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# Giulia D'Amico

## Executive Summary

We are a marketing firm that was hired by Disney World to help them increase their production. Disney World is one of the most visited attractions in the United States. Every kids dream is to visit Disney World at least once in their life and to have an experience of a lifetime. We believe Disney World has more potential than just targeting families with young children. We decided to begin targeting baby boomers, as they are more active travelers than any other generation. They plan to take more trips within a year's time. They want to rejuvenate and relax on their trips and what better place to rejuvenate than to visit Disney World. We are going to promote directly to them, as they are more active and aware of what is happening around the world. With the Canadian market right next to the United States, it will be the best opportunity for Disney World to expand its clientele. The promotion methods that will be using to attract baby boomers to Disney World are commercials, flyers, radio, newspapers, press release and magazines. With these methods, the baby boomers will see the advertisement and will encourage them to visit Disney World for their next multi-generational vacation. We will evaluate the whole process to make sure there our objectives are being met.

## Company and Product Profile

### Company Profile

The Walt Disney Company is an important worldwide family entertainment and media business. The Walt Disney Company subdivisions include media networks, parks and resorts, studio entertainment, consumer products and interactive media. A main amusement park that is well known is Walt Disney World in Orlando, Florida. Walt Disney World is an amusement park that was created on October 1, 1971, by Walt Disney Parks and Resorts. Disney World is the most popular theme park. With 52.5 million visitors annually, it is the most stayed at vacation resort in the world. Walt Disney World resort has 24 hotels, four theme parks, two water parks, four golf

courses and various other recreational venues. Magic Kingdom, which is a subsidiary of Walt Disney World, is the first theme park to be part of the resort. Following Magic Kingdom theme park, Epcot, Disney's Hollywood Studios, and Disney's Animal Kingdom are also many popular branches of The Walt Disney Parks and Resorts. Walt Disney has resorts, shops, rollercoasters, restaurants and many more that are accessible to their visitors throughout their stay. Disney World is the perfect example of theme parks and it really shows the meaning behind their tagline "The Most Magical Place on Earth."

## Mission and Vision

Walt Disney has a mission that they make to follow because they are one of the biggest international enterprises. It is stated on their website that "The mission of Walt Disney Company is to be one of the world's leading producers and providers of entertainment and information using our portfolio of brands to differentiate out content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experience and related products in the world." Walt Disney wants to be one of the most recognized companies in the world. They make sure that their services are exceptional compared to other entertainment companies. The company builds up the most imaginative, advanced and beneficial entertainment experience for their visitors. They want their visitors to walk out of the amusement park feeling they had the best day of their life.

## Situation Analysis

### Environmental analysis (PESTLE)

#### *Political/ Legal*

The International Association of Amusement Parks and Attractions for the USA has mentioned that they have regulations that theme parks such as Disney World, have to follow. With the new technologies, theme parks must experience frequent evaluations and amendments to retain them and have been accepted by any legislative authority. Amusement parks must follow the state and

local government codes, prerequisite and security examination, and it is a required to pass demanding inspections by insurance companies in order to be opened for visitors. The workers that work at amusement parks are required to follow detailed manufacturer guidelines for inspections and safety precautions. These examinations take charge on a daily, weekly, monthly and yearly basis to make sure the rides are safe for the guests.

*Economic*

With the American exchange rate being bad for Canadians, this may be a huge economical factor that will affect the Canadian market. With the exchange rate being high for Canadians to visit the United States, this can affect travelers. According to XE website to get \$1.00 USD, you have to pay \$1.28 CAD. It's disadvantageous for Canadians to travel to the United States with the high rate. According to Stats Canada, the household disposable income has increased from previous year with 3.4%. As this increases, Canadian travelers are more likely to spend on leisure activities. They have more available funds to spend on travelling.

