



Six Flags Magic Mountain
Savannah Taylor
March 13, 2025

Section 1: Introduction

Executive Summary

Six Flags Magic Mountain is an ultimate thrill-seeker's paradise, offering 20 world-class roller coasters and a variety of attractions for all ages. From family-friendly adventures to record-breaking roller coasters including X2 and Full Throttle, this park never fails to deliver unlimited excitement. This public relations proposal will help strengthen the park's reputation as a theme park for all ages by elevating its brand presence and promotion across the Western United States through leveraging social media and earned media.

Section 2: Situation Analysis

Client/Organization

Organization

Six Flags Magic Mountain, located in Valencia, California (Los Angeles Area), is a 209-acre amusement park founded on May 29, 1971. It was built as a joint venture between SeaWorld, Inc. and Newhall Land and Farming Company. Known as “The Thrill Capital of the World”, the park features an impressive number of roller coasters and thrilling attractions, drawing millions of visitors yearly.

Mission Statement

To inspire lasting connections and lifelong memories for all by delivering amazing experiences.

Vision Statement

Creating better fun for a better world.

Situation Analysis

Once known as the “Thrill Capital of the World”, Six Flags Magic Mountain faces challenges that can threaten its dominance in the theme park industry. Competing theme parks, such as Disneyland, Knotts Berry Farm, and Universal Studios Hollywood draw in visitors with notable branding, family-friendly attractions, and immersive experiences. Magic Mountain’s record-breaking roller coasters and attractions drive in thrill-seekers from across California, a change in consumer preferences and rising costs have impacted revenue and attendance. The park has also faced ride issues, long wait times, staffing issues, and security concerns.

Without a successful public relations campaign, Magic Mountain can risk losing its fan base and falling behind other Southern California theme park competitors. If attendance declines, there will be less investment in new attractions, layoffs of staff, and reduced operation times. If action is not taken, Magic Mountain may struggle to maintain its reputation of being an innovative and exciting theme park for thrill-seekers.

SWOT Analysis

Strengths: <ul style="list-style-type: none">• Loyal customer base, which includes annual pass holders• Located in Southern California, a major tourist area• Seasonal events, including FrightFest and Holiday in the Park• Record-breaking attractions• Strong brand reputation, “Thrill Capital of the World”	Weaknesses: <ul style="list-style-type: none">• Depends on thrill rides• Limited attractions for younger audiences• Maintenance concerns• High operating costs of attractions• Longer wait times compared to competitors• Limited hours during the off-season
Opportunities: <ul style="list-style-type: none">• Partnering with brands for events and attractions• Expanding themed lands and implementing more themed rides• Investing more in training staff to better park-goer experience• Adding virtual queues and online ordering• Sustainable practices to help keep costs down	Threats: <ul style="list-style-type: none">• Rising competition from theme parks such as Disneyland and Universal Studios• Negative publicity from online forums and TikTok/YouTube videos• Inflation, increasing ticket prices• Weather issues, especially high heat and wildfires

Opportunity Identification

Six Flags Magic Mountain has the opportunity to enhance its guest experiences, enhance family-friendly attractions, and implement new technology for improved guest experiences. By addressing guest concerns and feedback, the park would be able to strengthen its brand further, along with maintaining its status as a top theme park destination.

Section 3: Program Recommendations

Program Overview

Six Flags Magic Mountain will introduce “Thrill and Chill”, a new experience for park-goers. This initiative plans to address concerns about low attendance and limited family appeal. With “Thrill and Chill”, Magic Mountain plans to expand beyond extreme roller coasters by enhancing family-friendly attractions and immersive experiences. The park will also work on improving guest amenities, such as improved dining, shopping, and seating. By improving its technology, improving guest safety, and launching targeted marketing campaigns, Magic Mountain can strengthen its brand and keep its reputation as the “Thrill Capital of the World”.

Publics

The primary public for this program will be families and parents. Ranging from ages 25-45, this group values safety, family-friendly entertainment, and convenience during theme park visits. This public is looking for a family-friendly environment but still wants the thrilling experience Magic Mountain offers. Psychographically, they are motivated by fun outings that are fun for the whole family.

Goal and Objective

Goal

Change the perception that Six Flags Magic Mountain is only for thrill seekers by highlighting its family-friendly attractions and diverse offerings to attract a larger audience and increase attendance.

Objective

Enhance Six Flags Magic Mountain’s image as a family-friendly park by increasing media mentions of the new program by 30% over the next six months, fostering trust and engagement amongst families.

Section 4: Action Plan

Strategy

Our strategy for “Thrill and Chill” will have a multi-faceted approach to shift the perception of SFMM from being a thrill-seeker destination to a family-friendly theme park. We plan to launch family events to be promoted by family influencers in Los Angeles and surrounding areas. Along with family events, we plan to work with local news outlets and theme-park/family bloggers. Social media content will also be created on our end showcasing the family events and new amenities that we will bring to our park. This strategy will help us foster better relationships with families and set ourselves up as a fun destination for all ages.

