

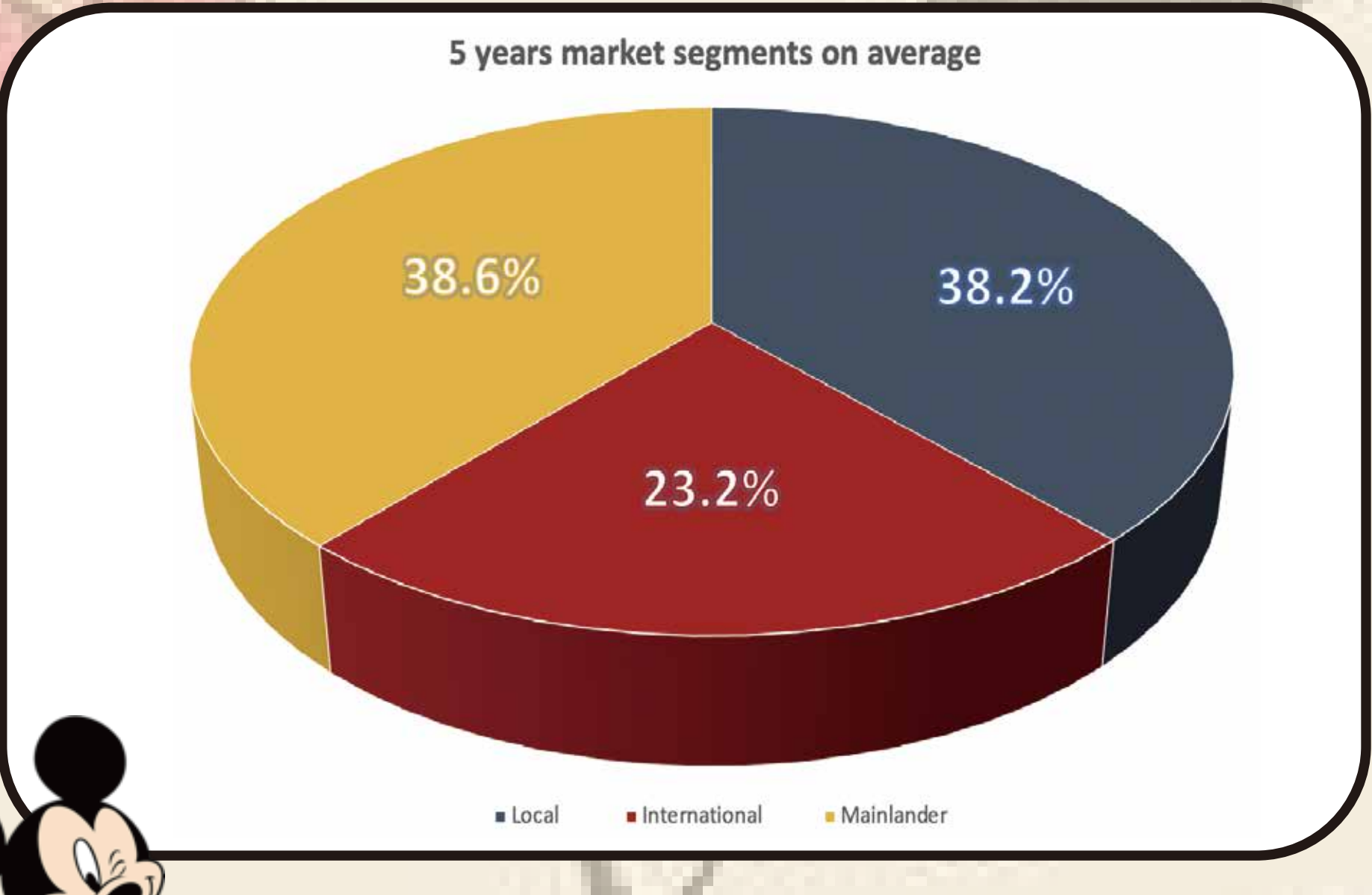
