

Six Flags Great Adventure

30th Anniversary Plan



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30th ANNIVERSARY

SixFlags®

**GREAT ADVENTURE
& WILD SAFARI**

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Goal Statement and Objectives

Goal

Increase 2004 revenue and attendance at Six Flags Great Adventure by creating a 30th Anniversary Celebration campaign.

Objectives

- 1.0** During the 2004 season, increase attendance at Six Flags Great Adventure by 8 percent from the previous season through a targeted 30th anniversary celebration geared toward teens and women.
- 2.0** During Six Flags Great Adventure Theme Park's 2004 season, increase revenue by 10 cents per person during a park visit.
- 3.0** During the 2004 season, increase multi-day visits of people who live within a 50-mile radius of Six Flags Great Adventure by 5 percent from the previous season.
- 4.0** Enhance Six Flags Great Adventure's image during the five months prior to the 2004 season.
- 5.0** During the 2004 season, increase positive media coverage of Six Flags Great Adventure by 25 percent by expanding on newsworthy items and continuing to foster media relationships.



Research Questions and Actions

Research Questions

1. Knowing that the introduction of a major new attraction positively impacts park attendance, do you plan to introduce a new attraction during Six Flag's 30th year?

(Stacey Rodemer)

2. Who are Six Flags' most important target audiences? (Loretta O'Donnell)

3. What are Six Flags' goals for attendance and revenue increases for 2004?

(Denise Kovalevich)

4. What does Six Flags see as the challenges/obstacles in meeting its goals?

(Kristin Siebeneicher)

5. What is Six Flags' budget for the 30th Anniversary Celebration?

(Marybeth Hegel)

Research Actions

1. Expert and Client Interviews (Kristin Siebeneicher)

2. Writing intercept survey copy (Loretta O'Donnell) Note: Once the survey is written, our team will hand out and collect surveys to Six Flags season pass holders on March 22.

3. Amusement Park Anniversary Celebration Research (Marybeth Hegel)

4. Other Entertainment Organizations' Anniversary Celebration Research

(Stacey Rodemer)

5. Preparing Literature Review of All Anniversary Celebration Research

(Denise Kovalevich)



Interviews with

Six Flags

Great Adventure

Client Interviews

Interviews were conducted with three members of Six Flags Great Adventure's upper management -- Tim Black, vice president and general manager (the most senior employee at the park), Nikki Donofrio, the park's marketing director, and Kristin Siebeneicher, the public relations manager.

The clients were asked five questions:

1. Knowing that the introduction of a major new attraction positively impacts park attendance, do you plan to introduce a new attraction during Six Flags' 30th year?
2. Who are Six Flags' most important target audiences?
3. What are Six Flags' goals for attendance and revenue increased for 2004?
4. What does Six Flags see as the challenges/obstacles in meeting its goals?
5. What is Six Flags' budget for the 30th anniversary season?

In response to question 1, "Knowing that the introduction of a major new attraction positively impacts park attendance, do you plan to introduce a new attraction during Six Flags' 30th year?" both Black and Donofrio said that plans to introduce a new ride or attraction have not been finalized, but that they are in favor of it. Siebeneicher noted that should the park's upper management and corporate office agree that a new attraction will be introduced during the park's 30th anniversary, her department would be fully in favor of it, and that media (as well as guests) are typically interested in something new.

In response to question 2, "Who are Six Flags' most important target audiences?" both Black and Donofrio said "everyone." Donofrio further defined that park advertising is targeted toward teens 12 – 17, and women 25 – 49, who are considered the family's decision makers. Siebeneicher said that the park's focus has typically been on thrill-seeker attractions geared to teens and twentysomethings, such as roller coasters, and that the park has the most roller coasters

on the East Coast - 13. She noted that during the early 1990s when the park was owned by Time Warner, large-scale entertainment was geared to, and very well received by, all ages; and since the park was sold in 1998, the focus has mainly returned to thrilling attractions.

In response to question 3, "What are Six Flags' goals for attendance and revenue increased for 2004?" both declined to give specific figures, citing company policy not to disclose attendance or revenue numbers. They both, however, did state that moderate growth and a return on the park's investment would be satisfactory. Siebeneicher said that she is not permitted to release that information, but agreed with Black and Donofrio.

In response to question 4, "What does Six Flags see as the challenges/obstacles in meeting its goals?" Both Black and Donofrio cited the unstable U.S. economy, war and terrorism as the company's greatest obstacles. Siebeneicher agreed with the other two respondents. She also noted that after 9/11/01, the company experienced a two-week slow-down in business, but then business rebounded. That season, the park had introduced a major new roller coaster – NITRO. However, the following 2002 season was slower than expected. The park did not introduce a new ride that season, opting for a family-oriented festival series. She mentioned the lack of compelling new capital as one possible reason for a dip in business, and suggests that the park's 30th anniversary would most likely need some major new addition to be successful.

In response to question 5, "What is Six Flags' budget for the 30th anniversary season?" both Black and Donofrio said that the budget has not yet been determined. Donofrio said that budgets are zero-based, and that the company is looking for recommendations on activities and corresponding budgets. Siebeneicher said she has not been informed of a budget.



Primary Research - Survey of Season Pass Holders

Primary Research


To find out what Six Flags Great Adventure visitors wanted in a 30th anniversary celebration, our team prepared and distributed a survey to 135 season pass holders at pass registration on March 22. We asked them both qualitative and quantitative questions about the 2004 season. In the section that follows, some answers are represented visually. We have also included a demographic breakdown of the respondents as well as a copy of the survey.

The respondents were almost evenly split between males (47%) and females (52%), and the majority of them fell into the 31 to 55 - age bracket (58%). 37% of respondents did not have children, but out of the 63% that did, a majority had 2 children. The ages of the children varied, with ages 6-10 being the most prevalent. A close second was the 11-15 age group.

The most popular requests for new events in the 30th anniversary celebration were fireworks (81 responses), new ride (65 responses), new show (59 responses) and a parade (50 responses). The introduction of a major new ride is at least somewhat important to 67% of the respondents. Nitro was by far the favorite ride of the respondents, with Batman a distant second place.

Ticket price was very important to 57%, and 87% were satisfied with their overall park experience during their last visit. 96% of the respondents are planning to buy season tickets in 2004.

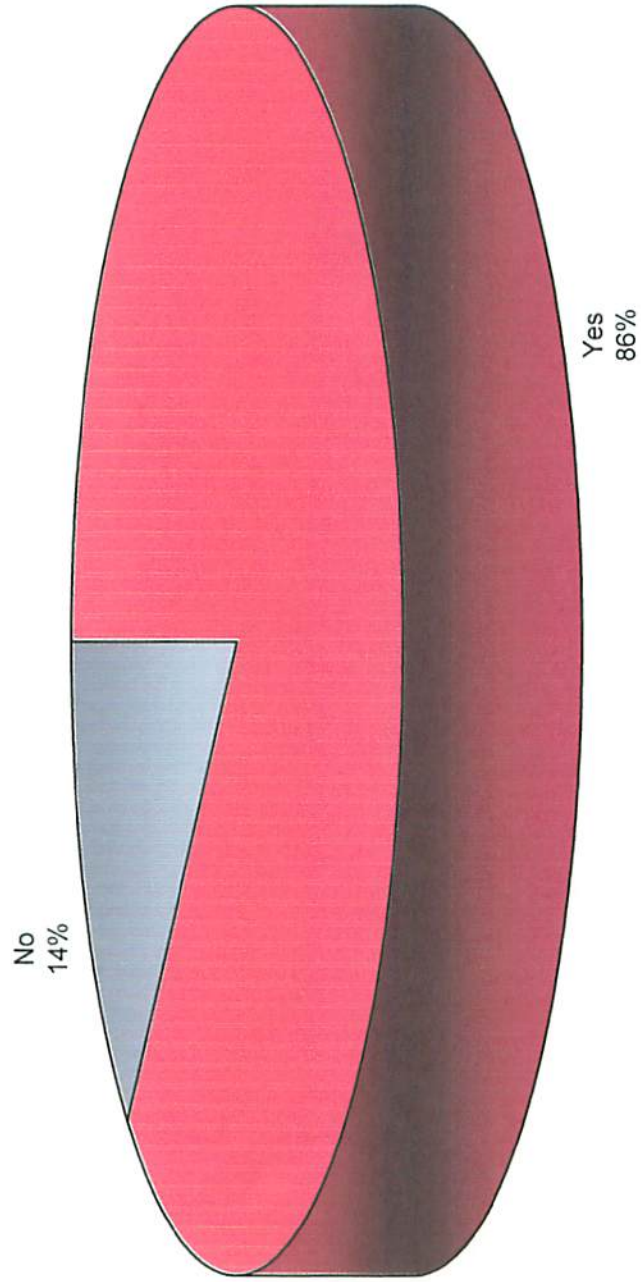
Respondents expressed concern about long lines, the cleanliness of park and



bathrooms, closed rides, and expensive food. They praised the park by saying they love Great Adventure, the kids enjoy it, they appreciate the ability to use season pass in other parks, they enjoy the good rides, roller coasters and Hurricane Harbor.

