



WALT DISNEY World®

Where dreams come true

Strategic Plan

2021

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Strategic Communications

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STRATEGIC PLAN

“We are strategically positioning our businesses for the future, creating a more effective, global framework to serve consumers worldwide, increase growth, and maximize shareholder value. With our unparalleled Studio and Media Networks serving as content engines for the Company, we are combining the management of our direct-to-consumer distribution platforms, technology and international operations to deliver the entertainment and sports content consumers around the world want most, with more choice, personalization and convenience than ever before.”

THE VISION



“To be one of the world’s leading producers and providers of entertainment and information.”

This shows industry leadership targets for strategic management, and provides an overview of the nature of the business. Disney’s corporate vision statement has the following main factors:

1. World
2. Leading producers and providers
3. Entertainment and information”

THE MISSION

The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world’s premier entertainment company.

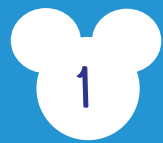
Content, services, and consumer products
Develop the most creative, innovative and profitable
Entertainment experiences and related products in the world.





“WE CREATE HAPPINESS”

Five keys/core values to the ultimate goal of the Walt Disney World Company:



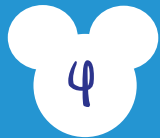
Safety



Efficiency



Courtesy



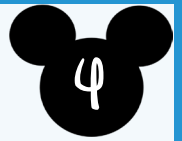
Show



Inclusion



Logic Model



Input	Activities	Outputs	Goals
Attractions	Update and innovate current attracts and also build new ones.	New attractions in the parks.	Increase in part attendance.
Park Guests	Create an atmosphere that escapes reality.	Good customer servive and theming.	To create happy and satisfied guests.
Promotion	Create commercials an advertisments that appeal to customers.	More park attendance.	To gain a larger profit.

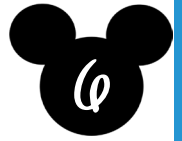


The Creative Strategy



<https://www.lifecoachlokesh.com/blogdetails/How-to-be-CREATIVE-at-your-work>

The creative strategy bridges the gap between imagination and reality. There are three stages to the creative strategy. They are the dreamer, the critic, and the realist. The dreamer unlocks the creativity and focuses on generating ideas. The realist decides if the dream is possible and figures out the steps that need to be taken to achieve the idea. Lastly the critic thinks of potential roadblocks that could become a problem. Switching between three mindsets empowers the team to think of a creative idea and develop an action plan.



Market Strategies

- 1. Embrace the User experience-** Disney's goal is to create positive experiences for its guests.
- 2. Live the Data -** Disney uses surveys as a way of communication with guests to collect data that will improve the guest experience at the parks.
- 3. Celebrate the Journey-** This allows for the vision, enthusiasm, and passion to infuse itself into all parts of our profession and personal life mission.

Market Data

- The four theme parks generate around \$12B in revenue.
- Four theme parks: Tickets and passes
- Two water parks: Ticket and passes
- 25 resort/DVC properties: around 25,000 rooms
- Disney Springs: Shopping, Night Clubs
- ESPN Wide World of Sports Complex

Marketing Considerations

- Identify a "Common Currency" across media
- Define, categorize and prioritize >200 metrics across all business units to develop meaningful and valuable KPIs
- Provide granularity of data to allow for measurement at a variety of discipline, tactic and geographic levels
- Support both analytic efforts and marketing performance reporting/dashboards



STAKEHOLDERS



Bob Chapek
Walt Disney Company CEO



Josh D'amaro
Chairman of Disney Parks

Disney Imagineers

Employees of the Disney company that design and build the Disney theme parks, resorts, attractions, and cruise ships. They are the creative forces and bring story telling and innovation to life.

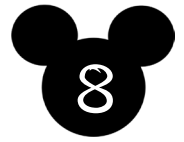
Cast Members

Employees that work in the four parks and resorts on property that take part in "making magic" for the guests in attendance. The roles could include ride operators, food and beverage, custodial, photopass, transportation, merchandise and many more.

- Cast members are required to wear a "costume" (uniform) that is themed to their role in the company and the section of the park they are working at. This is part of the "show" the Walt Disney World resort is putting on and keeps with the theming and storytelling of the company.



SWOT ANALYSIS



1. **Popularity**- It is one of the most visited entertainment resorts in the world.
2. **Size**- Walt Disney World is one of the largest resorts with over 30,000 acres of land.
3. **Variety**- Each park offers a variety because they are all themed differently.
4. **High Brand Value**- Brand recall is very high across the world.

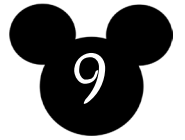
1. **Huge park variety**- It is very difficult for a visitor to visit all the attractions due to high number of visitors round the year
2. **Diverse product portfolio** - With several different theme parks and hotels, it makes centralized management and monitoring very difficult.

1. **Further Expansion**- The Disney brand is popular and is popular in the theme park industry which can be leveraged to further expand.
2. **International**- It has a vast experience within its parks and is popular internationally.
3. **Guests**- The park can gain attendance from visitors abroad.
4. **Promotional offers**- The park can increase customer base by using offers such as annual passes and discounts.
5. **Updates**- Introducing new attractions can attract new visitors.

1. **High Cost of operations**- Walt Disney World has a high cost of operations due to the many services they provide.
2. **Competition**- Local competitors such as Universal Studios have similar offers that are popular.

-The competitors are very seasoned and experience. They are likely to eat into the market share if the resort fails to innovate constantly.

COMPETITORS



Walt Disney World is located in central Florida which is a large tourist area and bring in travelers from all over the world. This is because there are many entertainment options.

Top 3 competitors:



ENVIRONMENTAL FACTORS



Macroenvironment Factors:

- Political and legal factors
- Economic factors
- Social and cultural factors
- Technological factors
- Environmental factors



RESOURCES

<https://www.mbaskool.com/brandguide/tourism-and-hospitality/2991-walt-disney-world-resort.html>

<https://www.designorate.com/disneys-creative-strategy/>

<https://zephoria.com/disney-marketing-strategy/>

<https://www.grin.com/document/271362#:~:text=3.-,Competitive%20Analysis,and%20SeaWorld%20Parks%20%26%20Entertainment.>

<https://thewaltdisneycompany.com/>

