

HERSHEY'S CHOCOLATE WORLD

Hershey, Pennsylvania

Hershey's Chocolate World opened in 1973, after the original Hershey chocolate plant tour was no longer capable to accommodate the large visitor demand. The current visitor center has a mix of attractions that includes the Chocolate Tour ride, a 4D theater, a Trolley Tour around the city, a chocolate tasting experience, and an experience that allows guests to create their own custom candy bar. The visitor center sees more than 4 million guests annually.

MR-ProFun was retained to assist the management team in developing a pricing and packaging strategy that would help maximize revenues. The strategy reviewed the capacity of each attraction and took into consideration how to maximize other guest spending categories such as retail and food and beverage. After a thorough review of historical performance, as well as on-site observations, MR-ProFun developed a cohesive strategy that has increased revenue and participation at the various attractions.

- Capacity Analysis
- Pricing and Packaging Strategy