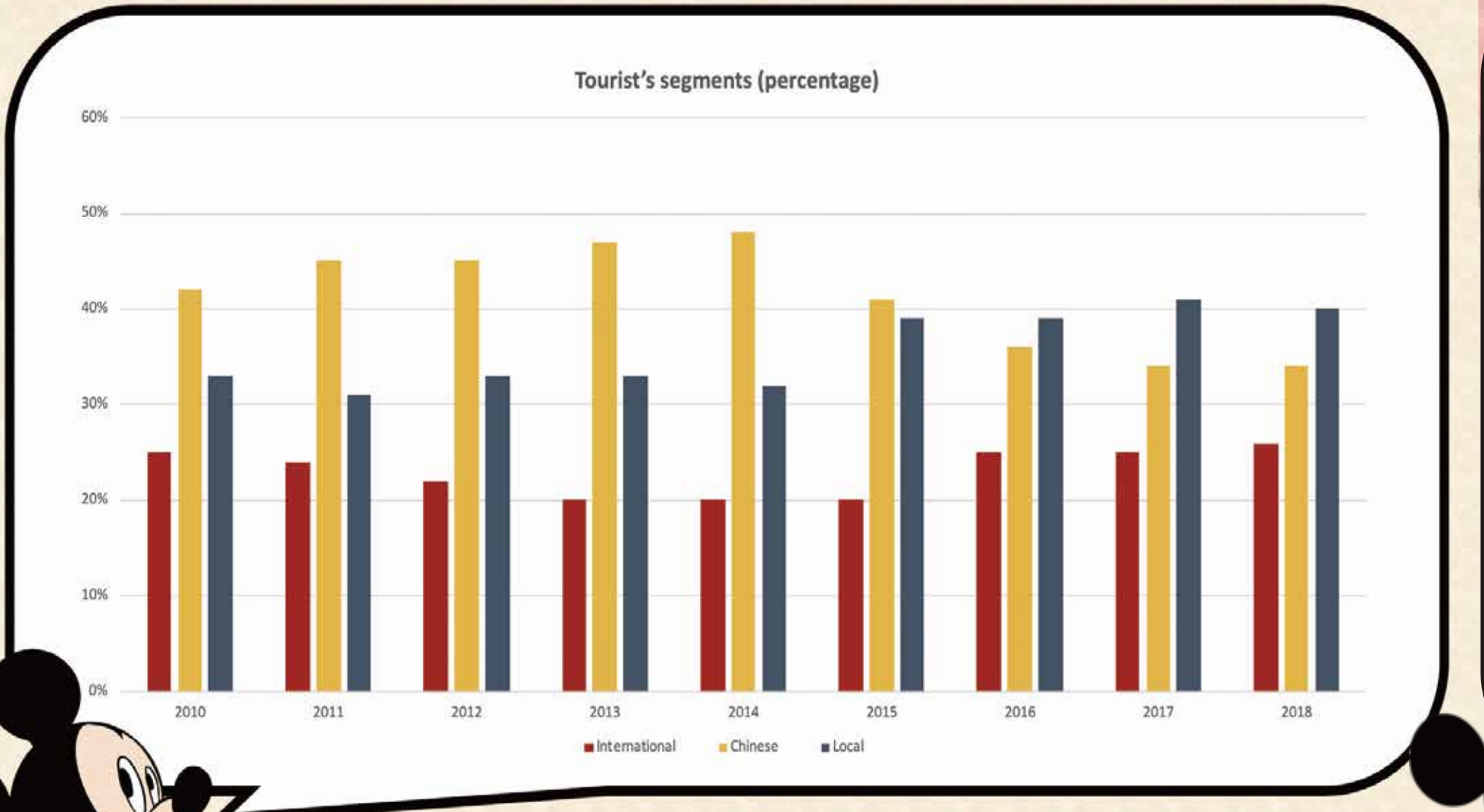