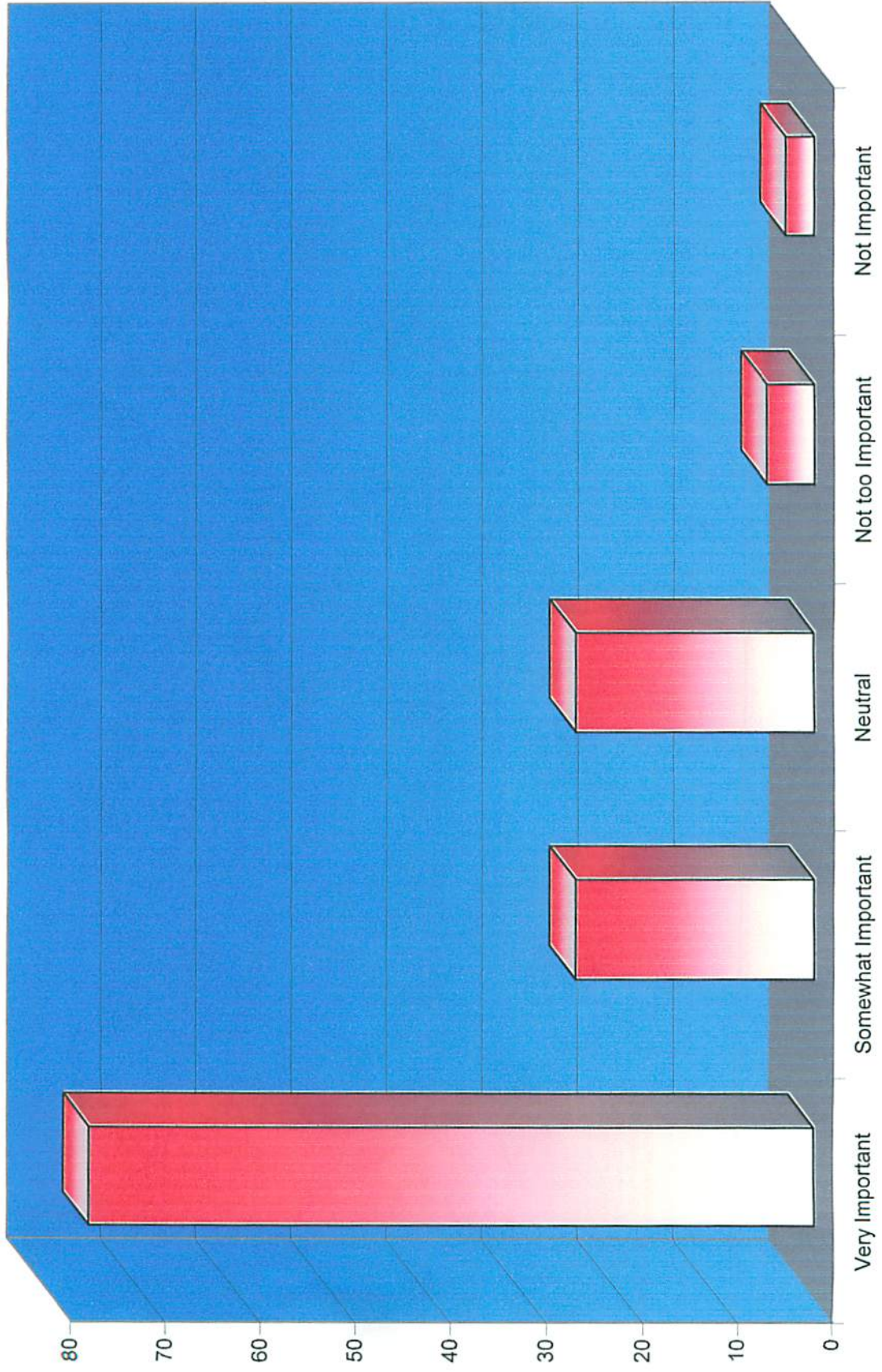


Overall Satisfaction On Last Visit

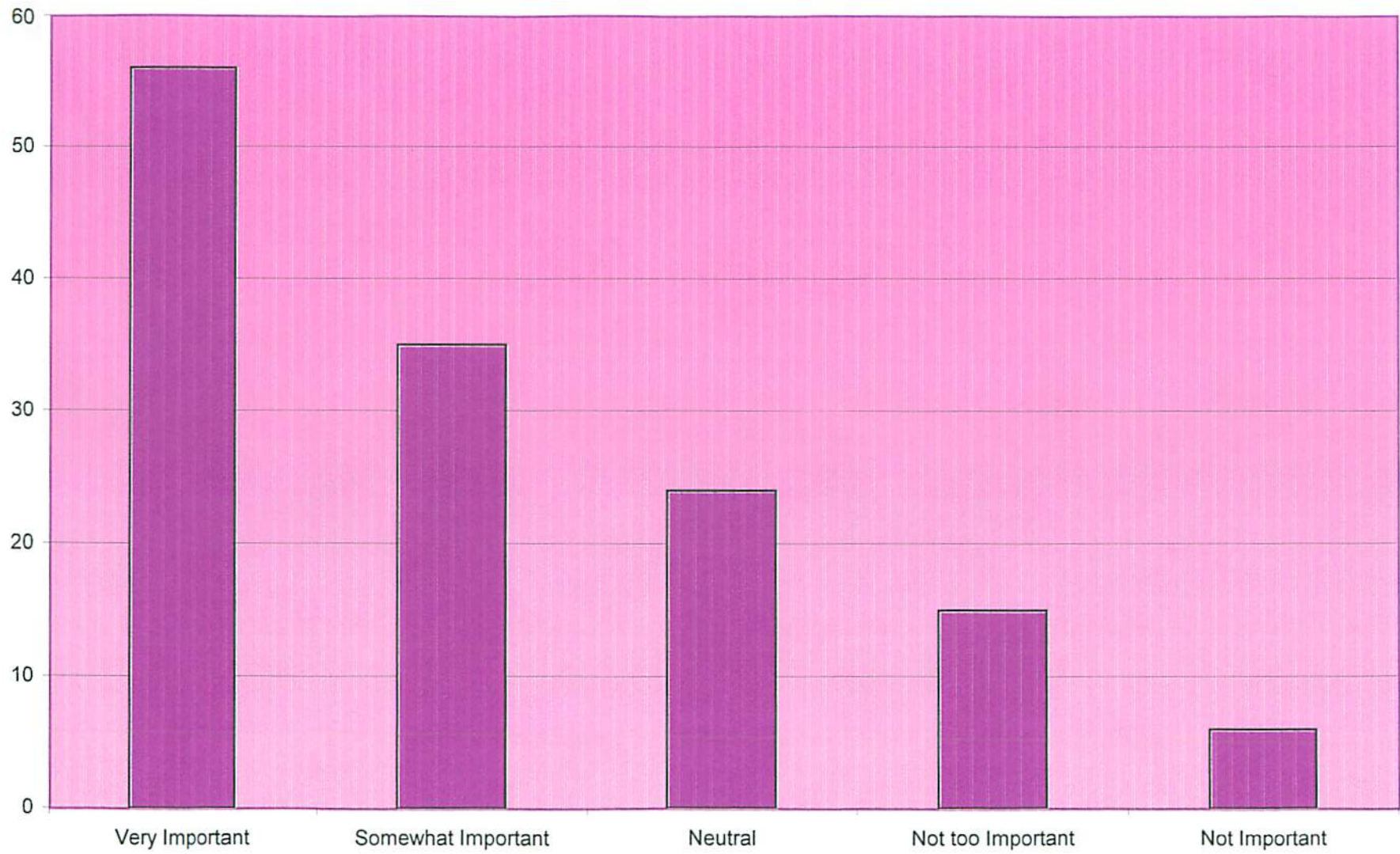


Yes
No

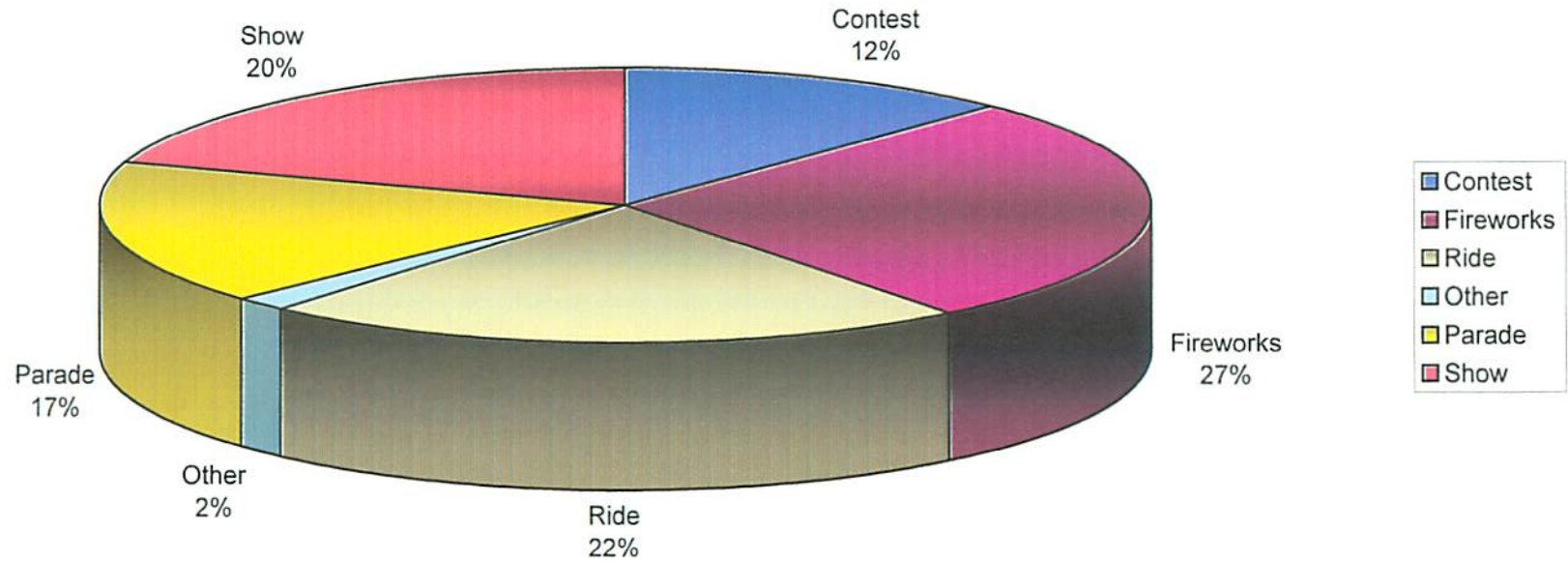
How Important Is Ticket Price to Your Attendance?



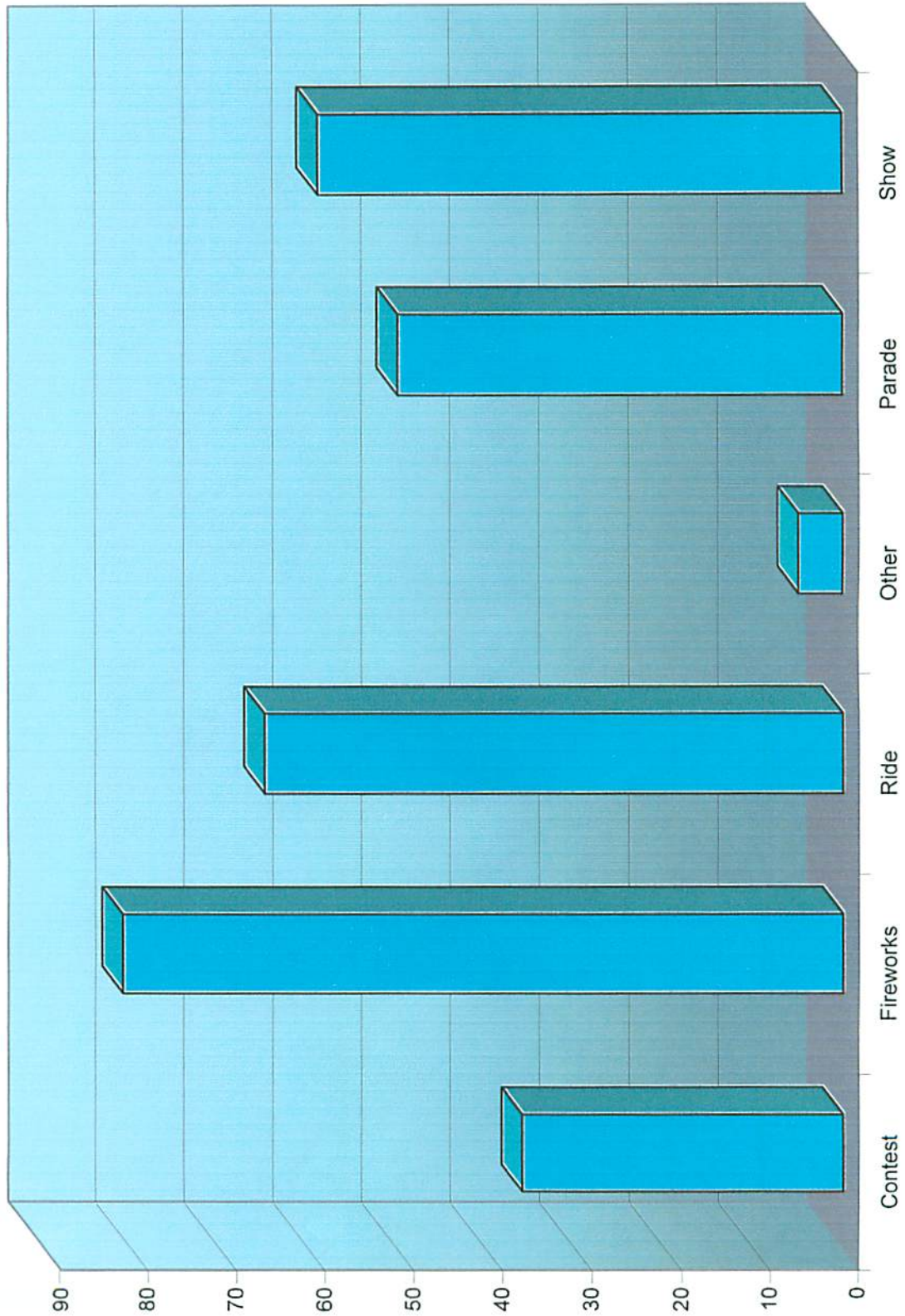
How Important Is a Major New Ride to Your Attendance?



What New Events Would You Enjoy as Part of Six Flags' 30th Anniversary Plan?



What New Events Would You Enjoy as Part of Six Flags' 30th Anniversary Plan?



Six Flags Great Adventure 30th Anniversary Celebration, 1974-2004 Season Pass-holder Survey Results 135 Respondents

Question 1

What new events would you enjoy as part of Six Flags Great Adventure's 30th anniversary plans in 2004?

Parade- 50 Fireworks - 81 Ride - 65 Show - 59 Contest - 36 Other - 5

Other

- O-Town Concert
- Live shows are paramount – singing and dancing oldies show
- Country concerts
- Duprees concert – bring back original employees 2

Question 2

How important is a major new ride to your attendance in a new season?

Very important - 56 Somewhat important - 35 Neutral - 24

Not too important - 15 Not important – 6

Question 3

How important is ticket price to your attendance decisions?

Very important - 76 Somewhat important - 25 Neutral - 25

Not too important - 5 Not important – 3

Question 4

Would you consider sponsoring/purchasing a personalized, commemorative item for the 30th anniversary?

Engraved brick paver for \$75 25

Name engraved around Main St. fountain for \$150 11

Engraved plaque on park bench for \$250 4

Question 5

What has been your favorite entertainment at the park?

Rides	20	Boat Show	1	Shorrs	1
Concerts	17	Cheerleading Competition	1	Koala Canyon	1
Shows	15	Parade	1	Bugs Bunny Land	1
Dolphin Show	10	Dead Man's Dance	1	Games	1
Roller Coasters	8	Children's Pool	1	Water Park	1
Fright Fest	8	Summer Festivals	1	Chinese Acrobats	1
Fireworks	2	Food	1	Dive Show	1
Water Ski Show	2	Looney Tunes Show	1		
Safari	2	Pictures w/ characters	1		
Radio Live Stage Show	2	Batman Show	1		

Question 6

What has been your favorite ride?

Nitro	55	Great Amer. Scream Machine	3	Sky Ride	1
Batman	9	Congo Rapids	2	Swings	1
Medusa	9	Chiller	2	Water Rides	1
Log Flume	6	Freefall	2	Tea Cups	1
Rolling Thunder	6	Coasters	2	Spin Meister	1
Runaway Train	4	Skull Mountain	1	Bugs Bunny Land	1

Question 7

On your last visit, were you satisfied with your experience overall: wait times, food service, cleanliness, value?

Yes 113 No 18

Comments:

Lines too long	11	Parking too expensive	1
Food too expensive	7	Food lines too long – not enough staff	1
Too many closed rides	4	Careless staff, no good customer service	1
Cleanliness is a problem	3	Too many big kids in Koala Canyon – no supervision	1
Bathrooms were dirty	3	Very slow	1
Park closed last day at 6 pm, no fireworks - disappointed	1	Cleanliness of bathrooms, especially in May at youth rally, early morning not cleaned	1
Very clean, good service	1		



Six Flags Great Adventure 30th Anniversary Celebration, 1974-2004 Season Passholder Survey

Your Opinion Counts!

1. What *new* events would you enjoy as part of Six Flags Great Adventure's 30th anniversary plans in 2004? (Check all that apply.)

1. Parade _____ 2. Fireworks _____ 3. Ride _____ 4. Show _____ 5. Contest _____ 6. Other _____

2. How important is a major new ride to your attendance in a new season? (Check one)

1. Very important ___ 2. Somewhat important ___ 3. Neutral ___ 4. Not too important ___ 5. Not important ___

3. How important is ticket price to your attendance decisions? (Check one)

1. Very important ___ 2. Somewhat important ___ 3. Neutral ___ 4. Not too important ___ 5. Not important ___

4. Would you consider sponsoring/purchasing a personalized, commemorative item for the 30th anniversary:

Engraved brick paver for approx. \$75	Yes _____	No _____
Name engraved around the Main Street fountain for appx. \$150	Yes _____	No _____
Engraved plaque on a park bench for approx. \$250	Yes _____	No _____

5. What has been your favorite entertainment at the park?

6. What has been your favorite ride?

7. On your last visit, were you satisfied with your experience overall: wait times, food, service, cleanliness, value? Yes _____ No _____

Comment _____

8. How long have you been a season pass holder? _____ Year(s)

Do you intend to buy a season pass in 2004? Yes ___ No ___

Why or why not? _____

9. Please check the information that best describes you:

Male ___ Female ___

Age: Under 21 ___ 22-30 ___ 31-55 ___ Age 55 and over ___

Number of children: 0 ___ 1 ___ 2 ___ 3 ___ 4 or more ___

Ages: Under 5 ___ 6-10 ___ 11-15 ___ 16-20 ___ Age 21 or over ___



Interviews with Experts

Industry Experts

In-depth surveys were distributed to five theme park industry experts – Steve Urbanowicz, historian and author of *The Roller Coaster Lover's Companion*; Tim O'Brien, senior editor of *Amusement Business*, the leading industry trade publication; Paul Ruben, historian and North American editor of *Park World* magazine; Gary Slade, publisher of *Amusement Today*; and Eric Minton, editor/publisher of *The Loop*, an internet newsletter. All surveys were received, except for Minton's.

Each of the four experts answered the following five questions:

1. How do you think a 30th anniversary celebration would impact Six Flags Great Adventure's attendance and revenue – positively or negatively? Why?
2. What types of activities would you recommend Six Flags Great Adventure incorporate into a 30th anniversary celebration, i.e. new ride, show, parade, fireworks, etc.?
3. What types of anniversary activities have been done at other entertainment venues that you consider successful? What events have been failures?
4. What types of obstacles do you think Six Flags Great Adventure would have to overcome to produce a successful 30th anniversary celebration?
5. Would you recommend that Six Flags Great Adventure host a 30th anniversary? Why?

In response to question 1, "How do you think a 30th anniversary celebration would impact Six Flags Great Adventure's attendance and revenue – positively or negatively? Why?" all respondents agreed that, if done "right", a 30th anniversary celebration would have a positive impact. They defined being done "right" as introducing new capital such as a ride or show, and involving guest participation. Ruben further explained that the right event could create season-long momentum.

In response to question 2, "What types of activities would you recommend Six Flags Great Adventure incorporate into a 30th anniversary celebration, i.e. new ride, show, parade,

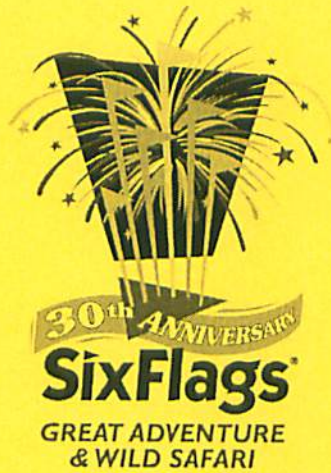
fireworks, etc.?” the respondents offered many different suggestions. Urbanowicz and Ruben suggested a new ride and show reflecting the park’s anniversary. Slade and Ruben recommended a new fireworks spectacular and parade (Slade suggested 30 high school bands marching throughout the parade for 30 days). O’Brien again stressed activities that involve guests, as well as big presents/prizes and offering “something different.”

In response to question 3, “What types of anniversary activities have been done at other entertainment venues that you consider successful? What events have been failures?” all respondents noted Walt Disney World’s anniversaries as successes. Urbanowicz and Slade noted price roll backs, and Slade suggested focusing on the number 3, such as \$3 parking on the anniversary, \$3 gate admission for the last 3 hours of the day, \$3 hot dog and Coke combos, \$3 gift cards given at turnstiles. Urbanowicz also cited Kings Island’s historical song and dance show as a great success. He and O’Brien cited “not involving guests” as a major failure, and O’Brien further noted “banners and ballyhoo” without sound activities and entertainment to support them as another downfall.

