School Travel Voyager

Disneyland Paris

ALL ABOUT THE FAMILY

CUSTOMER SEGMENT 2

WHO ARE THEY? 2

ALL ABOUT THE FAMILY

AT A GLANCE

The priority for this group is to have a family. With less disposable income than the other groups, these parents prioritise the needs of their children ahead of their own careers.

MOTIVATIONS

- Looking after the needs of their **CHILDREN** is a priority
- They have **LESS DISPOSABLE INCOME** than other groups but are willing to **SAVE** for a family holiday of a lifetime at Disneyland Paris
- On holiday they want to **RELAX** and enjoy special **TIME WITH THE FAMILY**
- Because they are on a budget they don't want to take any risks during the trip and prefer **FAMILIAR FOOD** that they know everyone will like

AFFINITY WITH DISNEY

Both parents and children love all things Disney, especially Disney classics and Pixar

EXAMPLE PRODUCTS AND SERVICES

- This group would stay at Disney's most economical accommodation, Hotel Santa Fe, which is themed on one of the family's favourite movies, Cars
- This group would purchase Mikey Mouse ears, princess dresses and Toy Story merchandise to make the kids' holiday extra special
- Eat at McDonald's at lunchtime because they know the brand and the children like the food

PROFILE

- 35-44 years old
- Parents to young teens and children under 12

MEDIA HABITS

- Heavy internet users
- Watch TV a lot, often as a family
- Use social media to keep in touch
- More likely to see outdoor advertising than other groups

KEYWORDS

- Family
- Comfort