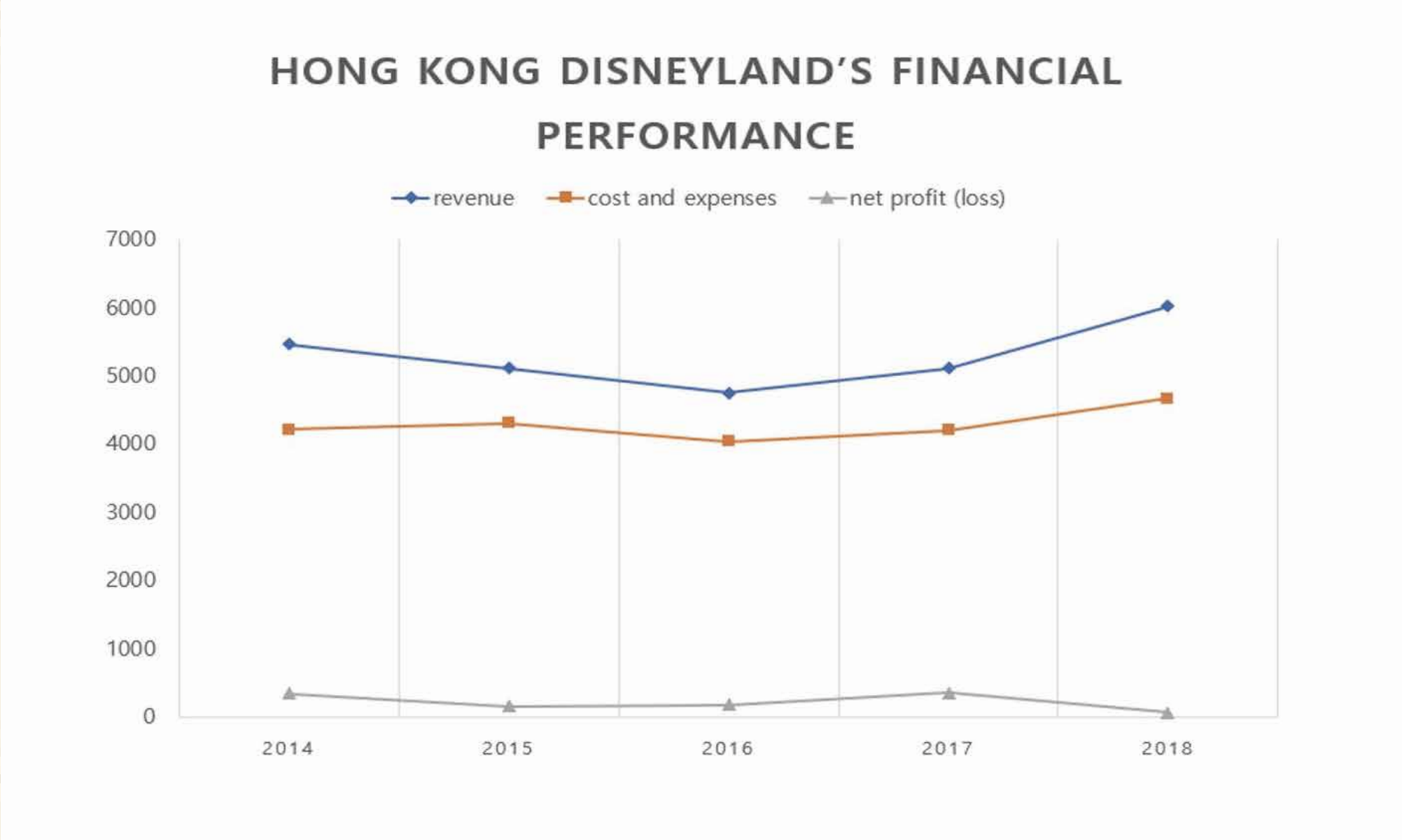
