2020 Season Pass Self-Service Account Guide
NEW! Season Pass Holder Self-Service Account

Why Do I Need A Season Pass Holder Self-Service Account?
This all-new account allows you to purchase add-ons, redeem in-Park rewards, access your digital Season Pass, and more.

Access Digital Season Passes - For the first time ever, log into your account and scan your digital Season Pass to enter Hersheypark when you visit.

Purchase Add-ons - Skip the lines at Ticketing & Guest Services by purchasing and attaching your drink and dining plans to your Season Pass through your account before your visit.

Redeem In-Park Rewards - King Size and Full Size Season Pass Holders enjoy sweet rewards throughout the year. Check out the Rewards Calendar to view your discounts, exclusive events, and more.

Link Your Passes - Access and manage all of your family’s Season Pass accounts in one location.

Edit Profile - Update your email, mailing address, and more at any time.

How Do I Create My Account?
Note: You will need information located on your print at home Season Pass Voucher.

Step 1: Visit URL and Click “Create Account”

Step 2: Enter the Visual ID/Barcode Number located on your print at home Season Pass Certificate as well as your Last Name and click “Look Up Season Pass”

Step 3: Create a password, then start exploring the Self-Service Account
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HOW TO VIEW DIGITAL SEASON PASS

**Step 1: Click Digital Season Passes In Main Navigation**

**Step 2: Show Your Digital Season Pass At The Main Entrance of Hersheypark® For Entry**
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HOW TO ADD EXISTING SEASON PASSES TO ACCOUNT

**Step 1:** Click Add Season Passes In Main Navigation

**Step 2:** Add Information To Blank Fields Under Link Existing Season Pass

**Step 3:** Verify Information And Click “Add This Pass To Current Pass Account?”
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HOW TO PURCHASE ADD-ONS

Step 1: Click Add-Ons In Main Navigation

Season Pass Account - Home

Welcome to your Hersheypark Season Pass Holder Self Service account - link season passes, view your digital season pass, redeem perks, download offers, and more!

Hershey Bar

Season Pass Options: Hershey Bar

Edit Pass Redeemable Perks

Status: Valid
Expires: 1/3/2021
Number of Uses: 0

Step 2: Proceed Through To Check-Out

Add-Ons

Drink & Dining Plans
Check out these Season Pass Holder Drink and Dining Plans! Save time by linking your dining and drink plan to your pass in the cart.

2020 All-Year Hershey Gardens and The Hershey Story Museum Plan
Save more than 15% on unlimited admission to Hershey Gardens and The Hershey Story Museum

Game Deals
Play the day away with Buy Ten, Get Ten FREE Game vouchers!

Bite Size Parking
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HOW TO REDEEM PERKS

Step 1: Click Redeem Perks Under Season Pass Options - This will only be available for Full Size and King Size Season Pass Holders

Step 2: Proceed Through To Check-Out To Redeem Available Perks