In response to question 4, “What types of obstacles do you think Six Flags Great Escape would have to overcome to produce a successful 30th anniversary celebration?” Urbanowicz and Slade cited a history marred by accidents (i.e. the 1984 fire, pre-metal detector violence involving knives and guns, ride accidents). The same respondents emphasized that the park has enjoyed a strong and safe history since the late 1980s and that promoting progress, the current safety record and “how far the park has come” is important to a positive message. Ruben suggested indifference from the local media. O’Brien noted finding “unique and classy” ideas to beat the competition, and having the momentum to sustain a summer or month-long event. He also said that the ideas must be very grand, such as bringing David Letterman, Howard Stern or

MTV to broadcast from the park, creating a “Six Flags Circus of the Stars” or a new reality show pitched to a television network.

In response to question 5, “Would you recommend that Six Flags Great Adventure host a 30th anniversary? Why?” all respondents said yes. Urbanowicz said that there are many achievements to celebrate. Slade said that anniversaries are enjoyable for both guests and employees. Ruben said that anniversaries are a new reason for guests to visit. O’Brien voiced caution, as anniversaries are only positive with the right “budget and brains” – a common theme throughout his survey.



Review of the Literature

Literature Review

In order to fully understand the components that go into the creation and implementation of anniversary celebrations, this researcher examined commemorative campaigns on several levels, including: business and organizations, vacation destination and resort communities, competing theme parks and other Six Flags parks. Information leading to the design of this literature review came from Internet and library database sources. The results were as follows.

Business and Organizational Anniversary Celebrations

Through a thorough investigation into the subject of anniversaries and commemorative celebrations, this researcher found that regardless of size or scope of the organization, almost all celebrate some type of anniversary.

Interestingly, however, is that while most do recognize these age-related landmarks, no two organizations are alike in how they mark the anniversary. To illustrate this, two highly visible commemorative events have been selected and reviewed- The Ford Motor Company's 100th Anniversary Celebration and the National Science Foundation's 50th Anniversary.

The Ford Motor Company's 100th Anniversary Celebration

With its name and reputation built on its longevity in the industry, the Ford Motor Company's anniversary was an obvious promotional opportunity to reiterate the fact that they are "America's Car Company." "The Road is Ours- 100th Year Anniversary" campaign was rolled out six months prior to the actual anniversary date and included advertisements, marketing materials and even a separate web site to promote the celebration.

Therefore, marketing through anniversary events has become quite popular for this industry.

Although quite similar in goal and focus like the business and organizational communities, the resort destinations also vary in their approaches to promoting these events. To depict these differences, two vacation destinations' anniversary campaigns have been selected and investigated. They are the Telluride's Ski Resort's 30th Anniversary Celebration and Carnival Cruise Line's 30th Anniversary.

Telluride's 30th Anniversary Celebration

Telluride's anniversary events were spread out over a weeklong celebration at the height of skiing season. Centered around the over 21 crowd, each day of the anniversary campaign was marked by an entertainment feature with some of the music industry's hottest performers and drink specials at the bars. Artists like G. Love and Special Sauce, The Wailers and Smilin' Assassins were promoted four months prior to the ski resort's anniversary and tickets were sold for each performance. Group ski and snowboarding packages were also available in conjunction with the concerts.

This resort is very unique in the fact that it targeted one specific age group for its anniversary celebration. Interestingly, children and families were not the focus of Telluride's campaign as is evident in most other anniversary celebrations.

Carnival Cruise Line's 30th Anniversary Celebration

Touted as the "most popular cruise line in the world," Carnival marked its 30th anniversary with a yearlong celebration featuring commemorative items, on-board contests and promotions and a special 30th anniversary song by Broadway star Andrea McArdle.

Carnival kicked off its milestone with a reception at its Miami headquarters and on the actual day of the anniversary special celebrations geared toward children were held aboard its 16 “fun ships.” For adults, Carnival also partnered with Coors Brewing Company to create “Fun Ship” Coors Light Beer available only on the cruise line’s ships.

Appealing to a wider audience including families, young and old adults and even singles with its events, Carnival was trying to reinforce the “America’s most loved cruise line” slogan.

Summary of Vacation Destinations and Resort Communities’ Anniversary Celebrations

While both examples are aiming to capture an audience that enjoys leisure activities and having a good time, the two were drastically different in their approaches to reaching these target groups. Telluride’s focus was on the young adults that frequent the bar scene, enticing them with popular music acts and drink specials, whereas Carnival Cruise Line was aiming to attract people of all age groups and interests with a variety of activities that appeal to each age segment. Additionally, while Telluride was obviously working with a smaller budget than Carnival, they did little to no promotion prior to the anniversary weekend compared with Carnival that promoted the celebrations a year in advance. Carnival also sought out strategic alliances to carry the burden of the costs and to create a more enticing package for customers.

Competing Theme Park Anniversary Celebrations

In order to fully understand the varying degrees to which anniversaries and commemorative events cover in the theme park industry, this researcher selected one

medium-sized organization called Astroworld and the “head honcho” of theme parks Disney World.

Astroworld's 25th Anniversary of the Texas Cyclone

Celebrating its 25th Anniversary of the Texas Cyclone, Astroworld held a weekend-long event called the “Retro Revive Weekend.” Taking its guests back in time to the 1970s when the popular ride was first opened, Astroworld encouraged visitors to dress in vintage 70s outfits, dance to disco music and enjoy price rollbacks on merchandise and refreshments. Guests who still had authentic Astroworld passes from the 70s also received free admission to the park during the celebration weekend.

As part of the festivities, the unveiling of the modified Texas Cyclone was the center of the event’s promotional campaign. Children, families and teens were targeted in the anniversary campaign with special features like dance parties, shows and attractions and a concert headlined by disco devas Evelyn “Champagne King” and Thelma Houston.

Disney World's Magic Kingdom's 25th Anniversary Celebration

Referred to as the biggest anniversary celebration ever held for a theme park or any other business or organization, Disney World’s 25th Anniversary has shattered every concept of the special event campaign.

Spread out over 15 months, Disney’s “Remember the Magic” celebration included brand new nightly parades and firework displays at the park; an aggressive marketing campaign comprising TV, radio, newspaper and magazine advertisements, special TV programming highlighting Disney’s past; special rides and attractions developed just for the anniversary; and specially-reduced pricing packages for families.

The extensive 15-month campaign is still considered to one of the most effective promotional campaigns in history because of its ability to appeal to almost every audience.

Summary of Competing Theme Park Anniversary Celebrations


Although the size and budgets of the two theme parks presented in this section cannot justly be compared, the goals and target audiences were identical. Both were attempting to attract children, families and young adults through creative, over-the-top events and both disseminated the message of nostalgia and the “good ‘ol days of yester year.”

Additionally, both theme parks utilized special events such as concerts and parades that bring all age groups together. The use of specially priced ticket passes was also a common factor between the two parks.

The major difference besides the size of the budgets was the length of the campaign. Whereas Astroland was centered around one weekend, Disney World’s anniversary celebration lasted for a lengthy 15 months.

Six Flags Great Adventure Anniversary Celebrations

Because each Six Flags is somewhat autonomous in its marketing and advertising efforts, the anniversary promotional campaigns among all Six Flags’ theme parks differs from park to park. In researching the history of anniversary celebrations among the Six Flags parks, two prominent campaigns appeared to gain the most recognition. They were: Six Flags over Texas’ 40th Year Anniversary and Six Flags Over Georgia’s 35th Anniversary Celebration.




Six Flags Over Texas' 40th Year Anniversary

An extensive campaign that was unveiled at the end of the 2000 season, Six Flags Over Texas' 40th Year Anniversary seems to be the successful campaign in Six Flags history. Not only did they remodel and update the aesthetics of the entire park, cut ticket prices, add 17 new entertainment shows, introduce a new summer festival, expand the children's section and increase the number of outside food vendors, but they pulled out all of the stops with the introduction of its new giant ride- the Titan.


With each aspect of the campaign targeted toward a specific audience, Six Flags Over Texas brought in an estimated three million guests, many of whom had never visited the park prior to the anniversary celebration.

Six Flags Over Georgia's 35 Years Celebration



Six Flags Over Georgia celebrated its 35 Years Celebration in a traditional, subdued manner with nightly birthday cakes, new stage shows, anniversary-related park promotions and specially priced passes. Introduced a few months prior to the anniversary date, Six Flags Over Georgia's 35th Years Celebration was promoted through the park's web site and local TV and newspaper advertising.

Summary of Six Flags Great Adventure Anniversary Celebrations



On a much smaller scale, Six Flags Over Georgia's anniversary celebration was similar to Texas' in that they both targeted the same audiences and both presented themselves as the theme park destination in each market. However, Six Flags Over Georgia's promotional campaign was neither as extensive as Texas' nor as costly.




Experiences of Similar Organizations

Experiences of Similar Organizations

Many theme parks celebrate anniversaries with much hoopla and fan fair. Below are listed several amusement parks, and events that were scheduled for various anniversary events. At the end of the list are suggestions from various Internet newsgroups on anniversary special events.

Six Flags over Texas – 40 Years 2001

- New giant ride – Titan
- Expansion of family and children's section featuring 9 major new rides and attraction
- Added 17 new shows
- Nightly performances by Dallas Cowboy Cheerleaders
- Rolled out images and stories about the park's early years
- Summer festival
- Poured on the Texas themes
- Wild West Show
- Kilgore Rangerettes
- Offered Premium Pass (Celebration Pass) for the first time (unlimited visits and discounts on food and gifts, plus free tickets to other local attractions such as Fort Worth Zoo, Palace of Wax and Rangers baseball games and exclusive "ride parties" not open to other park visitors). People see this as a value-added for their most loyal customers.
- Got lots of needed infrastructure, new signage and paint
- New entry plaza with waterfalls and beautiful flower beds

- 
- For the first time, well-known Eddie Deen's catering ran two food services, Mexican and Texas BBQ
 - 2001 was the most successful season ever
 - Amusement Business estimates the park drew 3 million guests
 - By 2002 "has gone from being the wind in the sails of Six Flags, Inc. to being the anchor weighing down the corporate ship". (Cut discounts and no new rides)

Six Flags Over Georgia – 35 Years


- Birthday Cakes
- A Stage Show
- Park Promotions
- New virtual Queue system – 37



Busch Gardens, Williamsburg – 20 years

- Opening day – wear a polyester leisure suit and get in for \$10.00

Astroworld – 25 Anniversary of Texas Cyclone

- (Weekend) Dyno-mite 1970's celebration with disco dancing, contests, price rollbacks on merchandise and food, retro decorations, '70's look-a-likes. Village People, Evelyn Champagne King, Thelma Houston – free concert
 - Guest who bring an authentic Astroworld season pass from the 1970's got free admission for them and three friends
 - Guest were to where polyester leisure suits, platform shoes other 70's clothes and dance to disco
 - Anyone who road the Texas Cyclone on June 1 received a special 25th anniversary button, and could buy limited edition t-shirts
 - Offers new Fast Lane ride reservation system for 4 most popular rides
- 

Wonderland Amusement Park, Amarillo – 50th Anniversary 2001

- New exhibit depicting park's history along with display of classic roller cars
- Wonderland will sponsor entertainment news on Fox station, with live broadcasts on Thursday nights, and live "weather cam" on top of the roller coaster, 50 years of forecasting fun theme built around weather cam

Cedar Point Ohio – 25 years (1997)

- Nighttime Laser Show with pyrotechnics and a strong musical program
spectacular show for all ages


Magic Kingdom – 25 years

- 16 month marketing campaign played a crucial role in Magic Kingdom attendance
- Cinderella's castle decorated like a cake, special tour packages, visitors received stickers with the date of their first visit to the theme park
- Rededication of the Magic Kingdom on Oct. 1, led by a 1,076-piece marching band
- New entertainment was tied to the anniversary, much of it designed to include past visitors
- There was a homecoming-theme parade with floats designed around the company's most popular animated movies, from Cinderella to The Lion King. The parade made regular stops throughout the park, bringing spectators into the show for dancing and games with Disney characters
- A new show included families chosen to represent every year Disney World has been open, beginning with those who first visited the park in 1971

- On Main Street U.S.A., there was a 25th anniversary welcome center where past visitors can get a commemorative lithograph and watch an historic film
- There was an anniversary-related shows and decorations at Disney's other theme parks and resorts, including a new version of Epcot's IllumiNations, a nightly fireworks and laser show
- Few new attractions debuted during the 15-month event, the most notable exception being Epcot's Test Track thrill ride. But the new entertainment alone represented a major investment
- The Magic Kingdom, for example, had extended hours throughout the anniversary, staying open for a fireworks show every night. Normally, the park only has fireworks during holiday periods and summer
- To reach the widest possible audience -- and ensure strong attendance throughout the anniversary -- Disney hosted a multi-day media gathering. The media audience included both news reporters and others involved in advertising and promotions from newspapers, television and radio. Nearly 10,000 people, including their guests, were invited to the event, all on Disney's dime. (Disney World Planning 25th Anniversary Celebrations for Oct. 1, By Christine Shenot, The Orlando Sentinel, Fla. Knight-Ridder/Tribune Business News)

Kings Dominion – Virginia 25 years (2000)


- New Water slides
- New family fun rides
- Brand new eateries
- More concerts
- More live shows

- 
- When they opened, Karl Wallenda walked a high rope above the main fountains in the park, and then his grandson Tito repeated the walk

Knott's Berry Farm – 20 Years

- Introduce two rides and open a new Camp Snoopy Theatre for live entertainment
- Knott's annual pass being offered to adults at the kid's price of \$59.95 through Feb. 28


Knoebels – 75 years

- 
- Feeding that atmosphere are commemorative clothing, ornaments and sets of coins in the gift shops, plus a just-published book recounting Knoebels' history
 - The park also erected 17 black granite historical markers around the property, pointing out such attractions as the original 1926 swimming pool, the 1913 grand carousel, the stone-stacked lighthouse Knoebels built in the mid-1930s, and the 1933 Stony Gables summer cottage, now a fudge shop
 - The anniversary celebration itself will include a parade of a 75-piece marching band
 - 8 week high diving show

Holiday World, Indiana

- Free, unlimited soft drinks

Disney's California Adventure

- 
- Special Southern California adult admission promotion and free child admission with each adult



Hershey Park

- New marketing and promotions program offering incentives and benefits to local guests

Sea World, San Diego

- Every patron who bought a one-day admission Jan – April, got free admission the rest of the summer, resulted in highest attendance since 1964, more than 4 million. The revenue we're not getting coming through the gate, we're making off the hamburgers and t-shirts

Universal Studios Hollywood

- Promotion allowing kids under 15 into park for free with a paid adult turned attendance around dramatically




Seaworld, San Antonio

- Fun Card – unlimited admission through mid-August with the purchase of a one-day admission

Paramount's Great America, CA




- WOW! Card – free admission the entire season with the purchase of a one-day pass, they can come back, or not come back without suffering a financial risk. a season pass is too much of a commitment

Other Ideas From Internet Newsgroups

- Some parks offer various levels of passes – Bronze passport – a scaled down season pass.
 - Florida residents who bought a one-day admission to Busch Gardens – Tampa or Sea World Orlando before the first week in April, could use that ticket again and
- 

again. It encourages early season attendance, buying full price tickets, helps that spring “shoulder” season

