

Six Flags Magic Mountain

Parent Company

Six Flags Entertainment Corporation

Category

Amusement Park/Theme Park

Sector

Tourism and Hospitality

Tagline/ Slogan

Go Big! Go Six Flags!

USP

The park with the maximum number of roller coasters in the world

STP

Segment

Teen market, families with young children

Target Group

Young population living in and around California

Positioning

The park with some of the best thrill rides in Southern California for adventurous adults

SWOT Analysis

Strengths

1. Six Flags has 17 roller coasters, which is the maximum in the world
2. The owner, Six Flags Entertainment Corporation is the largest amusement park company in the world
3. The park receives an average of 2.5 million visitors every year.
4. It has over 19 theme parks across USA and Mexico
5. Popular brand name and marketing in USA

Weaknesses

1. The theme park has limited brand awareness abroad, hence limited international tourists
2. Tough competition from other established theme parks means limited market share growth

Opportunities

1. The park can license popular characters in order to attract more visitors
2. The market demographics suggest that it has a majority of families with 10-12 year old children, who are a high-spending demographic
3. It can take advantage of the owner company's vast experience in operating several successful amusement parks

Threats

1. The park caters mainly to the teen market segment, which has less spending capacity as compared to other age groups
2. Southern California has many impressive amusement parks that are involved in constant innovation
3. If the park does not recover quickly from the negative reputation that it has earned, it will witness a decline in visitors

Competition

Competitors

1. Disney's California Adventure, USA

2. Legoland

3. Universal Studios, USA
