Legoland

Parent Company
Merlin Entertainment

Category
Amusement Park/Theme Park

Sector
Tourism

Tagline/ Slogan
Land of Adventure

USP
Legoland

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**
1. The parks are associated with a very strong brand name of Lego, which is one of the leaders in the European toy market.
2. The operating company, Merlin Entertainment, is a leading name in family entertainment parks and operates 87 attractions in 19 countries across 4 continents.
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 ensures competitive pricing.
5. Good marketing and advertising make 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 attract many international tourists.
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 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 and more international visitors.
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 Europe and hence steals away European visitors from the Legolands in USA.
3. There are other extremely popular amusement parks in the USA who have much better offerings.

Competition
## Competitors

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