

# Hong kong's ocean park target market

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Ocean Park Target Market Ocean Park open is a theme park in Hong Kong that provides memorable experiences in family fun. The upcoming opening of the Polar adventure park experience, which is scheduled for April or May this year, seeks to serve as an entertainment, attraction, conservational and educational facility (Lau, 2011 p1). Thus, the scheduled opening targets the families, both children and the adults. The facility will also present iconic animals, with educational and environmental conservation messages. Among the most targeted animal to be presented in the facility are the Beluga Whales (Lau, 2011 p2). Therefore, in its educational and environmental conservation, as well as development of respect for animals and their habitat, the new facility targets students, and other visitors with an interest in environmental and wildlife conservation. The park thus targets people from all walks of life, with its community initiatives. Such initiatives include the admission of Hong Kong's residents during their birthdays at a concessionary rate (Lau, 2011 p1). Those elderly residents above the age of 65 will also be considered favorably, to enter the park at low charges. People with disability and those under the Comprehensive Social Security Assistance will also be allowed admission at lower charges (Lau, 2011 p3). From this, it is well observed that the target market for the soon to be open Polar adventure park is a wide range of people, from all lifestyles. Its integration of the themes of attraction and entertainment with the themes of education and conservation serves to ensure that all people, both local and foreign, with diverse interests are the aim of the new facility.

Work Cited

Lau, A. (2011). Ocean Park: Hong Kong Extras. Corporate Information Press Release. 1-3.