Household disposable income(SAAR, \$ billion)	4th quarter 2015	<b>1,131.4</b>	0.5	3.4
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*Socio demographic*

Trends tend to change depending the generations, especially when travelling. According to the ITB reports, it mentions that young tourists are mostly travelling to the United States and international countries. The document mentions that generation X (34 to 49 years old) were decreasing their travel habits during the 2000s. The millennial have increased their travel habits, as they are more self-assured, free spirited, and easy decision makers. When they need help to feel more confident about a travel trend, they do no hesitate to use technology and look online. They are more self-confident to use technology when needing to make a decision. They take into consideration when looking for good service and knowing the value of money. Millennial are more open to change the type of accommodation at destination. They will try different sorts such as using Airbnb instead of hotels and bed and breakfasts. Their stays at destination have also decreased by travel more often and have better quality throughout their trip.

*Technology*

Technology is a huge trend that many companies try to keep up with. It changes very frequently to please the demand in today's generations. Disney mentions that technology can have a negative or positive affect towards their income because of how consumers are observing their products/services. In Quebec, there are roughly 73% of adults who use social media and 85% are using the Internet. Many travellers are dependent on technology for searching online to receive more information about a destination. They sometimes feel more comfortable to get strangers comments rather than someone they know. 87% of users in the travel industry use social media/Internet to help plan their next trip. With all of the technology today, 94% of leisure travelers reserve online. It is more convenient for them to browse the Internet at home rather than going to travel agency. People tend to browse online at night while relaxing. They do not want to go out after, if they have the opportunity to book at home. Everything is accessible online with today's technology and able to search anything.

#### *Environmental*

Many companies have changed the way they produce their products or service to become more eco friendly. Disney has always taken ecological stewardship and maintenance as an important aspect of the business. They have an alternative way to power their attractions such as using biodiesel and installing more resourceful lighting at their onsite hotels. They reduce waste by recycling, reuse and repurposing. They are investing in new technologies and system that can help to conserve energy and water at the theme parks. They endorse the habit of carpooling and other transportation methods to help reduce emissions.

#### Location and Community Analysis

Walt Disney World is located in Orlando, Florida. Walt Disney World offers their own accommodation for their visitors who wish to experience the whole package of Disney World. The visitors can wish to stay at the accommodations offered by Disney World or there are other accommodations that are available for them to stay close by. Disney World is located in an area that is very accessible by car, plane and train (nationally). The Orlando International Airport is

roughly 20 minutes away from the amusement park. There are highways located around the area that can bring the visitors to the theme park (Interstate4, west of Florida's Turnpike).

The Walt Disney Company contributes to many organizations to help the local communities. For them, helping the community and providing services are a large aspect to their culture. The Walt Disney legacy is to help develop and enhance the lives of children and families around the world. With the local, national and global non-profit organizations, they conspire with them to assist the programs that endorse benevolence, care, originality and a fit living while addressing the originality needs in the communities they get to be part of and call home. They provide in-kind contributions such as having characters visiting them, offering park tickets and event support. Walt Disney Company offers thousands of hours of community service to help build playgrounds and community garden, raise money for disaster relief and volunteering in children's hospitals. Walt Disney Parks and Resorts protect the local economy by creating job, utilizing local goods and services, and contributing tax revenue. They really take into consideration about the community and really take initiative to contribute to communities who need support.

### Primary Competitor Analysis

While Walt Disney Company owns many amusement parks; they still have competitors outside of the company. The Walt Disney Company owns Magic Kingdom, Animal Kingdom, Epcot, Hollywood Studios, Typhoon Lagoon Water Park and Blizzard Beach Water Park. Their main competitors are Six Flags Entertainment, Universal Parks & Resorts and SeaWorld Entertainment, Inc. These companies are all amusement parks that offer similar services and quality as Disney World. Although there is not a Six Flags in Florida, the closest one is in Atlanta, Georgia. Since their location is not the same as Disney World, it is still an aspect to take into consideration. It is a State that is next to Florida. Many travellers can go there instead of Florida. Six Flags has 18 parks across the United States, Mexico and Canada. At these amusement parks, they offer world-class coasters; family rides suitable for all ages, animal confrontation and exhilarating water parks. SeaWorld Parks & Entertainment is one of the world's leading zoological organizations. They have 11 amusement parks located across the United States. Although

