SWOT ANALYSIS
Universal Orlando Resort has created some of the world’s most innovative theme park attractions based on pop culture’s most compelling films and stories. Guests experience two exciting theme parks - Universal Studios and Islands of Adventure as well as Universal CityWalk, a 30-acre restaurant, shopping and nighttime entertainment complex; and three magnificently themed on-site Loews hotels - the Loews Portofino Bay Hotel, Hard Rock Hotel and the Loews Royal Pacific Resort. Flagship experiences featured in the theme parks include “The Simpsons Ride,” “Revenge of the Mummy - The Ride,” “The Incredible Hulk Coaster” and “The Amazing Adventures of Spider-Man.”
• Headquarters: Orlando, Florida Area
• Industry: Leisure, Travel & Tourism
• Type: Public Company
• Company Size: 14,000 employees
• Founded: 1990
• Website: http://www.universalorlandoresort.com
Self Disclosure

• From June 2007-August 2008, I was an intern in the Media Department for Universal Studios Orlando.
• I had the opportunity to see how a global company such as Universal operates.
• I was a Fear Factor Live! Videographer, a Sirius satellite radio technician for Jimmy Buffett’s Margaritaville, & an intern for the CEO.
Universal Orlando Commercial
SWOT ANALYSIS

Universal Studios Strengths

- Its access to the film industry
- Universal Studios is all about experiences that bring excitement and exhilaration into people's lives.
- Their businesses and products create special moments, unforgettable experiences, and lasting memories.
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Universal Studios Weaknesses

**INTERNAL**

- strategic expansion hampers the company's tenure of ownership
- the theme parks have gone through many changes due to parent companies
- The overall market is heavily impacted when economical problems are present in the country
Opportunities

- Enter new markets or segments
- Expand services to meet broader range of customers needs
- Diversity into related services
- Complacency
- Fast market growth
- Weak competitors
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Threats

- Slow market growth
- Being located in the same area as the Disney Resorts
- Growing competitive pressures
- Vulnerability to recession and business cycle
- Adverse demographic changes
THOMAS L. WILLIAMS

- Chairman and Chief Executive Officer, Universal Parks & Resorts

- Williams is responsible for the oversight of all of Universal Studios recreation projects, including the Universal Studios in Orlando, Florida; the most technologically advanced theme park in the world, Universal Studios Islands of Adventure, also located in Orlando. Both parks are part of a huge, multi-faceted resort destination, which includes on-site hotels and a second Universal Studios CityWalk. The cumulative project is known as Universal Orlando.
• Williams is President and Chief Executive Officer of Universal Orlando, where he was responsible for overseeing Universal’s expansion there into a world-class resort entertainment destination.

• Williams joined Universal Studios Florida in 1987 as part of the project’s “opening team” and led the group that designed and developed all operational aspects for the new park, which debuted in 1990. Named president that year, Mr. Williams helped build Universal Studios Florida into a park the renowned Fodor’s Guide has named, “The best theme park in the world.” In 1994, Universal Studios Florida received the industry’s most prestigious honor, the coveted “Applause Award”, presented by Amusement Business for theme park “management, operations and creative accomplishments that have inspired the industry with foresight, originality and sound business development.”
• Due to Mr. Williams being away on business I only had a few brief moments to speak with him on the phone. I asked him how exactly Universal Studios as a whole is dealing with the current economic state of the country, and what action they are taking to keep the company above water.
“During these hard economic times in the United States, global corporations such as us have to change the target market. Instead of using our time & resources to improve our US parks, we are focusing on opening parks abroad in countries that are economically stable.”
“For example, right now we are in the process of opening a new park in Korea. Our reason being, Korea has seen a tourism deficit, and the Universal Studio park will be able to help the country bring more people to Korea and reduce the number of Koreans going abroad for vacation. We'd like to be part of the process to reverse the current trend, which will benefit our corporation while helping turn around economic situations in another country.
• “The solution for how to make Universal Studios distinctive, unique and special is found very easily, by taking advantage of the wonderful collection of film products, incorporating culture and products from abroad, along with products Universal Studios has made for worldwide distribution.”
• **Harry Potter World**