School Travel Voyager

Disneyland Paris

SPEND, SPEND, SPEND FAMILIES

CUSTOMER SEGMENT 3

WHO ARE THEY? 3

SPEND, SPEND, SPEND FAMILIES

AT A GLANCE

This family group wants it all – money, status, perfect children and a great lifestyle. They are torn between building their career, enjoying the finer things in life and achieving the best for their kids.

MOTIVATIONS

- It's a balancing act to juggle their **OWN INDIVIDUAL** needs with those of their **FAMILY & CAREERS**
- On holiday they want **CONVENIENCE** and are willing to **SPEND ON EXTRAS** such as room upgrades, spa treatments, transport options, Character experiences and shows
- These families love to be **ACTIVE** and **ADVENTUROUS**
- Parents love to **SHOP** and **SPEND** their money on the **LATEST GEAR** for the family and eat the **FINEST FOOD** – all to be shared on their social media feeds of course

AFFINITY WITH DISNEY

The kids love all things Disney, unlike their parents who don't have a relationship with the Disney brands

EXAMPLE PRODUCTS AND SERVICES

- This group would love to stay at the four-star Disneyland Hotel with it's fairy-tale rooms.
- Photo pass to share their holiday on social media
- Shopping for top-to-toe Disney outfits for their children to wear in the park
- High-end branded jewellery and clothing for the parents

PROFILE

- 25-34 years old
- Children under 12

MEDIA HABITS

- Heavy internet users – they can't live without it
- Most likely to visit the cinema to see action, sci-fi and comedies

KEYWORDS

- Success
- Status