SeaWorld has made the news a couple of times regarding the entertainment they have; they should still be seen as a competitor for Walt Disney World. SeaWorld has made a big change with their entertainment. They are starting to eliminate the whales they have been fostering. With such a big transformation, they may experience more visitors since they removed a factor that had visitors concerned. Universal Parks & Resorts is a huge competitor because it offers similar service and quality as Walt Disney World. They have characters dressed up and the visitors are able to communicate with them, comparable to Walt Disney World. The amusement park is based on movies and TV; the visitors can find a variety of rollercoasters, shows, movie sets and attractions they can see. A huge competitor aspect Walt Disney World should be aware of is the variety of on-site hotels they offer to the visitors. Universal does not have as many as Walt Disney but they do have the option of having their visitors stay at the hotels recommended by them. These three companies are well known across North America and they are starting to expand internationally. Walt Disney World needs to make sure they are aware of the changes of their competitors are making.

### Market Potential Analysis

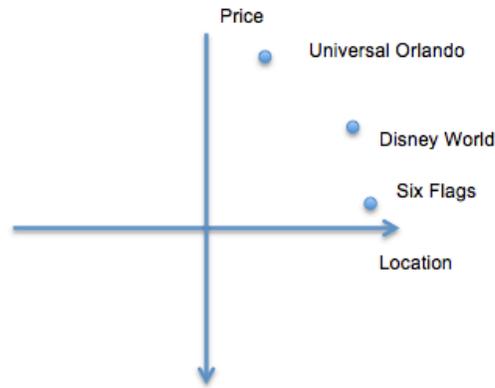
Walt Disney World is the most visited theme park in the world with an average of 53,000 visitors per day. There has been a 4% increase of guests within a year's time. Disney World target audience are mainly children and their families. Since companies cannot directly advertise or promote to kids, they have to use multi-segment targeting strategy to target their parents as well. Children cannot travel alone therefore they use the children's parents as the main priority. In order to target adults, Disney needs to use a "family approach" to make them feel they can trust Disney World. When Disney World has a new advertisement, they never have just children in their advertisement, they always use families. Walt Disney once said "You're dead if you aim only for kids. Adults are only kids grown up, anyways." They use this saying rather literally as they target adults just as much as they target children.

## Services

Disney World has many guest services they offer to their guests, no matter if they are staying for one day or a week. If the guests are staying at the onsite resorts or visiting the theme park, they have services surrounding them throughout their whole stay. They have outstanding services such as eating with the Disney characters, taking pictures with the characters, restaurants, shops, Fast Pass and many more. They have a 70% return rate of first timer Disney visitors. The owner of Disney World (Walter Elias Disney) saw his theme parks as “factories” that created happiness and amusement. Disney World believe to have excellent service does not simply come from a friendly conversation, but it is to truthfully comprehend their guests expectations and providing the correct recommendations and services to surpass them.

## Positioning

Disney World is an amusement park that is constantly innovating its attractions and is perceived as a fun and inviting location for the whole family. They want their visitors to have as much fun as possible. Disney World has their characters from their movies so their visitors can meet them and take pictures with them. They have a unique way to have their visitors come to Disney World and feel welcomed. Compared to their competitors such as Universal Orlando, they have more of an older audience and Disney World has more for families. The prices of Universal Orlando are expensive. A one-day access it is \$155 USD per adult. Six Flags is affordable at \$37 USD for one-day access. Disney World is in the middle as it is \$97 USD per day, per adult. For their locations, there are only 4 Universal Studio in the world, where as Six Flags has 18 parks across North America. Disney World has 5 locations around the world. Although it does not have many locations, it is the biggest theme park in the world due to his satisfaction from their visitors.



## SWOT

### *Strengths*

Disney takes a huge consideration for values and ethics and applies in any investment they take part in. They own one of the highest revenue generating themes park in the world. They have the finest worldwide brands of all time. Disney started building its brand by linking with children in 1950's, which eventually had an addition that created Disneyland. They have many variation of business, which is an asset for them. They take part in entertainment, retail, media and theme parks. It is well known company around the world and attracts many customers.

