
S&P TEST

SWOT & PESTLE.com

MERLIN ENTERTAINMENTS SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Merlin Entertainments

Company Sector : Entertainment

Operating Geography : United Kingdom, Europe, Global

About the Company : Founded in December 1998, Merlin Entertainments is a British entertainments company with headquarters located in Dorset, United Kingdom. The company operates in the Consumer Services sector and deals with travel and leisure services. It also operates visitor attraction places all over the world. The operations of the company are divided into the business segments of Midway Attractions, LEGOLAND parks and Resort Theme Parks. As the name suggests, Midway Attractions are smaller and indoor based whereas Theme parks are larger and deal with destination venues. It is the world's second-largest visitor attraction operator and Europe's largest. The company has also gone for major acquisitions like Legoland, Gardaland and The Tussauds Group. With 130 attractions, 20 hotels and 6 holiday villages in 25 countries, Merlin Entertainment lives true to its claims of delivering memorable experiences for its customers. It holds a record of achieving 94% customer satisfaction as of early 2020. The company employed around 28,000 employees in the peak season of 2019.

The vision statement of Merlin Entertainments reads, "To be the global leader in location based entertainment by number of visitors."

Revenue :

£1,740 million - FY ended Dec 2019 (year-on-year growth of 5.2%)

£1,653 million - FY ended Dec 2018 (year-on-year growth of 5.2%)

£1,594 million - FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Merlin Entertainments is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Portfolio of world class brands and iconic assets 2.Strong Brand Reputation 3.Broad consumer target segment 4.Strategic Synergies 5.Strong Guest Satisfaction KPI's 	<ol style="list-style-type: none"> 1.Seasonality of revenue impacting business
Opportunities	Threats
<ol style="list-style-type: none"> 1.Continued market growth through increasing disposable incomes 2.Consolidating market for visitor attractions through acquisition 3.Developing our theme parks into destination resorts and opening new Midway attractions 4.Rapidly growing e-commerce markets 5.Focus on sustainable operations 	<ol style="list-style-type: none"> 1.Changing consumer tastes 2.Increase in competition 3.Stiff competition from Walt Disney 4.Terror Attacks and climate uncertainties

PESTLE Analysis :

The PESTLE Analysis for Merlin Entertainments is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Economic policies affecting existing tax rates 2.Risks due to varying tax policies 3.Threat from increasing terrorism 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Exchange rate fluctuations reducing international demand 2.Inflation resulting in weakening of domestic demand 3.Growth in global leisure and tourism spend
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Using the power of media to achieve social impact 2.Demand for themed accommodation and short breaks 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Product experience enhanced through technological development 2.R&D to boost innovation
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Increasingly stringent IP Laws 2.Breach of health and safety regulations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Ecological products building sustainability 2.Initiatives to combat climate

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Merlin Entertainments** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**

[**Buy Now**](#)

* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com