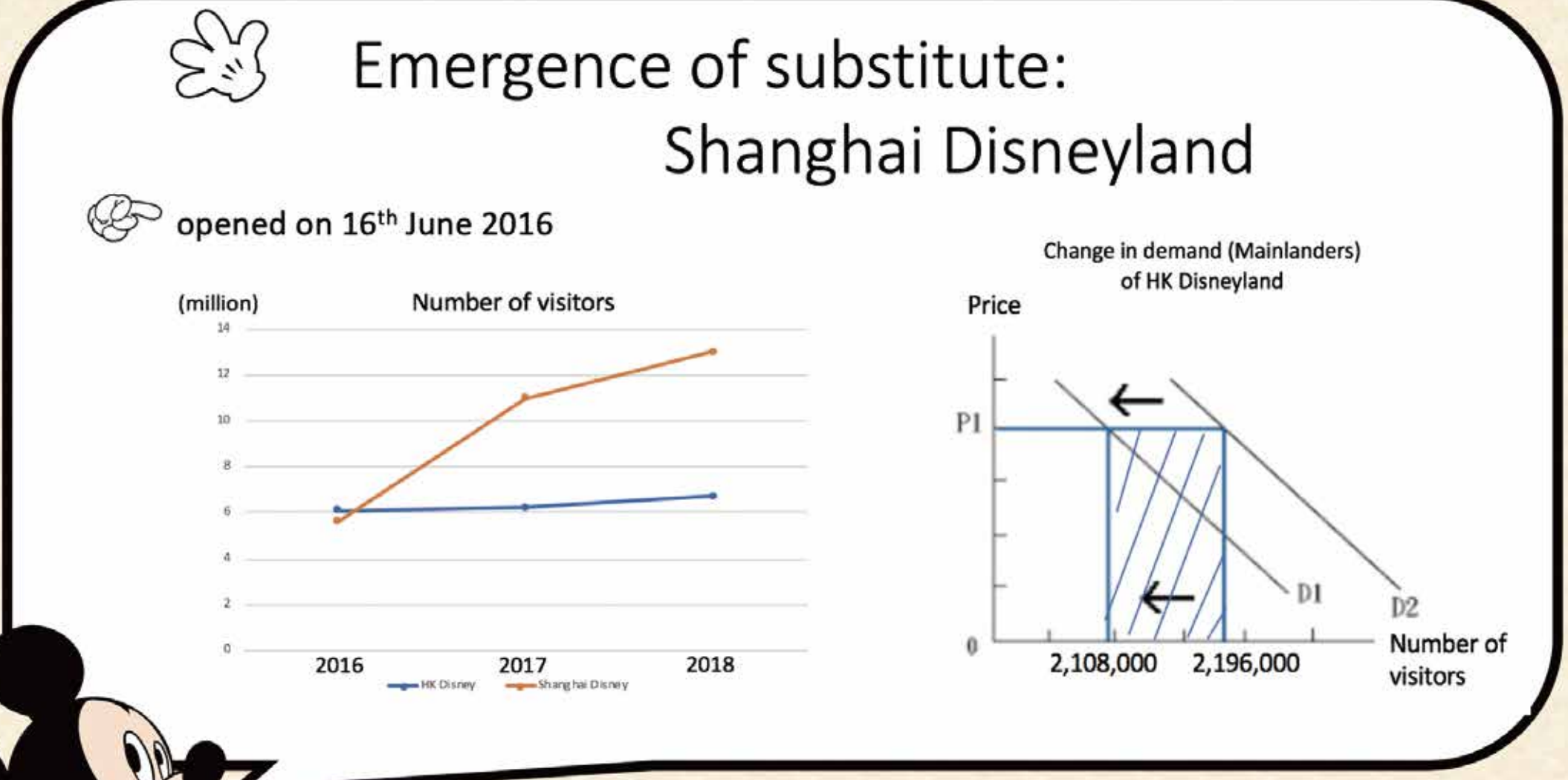