### *Weaknesses*

With have so many companies online and having online marketing, Disney is lacking on the online market. They do have high prices for their tickets, which can be an issue for their guests to be able to afford them.

### *Opportunities*

Extending Disney to developing countries is good for the company itself and for the country. It can create a better economy and helping the country improve to their tourists. This will also attract more tourists since Disney is a familiar brand that is well known worldwide. Targeting more of a variety of travellers can benefit by becoming more profitable.

### *Threats*

Since Disney World is only in certain areas and is pricey, their competitors have lower prices that can possibly convince their potential market to go there instead. With Disney World only being in certain areas, it can be quite disadvantageous because their guest will have to plan their trip

more in advance and be sure to have the fund to support their trip. As there are more theme parks, such as Six Flags, that are located in the United States, it can be a threat towards the company. The guests will go to a Six Flags that is closer rather than spending more.

## Marketing Strategy

### Strategy

Our market strategy is to focus on a single market, which are the baby boomers. We are targeting the baby boomer because they are travelling with their families who have young grandchildren. We believe by having a single-target-market strategy will help the Disney World to increase ticket sales and have a more diverse clientele. Since the baby boomers are more active travelers, they are taking several trips a year. Although Disney World is mainly targeting families with young children, it can be an asset to also target baby boomers that will travel with their families.

### Segmentation – Market Segmentation and Target Markets

Our target market is baby boomers because they have become more active travellers and are taking several trips a year. Their motivations for their trips are to get away, spend time with their family and friends, relax and rejuvenate. They want to get away from normal everyday life and to explore more. According to AARP Travel, 99% of Baby Boomers foresee traveling for leisure in 2016, with nearly 4 or 5 trips already in planning. When Baby Boomers travel, they are not excessively concerned about the cost for leisure travel. Baby Boomers trips are mostly being bucket list, multi-generational or summer vacations. With them travelling in multi-generational vacations, it is an advantage for us to target them for Disney World. According to a survey in 2014 that Walt Disney World Park and Resort offered, it was revealed that one in five grandparents went to Disney World with their grandchildren. Multi-generational vacations are becoming more popular with an increase of 4% from the previous year.

## Positioning Approach, Marketing Objectives

Our objectives are to have our sales to increase by 20% in tickets within 2 years. With targeting to baby boomers, we believe that it will help Disney World to become more profitable. We will want to be able to have an increase in their satisfaction of the amusement parks. We will be targeting to baby boomers in a way we believe will grab their attention and realize they should come to Disney World. We want Disney World to become more profitable and have more of a variety of guests visiting the theme park.

## Part 2 – Team

### Marketing Mix

#### Product

Walt Disney World has many services that they offer to their visitors. They are well known around the world and have opened more theme parks to better accommodate their clients. The Walt Disney World, Orlando is one of the biggest and most popular theme parks they own. They have a variety of rollercoasters for different age groups. They have slower rollercoasters for toddlers and more exciting and adrenaline ones for those who like bigger rides. They have restaurants all over their amusement parks that offer different cuisine. At these restaurants, the visitors can organize to eat with the Disney characters such as, Cinderella, Bella, Snow White, Ariel, Mickey Mouse, Minnie Mouse, Goofy, etc. They want their visitors to be able to have an amazing experience that they will remember. Having baby boomers coming to Walt Disney World with their family members will encourage them to enjoy this memorable time together. Disney World product lifecycle is considering being at the Maturity Stage. Although they are at the maturity stage, they use the brand extension strategy because they create more products/services for the guests. When a new movie comes out, they create a ride that has a correlation with the film. They are always expanding their products to better satisfy their visitors.