- Research shows people are more interested in perks
- Cleanliness is indispensable– don’t skimp on clean up money
- Image factor is powerful (Disney)
- Paint is inexpensive way to add value
- “Costumes” instead of boring uniforms give the park atmosphere – add to the idea that an amusement park is someplace different
- Fast-pass – like Disney
- Need a mascot (like Mickey Mouse)
- Great Adventure has a lot of good roller coasters – but has lost it’s charm, nostalgia, goodwill
- Have national events there for roller coaster enthusiast association, ACE, etc....
- Fireworks and concerts
- Canobie Lake has fireworks every Saturday and has a dance party every Friday. For their 100th birthday they planted a tree, gave out stuffed animals with birthday hats, had a large Broadway style music show on top of its normal entertainment. The Show Freedom Signs is a combination of music though 100 years. Turn every day into an event. Bring in jugglers things to put together a parade but on a smaller scale
- Concerts, fireworks, parades, memorabilia
- Something cool like those pins Disney sells
- Maybe a new ride or show or just refurbishing of current ones


- 
- Add some great new ride; something out of the ordinary, probably a coaster but an original one not a clone. The only truly original type now would be 4D but if they came out with a new ride that'd be like a 20th birthday present to the park that would be great
 - Another thing you could do is have a royal celebration family. Have a raffle for King, Queen, Prince and Princess. Give them special privileges and treat them like royalty
 - Bring in something from another country just for the year, perhaps an older ride that survived through the years
 - Add an entire section, like old Kennywood, featuring attractions that were lost or removed but reflect the history of the park
- 
- 



Ranked Issues

Issues

1. Like many U.S. companies in a struggling economy, Six Flags Great Adventure has experienced cuts in budgeting producing closed rides, offering fewer live entertainment shows or smaller-scale shows, and closed food stands inside the park. Guest service training programs have also been curtailed to save money. On busy days, this leads to longer lines, unfriendly employees and a decrease in guest service.
2. Like many shore businesses and fellow regional theme park companies, staffing the entire park property has been a challenge. The park is continually challenged to create incentives and innovative hiring practices. Typically during the “shoulder seasons” in April, May, early June and September, staffing is at its most critical stage.
3. The park has aged throughout the past 30 years. Limited funds have led management to prioritize costs, such as purchasing new rides, over a clean-up effort in some cases. New park leadership has focused on fresh paint and a brighter, cleaner look for park guests in the 2002 and 2003 seasons, but more must be done. Aging restrooms are beyond cleaning, and need rebuilding. Damaged theming facades and peeling paint communicate a lack of concern, and a lack of safety to park guests.

- 
4. Along with celebrating its 30th anniversary, Six Flags also may face criticism in the press of having a negative safety history. 2004 is the 20th anniversary of the Haunted Castle fire, and the park also gained attention for other ride casualties and injuries prior to metal detector installation.





Ideal Marketing Position

Positioning (Ideal State)

In the 2004 season, Six Flags Great Adventure will achieve an increase in revenue over the 2003 season, people will buy more multi-day tickets, and in park spending will increase. Six Flag's image will be enhanced in the eyes of the public and the media.

	Real Issues	Ideal Issues
1	Six Flags Great Adventure has closed rides, offers fewer live entertainment shows or smaller-scale shows, and has closed food stands inside the park. Guest service training programs have also been curtailed to save money. On busy days, this leads to longer lines, unfriendly employees and a decrease in guest service.	Six Flags Great Adventure will run all the operating rides each day; open the available food concessions stands, and offer more live entertainment shows. SFGA will also provide guest service training to employees.
2	During the "shoulder seasons" in April, May, early June and September, the park is not consistently staffed.	Six Flags creates incentives and innovative hiring practices to fully staff the park, especially in the "shoulder seasons" of April, May, early June and September.
3	The park has aged throughout the past 30 years. There are aging restrooms, which are beyond cleaning, and need rebuilding. Damaged theming facades and peeling paint communicate a lack of concern, and a lack of safety to park guests. Rides are in disrepair.	Six Flags has clean, working restrooms. Buildings, signs and rides have clean fresh paint, and no visible signs of aging. Repair all broken rides.
4	Six Flags also may face criticism in the press of having a negative safety history. 2004 is the 20 th anniversary of the Haunted Castle fire, and the park also gained attention for other ride casualties and injuries prior to metal detector installation.	Six Flags is an amusement park with a high safety rating. The press will positively focus on SGFA safety record over the last 10 years.



Audience

Segments

Profiles

Ranks

(Ideal State)

Audience Segments/Profiles/Ranks & Behavior (Ideal State)

a. Rationale

Six Flags audience members can be broken down into several categories: employees (internal), season pass holders (external), media (intermediary), local businesses such as shopping, hotels, campgrounds and restaurants (intermediary), teens (external), adults (external), senior citizens (external), non-visitors (external) and competition such as other entertainment venues (external).

Given Six Flags Great Adventure's advertising strategy toward teens 12 – 17 and women 25 – 49, the park's 30th anniversary target audience will match the advertising audience. The park targets this audience because:

1. The cornerstone park attractions are geared toward teens, i.e. major roller coasters
2. Young-to-middle-aged women make the decision for their group/family to visit the park

With a wide variety of thrill-seeker attractions that rank among some of the best in the country, teens 12 – 17 consider the park “cool” and desire to visit. Advertising aimed toward 12 – 17-year-olds also captures the attention of “tween”-aged youth (8 – 11) who want to be just like their older counterparts. The attraction to thrills also dominates college-age individuals, and spreads to any individual looking for something bigger, faster and taller to conquer.

Teens and tweens too young to drive are also responsible for the “nag factor” – bugging their parents to take them to the park after they see a commercial or hear their friends talking.

The park also features two sections for children, entertainment (concerts and shows) and many rides for families, which appeal to mothers (who are also the decision makers).

b. Ranks


	Must Influence	Should Influence
Likely to Influence	Teens (users) Adults (users) Employees (users) Season pass holders (users)	Local businesses (users/non-users) Media (users/non-users) Women 25-49 (users/non-users)
Unlikely to Influence		Senior citizens (users/non-users) Non-visitors (non-users) Competition (users/non-users)

c. Behavioral analysis

Past Six Flags research notes that the two target audiences vary in the reception of park messages.

Historical Six Flags research shows that teens are extremely receptive to park messages and typically respond with a visit (or multiple visits) to new and existing attractions. They are less concerned with overall park aesthetics and employee friendliness, and rank highest in overall park satisfaction.

Research shows that women aged 25 – 49 are more challenging to convert to visitors. Particularly, Caucasian women are the most skeptical, critical and least satisfied with the park's offerings. They cite dirty bathrooms, poor service and closed locations as reasons for dissatisfaction.



Recent surveys of season pass holders showed that the cost of admission ranks highly in most age categories as the No. 1 most important factor in attendance. Research shows that new rides and live shows motivate visitors and keep them coming back





Objective 1.0

Loretta O'Donnell

Objective 1.0

During Six Flags Great Adventure's 2004 season, increase attendance by 8 percent from the previous season through a targeted 30th anniversary celebration geared toward teens and women.

Strategy 1.1

Create excitement through a power-packed "30 Days of Thrills" campaign in July (July 4 Six Flags anniversary date) filled with entertainment and promotions designed to increase attendance among key target audiences.

Justification – The results of our in-depth interviews with industry experts and intercept survey of season pass buyers showed that special events and anniversary promotions have been successful and are good incentives for attendance, including the primary target audiences of women aged 25-49 (decision makers) and teens. The survey showed that respondents would enjoy events such as parades, new ride, fireworks, shows and contests.

Benefit – Special events, major new ride and anniversary promotions will help to meet the park management's goal of increased attendance and revenues, and will increase the park's visibility.

Tactic 1.1.1

Promote 30th anniversary-themed special events and attractions (Cost \$700,000)

Activities

Enhanced daily parade with floats, confetti/streamer cannons

Nightly fireworks

Exhibit featuring park's history




Exhibit featuring park's history

Musical/dance review for Showcase Theater, music highlights of past 30 years

Tactic 1.1.2

Introduce a major new thrill ride in April 2004 geared toward families to spur trial visitation and increase season pass sales. (Cost: \$10,000,000)

Activities:

Explore various ride options geared toward families, such as a water coaster or a themed dark ride.

Examine pricing and the best fit for the parks budget.

Tactic 1.1.3

Create a \$30 "Roll Back the Price" promotion. (Cost \$5,000)



Activities

Include discount coupons in newspaper ads

Distribute coupons to stores in target area

Partner with local food and beverage companies for coupons on products


Use coupons in mailings and season pass booklets

Tactic 1.1.4

Advertise the 30th anniversary theme and include that Six Flags Great Adventure is the "world's ultimate thrill park" and that the Wild Safari is the world's largest drive-thru safari outside of Africa. (Cost \$45,000)

Activities

Imprint the logo on press release and stationery letterhead



Use the logo in ads, coupons and mailings

Use the logo in ads, coupons and mailings

Imprint souvenir items with the logo

Plant flowers in the shape of the logo at the park's entrance

Post new signs and hang banners at entrance, in the parking lot and inside the park

Time (for all above tactics) - Eight months of planning

Agent –All operating departments, including Entertainment, Operations, Merchandise, Food Service and Games, with support from Marketing

Strategy 1.2

Create desire among potential park visitors to “buy in” to Six Flags 30th anniversary concept and participate in the celebration.

Justification – Our interviews and surveys showed that people responded best to customer-oriented celebrations that involved park guests.

Benefit – Involving park visitors will encourage a successful celebration and favorable opinion, thereby helping to meet the objective of increased attendance and revenues.

Tactic 1.2.1

Offer guests the option to sponsor and personalize a commemorative message that will be added to the park for many years. Sell these opportunities beginning the prior season, for implementation in the 2004 season. (Cost \$10,000)

Activities

Sell brick pavers that family name can be carved into for new walkway

Donors of certain amount will have name engraved around the Main Street fountain

Offer name plate and message on a park bench.

Tactic 1.2.2

Activities

Schedule popular performers from the 70s

Invite actor(s) from "That 70s Show"

Advertise 70s week events through local media, on web site, and signs

Include 70s week events calendar in mailings

Offer discount to attendees in 70s style apparel

Tactic 1.2.3

Host other special days and activities to involve park visitors. (Cost \$10,000)

Activities

Huge birthday/anniversary card for kids to sign

Create a time capsule involving the local community, and bury it in the park celebrated by a festive event on or around July 4.

Contests and giveaways – guests may be chosen through a lottery system to ride in the parade on a special float

Senior Day and College Day – discounted price and special events targeting teen-aged students

Time (for all tactics for Strategy 1.2) – One year

Agent – All operating departments, including Entertainment, Operations, Merchandise, Food Service and Games, with support from Marketing

Strategy 1.3

Continually evaluate the attendance and revenue totals for Six Flags 2004 season.

Justification – Evaluation is needed to measure the success of the strategies and tactics in meeting the goal of increased attendance and revenue during the 2004 season and the objective of an 8 percent increase over the previous season.

Benefit – Evaluation will help the park’s management report to corporate on its degree of success and will assist in future planning.

Tactic 1.4.1

Compare attendance and revenue figures for 2004 to previous season and the July “30 Days of Thrills” to July 2003 for percentage differences. (Cost - \$5,000)

Activities

Analyze the number of season passes, individual and group ticket purchases compared to previous season and chart the results.

Analyze a break-down of revenues from in-park expenditures and compare to previous season and chart the results.

Time – 4 weeks

Agent – Financial officers and Market Research Department



Objective 2.0

Stacey Rodemer

Objective 2.0

During Six Flags Great Adventure Theme Park's 2004 season, increase revenue by 10 cents per person during a park visit.

Strategy 2.1

Boost in-park sales at Six Flags by enticing visitors with special promotional discount programs.

Justification- Season pass holder research has shown that price is a major factor in the visitors' decision to purchase food and merchandise inside the park. By offering Six Flags' visitors promotional discounts on food and merchandise, the visitors are more likely to purchase those items. More in-park sales will therefore increase the revenue per person.

Benefit- Offering visitors promotional discounts on food and merchandise inside the park will get them excited about buying in Six Flags items and increase in-park spending, making Six Flags more profitable.

Tactic 2.1.1

At the entrance gate during the "30 day of Thrills" campaign, give to each visitor a "30th anniversary celebration pass," a \$5.00 coupon useable toward 30th anniversary or new attraction merchandise inside the park.

Cost - \$5,000 – printing of coupons

Time – During the "30 Days of Thrills" Campaign from July 4 – August 4, offer the celebration pass on Tuesdays

Agent – Food/Beverage Service, Merchandise, Ticket Sales, Marketing

Tactic 2.1.2

Offer a “family value meal,” consisting of four hot dogs and four medium sodas for \$15.00.

Cost - \$1,000 – for designing/printing promotional signage

Time - During the “30 Days of Thrills” Campaign from July 4 – August 4, offer the family value meal on Mondays and Thursdays.

Agent – Food/Beverage Service, Marketing

Tactic 2.1.3

Compare in-park revenue from the 2004 season to 2003 and 2002 seasons to evaluate changes in percentages.

Cost - \$200

Time – At the closing of the 2004 season

Agent – Marketing

Strategy 2.2

Excite visitors about Six Flags’ 30th anniversary celebration by creating a unique merchandise line of 30th anniversary promotional items to be sold inside the park during the 2004 season.

Justification: By marketing 30th anniversary promotional items to visitors, Six Flags provides visitors with an affordable way to commemorate the last 30 years of Six Flags fun.

Benefit: Marketing 30th anniversary promotional items to visitors increases Six Flags’ in-park merchandise spending, therefore boosting revenue.

Tactic 2.2.1

Develop 30th Anniversary logo

Cost - \$750 – graphic designer

Time – September 2003

Agent – Graphic Design Vendor, Public Relations, Marketing

Tactic 2.2.2

Work with vendor to order promotional items.

Cost - \$4,900 – 5,000 32 oz. water bottles

\$14,000 - 5,000 white Hanes Comfort t-shirts

\$17,000 – 5,000 UltraClub hats

\$29,000 – 5,000 white Anvil beach towels

\$14,000 – Toppers tote bags

Time – Order in January, allowing 8-10 weeks for delivery

Agent – Apparel vendor, Marketing

Strategy 2.3

Electrify visitors by increasing the quality and quantity of live-action shows at Six Flags.

Justification - Research has shown that Six Flags visitors overwhelmingly enjoy the live action shows hosted by the park [the live-action dolphin show and the musical concerts in particular]. Live-action shows are pivotal in attracting visitors that may not ride attractions.

Benefit - By hosting live-action shows more frequently, Six Flag will attract people that do not ride attractions. These additional visitors will help boost ticket sales and once

inside the park will very likely take advantage of promotional discounted items, boosting food and merchandise sales.

Tactic 2.3.1

Offer a prominent artist in a live concert.

Cost - \$2.5M – for talent

Time - Every Saturday and Sunday night through June, July and August

Agent – Entertainment

Tactic 2.3.2

Host a 70s disco dance party with a disc jockey

Cost - \$10,000 -- for talent and decorations

Time - Each night of the “30 Days of Thrills” [from 7pm – 9pm]

Agent – Entertainment, Marketing

Tactic 2.3.3

Introduce two new branded stunt shows geared toward families – a super hero-themed show in the Movietown Stunt Show arena, and a Warner Bros.-themed water stunt show on the Great Lake.

Cost - \$2.4M – for talent and coordination

Time – Saturday and Sunday afternoons through June, July and August

Agent – Entertainment, Marketing



Objective 3.0



Marybeth Hegel

Objective 3.0

During the 2004 season, increase multi-day visits of people who live within a 50-mile radius of Six Flags Great Adventure by 5 percent from the previous season.