Tactics:

Family Events (Paid/Earned Media)

The first tactic to enact the strategy is to work with family influencers to promote events we will launch on their social media pages. Influencers that we plan to reach out to include Happy Family Adventures, ThemeParkMomLife, ThemeParkShark, and Flores Twins and Fam, which specialize in family theme park content. We will give these influencers VIP access to future events we launch so that they can create interactive content to show current and future attendees that SFMM is not just a thrilling theme park but emphasizes it as a family-friendly theme park. At these family events, we plan on bringing in a DJ and character meet-and-greets.

Local News Outlets (Earned/Uncontrolled Media)

We plan on working with local news outlets in the Valencia/Santa Clarita area, as well as neighboring cities Burbank, Glendale, and other cities in the San Fernando Valley. They will secure media coverage which will highlight SFMM’s family-friendly events. This will include press releases, interviews with park executives, and behind-the-scenes coverage. The news outlets will send in a representative to test out new attractions before they open, which will be shared on live TV.

Social Media Content (Controlled Media)

To increase the family-friendly image of Magic Mountain, we will create interactive and engaging social media content to share on Instagram, X (Twitter), TikTok, and Facebook. Content will include behind-the-scenes videos, ride videos, and interactive posts. Visitors can tag us in their Instagram stories, with plans to repost. We will implement giveaways for free tickets and park items (food or merchandise) to encourage more visitors and positive park experiences.

Project Results: Outputs, Outcomes, and Impact

After a successful public relations campaign, Six Flags Magic Mountain will be known as a park for all ages, not just thrill-seekers. Some of these include:

- Expanded publics
- Stronger social media presence
- Larger excitement towards Magic Mountain
- Extended hours and more days open (Closed mid-week during off-season)
- Increased media coverage
- Greater competition with surrounding theme parks
- Higher social media engagement rates

Timeline

- October 2025: Start plans for a family-friendly Holiday in the Park event, start reaching out to influencers through direct messaging
- November 2025: Release “Thrill and Chill”, inviting special guests to check out the park during off hours, create BTS content
- December 2025: Start planning a family event for the public, hire news outlets to cover the new plans, and take pictures to promote on the website
- January 2026: Wrap up Holiday event, host a first family event in a kid-friendly area, ensuring influencer coverage
- February 2026: Do a special version of the family-friendly event, decorate the theme park for Valentine’s Day, and launch the first social media giveaway for day tickets and season passes as an incentive for families who showcase their experiences
- March/April 2026: Interviews with park executives, expand digital media presence, start plans to revamp or create a new attraction

- May 2026: Prepare for summer, hire special entertainment including characters, increase influencer promotions, promote a new summer family event series
- Summer 2026: Summer event series, ensuring a strong earned media coverage, encouraging visitors to check out our waterpark, Hurricane Harbor after a day of thrills, promoting a season pass for both parks
- September 2026: Research to calculate the success of the campaign, determining if we should rerun it for 2027

Budget:

Major costs for this campaign include:

- **Ticket giveaways:** We plan on having ticket giveaways starting 2/2026, giving away 4 season passes and 12-day tickets. Season passes are \$100 each at the silver level, which grants park access, and day tickets are \$50.
- **Staff training:** Our staff will be retrained to have a friendlier approach to families and children while maintaining safety. Staff will be paid \$30 an hour for a one-day training that will be eight hours long. We currently have 1,430 employees for the park, and we will split training over two days.
- **Technology improvements:** Quality technology comes at a cost, and we will have a \$2.5M budget for improved point-of-sale systems, improved security measures, and an improved app for ticketing and wait times. We will start implementation before summer 2026.
- **Social Media Advertisements:** We will implement a \$200,000 budget to create social media advertisements for Instagram, Facebook, and YouTube to promote “Thrill and Chill” and family-friendly events around the park. Our advertisements will showcase family-friendly areas, and new food items geared towards children under 13.
- **Entertainment for Family Events:** Our park will hire magicians, themed performers, and family-friendly DJs to enhance our atmosphere. We will have peak entertainment during the holiday and summer seasons, setting our budget of \$450,000.

Section 5: Summative and Formative Evaluation

Research:

An idea for a primary research project is to conduct a survey to send to Southern California families about how they perceive Magic Mountain. This survey will be sent out in June 2025, and responses will close in August. The survey will assess theme park preferences, reasons why families avoid visiting our park, and family event interest. Surveys will take place online, and we will have a focus group consisting of families who have visited our park within the past year. This will help refine messaging and tailor new family-friendly offerings to guests. Park staff will also conduct optional interviews while exiting the park. Families who complete the interview will receive a coupon for a food or merchandise item.

Evaluation:

In September 2026, we plan to revisit the plan, where we will evaluate the changes Magic Mountain has made to cater to families. We will analyze guest surveys, media coverage, and attendance data from October 2025 to August 2026. This evaluation will help with future marketing strategies to make sure that Six Flags appeals to a broader audience other than thrill seekers.