

Hershey Entertainment & Resorts / Hershey Park

Overview

Known as the "Sweetest Place on Earth," Hershey Entertainment & Resorts is a fusion of entertainment and hospitality. Voted the top amusement park in the country by *FamilyFun Magazine*, and one of the world's best amusement parks in the world by Forbes, Hershey Park was built by chocolate entrepreneur Milton S. Hershey in 1907 as a place where his employees could enjoy a Sunday afternoon. Hershey Park is now a major theme park with sixty rides including nine coasters.

Requirements/Tasks

Complete database design and development and integration with graphical design elements and custom-built content management system to allow for the easy management of ride information, and the dissemination of corporate press releases.

Objective

The first objective was devising a solution that would allow Hershey Park to eliminate the time-consuming task of managing ride details, as well as allow visitors to search and view ride details in a logical manner. The second objective was developing the capability to organize and disseminate corporate press releases within a variety of categories.

Business Challenges

The main challenge was developing the front-end interface for both the ride feature and the press release feature in a logical manner such that it appealed to the overwhelming segment of each audience (those looking to pre-plan a trip to the park, and the media industry, interested in viewing press releases). Secondary challenges were collecting and organizing both the press release and ride data.

Solution/Implementation

For the ride feature, we developed an intuitive interface capable of dynamically displaying ride search criteria allowing website visitors to pre-plan their trip to the park by mapping out rides by height requirement, park area, or ride type.

The press release feature segments press releases by category, and allows for the full archiving of dated releases.

Both areas are powered by an easy-to-use back-end content management system that allows designated Hershey Park employees the ability to manage all aspects of ride and press release data.

