

Busch Gardens

Parent Company

SeaWorld Parks and Entertainment

Category

Amusement Park/Theme Park

Sector

Tourism and Hospitality

Tagline/ Slogan

The Dark Continent; The Old Country

USP

Unique African and European Theme Parks that offer entertainment to the whole family

STP

Segment

Animal lovers and tourists from USA and other parts of the world

Target Group

High and middle income group families

Positioning

Unique Zoological Park that also offers many amusement rides

SWOT Analysis

Strengths

1. The Busch Gardens are unique in their concept of African and European Theme Parks.
2. Busch Gardens, Tampa Bay is one of the largest zoological institutions in the USA.
3. The Busch Gardens offer a unique combination of a zoological park with entertainment and amusement.
4. In spite of being a zoological park, it offers a very wide range of entertainment options for people of

Weaknesses

1. The offerings are limited as compared to some of the bigger amusement parks in the USA.
2. The target segment is restricted to animal lovers.

Opportunities

1. The Busch Gardens enjoy location advantage as both Florida and Virginia are popular tourist destinations.
2. Since it has a very unique mix of offerings, proper marketing can help in attracting huge number of visitors.
3. The parent brand SeaWorld Parks and Entertainment operates many amusement parks in the USA.

Threats

1. Competitors like Disneyland and Universal Studios have a much stronger brand presence.
2. Similar theme based amusement parks are coming up in various parts of the world.
3. Lack of innovation in offerings will negatively affect its popularity.

Competition

Competitors

1. Disneyland, USA
2. Universal Studios, USA
3. Disney's Animal Kingdom, USA