Strategy 3.1

Enlighten people living within a 50-mile radius of Six Flags on the value of a multi-day park visit.

Justification – When educated on the value of a multi-day ticket and the vastness of entertainment it will provide, patrons will be enticed to buy multi-day tickets to Six Flags.

Benefit – An increase in multi-day ticket sales will increase the revenue of Six Flags.



Tactic 3.1.1


Design brochure to be distributed to residents within a 50-mile radius, during the month of March 2004, highlighting the multi-day ticket promotions. Emphasize in the brochures, and on web site, the amount of time it takes to fully enjoy each of the Six Flags parks.

Cost - \$5,000 for printing and folding of 50,000 brochures, \$50,000 for mailing

Tactic 3.1.2

Arrange with hotel and restaurant partners, mini-vacation promotions, such as special pricing and other incentives. Set up packages with local hotels, campgrounds and bed and breakfasts for multi-day ticket buyer.

Cost - \$0 (sales staff)



Tactic 3.1.3

During the “30 Days of Thrills” promotion, provide a shuttle to run between one or two of the closest hotels, and campgrounds and Six Flags.

Cost - \$5,000

Tactic 3.1.4

Partner with local businesses such as the outlet center, to include discounts in the mini-vacation brochures. Include information and discounts to local restaurants.

Cost - \$0 (sales staff)

Tactic 3.1.5

Team-up with the Jackson Chamber of Commerce, Ocean County Chamber of Commerce, Ocean County Tourism Advisory Council, Monmouth County Chamber of Commerce, NJ Division of Travel and Tourism, NY Convention and Visitor’s Bureau and Philadelphia Convention and Visitor’s Bureau in promoting Six Flags as a mini-vacation destination.

Cost \$0 (sales staff)

Tactic 3.1.6

Partner with businesses (other than just AAA) like grocery stores, travel agencies and or hotels to offer multi-day ticket sales.

Cost - \$0 (sales staff)

For all the tactics:

Time - Two months of planning and meeting with businesses, one month to set up web page, and produce brochures, and one week for mailings.

Agent –Sales staff

Strategy 3.2

Monitor the effectiveness of the mini-vacation promotion on the increase of multi-day visits during the 2004 season.

Justification – Monitoring is needed to measure the success of the strategies and tactics in meeting the goal of increased sale of multi-day ticket sales during the 2004 season and the objective of a 5 percent increase over the previous season.

Benefit – Monitoring will help the park’s management report to corporate on its degree of success and will assist in future planning.

Tactic 3.2.1

Evaluate the number of multi-day visits with the ATS (Attendance Tracking Surveys) already in use at the park.

Cost - \$0 (already budgeted in Market Research)

Tactic 3.2.2

Evaluate the number of multi-day visits by tracking the number of three-park passes sold.

Cost - \$0 (Finance/Marketing to evaluate reports)

Tactic 3.2.3

Evaluate the number of multi-day visits by tracking the number of two-day park tickets sold by AAA.

Cost - \$0 (Finance/Marketing to evaluate reports)

Time – Continuous through the season, April 2004 – October 2004

Agent - Financial and Marketing officers



Objective 4.0

Kristin Siebeneicher

Objective 4.0

Enhance Six Flags Great Adventure's image during the five months prior to the 2004 season.

Strategy 4.1

From November, 2003 through March, 2004, park management and labor unions will address maintenance issues pertaining to an aging infrastructure, and deteriorating aesthetics.

Justification – The results of our intercept survey of season pass buyers showed that park guests feel that park restrooms are dirty and aging, that certain rides are unsafe given their appearance (i.e. peeling or loss of paint, rust), and that overall, the park is not clean. The park is 30 years old and while some efforts have been made to improve the park's aesthetics, many more should be addressed to communicate a safe, fun, welcoming and respectful environment.

Benefit – Positive reaction from park guests, spreading to positive word-of-mouth, increased park attendance and revenue and a reduction of complaint calls/letters.

Time – Three months of planning and five months of maintenance work.

Agent – Park upper management and maintenance labor unions.

Tactic 4.1.1

Park management will commit to beautification efforts and aggressive theme park maintenance, such as:


New restrooms in the older sections of the park (i.e. Frontier Adventures)

Fresh paint on buildings, facades and queue rails

New concrete, where cracked, worn or gum-laden

Intensive cleaning in buildings (particularly restaurants)

New facades (i.e. ride theming, store fronts)



Freshened landscaping throughout the park

Cost: \$3 M above existing R&M budget – repairs and maintenance

Tactic 4.1.2

Park management will address aesthetics in the Safari, and commit to aggressive improvements, such as:


Introduce additional theming in Safari (i.e. the waterfall/pond in African Plains) to make it a more entertaining and interesting environment for the guests and animals

Enhance/paint/rebuild several Safari winter barns

Give Safari Administration a facelift, making it fit for visitors

Cost: \$1 M above R&M budget

Strategy 4.2



From October, 2003 through July, 2004, communicate the park's improvement efforts that will be/have been made for its 30th anniversary season.


Justification – Our interviews and surveys showed that people truly care about the park's aesthetics and they would appreciate the efforts being made on their behalf.

Benefit – Once they know about the measures being taken, faith can be restored, positive word-of-mouth can begin to spread, and people's intention to visit can be strengthened.

Time – 10 months

Agent – Public relations staff and sales reps

Tactic 4.2.1



When announcing the 30th anniversary in October, 2003, include a press release and pitching to key core and outer market media contacts regarding the improvements being made for the 30th anniversary on special anniversary letterhead.



Cost: \$400

Tactic 4.2.2

Invite key media contacts to see the work being done on a “hard hat” behind-the-scenes tour.

Mail invitations and hard hats (or another handy tool) to “tease” the media


Host several tours from January through April (park opening)

Organize vehicles and drivers for media guests during the coldest months

Host media walking tours on warm weather days

Cost: \$1000

Tactic 4.2.3



Pitch profile stories of maintenance personnel to key print and television media, and trade publications.

Cost: \$0 above existing phone and fax bills


Tactic 4.2.4

Address beautification efforts in the season pass mailers (two rounds of mailers) to communicate the changes to both existing season pass holders and prospective park pass holders.

Cost: \$0 above existing mailer budget

Strategy 4.3

Evaluate the effectiveness of the beautification and information campaign during the first three months of the 2004 season.



Justification – Evaluation is needed to measure the success of the strategies and tactics of improving the park’s aesthetics and how well those improvements were communicated and received.

Benefit – Evaluation will help the park’s management team report to the corporate office on its degree of success, which will assist with future planning.

Time – Continuous throughout the season, April 2004 – October 2004

Agent – Market research staff, Marketing and Financial officers

Tactic 4.3.1

Evaluate the opinions of guests by conducting VSS (Visitor Satisfaction Surveys) with questions focused on aesthetics, cleanliness and overall park appearance.

Cost: \$5000

Tactic 4.3.2

Compare 2004 VSS results with those received during the 2003 focus group panels (VSS is not being conducted in 2003).

Cost: \$0 above market research budget

Strategy 4.4

Include park season pass holders in the improvement process during the month before park opening, 2004.

Justification – Given the passionate feelings of park guests about the cleanliness and appearance of the park, help guests take ownership of the property and instill a sense of pride that the park is not just “someone else’s” place, it is their home that they want to see clean and upkept.

Benefit – Decrease in vandalism and increase in guest cleanliness (i.e. throw away their own paper towels, clean up the toilet seat) transforming passholders into partners in the effort to maintain park cleanliness.

Time – Three special days in the Spring

Agent – Park upper management, maintenance labor unions.

**Tactic 4.4.1**



Host a series of park cleanup days pre-opening, taking season pass volunteers and breaking them into groups to help clean the park along with a member of the park's upper management.

Cost: \$0 above salaries

Tactic 4.4.2

Offer each volunteer a special Six Flags T-shirt for their help, visits with the Looney Tunes characters and a continental breakfast.

Cost: \$4000





Objective 5.0

Denise Kovalevich

Objective 5.0

During the 2004 season, increase positive media coverage by 25 percent by expanding on newsworthy items and continuing to foster media relationships.

Strategy 5.1

Strengthen existing media relationships through continuous communication updates and press-specific events.

Justification: Research indicates that those PR practitioners and/or organizations that have a positive working relationship with members of the media often receive more coverage than those practitioners who do not.

Benefit: By strengthening Six Flags' relationship with the media, it will hopefully receive more positive coverage and therefore meet its goal to increase media coverage by twenty-five percent from 2003.

Tactic 5.1.1

Disseminate promotional media kits that highlight the park's 30th Anniversary to members of the press.

Details: These kits will include fact sheets, a history of the park, an event calendar for the "30 Days of Thrills" campaign and appropriate contact information for key executives at Six Flags.

Time: Creating, printing and disseminating kits will take approximately one month. These kits will be sent to the media one month prior to opening day.

Cost: Including printing and postage costs, \$400.

Agent: PR practitioners and outside printing vendors.

Tactic 5.1.2

Host a “press party” at the start of the season to showcase the park’s new features, introduce new members of the Six Flags’ executive team and to inform the media about plans for the “30 Days of Thrills Campaign.”

Details: The park will be closed to the outside public and will only be open to invited members of the press and his or her family on that designated day. Members of the media will be encouraged to experience the new rides and attractions.

Time: For a training overview for employees, about one hour. To design and send out invitations, about five hours. Actual event- six hours.

Cost: For the printing and postage of invitations, about \$300.

Agent: PR practitioners and outside printing vendors.

Tactic 5.1.3

Create a two-page “Six Flags In the News-30th Anniversary” newsletter that will be sent every three to four weeks to key members of the media to inform them of newsworthy items in or around the park.

Details: These newsletters will be created in a pdf file and e-mailed to members of the press.

Time: To write, edit, design and e-mail newsletter, 30 hours.

Cost: None, PR practitioner can design newsletter.

Agent: PR practitioner, perhaps IT manager.

Tactic 5.1.4

Issue press releases and media alerts on an as-needed basis to inform the media about any newsworthy events at the park.

Details: These releases and alerts will range in size and scope from special events to “roll back the price” days and new hire announcements.

Time: Approximately two to three hours to research, write, edit and send out each release.

Cost: Postage- about \$10 for each mailing.

Agent: PR practitioner.

Strategy 5.2

Educate the media about the value of sponsorship programs with the park and non-profit/charity campaigns throughout the 2004 season.

Justification: Research into media/charitable relationships indicates that the participating media is more likely to cover its events on that network or in that publication.

Benefit: Through effective sponsorship relationships with the media, Six Flags will be able obtain more frequent positive media coverage and strengthen its relationships with the media.

Tactic 5.2.1

Develop and implement the “Thrill of Learning” educational campaign for the 2004 season; media networks like NJN and CN8 will be encouraged to co-sponsor the program.

Details: The program will invite local summer camps and day care facilities to participate in Six Flags’ “Thrill of Learning” program that teaches children about science and technology through its rides and attractions. An educational seminar will start off the day ~~with~~ corresponding activities following. The participating media outlet will be given the

opportunity to place its logo on all advertising and marketing materials and banners will be hung that read “Proudly sponsored by CN8” on the designated educational days. Additionally, an awards ceremony will be held at the end of each season where participating children will receive certificates for their involvement and the media sponsor will be recognized for its charitable contributions.

Time: To develop the program, nine months. Actual length of program- one month during the “Thirty Days of Thrills.”

Cost: Because costs will be shared by participating media outlet, cost to Six Flags is \$2,000.00 for educational materials and promotional pieces.

Agent: PR practitioner, representatives from participating media outlet and outside vendors to print promotional and educational pieces.

Tactic 5.2.2

Invite local media to participate in the “Hats Off to You” campaign that will offer discounted entrance prices on designated days (\$3 off) throughout the season to customers wearing a hat; the three dollars will be donated to a local charity.

Details:

On these days, hats displaying the media sponsor’s logo will be given out to the first 200 people through the gate. Additionally, at the end of each day a “Crazy Hat Contest” will be held with the winners of the craziest hats receiving three free passes to the park.

Time: To plan and coordinate the event, about four months.

Cost: Nothing as media sponsor will pay for hats and any signage promoting its name.

Agent: PR practitioners, management to approve price breaks and participating media outlet.

Strategy 5.3

Establish and foster personal relationships with members of the media to increase amount of positive press coverage.

Justification: It is proven that practitioners and/or organizations with close personal relationships with the press receive more frequent media coverage from that outlet.

Benefit: Again, fostering relationships with the media and increasing amount of press coverage.

Tactic 5.3.1

Personally invite selected members of the press for concerts featuring big stars during the “30 Days of Thrills” campaign as well as granted admission to a “meet and greet” after the show where they will get the opportunity to speak with and interview the entertainer.

Time: Designing and sending out invitation, about four hours.

Cost: Printing and postage costs- about \$300.

Agent: PR practitioners and outside printing vendors.

Tactic 5.3.2

Invite certain members of the press to attend exclusive performances and shows held especially for them at off-peak hours throughout the season. The media will be given the opportunity to interview members of the shows’ cast and enjoy an “after-party” with food and beverages for the entertainers and media.

Time: To plan, create and send out invitations, about 20 hours.

Cost: For invitations and food and refreshments, about \$1, 500.

Agent: PR staff.

Strategy 5.4

Develop methods to determine amount of positive versus negative press coverage throughout the 2004 season, compared to the 2003 season.

Justification: In order to evaluate if objective 5 was met, it is essential to review the amount of press coverage received throughout the 2004 season.

Benefit: By utilizing this quantitative research, Six Flags will be able to justify the existence of the PR program and be able to make any necessary changes to the plan should the objective not be met.

Tactic 5.4.1

Subscribe to a clipping service that will monitor, clip and send any "hits" in the press that Six Flags receives.

Time: About an hour to research clipping services and set up an account.

Cost: The initial cost is about \$2,400 for the year. And because monthly costs are determined by amount of clips received during that time period, the amount varies.

However, it is usually around \$30 a month.

Agent: PR practitioner and clipping service vendor.

Tactic 5.4.2

Subscribe to a video monitoring service that tapes and sends any TV footage of Six Flags.

Time: To research video monitoring services and to subscribe, about an hour.

Cost: About \$2,000 to subscribe for the year and, depending upon number of hits a month, about \$60 for each clip.

Agent: PR practitioner, outside video monitoring service.

Tactic 5.4.3

Calculate number of print, web and video clips obtained and evaluate its effectiveness (i.e. length of story, placement of article, etc.), compared with 2003's hits.

Time: To review all hits and figure out the percentage of increase or decrease from the year before, about five hours.

