

**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**

## Six Flags

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|---|---|
| 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

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|---|--------------------------------------|
| 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

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|---|---|
| 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 |
| 3. It can take advantage of the owner company's vast experience | in operating several successful amusement     |

### Threats

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|---|--|
| 1. The park caters mainly to the teen market segment, which | has less spending capacity as compared           |
| 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 |

### Competition

<b>Competitors</b>
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1. Disney's California Adventure, USA
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2. Legoland
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3. Universal Studios, USA
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