

Entering the Decline Stage? A Case of Noah's Ark Hong Kong



Source: Open AI (2025)

Background

Located within Ma Wan Park near Tsing Ma Bridge, Noah's Ark Hong Kong is a Christian theme park developed by Sun Hung Kai Properties Limited in 2005 (Wikipedia, n.d.). Under the management of Ma Wan Park Limited, Noah's Ark Hong Kong offers a wide range of specially-designed exhibitions, attractions and activities for families and students to discover social values and nurture their care for the environment (Noah's Ark, n.d.). It also serves as a community platform for businesses and different parties by providing an ideal venue that welcomes all kinds of events (Noah's Ark, n.d.).

To target its primary market segment, Noah's Ark Hong Kong offers a variety of family-friendly activities, such as the Ark Garden and Ark Expo, where visitors can walk through beautiful collection of ark models and learn about story of 'The Great Flood' (Noah's Ark, n.d.). The park also includes playgrounds, cycling track, and rope course for its young energetic guests who are looking for more engaging outdoor activities (Noah's Ark, n.d.). After a long day of visiting the park, visitors can choose to stay at Noah's Ark Hotel & Resort and spend the evening in luxurious rooms overlooking the magnificent sea view of Tsing Ma Bridge (Noah's Ark Hotel and Resort, n.d.).

On the other hand, visioned to support all-round development and raise environmental awareness, Noah's Ark provides school pupils with fun-filled learning journey through 83 different courses, including animal encounters, training camps, and DIY workshops (Noah's Ark, n.d.). At the same time, the park offers training packages to corporate groups, the activities can even be tailored to the organization's needs of team-building by request (Noah's Ark, n.d.). In addition, the park offers numerous indoor and outdoor venues suitable for different kinds of events, such as weddings, meetings, and networking events.

Challenges

Despite having a complex marketing mix and diverse customer base, Noah's Ark Hong Kong seems unable to create a competitive advantage in the theme park market due to lack of a unique selling point. Though positioned as a theme park, there are limited attractions within the park. Moreover, the park fails to offer novel experience like Hong Kong Disneyland and Ocean Park Hong Kong. In terms of education and conservation, the significance of natural resources and effort put in by Noah's Ark is also far less than Ocean Park and Hong Kong Wetland Park. Furthermore, from the perspective of event planners, there are more accessible options within the city center that offers similar settings at a similar price. As a result, maintaining competitiveness and securing market share within the three focused market segments remain a huge challenge to Noah's Ark Hong Kong. Some may even say the park is now at the decline stage of its life cycle.

Discussion Questions

1. How can Noah's Ark Hong Kong enhance its attractions to provide a more novel experience comparable to Hong Kong Disneyland and Ocean Park?
2. In what ways can Noah's Ark improve its educational and conservation programs to compete with Ocean Park and Hong Kong Wetland Park?
3. How can Noah's Ark make its event venues more appealing to event planners, considering the competition from more accessible city center locations?
4. What marketing strategies could be employed to enhance Noah's Ark's brand presence and attract more potential visitors?

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Keywords

- Attraction
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- Event venue
- Product Life Cycle
- Decline
- Competitiveness

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