$65.99

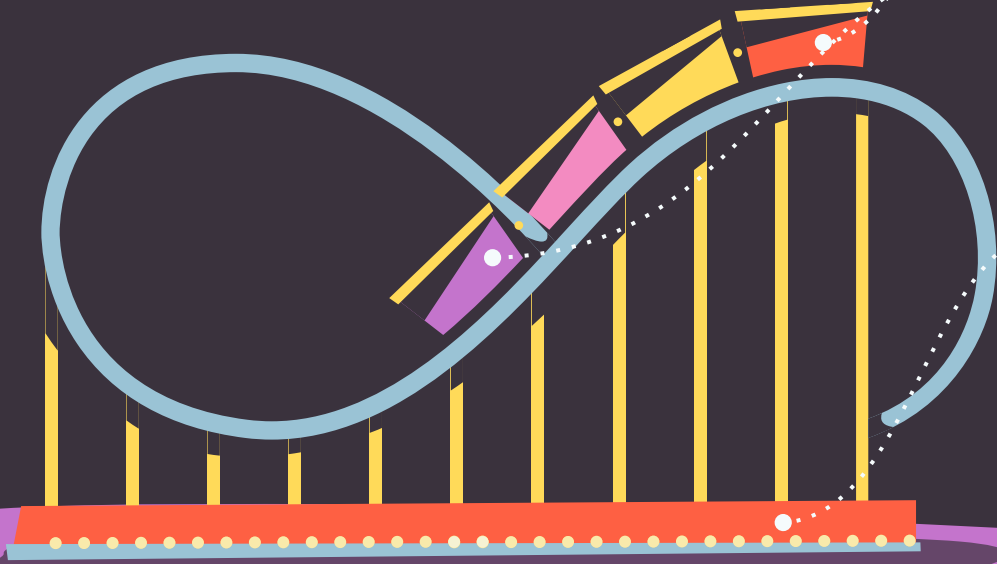
- School bus transportation
- All day wristband pass for amusement
- T-Shirt
- Voucher for food vendor
- 2 seminars

Kit Kat Package \$85.99

- School bus transportation
- All day wristband pass for amusement & waterpark
- T-Shirt
- Voucher for food vendor
- 2 seminars

Reese's Package \$145.99

- School bus transportation
- 2 day wristband pass to amusement and waterpark
- Voucher for food vendor
- Catered class picnic
- Overnight stay at Hershey Lodge (+ all amenities)
- 4 seminars



Why a Field Trip?

You may be wondering, why is it important as a school district to offer field trips for your students?

INTERACTION

Giving your students a new, non-traditional setting and a exciting chance to learn with the opportunity of hearing from experts in the industry, harbors long lasting memories and meaningful connections!



WHAT SETS US APART?



Values

We believe **all** children deserve the right to education and leisure, inspiring them to think of career paths in tourism



Passion Project

- Enhancing the education system in PA school communities through new opportunities



Engagement

While they are having fun, learning about the environment around them in real-time is beneficial.



Golden Educational Excursion Award

Given by Harrisburg Visitors Bureau in 2022.



Where would you rather learn?



Mentor Highlight

"Seeing the excitement on the children's faces while on our retreat made me realize that education can look differently. As a young mentor, I am looking for innovative ways to help students learn, and this is the perfect opportunity to do so."



Lauren has been with Hershey's mentor program for 3 years and loves every second of it. She graduated from Temple University in 2017 with Bachelor's degree in Tourism & Hospitality management.





Seminar Topics with Industry Mentors

- Food & Beverage Management
- Operations management
- Hotel Management
- Entertainment & Venue management
- Tourism and Event Marketing
- Sustainability in Tourism & Events



Our Visitors/Competition

Contribution

Around \$150k per year for Hershey Park, 100% retention rate.

2024

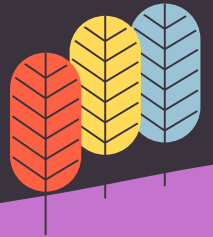


3.19 million

Annual Visitors!

Value

Compared to Dorney Park (another amusement park in PA) we offer seminars with mentors, are seeking out a certain audience, etc.



Our Offer:



Will you join us on the journey by selecting a package & help us here at Hershey park, inspire the future generation of tourism and hospitality?

THANKS!

Do you have any questions?



CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon** and infographics & images by **Freepik**

