School Travel Voyager

Disneyland Paris

NEW DISCOVERY FAMILIES

CUSTOMER SEGMENT 4

WHO ARE THEY? 4

NEW DISCOVERY FAMILIES

AT A GLANCE

This family group is driven by a love of discovering new and unique experiences. They have a open-minded approach to parenting and seek new experiences that contribute to their children's education.

MOTIVATIONS

- They have a high disposable income but are willing to do their research to get the best deal
- On holiday they want to **EXPERIENCE NEW THINGS** that take them away from everyday life and fire their **IMAGINATION**
- Parents are **OPEN-MINDED** and want their children to try **NEW CUISINES** and experience **NEW CULTURES** that contribute to their children's **EDUCATION**
- They are attracted to **CREATIVELY** themed hotels and **THRILL SEEKING** rides

AFFINITY WITH DISNEY

Both parents and children have a strong love of Disney. Pixar, Marvel and Star Wars

EXAMPLE PRODUCTS AND SERVICES

- Sporty families would love to stay at Newport Bay Club with its great pool.
- Star Wars Flight simulator ride would suit this group as the parents and children love watching Star Wars movies together
- Animation workshop at Walt Disney Studios- because it's a chance to learn a new skill
- Eat at Cape Cod because it gives the family the chance to try new types of seafood they haven't tried before

PROFILE

- 35-40 years old
- Parents to under 12s and teens

MEDIA HABITS

- Heavy internet users
- Radio listeners
- Own lots of devices
- Cinema goers who enjoy comedies and action movies
- More likely to read print media

KEYWORDS

- Discovery
- Seize life