

# Hershey Entertainment & Resorts

## Digital Scavenger Hunt



*Thank you for participating in our Hershey Entertainment & Resorts Digital Scavenger Hunt! We encourage you to explore our websites to learn more about each of our properties, and gain a better understanding of HE&R as a whole. The answers can mostly be found on our websites, but may take some research to find.*

*This workbook covers 5 of our many properties, but your teacher may pick and choose which ones to complete. Answers can be recorded on the lines provided at the bottom of the sheet, or on a separate sheet of paper.*

## Hershey Entertainment & Resorts

- 1. What year was Hershey Entertainment & Resorts created? What was its original name?**
- 2. Who is the President, CEO & Chairman of the Board of HE&R?**
- 3. What are our core values?**
- 4. What are 5 different properties that fall under Hershey Entertainment & Resorts not listed in this workbook?**
- 5. How many Part-Time & Seasonal Team Members does HE&R have? How many Full-Time team members are there?**



## The Hotel Hershey®

1. Who designed the *The Hotel Hershey*®, and what did he base his design off of?
2. How many rooms are available at *The Hotel Hershey*®? What are the three main room types?
3. What are examples of special events that can be held at *The Hotel Hershey*®?
4. How many meeting spaces are there at the Hotel? What is the largest meeting room?
5. What are the names of the restaurants and dining options at *The Hotel Hershey*®?
6. What are the different activities available while staying at the hotel?





## Hershey Lodge®

1. How many rooms are available at *Hershey Lodge*®?
2. What different types of rooms can be reserved?
3. Name 5 different guest room amenities and/or additional amenities offered during your stay at *Hershey Lodge*®.
4. Collectively, what is the total square footage of meeting space at *Hershey Lodge*®?
5. What is the name of the indoor pool complex? How large is this waterpark?
6. List 3 free resort benefits for staying at *Hershey Lodge*®.



## Hersheypark®

1. What are the 3 parks included with one admission ticket to *Hersheypark*®?
2. What types of Season Passes are offered?
3. How many roller coasters are in the park?
4. What are the 4 seasonal events at *Hersheypark*®?
5. Why are *Fast Track*™ prices different on certain days?
6. *Hersheypark*® admission tickets are the primary source of revenue. List 3 products that generate additional revenue for *Hersheypark*®.





## Giant Center<sup>SM</sup>

1. What year did The Giant Company become the title sponsor of *GIANT Center<sup>SM</sup>*?
2. How many seats are available at *GIANT Center<sup>SM</sup>*?
3. Who was the first act to perform at *GIANT Center<sup>SM</sup>*?
4. What type of sponsorship opportunities and packages does *GIANT Center<sup>SM</sup>* offer? List 3.
5. What are 3 upcoming events happening at *GIANT Center<sup>SM</sup>*?
6. Which AHL team's home arena is *GIANT Center<sup>SM</sup>*? When did this team join the AHL? How many Calder Cup wins do they have?

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## Hershey Entertainment & Resorts

**1. What year was Hershey Entertainment & Resorts created? What was its original name?**

In 1927, Milton S. Hershey decided to separate his chocolate manufacturing company from his other ventures, and put all non-chocolate producing divisions under the name Hershey Estates. Later this became known as Hershey Entertainment & Resorts

**2. Who is the President, CEO & Chairman of the Board of HE&R?**

John Lawn

**3. What are our core values?**

Devoted to the Legacy, Selfless Spirit of Service, Team - Focused, and Respectful of Others

**4. What are 5 different properties that fall under Hershey Entertainment & Resorts not listed in this workbook?**

*Hersheypark<sup>®</sup>, Hershey Lodge<sup>®</sup>, The Hotel Hershey<sup>®</sup>, The Spa At The Hotel Hershey<sup>®</sup>, MeltSpa<sup>®</sup> by Hershey, Hersheypark<sup>®</sup> Stadium, Giant Center<sup>SM</sup>, Hershey Theatre, Hershey Bears<sup>®</sup>, Hersheypark Camping Resort<sup>®</sup>, Hershey<sup>®</sup> Country Club, ZooAmerica<sup>®</sup>, The Circular<sup>®</sup>, The Chocolatier<sup>SM</sup> Restaurant Bar + Patio, Fire Grain<sup>®</sup>, Houlihan's, Devon Seafood + Steak, Milton's<sup>SM</sup> Ice Cream Parlor, 1933<sup>SM</sup> Restaurant & Tavern, Revelry<sup>®</sup>, Trevi 5<sup>SM</sup>, The Sweeterie<sup>SM</sup> Confectionery Kitchen, Chef's Market<sup>SM</sup>, Cocoa Beanery, The Bears' Den<sup>SM</sup>, Iberian Lounge<sup>SM</sup>, Stacks, Hershey Grill<sup>SM</sup>*

**5. How many Part-Time & Seasonal Team Members does HE&R have? How many Full-Time team members are there?**

4,664 part-time employees and 1,827 full-time employees





## The Hotel Hershey®

**1. Who designed the *The Hotel Hershey*®, and what did he base his design off of?**

D. Paul Whitmer was the architect and chief engineer for *The Hotel Hershey*®. He designed the Hotel based off a postcard Milton S. Hershey gave him showing a 30-room hotel he had stayed at while vacationing in the Mediterranean.