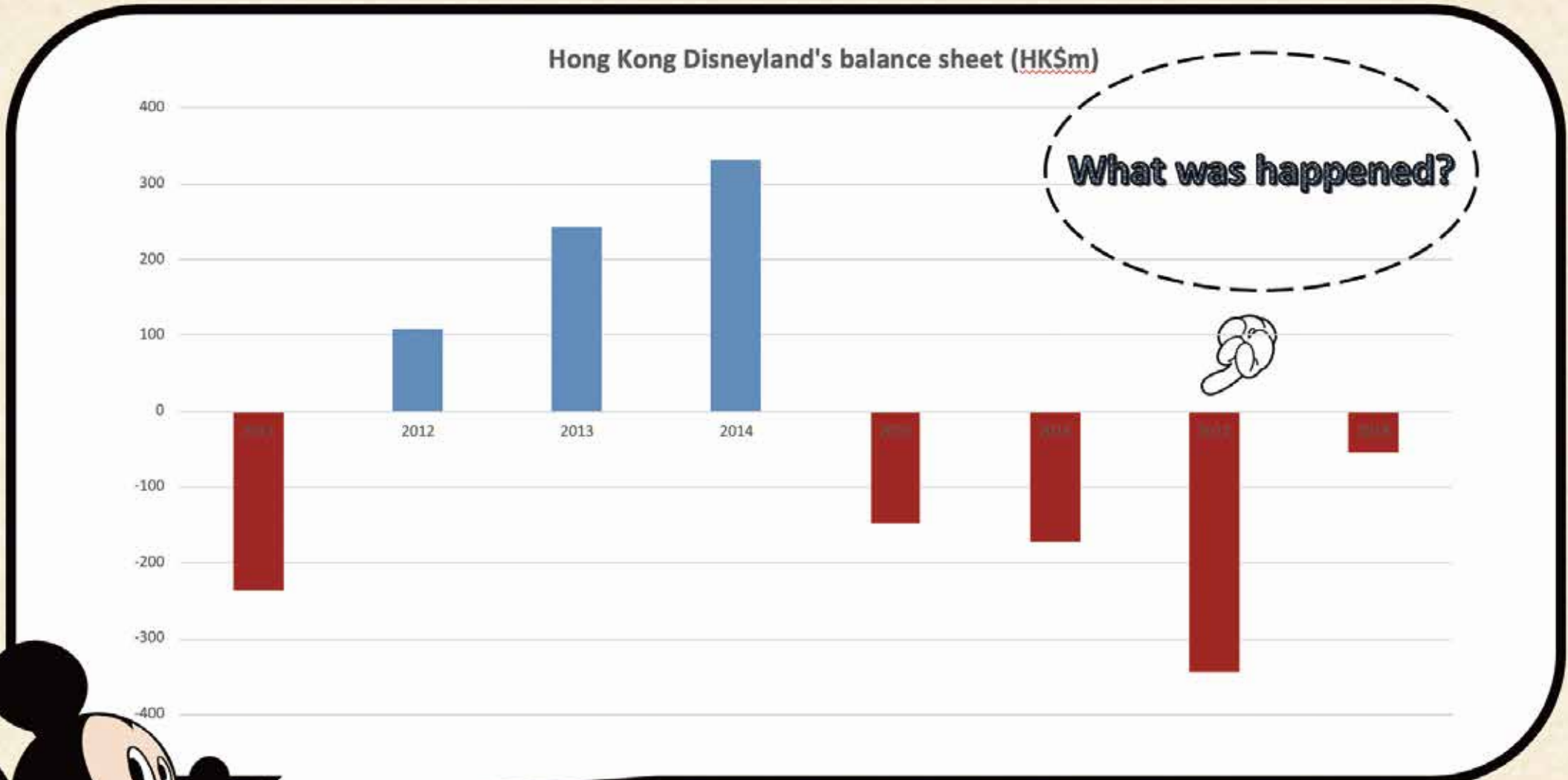


