



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

[Legoland](#)

Niche Marketing & Social Media

Leisure, Events, Tourism & International Travel & Tourism Management

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Lecturer's Name

Deborah Jenkins

Student Name: Jasmine Robinson

Student ID: 2404492

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Contents

Contents	2
Script	2
Target Market Justification	2
Financial Viability & Campaign Impact	3
References	4

Script

Target Market Justification

The main theories the campaign focuses on when identifying the target market are geographic, demographic, psychographic and generational.

Geographic is where the target market is located, in this case it is Wales and the Southwest of England as that is where GWR has services. (Mahr, 2019) (GWR, n.d.).

Demographics are the characteristics of the market which can be put into groups, for example, age and income (Study.com, 2023). This demographic would be middle-class families with younger children as Legoland can be a budget holiday that caters for younger children. Legoland is a relatively cheap short break because there are often deals on tickets, for example National Rail offer 1/3 off your tickets to Legoland when you travel by train. (Daysoutguide.co.uk, 2017) The official Legoland website states that the main target market is younger children between the ages of 2 to 12. The website shows the rides are catered towards a younger audience and put into three categories; tiny feet which is for under 3's, little builders which is for 3–5-year-olds and big builders which is for 6-13 year olds. (LEGOLAND® Windsor Resort, n.d.) National Rail offer a 'Family & Friends Railcard' for those who are travelling with children aged 5 – 15. With this railcard up to four adults get 1/3 off train tickets and four children get 60% off train tickets (Family & Friends Railcard, 2025).

Psychographics is the interests and personality traits of the customer, in this case it would be those who are leisure tourists who want a fun Lego filled break as Legoland is an amusement park (Revella, 2023).

GWR accommodates families travelling with younger children. Many routes offer a fixed price family ticket which offers great savings for up to two adults and four children and up to two children aged under five can travel free with each paying customer (GWR, 2025).

Generational marketing is a strategy that works by segmenting the target audience by their age groups (LaFleur, G, 2023). The campaign will use generational marketing through the use of Facebook Instagram and TikTok to appeal to their age range as millennials use these social media platforms frequently for information.

This campaign would use concentrated marketing which means it caters to one or a few market segments. The campaign has a specific target market which is families with young children living in Wales or the Southwest of England who are leisure travellers and want a relatively cheap break using GWR to get there.

Financial Viability & Campaign Impact

There are four P's of marketing, product, price, place and promotion (50Minutes n.d.). The product would be a short break to Legoland using GWR and the place would be Legoland Resort in Windsor.

The price part of marketing is that it would cost a family of four estimated £241 in total to get from Swansea to Windsor and back using the train and bus which takes them directly to Windsor Resort during the Easter Holidays with a family and friends railcard which is a big saving on normal ticket prices (GWR, 2025).

National Rail offer 1/3 off your tickets to Legoland when you travel by train which means that one day in Legoland for a family of four during the Easter Holidays is £92 without this offer a day for the family would be £148 which means they are saving £56 (Daysoutguide.co.uk, 2017) (LEGOLAND® Windsor Resort, n.d.). To stay in a local Travelodge for the night for the family would be £59 (Travelodge, 2025).

The total amount an average family would spend on this holiday would be £392. This is viable for a middle-class family.

The promotion part of marketing is that the campaign be very low budget as it is only being broadcast on social media channels such as Facebook, Instagram and TikTok which are free platforms to use. To reach the ideal target market there is a cost per click which is

£0.78 for Facebook, £0.30 for Instagram and £0.10 for TikTok which it would take out of potential sales however this is a potential good return on investment as you only pay when someone clicks on the advert which takes them to the website to potentially make a purchase which is cost effective. (NI Business Info, 2016) (Upbeat, 2024) (Fenner-Prowle, 2024) (Social Chameleon, 2024).

This would reach all markets as the younger families would use TikTok and the older families would use Facebook. Social media is also a good way of getting the message across to a lot of people in a short amount of time. Making the advertisement did not cost any money as the team used free online resources to create it.

The campaign would increase ticket sales by showing how easy and cheap a short getaway would be for a family of four using the train. This campaign will increase the brand awareness by changing the perspective of some families who thought that getting to Legoland was too difficult or out of their price range. This campaign would be useful for customer engagement as it would encourage them to look at other days out using GWR.

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