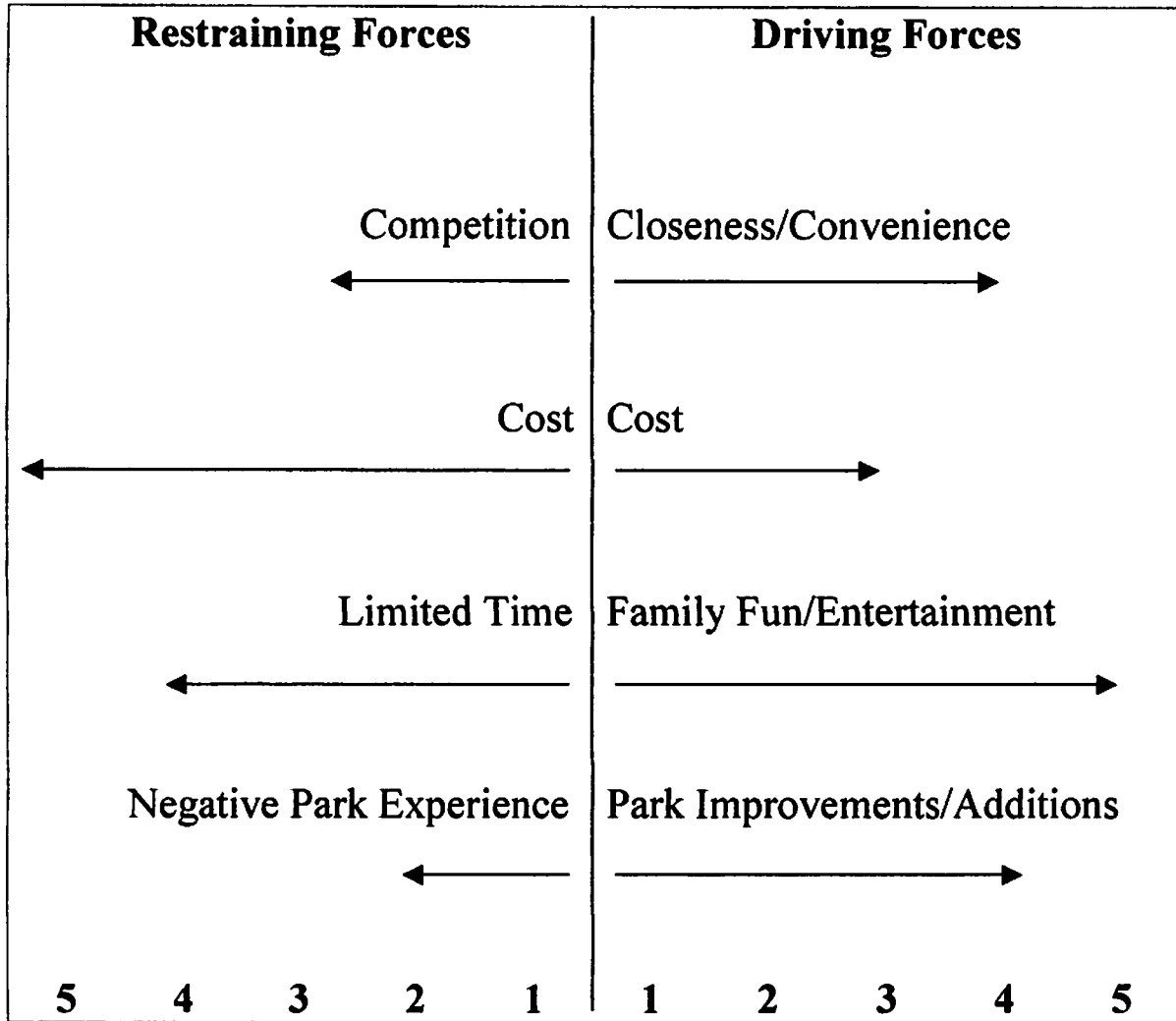
Cost: There is no cost associated with this.

Agent: PR practitioner.



Force Field Analysis

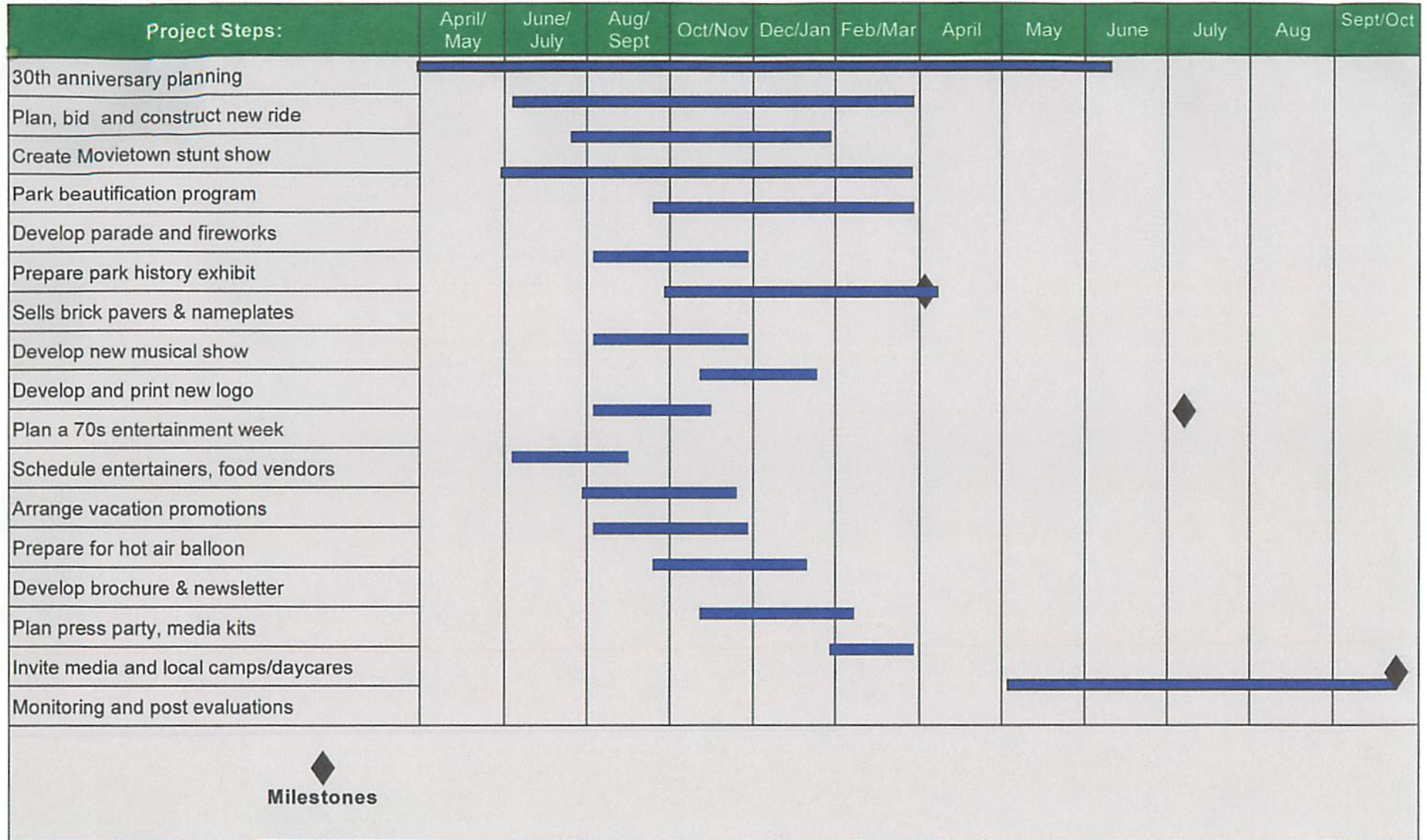
Force Field Analysis

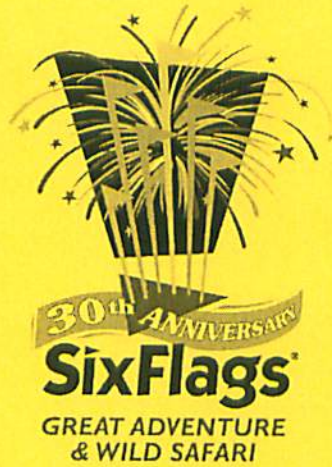




Gantt Chart

Six Flags 30th Anniversary Campaign Time Plan





Channel and Media Selection

Media Channels

The key messages for Six Flags' 30th Anniversary will be disseminated utilizing a multi-level approach targeted toward three significant audiences- internal, external and intermediary. To reach each of these influential groups, specific communication channels have been researched and identified.

Internal Audience

The first level of communication will be targeted toward the internal audience (i.e. employees, outside vendors), as the basis of the plan depends on its cooperation throughout the duration of the PR program. The channels that will be used to relay the messages are:

***Memos-** A written statement explaining the park's plans for the 30th Anniversary will be issued to each employee along with a detailed timeline and calendar of events that lists each activity planned for the celebration. The memo will be mailed to each employee's home as well as tucked into the first paycheck.

***Web Site-** The Six Flags' web site will list a daily agenda of the activities as well as a calendar of events that employees can access at any time. The site will also have contact information available for more information on the activities.

***Meeting-** A meeting will be held prior to the opening of the park where management will have the opportunity to explain the plans for the 30th Anniversary, as well as inform employees of their role in the celebration. Employees will have the chance to ask any questions and address any issues that they may be concerned about.

After the initial meeting, employee meetings will be held on a regular basis to ensure that the plan is being carried out in an effective fashion.

External Audience

The second level of communication will be targeted toward the external audience (i.e. customers, schools, organizations) as this is where the success of the plan rests. To send the messages of the PR plan and attract more visitors, the following channels will be utilized:

***TV, Radio, Newspaper Advertisements-** A comprehensive advertising campaign will be rolled out prior to and during the 30th Anniversary. The media will all be local, prominent outlets that reach the park's target audience, as well as specific community-based media that targets the appropriate audience(s).

These channels will also be used for possible editorial coverage of the park's celebration. Press releases and pitch letters will be sent to these outlets to inform them of upcoming events and changes made to the park.

***Regional Magazines-** Specific regional magazines will be identified and utilized for advertising and editorial coverage of the park's 30th Anniversary.

***Direct Mail-** Direct mail pieces with coupons and other incentives will be mailed to the previous year's season- ticket holders as well as those individuals living in the targeted geographic areas.

***Web Site-** The Six Flags' web site will be a source of information for potential customers, announcing upcoming activities and highlighting special rates and discounts.

Intermediary Audience

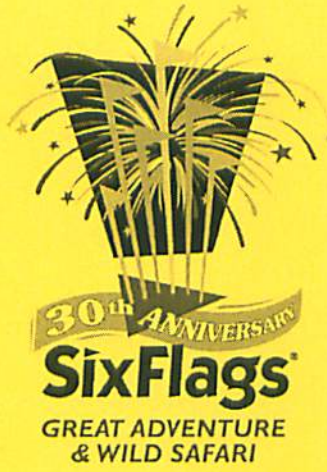
The last, yet very influential audience, is the intermediary audience (i.e. media). This group is not only responsible for carrying out the messages, but more importantly are responsible for helping the park meet its primary objectives of enhancing its image and making it a "mini-vacation." To reach this audience the following channels will be used:

***Press Releases/Media Alerts-** Press releases and media alerts will be sent to selected media to inform them of upcoming events and changes to the park.

***Media Kits-** Media kits containing information on the park's new attractions and plans for the 30th Anniversary will be sent to members of the press. These kits will also include appropriate contact information for key executives at the park.

***Newsletters-** Periodic newsletters will be created in a PDF file and e-mailed to certain media as a reminder of what is happening at the park and to reinforce the key messages.

***Invitations-** Personalized invitations will be sent to special members of the press for shows, concerts or special events during the 30th Anniversary.



Budget

Budget

Objective 1

Special events and attractions for 30 th anniversary	\$500,000
Parades	\$145,000
Fireworks	\$250,000
Exhibit featuring park's history	\$5,000
Musical review at Showcase Theater	\$50,000
New ride	\$10,000,000
Advertising	\$50,000
Roll back the price campaign	\$5,000
30 th Anniversary themed ads and signage	\$45,000
Promotions for visitor "buy in" to anniversary celebration Commemorative brick pavers, signage on benches and around fountain	\$10,000
70s theme week of events	\$30,000
Other special promotions	\$10,000
Evaluation of season's attendance and revenue figures	\$5,000
Total Objective 1	\$11,105,000.00

Objective 2

30 th Anniversary Celebration Pass	\$5,000
Family Value Meal Signage	\$1,000
In-park Revenue Evaluation	\$200
Logo Development	\$750
5,000 32 oz. Water Bottles	\$4,900
5,000 White Hanes Comfort T-shirts	\$14,000
5,000 UltraClub Hats	\$17,000
5,000 White Anvil Beach Towels	\$29,000
Toppers Tote Bags	\$14,000
Prominent Artist Concerts	\$2,500,000
70's Disco Dance Party	\$10,000
Super Hero Themed Show/ Water Stunt Show	\$2,400,000
Total Objective 2	\$4,995,850.00

Objective 3

Designing, printing and folding of 50,000 brochures	\$6,000
Mailing 50,000 brochures, bulk rate	\$50,000
Arrange mini-vacation promotions with hotels, restaurants, outlet center	\$0
Promotion of multi-day ticket and mini-vacations with tourist liaisons	\$0
Rent a shuttle bus and driver for 30 days to run between local hotels, campgrounds and the park	\$5,000
Track multi-day attendance with Attendance Tracking Surveys (already budgeted in Market Research)	\$0
Track the number of 3-park passes sold (Finance/Marketing to evaluate reports)	\$0
Track the number of 2 park passes sold by AAA (Finance/Marketing to evaluate reports)	\$0
Total Objective 3	\$61,000.00

Objective 4

Theme park improvements	\$3,000,000
Safari improvements	\$1,000,000
Dedicated PR mailer	\$400
Behind-the-scenes tour	\$1000
Pitching personal stories	\$0
Addressing improvement in SP mailer	\$0
VSS	\$5000
Comparing VSS results	\$0
Season pass cleanup days	\$0
Cleanup day shirts & food	\$4000
Total Objective 4	\$4,010,400.00

Objective 5

Media kit creation and dissemination- printing and postage costs	\$400
Design and dissemination of invitations- printing and postage of invitations	\$300
Press release mailings- postage about \$10 for each mailing	
Thrill of learning" educational campaign, including promotional and educational materials (cost split with media sponsor).	\$2000
Invitations for media (2 total)- Printing and postage costs about \$600 each.	\$1200
After-event party for press after shows- food and beverages	\$1500
Evaluation- clipping service- The initial cost is about \$2,400 for the year. And because monthly costs are determined by amount of clips received during that time period, the amount varies. However, it is usually around \$30 a month.	\$2760
Evaluation- video monitoring service about \$2,000 to subscribe for the year and, depending upon number of hits a month, about \$60 for each clip.	\$3000
Total Objective 5	\$10,460.00

Grand Total

Objective 1	\$11,105,000.00
Objective 2	\$4,995,850.00
Objective 3	\$61,000.00
Objective 4	\$4,010,400.00
Objective 5	\$10460.00
Total	\$20,182,710.00




Competition



Competition

Six Flags Great Adventure and Wild Safari's competition can be broken into two categories: amusement industry and "other" competition.


Amusement Industry Competition



Within the amusement industry, Six Flags Great Adventure is considered a "regional" theme park, drawing the majority of its attendance from a 50-mile radius. The park does not require a plane ride or long car/train ride to visit. Therefore, it primarily competes with other regional theme parks, such as Dorney Park in Allentown, PA, Hershey Park in Hershey, PA, Sesame Place in Langhorne, PA, Knoebel's near Lewisburg, PA, Playland in Rye, NY and Coney Island in Brooklyn, NY. Much smaller regional parks, still considered as competition, include Dutch Wonderland in Lancaster, PA, Storybook Land in southeastern NJ and Clementon Park in Clementon, NJ.

Along the New Jersey shore, several amusement piers compete with Six Flags. Morey's Piers in Wildwood, Casino Pier in Seaside Heights, Jenkinson's in Point Pleasant, and Wonderland Pier in Ocean City are among the largest.

Six Flags' Wild Safari most directly competes with regional zoos, such as the Bronx Zoo, Philadelphia Zoo, Central Park Zoo, Manhattan Zoo, Cape May County Zoo and Popcorn Park Zoo.



Despite its "regional park" status, Six Flags is located in a major metropolitan hub between New York City and Philadelphia. The residents in this hub are among the most sought-after guests by "destination parks" in Orlando, FL, such as Walt Disney World and Universal Studios. Therefore, Six Flags does compete with destination parks that aim to lure guests with deeper pockets by planes, trains and automobiles.