救救米奇老鼠!!!!

How can Mickey Mouse get rid of starvation?

Background

Cost analysis



Increase in costs & expenses mainly due to Introduction of new guest offerings (capital projects)

Disney Paint the Night

Moana :
A homecoming celebration

Mickey and the Wondrous Book

Iron Man Experience

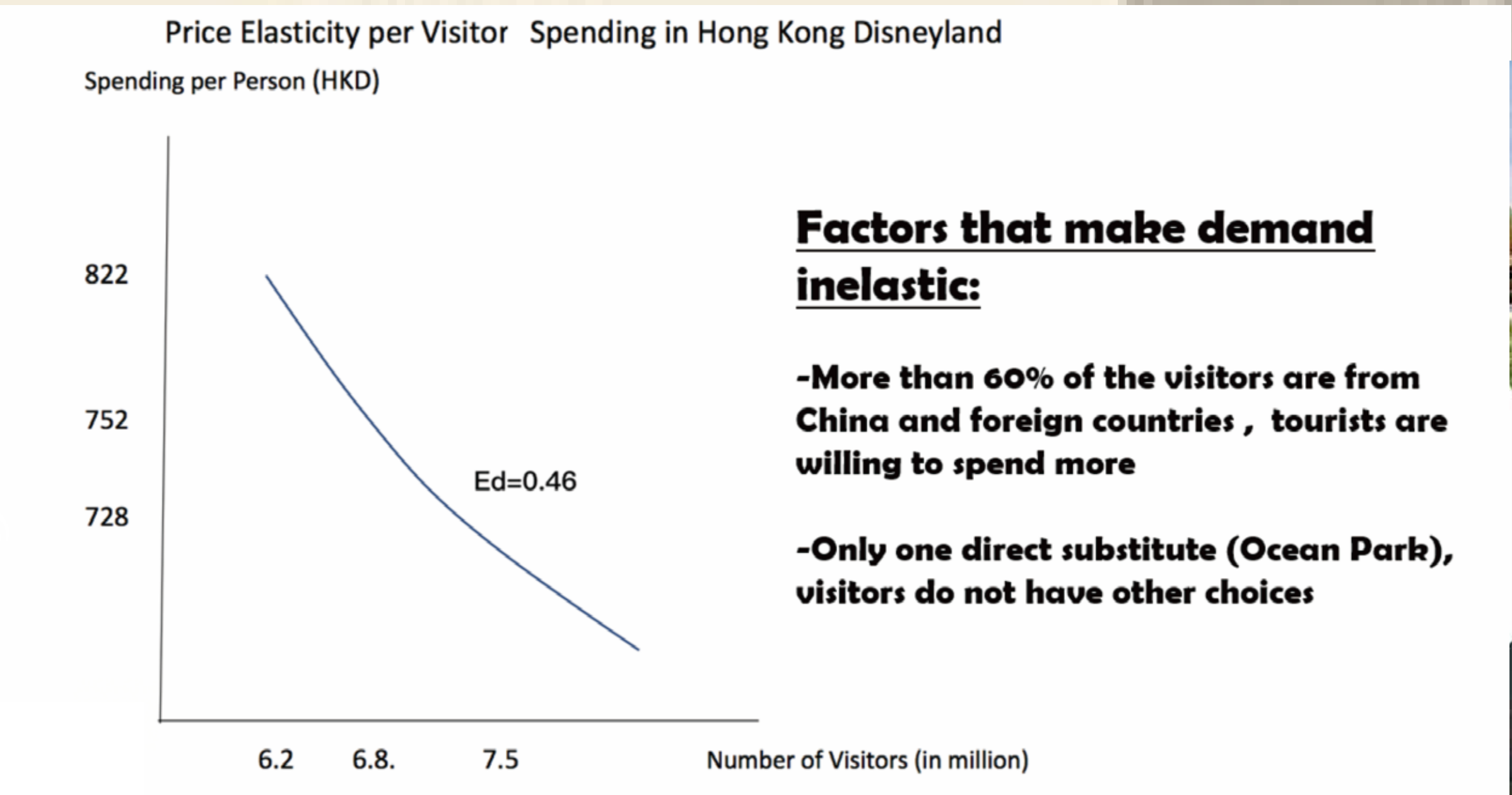
Profit strategies

	Original Price (General Admission/Child)	New Price (General Admission/Child)	Percentage Change
2005	HKD 350 /HKD 250	HKD 399 /HKD 285	14% /14%
2013	HKD 399 /HKD 285	HKD 450 /HKD 320	12.8% /12.3 %
2014	HKD 450 /HKD 320	HKD 499 /HKD 355	10.9% /10.9%
2015	HKD 499 /HKD 355	HKD 539 /HKD 385	8% /8.5%
2016	HKD 539 /HKD 385	HKD 589 /HKD 419	9.3% /8.8%
2017	HKD 589 /HKD 419	HKD 619 /HKD 458	5% /9%

Total percent increase in General Admission: 76.9%

Total percent increase in Child: 83.2% WHY?

Total inflation rate from 2005-2018: 48.3%



Alternative ways to increase income

- Magic Access
- Meal Vouchers
- Disney Princess Make-up and Photo Shooting Service

Suggestions

Mainlanders

- Place: 24-hour shuttle bus at the Hong Kong West Kowloon Station
- Product: Set up a customer service center at Hong Kong West Kowloon Station

Pre-registration

Baggage check in

Reservations for restaurants



- Promotion: More promotions of Christmas & Halloween theme parties in Hong Kong Disneyland, in Mainland shopping malls or railway stations



Hong Kong VS Shanghai

- There is no directly vicious competition between Shanghai and Hong Kong Disneyland

