

Ocean park background information essay sample

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Ocean Park Corporation

OPC is governed by the Ocean Park Corporation Ordinance (the “Ordinance”) which was enacted in 1987. The Ordinance, which established a corporate body to manage and control the Park for public education and recreational purposes, vested all the assets of the previous Ocean Park Limited (to which the land was originally granted) in OPC and the previous company was then dissolved.

Ocean Park

Ocean Park has long been established as an iconic attraction in Hong Kong visited by both local residents and tourists. As a result the Park has become part of Hong Kong’s heritage. The Master Redevelopment Project of the Park, with its many new attractions, commenced in 2006 and was completed in 2012. With the implementation of ongoing expansion programme, the Park has been remaining very popular, with visitor number increasing to 7 million in 2012.

With the completion of the Master Redevelopment Plan in 2012 and the planned opening of a number of new world-class attractions from 2014, one day is not enough to experience all that the Park has to offer. The Ocean Hotel will thus provide convenient accommodations for guests spending multiple days at Ocean Park, and transform Hong Kong People’s Park into a premier international resort destination.

Vision: Ocean Park aspires to be a world leader in providing excellent guest experiences in a theme park environment connecting people with nature.

Mission Statement: Ocean Park provides all guests with memorable experiences that combine entertainment and education, while inspiring life long learning and conservation advocacy. Our aim is to maintain a healthy financial status, while striving to deliver the highest standards of safety, animal care, products and guest service

Differential Values: Location in Hong Kong and culturally relevant
Generational connections and memories as Hong Kong's People's Park

Price/Value relationship

Natural scenic environment

Iconic attractions and animals

Ocean Hotel

Under the Ocean Park Corporation Ordinance, Section 17 empowers the OPC, among other matters, " to provide at Ocean Park recreational and educational facilities and other related facilities as it thinks fit" and it is as " related facilities" that the hotel now proposed will be developed and operated. The 495-room " Ocean Hotel" will be built on a 17, 044 square-metre site adjacent to the New Entry Plaza of Ocean Park and be themed in ways appropriate to its location. Following comments from the Town Planning Board, the Ocean Hotel is now envisaged as a High Tariff B to the lower end of High Tariff A (as defined by the Hong Kong Tourism Board) hotel. Conceptual designs for the hotel to be submitted

Economic Impact

* Increased Tourism

* Increased Employment Opportunities (direct and indirect)

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* Significant Economic Impact to Hong Kong

Direct & Indirect: Ocean Park/ Hotels/ MTR South Island Line| Construction Jobs| 17, 700|

Total Jobs created by 2022| 37, 100|

Contribution to GDP by 2010| 0. 5%|

Value of Economic Impact over 40 years| HK\$ 145 Billion|

By Mark Elliott, 8 January 2013, Tuesday 7: 32 AM

Possible design for the new hotel

Hong Kong's Ocean Park has unveiled plans to develop a new hotel.

The 495-room Ocean Hotel will be built on a 17, 044m² site in front of Ocean Park's main entrance. The park is currently seeking submissions from potential developers, with a contract for the work due to be signed by the fourth quarter of 2013. The hotel is expected to be completed by 2016.

" We are now ready to transform Ocean Park into a premier international resort destination and further fulfill our role as a major pillar of Hong Kong's tourism industry," said Dr Allan Zeman, chairman of Ocean Park. " With the completion of the MTR South Island Line in 2015, the new hotel will also enhance Southern District's position as a new base for travellers."

As the park is still seeking tenders, no firm details have been revealed about the design of the hotel. However the theme park said the property " must be compatible with Ocean Park's mission to provide guests with memorable experiences combining conservation, education and entertainment values, as well as its vision to connect people with nature".

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The move forms the latest phase in Ocean Park's expansion. A new shark aquarium will open in the third quarter of 2014, followed by a new koala exhibit in the fourth quarter of next year.