

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

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

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

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