Other Competition

Six Flags competes with virtually every other daily activity, as they are activities that would keep people from visiting the park. With people's free time and discretionary dollars at such a premium, Six Flags tries to capture the attention and imagination of people in this region with the hope of transforming that interest into a visit.

Six Flags' most significant non-amusement competition is the New Jersey shore. From Sandy Hook to Cape May, the New Jersey shore is a major vacation destination for people in NJ, PA, NY, and points north. While Six Flags does make efforts to partner with the New Jersey shore, it still remains the most viable distraction from the park.

Six Flags also competes with all national, regional and local sports, such as the Jets, Nets, Devils, Flyers, Eagles, Lakewood Blue Claws, Camden Riversharks, Trenton Thunder and so on. Even high school sports to pee wee leagues consume family time and make a theme park visit challenging.

Educational venues such as the NJ State Aquarium, Liberty Science Center, Statue of Liberty and Delaware Water Gap also provide competition for people's time and entertainment dollars. Educational/enrichment programs also monopolize children's and parents' time, such as Girl and Boy scouts, 4-H, summer camp, dance and music lessons, student government, language clubs and all other after-school activities. For young adults, jobs are also competition.

Malls, stage theater shows and movie theaters are also considered competition for Six Flags, as they consume pockets of time and encourage spending somewhere other than the theme and safari parks.



Summary

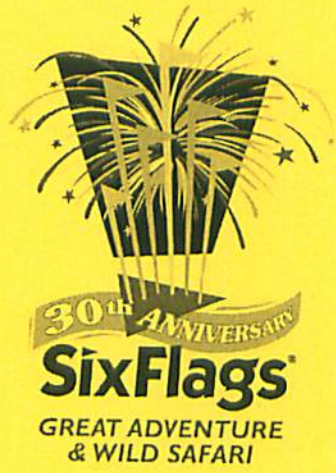
Summary

Based on the results of our research through surveys, literature review and in-depth interviews, we are confident that our strategies and tactics are on target to meet the client's goal and objectives.

To summarize the plan and situation analysis, we have developed 15 key strategies to meet the objectives, which are designed to move Six Flags Great Adventure closer to the ideal state of increased park attendance and revenues. We will increase attendance and revenues in the 2004 30th anniversary season by creating desire for target audiences to visit the park through a comprehensive campaign including:

- “30 Days of Thrills” in July
- Major new ride and stunt show
- Park beautification and restoration program
- Themed special events, entertainment, parades, fireworks
- Promotional discounts, tie-ins, contests and giveaways
- Improved staffing, food and customer service

In addition, our strategies include a media campaign and tactics to partner with local schools, businesses and area attractions to foster the establishment of Six Flags as a major New Jersey tourist and entertainment destination. We will continue to do research and evaluation of the campaign's effectiveness during and after the 2004 season.



Slides



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Six Flags Great Adventure 30th Anniversary Plan



Loretta O'Donnell
Denise Kovalevich
Stacey Rodemer
Kristin Siebeneicher
Marybeth Hegel



Goal

Increase 2004 revenue and attendance at Six Flags Great Adventure by creating a 30th Anniversary Celebration campaign.





Objectives

- 1.0 Increase attendance by 8 percent.
- 2.0 Increase revenue by 10 cents per person during a park visit.
- 3.0 Increase multi-day visits by 5 percent.
- 4.0 Enhance image.
- 5.0 Increase positive media coverage by 25 percent.





Client Interviews

- Tim Black, vice president & general manager
- Nikki Donofrio, marketing director
- Kristin Siebeneicher, public relations manager

1. Introducing a new attraction?

In favor, decision pending

2. Most important target audiences?

Everyone, teens 12 – 17, women 25 – 49

3. Goals for attendance and revenue?

Moderate growth, return on investment

4. Challenges/obstacles?

Unstable economy, war, terrorism

5. Budget?

Not set, zero-based





Survey Results

135 Season Ticket Holders



Respondents

- 47% Male
- 52% Female
- 58% 31 to 55 - age bracket
- 63% Have children

Comments

- Long lines
- Closed rides
- Unclean park and restrooms
- Love Great Adventure
- Like using season pass in other parks
- Enjoy the good rides

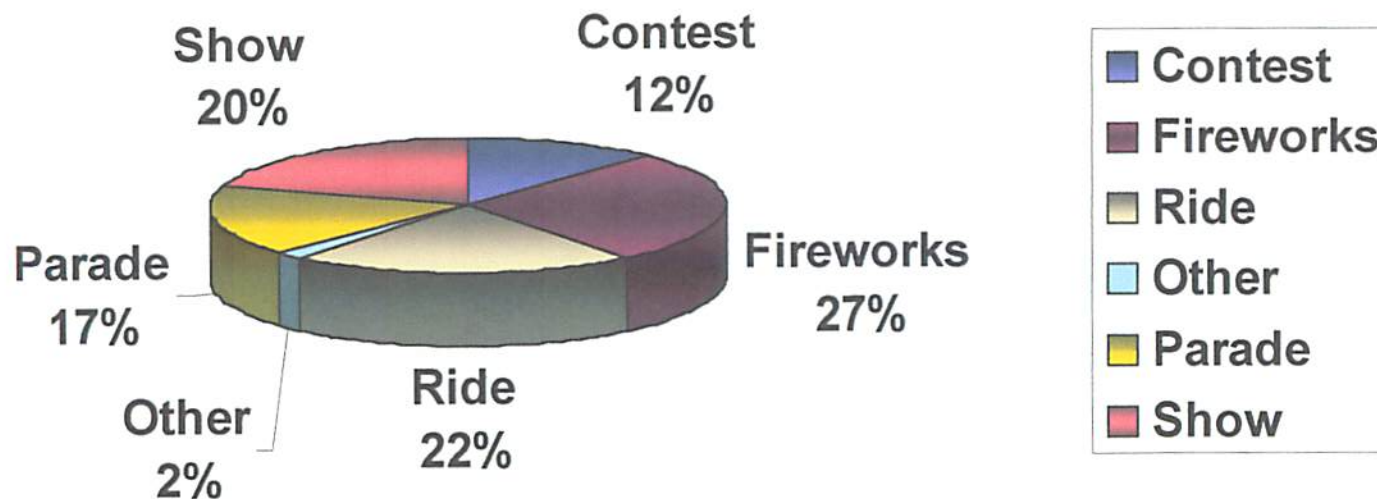
Results

- 87% satisfied with their overall park experience
- 96% plan to buy 2004 season tickets
- Nitro is the favorite ride
- Rides, concerts and shows are the favorite entertainment
- 57% feel ticket price is very important



Survey Results

What New Events Would You Enjoy as Part of Six Flags 30th Anniversary Plan?





Industry Experts

- Tim O'Brien, senior editor of *Amusement Business*
- Paul Ruben, North American editor of *Park World*
- Gary Slade, publisher of *Amusement Today*
- Steve Urbanowicz, historian and author

1. If done right, 30th would have positive impact. New capital involving guest participation
2. New ride and show, big presents/prizes, new firework spectacular and parade, involve guests
3. Success: Walt Disney World, price roll backs, Kings Island's historical song and dance show. Failure: not involving guests, "banners and ballyhoo" without sound activities
4. Historical accidents, media indifference, sustaining momentum
5. Do it with right budget & brains





Literature Review

- **Business & Organizational Celebrations**

Ford's 100th Anniversary

NSF's 50th Anniversary

- **Vacation Destinations & Resort Communities' Celebrations**

Telluride's 30th Anniversary

Carnival Cruise's 30th Anniversary

- **Competing Theme Park Celebrations**

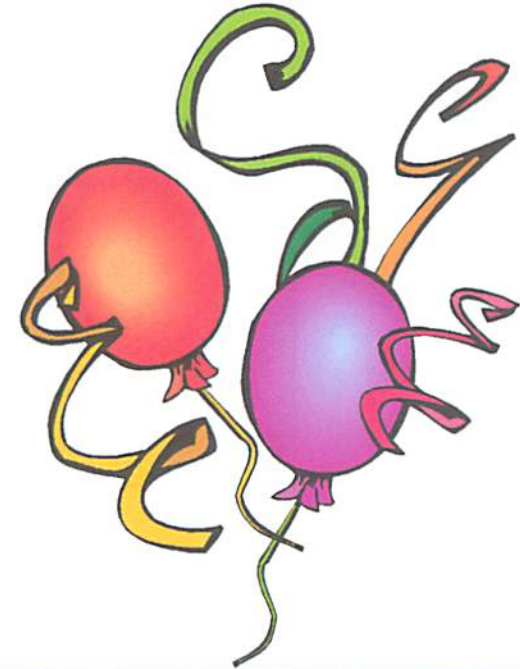
Astroworld's 25th Anniversary

Disney's World's 25th Anniversary

- **Other Six Flags' Celebrations**

Texas' 40th Anniversary

Georgia's 35th Anniversary

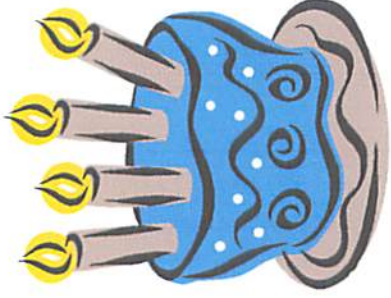




Experiences of Similar Organizations

Wonderland Amusement Park – 50th

Astroworld – 25th



Six Flags over Texas 40th

Kings Dominion – 25th

Cedar Point Ohio – 25th

Knotts Berry Farm – 20th

Magic Kingdom – 25th

Sea World

Holiday World



Real State/ Ideal State

Positioning (Ideal State)

- Increase in park spending
- Increase in revenue
- Enhanced image
 - More multi-day tickets





Real Issues

- Closed rides
- Few entertainment shows
- Closed food stands
- Unfriendly employees, decrease in guest service
- Not consistently staffed
- Aging restrooms
- Damaged facades and peeling paint
- Rides are in disrepair
- Haunted Castle fire, other ride casualties and injuries

Ideal Issues

- Run all the operating rides
- Offer more live shows
- Open the available concessions
- Provide guest service training
- Fully staff the park
- Clean, working restrooms
- Freshly painted and repaired facades
- Repair all broken rides
- Emphasize high safety rating over the last 10 years



Ranks & Behavior

All Segments



Likely to & must influence:

Teens, adults, employees, season pass holders (all users)

Likely to & should influence:

Local businesses, media, women 25 - 49

Unlikely to & should influence:

Senior citizens, non-visitors, competition



Audience

Segments/Profiles/Ranks & Behavior (Ideal State)

Internal: employees

External: season pass holders, teens, adults, senior citizens, non-visitors, competition

Intermediary: media, local businesses



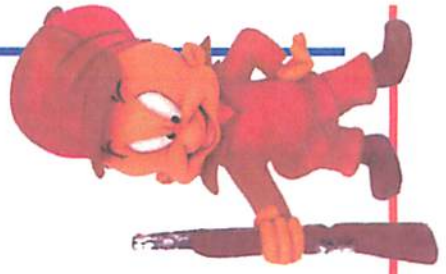
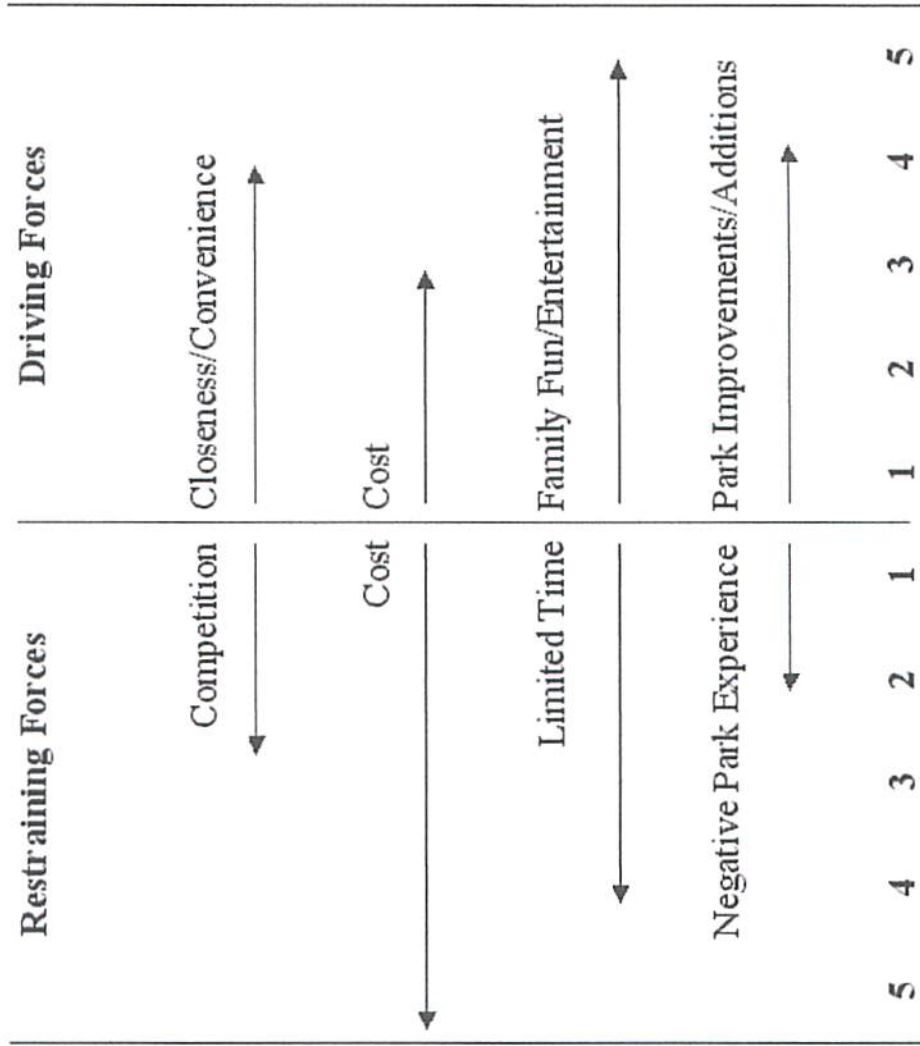
Target Audience

- Teens 12 – 17 (thrill rides)
- Women 25 – 49 (decision makers)





Force Field Analysis





Objective 1.0

Increase attendance by 8 % through a 30th Anniversary Celebration geared toward teens and women.



Strategy 1.1

Create excitement through a *30 days of thrills* campaign.

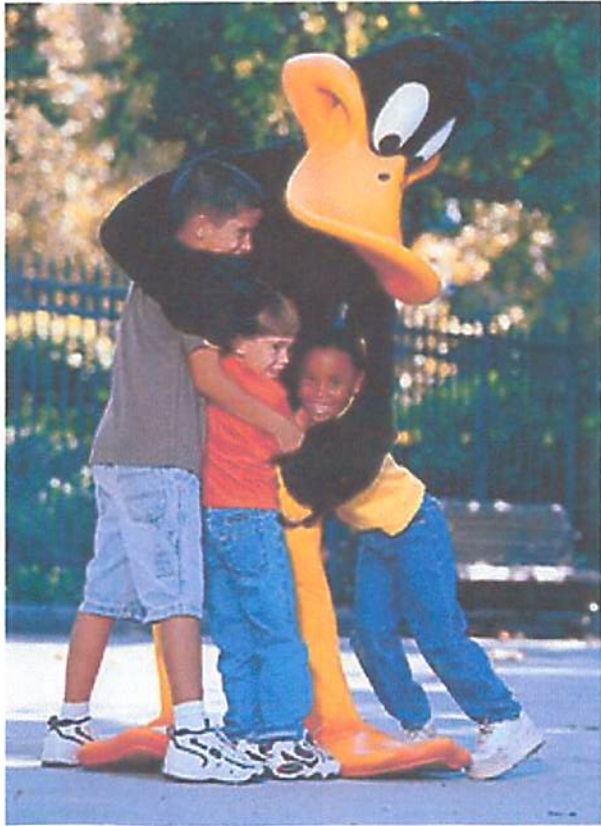
Tactics

- Promote 30th anniversary-themed special events
- Introduce a new thrill ride
- Create a \$30 *Roll Back the Price* promotion



Strategy 1.2

Create desire among potential park visitors to participate in the 30th anniversary celebration.



