

## Cedar Point

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**Cedar Point**

**Parent Company**

Cedar Fair Entertainment Company

**Category**

Amusement Park/Theme Park

**Sector**

Tourism and Hospitality

**Tagline/ Slogan**

Roller Coaster Capital of the World, Thrills Connect, America's Roller Coaster

**USP**

It is the best amusement parks for Roller-Coaster Rides

**STP**

**Segment**

Young local population and tourists from all over the world

**Target Group**

Young tourists and families who enjoy thrilling rides

**Positioning**

An amusement park that offers the best roller coaster experience in the world

**SWOT Analysis**

**Strengths**

- |   |
|---|
| 1. It is the second oldest operating amusement park in the USA  |
| 2. The only amusement park across the globe with four roller coasters taller than 200 feet                        |
| 3. "Best Amusement Park in the World" for fourteen consecutive years  |
| 4. In spite of being popular for its thrill rides, it also offers family rides, thus broadening its customer base |
| 5. Good advertising and branding across US  |

### Weaknesses

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| 1. In spite of being the best amusement park for roller-coasters in the world, it does not have a strong |
| 2. Being an amusement, the tourism is seasonal , heavily depending on children vacations                 |

### Opportunities

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| 1. It can increase its visitor base by adding innovative thrill rides  |
| 2. It can leverage on the fact that it is the best amusement park for thrill rides in the world and can market |
| 3. By adding new attractions in its Family Rides, Water Rides and Children's Rides section it can try to       |

### Threats

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| 1. There are many amusement parks and theme parks in the USA that offer more than just rides.          |
| 2. There are many amusement parks with a much stronger international brand presence in USA             |
| 3. Many amusement parks around the world are coming up with excellent roller-coaster rides; this would |

### Competition

Competitors

- |                             |
|-----------------------------|
| 1. King's Island, Ohio, USA |
| 2. Six Flags, Georgia, USA  |
| 3. Busch Gardens            |