

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
- Theme Park
- Event venue
- Product Life Cycle
- Decline
- Competitiveness

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进入衰退阶段？香港挪亚方舟案例



Source: Open AI (2025)

背景

香港挪亚方舟位于青马大桥附近的马湾公园内，是由新鸿基地产有限公司于2005年开发的一个基督教主题公园（Wikipedia, n.d.）。在马湾公园有限公司的管理下，香港挪亚方舟为家庭和学生提供各种特别设计的展览、景点和活动，以探索社会价值并培养对环境的关怀（Noah's Ark, n.d.）。它通过提供一个欢迎各类活动的理想场所，也作为企业和各方的社区平台（Noah's Ark, n.d.）。

为了迎合其主要的目标市场，香港挪亚方舟提供多种适合家庭的活动，例如方舟花园和方舟博览馆。在这里，游客可以漫步于精美的方舟模型收藏中，了解“大洪水”的故事（Noah's Ark, n.d.）。公园还为精力充沛、寻求更具吸引力的户外活动的年轻游客设有游乐场、单车径和绳网阵（Noah's Ark, n.d.）。在公园游览一整天后，游客可以选择入住挪亚方舟酒店及度假村，在俯瞰青马大桥壮丽海景的豪华客房中度过夜晚（Noah's Ark Hotel and Resort, n.d.）。

另一方面，以支持全人发展和提升环保意识为愿景，挪亚方舟通过83种不同课程为在校学生提供充满乐趣的学习之旅，包括动物互动、训练营和DIY工作坊（Noah's Ark, n.d.）。同时，公园为企业团体提供培训套餐，相关活动甚至可以根据组织的团队建设需求进行定制（Noah's Ark, n.d.）。此外，公园还提供众多适合不同类型活动的室内外场地，如婚礼、会议和社交活动。

挑战

尽管拥有复杂的营销组合和多样化的客户群，但由于缺乏独特的卖点，香港挪亚方舟似乎无法在主题公园市场中创造竞争优势。虽然定位为主题公园，但园内景点有限。此外，公园未能提供像香港迪士尼乐园和香港海洋公园那样新颖的体验。在教育保育方面，挪亚方舟对自然资源重要性的强调及其投入的努力也远不及海洋公园和香港湿地公园。再者，从活动策划者的角度来看，在市中心有更多交通便利的场地以类似的价格提供相似的环境。因此，在三个重点市场领域中保持竞争力和确保市场份额，对香港挪亚方舟来说仍然是一个巨大的挑战。有些人甚至会说，该公园目前已处于其生命周期的衰退阶段。

讨论问题

1. 香港挪亚方舟应如何提升其景点，以提供可与香港迪士尼乐园和海洋公园相媲美新颖的体验？
2. 挪亚方舟可以通过哪些方式改进其教育和保育项目，以与海洋公园和香港湿地公园竞争？
3. 考虑到来自交通更便利的市中心地点的竞争，挪亚方舟应如何使其活动场地对活动策划者更具吸引力？
4. 可以采用哪些营销策略来提升挪亚方舟的品牌知名度并吸引更多潜在访客？

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关键词

- 景点
- 主题公园
- 活动场地
- 产品生命周期
- 衰退
- 竞争力

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進入衰退階段？香港挪亞方舟案例



Source: Open AI (2025)

背景

香港挪亞方舟位於青馬大橋附近的馬灣公園內，是由新鴻基地產有限公司於2005年開發的一個基督教主題樂園 (Wikipedia, n.d.)。在馬灣公園有限公司的管理下，香港挪亞方舟為家庭和學生提供各種特別設計的展覽、景點和活動，以探索社會價值並培養對環境的關懷 (Noah's Ark, n.d.)。它透過提供一個歡迎各類活動的理想場所，也作為企業和各方的社區平台 (Noah's Ark, n.d.)。

為了迎合其主要的目標市場，香港挪亞方舟提供多種適合家庭的活動，例如方舟花園和方舟博覽館。在這裡，遊客可以漫步於精美的方舟模型收藏中，了解「大洪水」的故事 (Noah's Ark, n.d.)。樂園還為精力充沛、尋求更具吸引力的戶外活動的年輕遊客設有遊樂場、單車徑和繩網陣 (Noah's Ark, n.d.)。在樂園遊覽一整天後，遊客可以選擇入住挪亞方舟酒店及度假村，在俯瞰青馬大橋壯麗海景的豪華客房中度過夜晚 (Noah's Ark Hotel and Resort, n.d.)。

另一方面，以支持全人發展和提升環保意識為願景，挪亞方舟透過83種不同課程為在校學生提供充滿樂趣的學習之旅，包括動物互動、訓練營和DIY工作坊 (Noah's Ark, n.d.)。同時，樂園為企業團體提供培訓套裝，相關活動甚至可以根據組織的團隊建設需求進行定制 (Noah's Ark, n.d.)。此外，樂園還提供眾多適合不同類型活動的室內外場地，如婚禮、會議和社交活動。

挑戰

儘管擁有複雜的行銷組合和多樣化的客戶群，但由於缺乏獨特的賣點，香港挪亞方舟似乎無法在主題樂園市場中創造競爭優勢。雖然定位為主題樂園，但園內景點有限。此外，樂園未能提供像香港迪士尼樂園和香港海洋公園那樣新穎的體驗。在教育和保育方面，挪亞方舟對自然資源重要性的強調及其投入的努力也遠不及海洋公園和香港濕地公園。再者，從活動策劃者的角度來看，在市中心有更多交通便利的場地以類似的價格提供相似的環境。因此，在三個重點市場領域中保持競爭力和確保市場佔有率，對香港挪亞方舟來說仍然是一個巨大的挑戰。有些人甚至會說，該樂園目前已處於其生命週期的衰退階段。

討論問題

1. 香港挪亞方舟應如何提升其景點，以提供可與香港迪士尼樂園和海洋公園相媲美的新穎體驗？
2. 挪亞方舟可以透過哪些方式改進其教育和保育項目，以與海洋公園和香港濕地公園競爭？
3. 考慮到來自交通更便利的市中心地點的競爭，挪亞方舟應如何使其活動場地對活動策劃者更具吸引力？
4. 可以採用哪些行銷策略來提升挪亞方舟的品牌知名度並吸引更多潛在訪客？

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關鍵詞

- 景點
- 主題樂園
- 活動場地
- 產品生命週期
- 衰退
- 競爭力

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