Tactics

- Allow visitors to buy commemorative messages
- Plan a 70s entertainment week
- Host special days and activities to involve park visitors

Strategy 1.3

Evaluate the attendance and revenue totals

Tactics

Compare attendance and revenue figures



Objective 2.0

Increase revenue by \$.10 a person per visit.

Strategy 2.1

Boost in-park sales by enticing visitors with special discounts.



Tactics

- Give away a 30th anniversary celebration pass
- Promote a family value meal



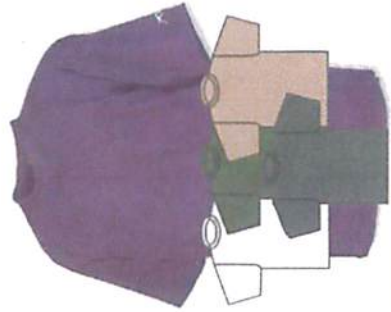


Strategy 2.2

Excite visitors with a unique merchandise line of 30th anniversary items.

Tactics

- Develop 30th anniversary logo
- Order promotional water bottles, t-shirts, hats, beach towels, tote bags





Strategy 2.3

Electrify visitors by increasing the quality and quantity of live-action shows.

Tactics

- Promote Live concerts
- Host 70s disco dance party



Create 2 new family oriented stunt shows

- Super hero-themed show
- Warner Bros.-themed water stunt show





Objective 3.0

Increase multi-day visits of people who live within a 50-mile radius by 5 percent.





Strategy 3.1

Enlighten people on the value of a multi-day park visit.



Tactics

Develop and produce brochures and web pages highlighting the amount of time it takes to fully enjoy the Six Flags parks.



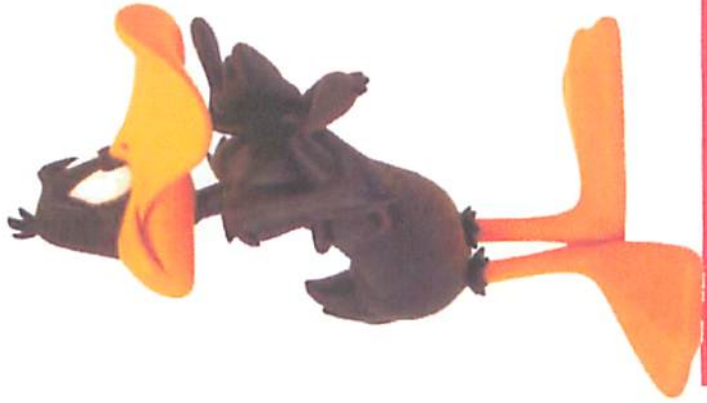
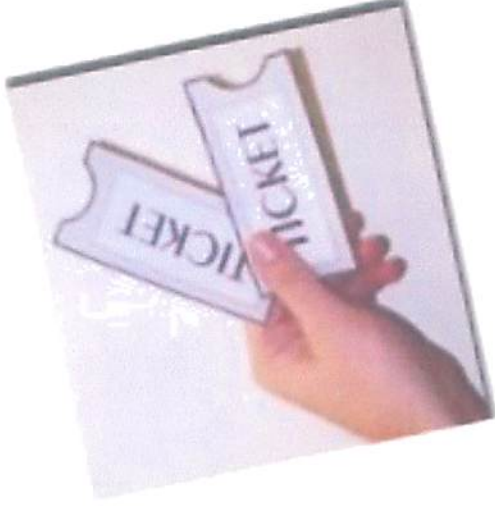
- Offer mini-vacation promotions and discounts
- Provide shuttles between hotels and parks
- Develop business, government and agency partnerships
- Sell multi-day tickets in more venues



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Strategy 3.2

Monitor effectiveness of multi-ticket campaign.



Tactics

- Hand out “Attendance Tracking Surveys”
- Monitor number of three-park passes sold
- Evaluate number of two-day park tickets sold



Objective 4.0

Enhance park's image during the five months prior to the 2004 season.



Strategy 4.1

Address maintenance issues pertaining to an aging infrastructure, and deteriorating aesthetics.



Tactics

- Execute beautification efforts and aggressive theme park maintenance
- Complete aesthetic improvements in the Safari



Strategy 4.2

Communicate improvement efforts.

Tactics



- Write press release and pitch to key core and outer market media
- Winter “hard hat” behind-the-scenes media tour
- Pitch profile stories of maintenance personnel
- Use season pass mailers to communicate the changes





Strategy 4.3

Evaluate the effectiveness of these efforts during the first three months of the 2004 season.

Tactics

- Conduct VSS
- Compare 2004 VSS results with 2003 focus group panels

Strategy 4.4

Include park season pass holders in the improvement process in 3/04.

Tactics

- Host park cleanup days using volunteers
- Offer Six Flags T-shirt, breakfast & Looney Tunes





Objective 5.0

Increase positive media coverage by 25 percent.

Strategy 5.1

- Strengthen existing media relationships

Tactic

- Promotional media kits highlighting the park's 30th Anniversary
- Press party





Strategy 5.2

Establish sponsorship programs with targeted media outlets for non-profit and charity campaigns throughout the 2004 season.

Tactic

- Invite local media networks (NJN, CN8) to participate in “The Thrill of Learning” educational campaign
- Invite local media to participate in “Hats Off to You” campaign





Strategy 5.3

Invite key members of the press to special events and park celebrations.

Tactics

- Individually invite selected media members to special events and “meet and greets”
- Invite reporters to attend exclusive events held just for them at off-peak hours

Strategy 5.4

Determine amount of positive press coverage obtained in 2004 season.

Tactics

- Subscribe to a clipping service
- Subscribe to video monitoring service



photo: Susan Chudong



Channels



Internal Audience (employees, union workers)

Memos, meetings, web site

External Audience (customers)

TV, radio, newspaper ads, regional magazines, direct mail, web site

Intermediary (media)

Press releases/ media alerts, media kits, newsletters, invitations





Competition

Amusement Industry Competition

- “Regional” theme parks
- Shore amusement piers
- Zoos
- “Destination” parks



Other Competition

- Sporting activities, theater, movies, casinos, beach – all other recreation





Budget

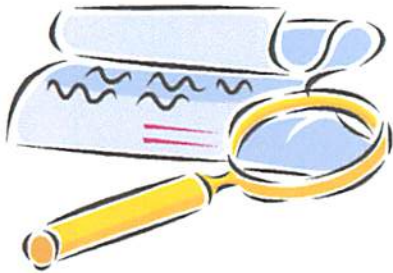


Objective 1	\$11,105,000
Objective 2	\$ 4,995,850
Objective 3	\$61,000
Objective 4	\$4,010,400
Objective 5	\$10,460
Total	\$20,182,710



Evaluative Research

- Compare attendance and in-park revenues
- Compare ticket sales (multi-day and season passes)
- Visitor Satisfaction Survey





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Summary

- 30th anniversary campaign to create desire among target audiences

- 15 strategies to increase attendance and revenues



- Establish Six Flags as a major NJ tourist and entertainment destination





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Carried-Out Tactics



Objective 1.0

Six Flags 30th Anniversary Campaign Evaluation Survey

(To be given to visitors at exit and will be on cards in restaurants, stores and shows where people are waiting in line)

1. What new events did you enjoy the most during Six Flags Great Adventure's 30th anniversary season?

Parade ___ Fireworks ___ Ride ___ Stunt show ___ Hot air balloon ___ Other _____

2. How important was the major new ride to your attendance this season?

Very important ___ Somewhat important ___ Neutral ___ Not too important ___ Not important ___

3. How important was ticket price/promotional discounts to your attendance decision?

Very important ___ Somewhat important ___ Neutral ___ Not too important ___ Not important ___

4. Did you purchase a commemorative item for the 30th anniversary such as a brick paver, nameplate or other item? Yes _____ No _____

5. What was your favorite entertainment at the park this season?

6. Did you feel that the overall park atmosphere was improved this season: food, service, cleanliness, wait times, atmosphere? Yes _____ No _____

Comment _____

7. Did you buy a season pass this year? Yes _____ No _____

Why or why not? _____

8. Did you visit Six Flags as part of a trip to other area attractions? Yes ___ No ___

9. Did you attend through a group ticket purchase? Yes ___ No ___

10. What suggestion would you have for next season? _____

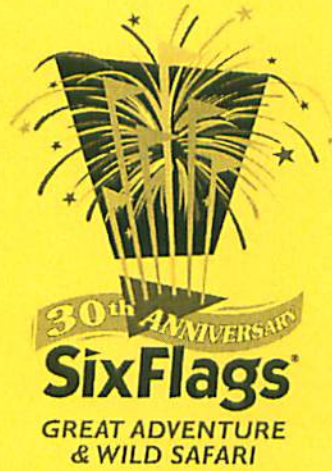
11. Please check the information that best describes you:

Male _____ Female _____

Age: Under 21 ___ 22-30 ___ 31-55 ___ 55 and over ___

Number of children: 0 ___ 1 ___ 2 ___ 3 ___ 4 or more ___

Ages: Under 5 ___ 6-10 ___ 11-15 ___ 16-20 ___ 21 or over ___



Objective 2.0



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**GREAT ADVENTURE
& WILD SAFARI**



Objective 3.0



Directions To Six Flags Great Adventure

FROM NEW JERSEY AREA:

Take NJ Turnpike to exit 7A, I-195 east to exit 16A or Garden State Parkway exit 98, I-195 west to exit 16, then one mile west on Rte. 537 to Six Flags.

FROM PHILADELPHIA:

Take the Ben Franklin Bridge to Route 38 east. Proceed to Route 295 north to NJ Turnpike north to exit 7A. Take I-195 east to exit 16A, then one mile west on Rte. 537 to Six Flags.

FROM NEW YORK AREA:

Take the George Washington Bridge, Lincoln Tunnel or Holland Tunnel to NJ Turnpike south to exit 7A. Proceed on I-195 east to exit 16A, then one mile west on Rte. 537 to Six Flags.

Bulk Mail
Permit
5555

Six Flags Great Adventure
Route 537
Jackson, NJ 08527



*Experience
All The
Thrills*



*Stay and Play
Mini-Vacation Packages*

Too much fun for one day!

Take your time and enjoy all the thrills of Six Flags Great Adventure, Wild Safari, and Hurricane Harbor with a multi-park ticket. After a long day of roller coasters and waterslides, relax at the end of the day in your comfortable hotel room.



Six Flags Great Adventure is America's largest regional theme park with more than 100 rides, shows and attractions. Wild Safari is the world's largest drive-thru safari outside of Africa. Hurricane Harbor is the ultimate in sunsational thrills as one of America's largest waterparks.

- ★ Turn a long day in the park into a mini vacation filled with thrills and relaxation
- ★ Take a break in the afternoon with a nap at the hotel
- ★ Shuttles allow teens to stay at the park while parents relax at the hotel
- ★ Save on parking
- ★ Allows you to experience all Six Flags has to offer.



Two night packages start at \$99 per adult, per night, and include overnight accommodations, unlimited three day admission to Great Adventure, Hurricane Harbor and Wild Safari, and *free shuttle service between the hotel and Great Adventure or Hurricane Harbor.



- * Best Western Leisure Inn
Rt. 70
Lakewood, NJ 732-367-0090
- The Dancer Farm B & B
New Egypt, NJ 866-Dancer 6
- * Days Inn Freehold
Freehold, NJ 732-462-3450
- * Freehold Gardens
Rt. 537
Freehold, NJ 732-780-3870
- * free shuttle service between hotel and Great Adventure or Hurricane Harbor

For more lodging information:
sixflagslodging.com



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NEWS RELEASE

For Immediate Release
October 24, 2003

For More Information:
Kristin Siebeneicher
732/928-2000, ext. 2832
Eve: 732/686-6334

30 Years Young: Six Flags Will Celebrate 2004 Milestone with Major Facelift

Jackson, NJ – Facing “the big 3-0” rattles many twenty-somethings who dread inevitably turning one year older. But for Six Flags Great Adventure and Wild Safari, America’s largest regional theme park and the world’s largest drive-thru safari outside of Africa, turning 30 means springing into a new decade with its best face forward.

Opened July 4, 1974, New Jersey’s then “Great Adventure” was unveiled as a fantasyland of rides, chariot races and exotic animals from around the globe. Vibrant colors and larger-than-life theming transformed central New Jersey’s otherwise quiet, wooded forest and wetlands in to a bustling, magical escape for regional visitors.

Today’s Six Flags Great Adventure and Wild Safari remain on-track with creator Warner LeRoy’s original plans of growing into a major vacation spot with diverse entertainment and plentiful thrills. Through three decades and several different owners, Six Flags has continued to provide new opportunities to transform fantasy into reality.

Maintaining this fantasyland presents a year-round challenge for this seasonal park. New Jersey’s

- more -

inclement winters and hot summers take their toll, dulling paint and wearing down theming elements. The millions of park visitors who enter and leave the gates also provide seasonal wear-and-tear, as many like to “leave their mark” on the park’s vast property.

In 2004, Six Flags will unveil a dazzling new look to launch its 30th anniversary season. Icons of yesteryear, such as the massive ice cream cones on the old Yum Yum Palace and the antique carousel’s twisted lollipop canopy, will be restored to their original grandeur. Fresh, eye-popping paint and rebuilt facades will transform worn shops, Safari barns and theming. New pavers, bright concrete and artistically designed midways will replace cracked and stained concrete communicating its frequent use.

“While some people may dread turning 30, we’re embracing this milestone and taking this opportunity to show our guests how much their support has meant over the last three decades,” said Vice President and General Manager Tim Black. “It won’t be the ‘old Great Adventure’ when we’re done – it will be the new, fresh face of Six Flags.”

“This new look will complement the new rides, shows and attractions commemorating the park’s 30th anniversary season,” he added. “We may be 30, but the best is yet to come.”

Work will begin November 3, following the park’s final 2003 operating day, and continue throughout the winter. For more park information, visit the web at www.sixflags.com or call 732/928-1821.

Six Flags Great Adventure theme park, Six Flags Wild Safari Animal Park and Six Flags Hurricane Harbor water park in Jackson, NJ, comprise America’s largest regional family entertainment complex. The combined 2,200-acre facility, located midway between Philadelphia and New York City, is part of Six Flags Inc.

Six Flags Inc. is the world’s largest regional theme park company with a total of 39 parks in North America, Europe and Latin America. Six Flags parks serve 35 of the 50 largest metropolitan areas in the United States. Six Flags is a publicly held corporation with corporate offices in New York City and Oklahoma City. The Company’s stock trades on the NYSE under the symbol: PKS. America Online Keyword: Six Flags.

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EDITOR’S NOTE: Media are welcome to tour the construction project and interview designers. Call Public Relations for information and to schedule a hard-hat tour – 732/928-2000, ext. 2832.



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