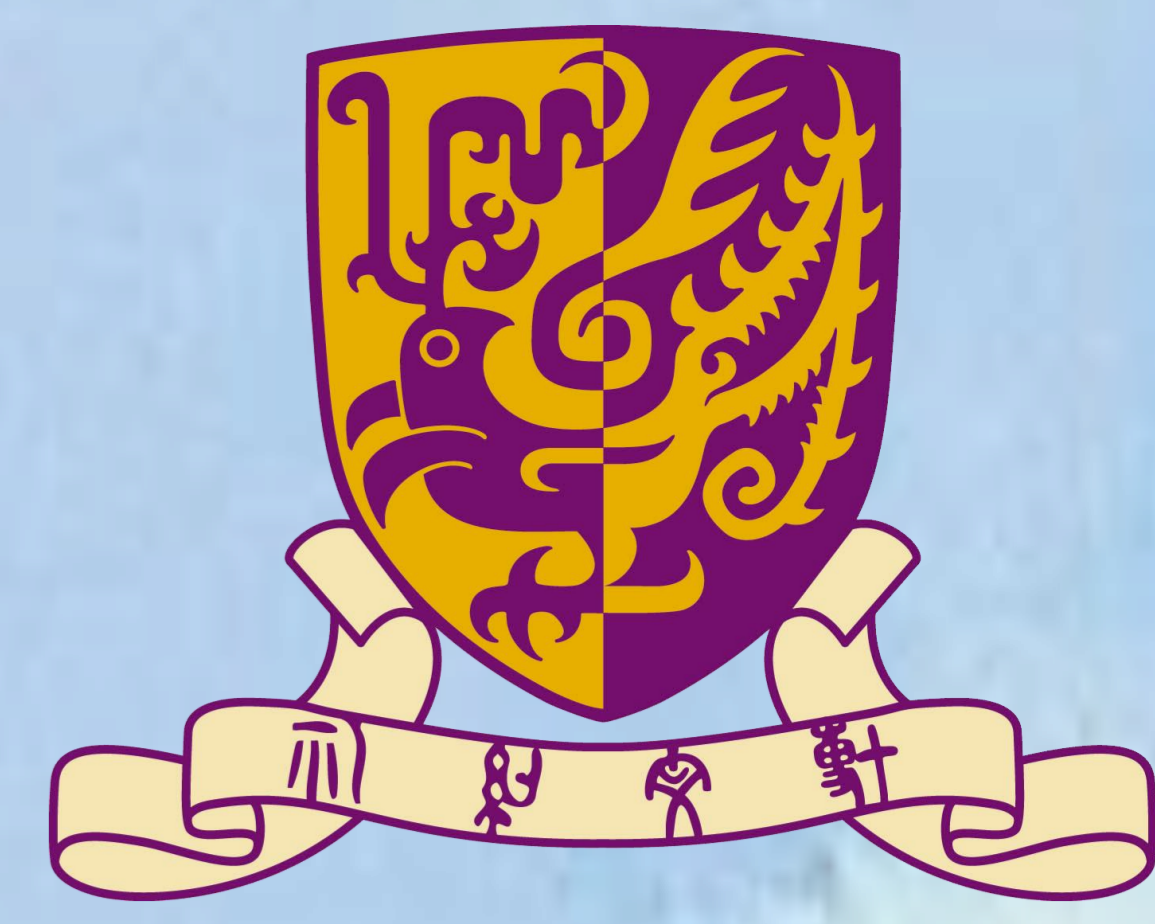


Disneyland: Where dreams perish?



BACKGROUND

Hong Kong Disneyland was constructed more than 10 years ago and has developed into a symbol of Hong Kong tourism.

However, from 2015, Hong Kong Disneyland started to experience loss in profitability and number of tourists fell by 9.3 percent.

The aim of this project is to find out whether the opening of Shanghai Disneyland has affected Hong Kong Disneyland and propose possible solutions for Hong Kong Disneyland to regain its profitability.