#### Price

Disney World offers various types of prices to attract their clientele. They have annual passes which are Disney platinum plus pass 829US\$, Disney platinum pass 749US\$ and water parks annual pass for 115US\$. When it come for daily pass ticket for the theme parks, Disney offers the price below to there the client according to the length of stay from day 1 to 10. The image below shows the price. Navigate report of 2013 winter shows that the Canadian are spending more money on leisure trips outside of Canada especially during the summer season and in winter. The budget they set for these trips is \$2000. In addition global and mail magazine report from the

Tourism research institute report that pleasure-travel market over the next 10 years. They will be spending more than \$35 billion annually and then it anticipates those who have 55 years will be spending 2.3 million from 2015 to 2021. For a day pass, it costs 97\$ which is a reasonable price considering the experience they will receive after the day. Baby Boomers are a type of clientele that does not examine the price. If they want something they will pay for it. They are not too strict with their budget when travelling. Baby Boomers plan trips that would be seen on a bucket lists and would not want to not experience something because it is too expensive. They expect to pay for what they want.

Theme Park Tickets
Special Event Tickets
Annual Passes
Water Park Tickets



## Theme Park Tickets

We have 4 unique theme parks to explore. Consider [how many days](#) you'll need to enjoy it all!

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Additional special products and prices available for Florida Residents. [Sign In](#)

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### Select the Number of Days

1	2	3	4	5	6	7	8	9	10
From	From	From	From	From	From	From	From	From	From
US\$ 97 <sup>00*</sup>	US\$ 101 <sup>00*</sup>	US\$ 96 <sup>67*</sup>	US\$ 81 <sup>25*</sup>	US\$ 68 <sup>00*</sup>	US\$ 59 <sup>17*</sup>	US\$ 52 <sup>86*</sup>	US\$ 47 <sup>50*</sup>	US\$ 43 <sup>34*</sup>	US\$ 40 <sup>00*</sup>

\*Price per day, per ticket plus tax (Ages 10+).

## Place / Distribution

Walt Disney will be offering their tickets and different types of packages online and at the Walt Disney World Park and Resorts. Most Baby Boomers are aware and capable of using computers and mobile devices. Our customers can browse on their official website and find any booking information needing to proceed to their purchases. We chose to have the tickets available online because it is very convenient for them to purchase them on their own. They can also choose to receive either a physical ticket or a Disney electronic ticket. Customers can book their tickets anytime and anywhere. Meanwhile, Walt Disney uses manufacture, agent and consumer channel to sell their products/services. Walt Disney World tickets will be available in travel agencies (retails) as well. Since some baby boomers may not feel comfortable providing their personal information online by themselves, they can receive assistance at the travel agencies where they will help them. The travel agencies will sell the packages to our customers that Disney World will be offering. Baby Boomers research before contacting a travel agent to make sure they have enough information about the product before hand. The Baby Boomers can find the tickets and package at any travel agencies across Canada.

## People

Walt Disney World really takes good care of their employees and visitors. They have to hold a great reputation of treating their employees and guests with care and respect. They have opportunities for their employees to grow within the company. Walt Disney World wants to make sure their visitors are satisfied throughout their stay. Walt Disney World wants their customers to go to their employees without hesitation if they need something. Their main priority is to have their customer enjoy their stay while visiting Disney World. Their employees are a huge factor to their company. Walt Disney World service culture is very important for them, as they want to have satisfaction from their customers. Their employees are trained to always solve customer's problem if there is one occurring. They do not want their customers to leave the park disappointed. Disney World has interactive marketing because they really want their employees

and customers to be satisfied throughout their journey with Disney World. Measuring service of quality can be difficult but the employees have high responsiveness, assurance, empathy and reliability towards their visitors. They want all of their visitors walking out of Disney World knowing they had the best day of their lives. They really make their guests feel special when they spend their time at Disney World. There are still a high number of return customers to Disney World and their experience with the service is a reason for their return.

## Partnership

The partnership that will be beneficial for Disney World is with CAA and Air Canada. Having a partnership with CAA can attract those who have a membership with them. CAA is known to have special rates for their members and Baby Boomers are more likely to have the membership. Therefore with the membership of CAA, they can receive a special rate when purchasing tickets or a room at Walt Disney World Theme Park or Walt Disney World Resorts. If they purchase tickets, they can receive \$10 off per ticket and if they purchase a room at one of the onsite resorts, they can receive 15% off their stay. Their partnership with Air Canada Airlines is a perfect way to encourage Baby Boomers to fly with them. Baby Boomers are more likely to fly with airlines, which are more reliable and secure. Since Air Canada is a Canadian Airline, Disney World can use that as an advantage to attract more Canadian Baby Boomers to go. Although Air Canada is more expensive than other airlines, Baby Boomers do not look into too much of the price and rather just the quality of the product/service. With the partnership with Air Canada, they can receive 15% off on their day passes to Disney World and at the onsite hotels.