**2. How many rooms are available at *The Hotel Hershey*®? What are the three main room types?**

276 rooms. The three main rooms types are the *The Villas at The Hotel Hershey*™, Guest Rooms, and Suites

**3. What are examples of special events that can be held at *The Hotel Hershey*®?**

Meetings, Wedding & Celebrations, banquets, receptions

**4. How many meeting spaces are there at the Hotel? What is the largest meeting room?**

20 Meeting Rooms. Garden Terrace Ballroom is the largest meeting space with 5,490 sq. ft. of space

**5. What are the names of the restaurants and dining options at *The Hotel Hershey*®?**

*The Circular*®, *1933*™, *Trevi 5*™, *Iberian Lounge*™, *Chef's Market*™, *Poolside*™

**6. What are the different activities available while staying at the hotel?**

Pools & Exercise Facilities, Hiking Trails, Arcade, Chocolate Bingo, S'mores roasts, Sports Complex Activities including basketball, tennis, pickleball and more



## Hershey Lodge®

**1. How many rooms are available at Hershey Lodge®?**

665

**2. What different types of rooms can be reserved?**

King Guest Room, Parlor, Queen Guest Room, Two Queen Guest Room, Premium Two Queen Guest Room, Executive Suite, Pennsylvania Suite, Hospitality Suite, Bi-Level Suite, Governor Suite, Bridal Suite

**3. Name 5 different guest room amenities and/or additional amenities offered during your stay at Hershey Lodge®.**

Complimentary, self parking, electric vehicle charging stations, business center, in room wifi, refrigerator, flat screen TV, coffee maker & tea station, iron & ironing board, safe, hair dryer, Eco friendly bath amenities

**4. Collectively, what is the total square footage of meeting space at Hershey Lodge®?**

100,000 sq. ft.

**5. What is the name of the indoor pool complex? How large is this waterpark?**

*Hershey's Water Works at Hershey Lodge*<sup>SM</sup>. This waterpark is 30,000 sq. ft.

**6. List 3 free resort benefits for staying at Hershey Lodge®.**

Free shuttle service to/from *Hersheypark*<sup>®</sup>, Complimentary chocolate at check-in, Year-round indoor pool access, 3 extra evening hours with the preview plan to *Hersheypark*, 1-hour early access to *Hersheypark*<sup>®</sup> (available Memorial Day through Labor Day), admission to Hershey Gardens, admission to The Hershey Story, access to two golf courses





## Hersheypark®

**1. What are the 3 parks included with one admission ticket to Hersheypark®?**

*Hersheypark®, The Boardwalk At Hersheypark®, & ZooAmerica®*

**2. What types of Season Passes are offered?**

Giant Size, King Size, Full Size, Bite Size

**3. How many roller coasters are in the park?**

15 roller coasters

**4. What are the 4 seasonal events at Hersheypark®?**

Spring Weekends, Summer, *Hersheypark Halloween™*, *Hersheypark Christmas CandyLane®*

**5. Why are *Fast Track*<sup>SM</sup> prices different on certain days?**

Dynamic Pricing - Prices are higher when there is more demand for *Fast Track*<sup>SM</sup> passes

**6. *Hersheypark*<sup>®</sup> admission tickets are the primary source of revenue. List 3 products that generate additional revenue for *Hersheypark*<sup>®</sup>.**

Parking passes, single use meal deal vouchers, All-Day Dining Plans, All-Day Drink Plan, *Fast Track*<sup>SM</sup>, Season Passes, merchandise, in-park games & concession stands



## Giant Center<sup>SM</sup>

- 1. What year did The Giant Company become the title sponsor of *GIANT Center*<sup>SM</sup>?**

2000

- 2. How many seats are available at *GIANT Center*<sup>SM</sup>?**

10,500 seats

- 3. Who was the first act to perform at *GIANT Center*<sup>SM</sup>?**

Cher

- 4. What type of sponsorship opportunities and packages does *GIANT Center*<sup>SM</sup> offer? List 3.**

Scoreboard, LED, Fixed Signage, Activation, Digital, Interactive Features, Radio, Promotions & Print

- 5. What are 3 upcoming events happening at *GIANT Center*<sup>SM</sup>?**

Varies

- 6. Which AHL team's home arena is *GIANT Center*<sup>SM</sup>? When did this team join the AHL? How many Calder Cup wins do they have?**

The *Hershey Bears*<sup>®</sup>. They joined the AHL in 1938 and have won 13 Calder Cups