	Hong Kong Disneyland	Shanghai Disneyland
Opening Date	September 12th, 2005	June 16th, 2016
Ticket Price (HKD)	Adult: 589 Child: 419	Adult: 418 Child: 316
Size (including Resorts, acres)	311	963

METHODOLOGY



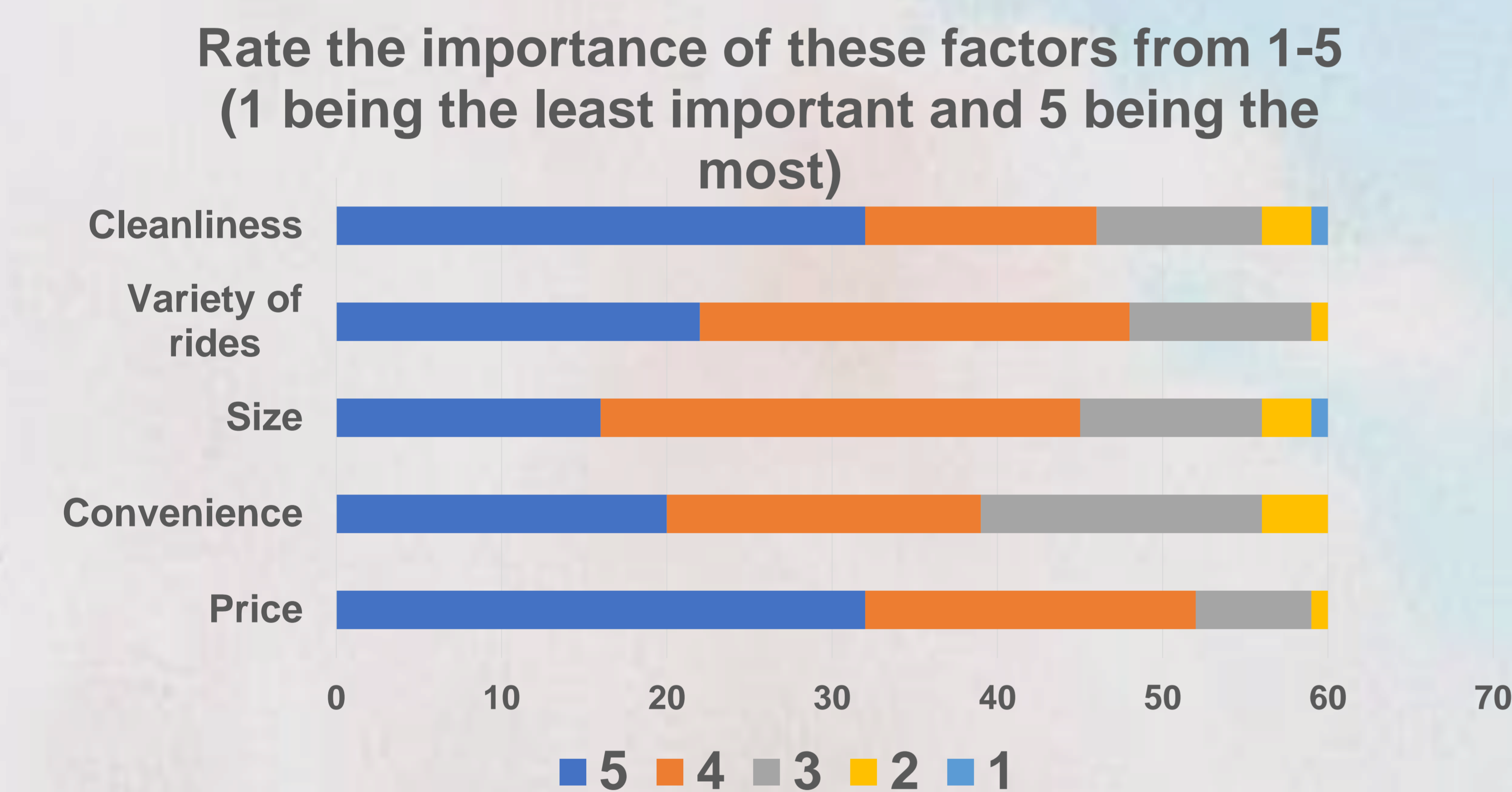
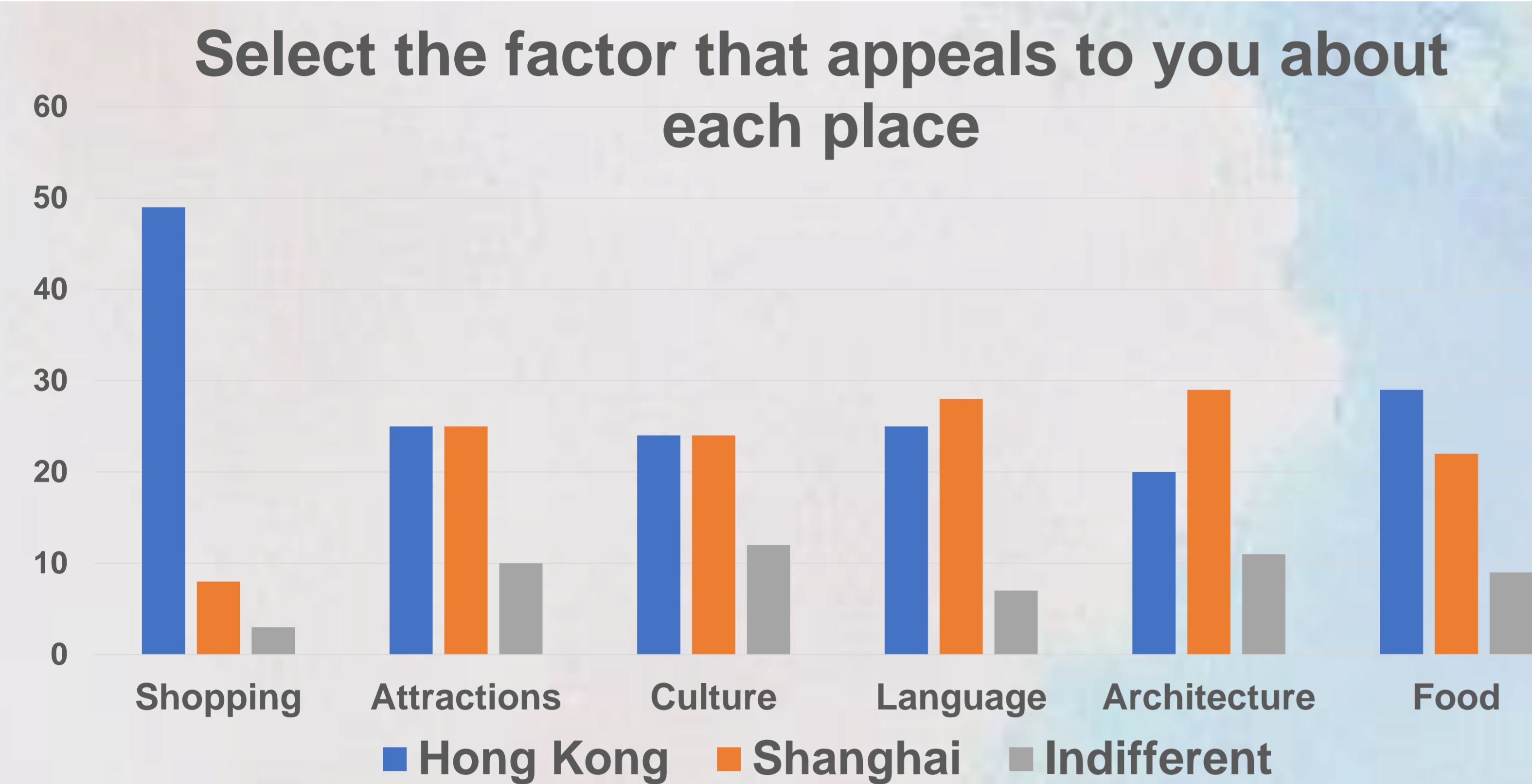
Two surveys → English & Chinese → 4 sections