## Package

In order to customize our clientele, we are creating a new package for the Baby Boomers to enhance our product. The package will include the flight, 3 tickets to the theme park, of their choice, 4 nights at the Contemporary Resort Hotel, and transfer, drop off and pick up from the Orlando Airport to the hotel. The length of the stay is 5 days, 4 nights and the starting cost is \$1958 CAD with 35% off to save on the package (already discounted). The price may change

depending on the type of room they will choose from. In the package, we include some activities that will be interesting for the Baby Boomers to experience. At the amusement park, they will be able to eat with the Disney characters, free pass for taking picture with the characters, and VIP Tour service they have choices from wild Africa trek and international food and wine festival and two passes for lunch or dinner for the Baby Boomers with their family. We chose the Contemporary Resort Hotel because it is the most convenient resort for Baby Boomers. It is considered to be a Deluxe Resort Hotel and Baby Boomers like to travel with more luxurious options. It is located at the Magic Kingdom Park. This resort is one of the few that has monorail transportation that bring the guests directly to Magic Kingdom Park or Epcot.

## Programming

Programming is to make the guests have extra things to make them feel more special. At Disney World, there are other amusement parks that are convenient to visit. At the amusement parks, they can find Disney characters walking around, fireworks at night, events and parades happening throughout the year. Those can be considered to be added value to their visit at Disney World. Any added value to the package will make the Baby Boomers feel appreciated. For the package we created, we added the some special features that the visitors will feel valued. We added the meals with Disney characters, free pass to take pictures with the characters and VIP Tour so they can feel treasured throughout their stay.

## Promotion

A big part of targeting Baby Boomers is to use the most affective promotional techniques that will be able to attract their attention so they can visit Disney World. As Walt Disney Company, the budget for their promotion will be quite large as they are big company. The budget will be \$10 million. We chose to create a commercial to advertise Disney World to the baby boomers. The creative elements that we will be using to promote our product to the Baby Boomers will be commercial, radio, newspapers, magazines and billboard/out of home. Our commercial will be to directly target to baby boomers. The commercial will start by an older couple watching TV and

then there is a knock at their front door. As the man opens the door to see who's there, he sees Minnie and Mickey Mouse at the door. When the wife joins him at the door, they notice their front lawn is Disney World. They walk to their front porch to see the castle and some of the Disney characters there. As they look around, they notice many baby boomers at the theme park enjoying it. We chose to use baby boomers in our commercial because in the original Disney World commercial, they always use families with young children. As they see the commercial, they will feel more comfortable to visit Disney World. It is an easy and efficient way for the baby boomers to get attached to the commercial. As the family will also be seeing the commercial, they will notice that Disney World is not just for children and families, but also for older people (baby boomers). We will also be showing what Disney World has to offer, with their rides and fireworks. The commercial will last about 30 seconds. For the Radio station, we will have the commercial play on local Canadian stations. The radio commercial will be roughly 20 seconds long. It will mention how Disney World is suitable for everything and is a magical place. We will have a magazine advertisement that will be placed in travel magazines, since baby boomers look at those for inspiration for their trips. On the magazine, there will be the older couple (same as the commercial) with some of the main Disney characters surrounding them while they are smiling and having fun. The newspaper will have similar advertisements as the magazines, which will be promoted in Canadian newspaper. Many baby boomers are becoming more active online with social media, that it will be a great advantage to advertise on there as well. The biggest social media that baby boomers are using is Facebook. We will have our commercial and advertisement shown on the Disney World Facebook page. They will also be promoted on Facebook using banners. On the Facebook page, there will be the latest news and events so the visitors can be up to date with information. The commercial that will be on TV will be on Youtube. It will be a 20-30 second video. As the baby boomers are more active, we decided to have out-of-home advertisement around the main cities in Canada (Montreal, Toronto, Vancouver).