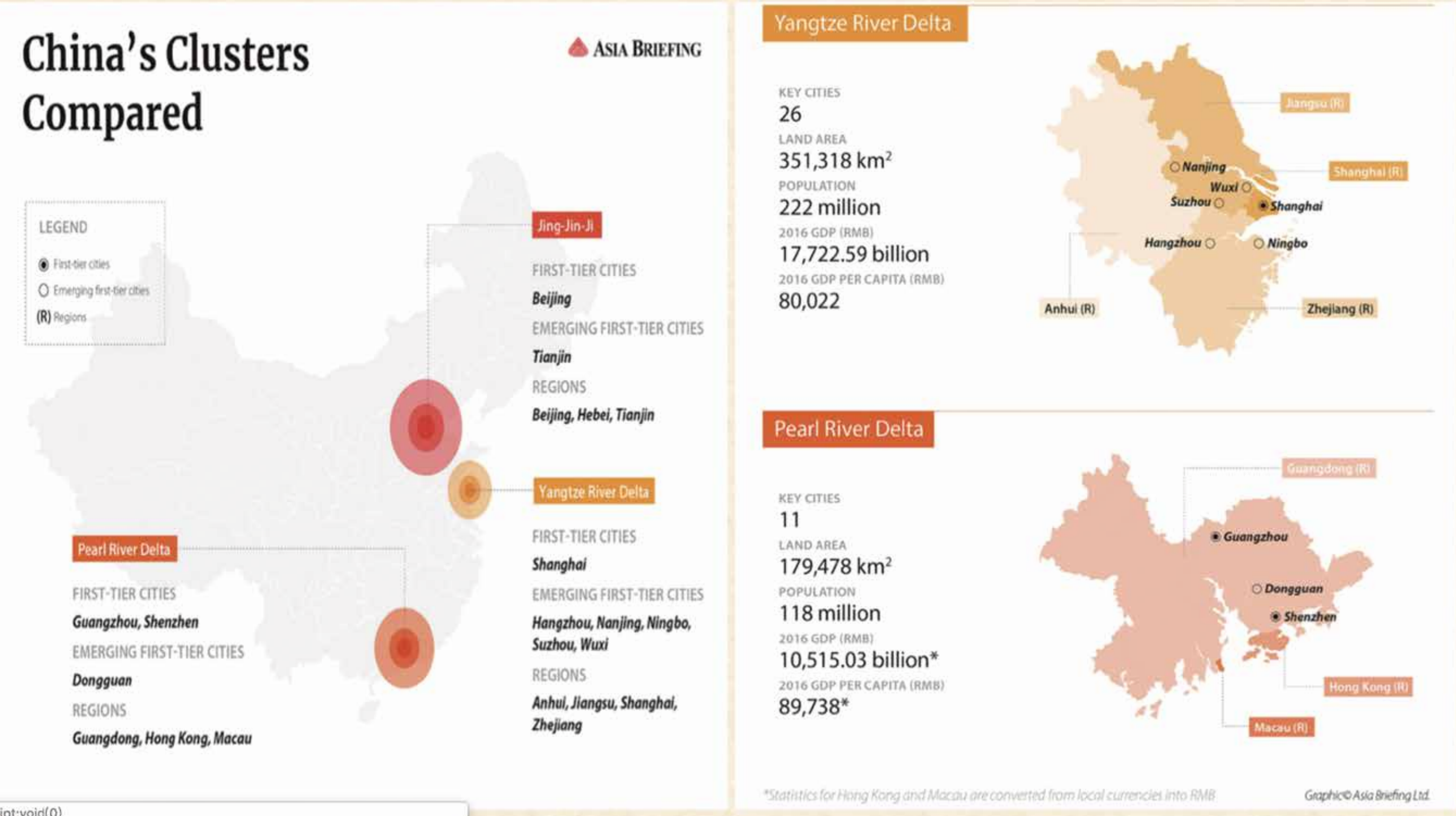
Customer base:
HK: South China like Guangzhou and Shenzhen.
Shanghai: East China and North China guests.

- The Yangtze River Delta (Shanghai Disneyland)



the Pearl River Delta (Hong Kong Disneyland)

- Each has their own Disneyland, and don't have to worry about robbing each other.



Locals

- Price: Price segmentation strategies
- Local: whole-day pass & night pass & birthday privilege & student discount VS

Non-local : whole-day pass

- Promotion: shopping discount (including souvenirs and food)

- Product: updating facilities and reality show frequently



Foreigners

- Product: Add some facilities with Hong Kong style

- Disney airline

- Place: Shuttle bus from airport to Disneyland