1: Basic demographic information about the respondents.

2&3: Questions relating to Hong Kong Disneyland and Shanghai Disneyland respectively and distinguishing between the two places as destinations of travel.

4: Rating Shanghai and Hong Kong in terms of particular factors as well as provide a rating (1-5) the importance of key factors influencing a visit to a theme park such as size and convenience.

KEY FINDINGS



POSSIBLE SOLUTIONS

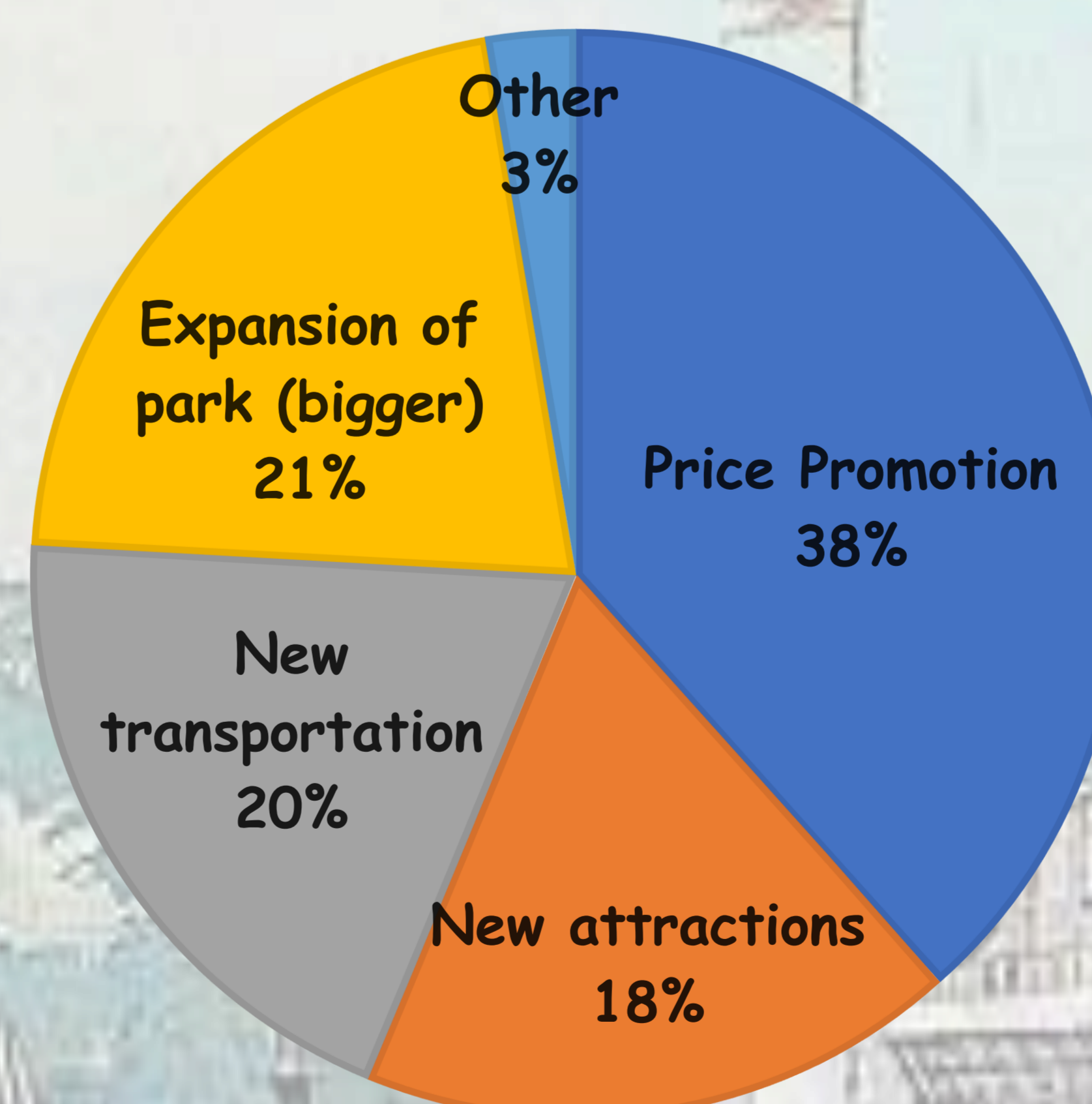
Confirmed:

- Iron Man Experience (2017)
- Adventureland Show Place (2018)
- Castle & Hub (2019)
- Marvel Attraction Area (2018 & 2023)
- Frozen Themed Area (2020)
- Star Ferry Route TST → Disneyland

We propose:

- Marketing strategies: Holiday discount
- Expansion of park
- Extensive transport links

WHICH OF THE OPTIONS ARE THE MOST APPEALING?



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