We will have a press release before we start to advertise our product. We will invite journalists and news reporter to cover the news. Baby boomers are aware of what is happening because they read and watch the news; therefore we believe it is a great way to use this technique.

We will be having a sales promotion with 35% discount if the baby boomers purchase the package we created for them before their departure. This sales promotion will only be available for August 2016 and there will be promotions regarding the discount. These promotions will be done in May, June and July 2016. We will be hosting a contest that will have the baby boomers and their families dressed up as Disney character. They will have to email the photo to Disney World, (an email will be created for the contest) and they will determine the winner. The winner will have the opportunity to have 50% off their package to Disney World instead of 35%.

For the communication budget, we decided to 25% of our budget on commercial that will be shown on television. 15% of the budget will be used for the magazine advertisement that will be in travel magazines. Since newspapers are not expensive to advertise in, we will be 5% of our budget to cover the cost to promote in it. For social media and websites (banners), we will use 10% of our budget and have the ad available on websites mostly used by baby boomers (Facebook). We will have flyers/Out of Home for 20% of the budget, that will be sent through mail because some baby boomers go through their mail and will see it. For the Out of Home, there will be on billboards on the highway, metro and buses. The radio will take 10% of our budget to promote on it. We will also use SEM and we will give 15% of our budget for it. Since baby boomers use the Internet more frequently and will look online for ideas for vacations, we will use search engine marketing to make sure the Disney World will come up when they search. (The following page has the media plan)

Media Plan

Walt Disney World Media Plan																	
	May				June				July				August				Percentage
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Television Commercial	2x/day				2x/day				2x/day				2x/day				25%
Magazine	2x/month				2x/month				2x/month				2x/month				15%
Newspaper	8x/week				8x/week				8x/week				8x/week				5%
Social Media/Websites	10x/week				10x/week				10x/week				10x/week				10%
Flyers/Out of Home	Everyday				Everyday				Everyday				Everyday				20%
Radio	5x/day				5x/day				5x/day				5x/day				10%
SEM	Everyday				Everyday				Everyday				Everyday				15%
																	100%
Activities/ Agreement from Transat,Expedia and Air canada	Eat with characters				Try different costumes				Piture day but they have to post				PROMOTION				

## Marketing Control and Evaluation

Walt Disney World this year has the task to attract new target market, which are the baby boomers from Canada, we based on geography because the new trends is mostly with the leisure travellers, who travel mainly international and domestic. Through our marketing activity, we have the objective to increase sales of 20% in two years. The way we will achieve this goal is by creating different activities to provide to our baby boomers. We have to follow up with every department because is where most of the powers are in order to be successful in this plan. During the time that we will be promoting, we will be evaluating how many have purchased the package. If we notice that not many baby boomers have purchased it, we can be adjustments that can help us achieve our goal.

In order to help every employees be on time to shape their work, we have a time table where every month, the supervisor of every team will submit what his group did to their director in order to achieve the 20% sales increase. Due to the promotion mix is a big department and they need more money compare to other department, we decide to give them all they will need as long as they contribute in the success of the objective. There is an accountant who is there to make the evaluation of their budget so that we can avoid deficit at the end of the campaign. Also, they have many activities, which involve buying different techniques like online Ad, search engine optimization on web, flyers, and commercial slots. To control the team effort, everyone is assigned a task to do in a month; there would be a calendar of activity so that we avoid confusion or misunderstanding. It will be published in the announcement board. If one of the directors of the department finds out that there is a project, which is not doing well, we allow him to change the group member because working in teams, making it more efficient and it will help our Strategic plan advance without delay.

In order to make sure that we have achieved our objectives, we will have a strict control in sales department, we will look up the numbers with a graph of previous year compare to the current year which will be in 2016. The profit Disney World makes in sales according to every product they sell with the special package because we are doing discount. We will do audit inside the

company to see where we fail or did good compare to the objective. We will do survey to see on what level our target market are happy on the new package. Also, we will check the numbers of repeated customer we have because at end of the day, we are there to satisfy them.

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