

Legoland

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Legoland

Parent Company

Merlin Entertainment

Category

Amusement Park/Theme Park

Sector

Tourism

Tagline/ Slogan

Land of Adventure

USP

The parks aim to provide a mixture of fun, adventure and education for children.

STP

Segment

Children aged between 2 and 12 years and their families

Target Group

Young families living in the USA and Europe

Positioning

Logo-themed amusement park designed to provide an adventurous and educational experience for children

SWOT Analysis

Strengths

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1. The parks are associated with a very strong brand name of Lego, which is one of the leaders in the toy market.
2. The operating company, Merlin Entertainment is a leading name in family entertainment parks and attractions.
3. Each Legoland attracts as many as 1.5 million visitors per year.
4. The availability of annual tickets and "value passes" for customers who are likely to make multiple visits.
5. Good marketing and advertising makes it a popular theme park.

Weaknesses

1. In spite of Lego being a very popular brand in the European toy market, the parks have not been able to capture the same market share in the USA.
2. The Legoland Parks in California and Florida are not as popular as their European counterparts.

Opportunities

1. The Lego brand is associated with quality and reliability; this positive brand image can be used by the parks to attract more visitors.
2. The 2 locations of Legoland in the USA, viz. Florida and California are already popular tourist destinations.
3. As the brand Lego is fast penetrating in markets outside Europe and USA, there is a chance to attract more visitors from these markets.
4. Tapping emerging economies with more advertising and marketing.

Threats

1. The California and Florida Legolands can become competitors for each other.
2. The original Legoland in Windsor, London has a very strong brand presence in the Europe and hence attracts more visitors.
3. There are other extremely popular amusement parks in the USA who have much better offerings and marketing.

Competition

Competitors

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|---------------------|
| 1. Disneyland Paris |
| 2. Disneyland Park |
| 3. Hershey Park |