

Consumer Reaction Report

Analyzing initial reaction to news of Star Wars hotel



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The information provided by consumers is integral to the success of the project. As the Star Wars hotel is a brand new, experimental idea, it is necessary to address concerns and issues of consumers. With the recently released information on the Star Wars hotel at the D23 expo, the consumer is filled with inquiries and excitement. Analyzing the preliminary reactions can avoid future problems and consumers will acknowledge Disney listens to their concerns.

Fortunately, Disney conducted a survey before beginning any major planning to see if the immersive hotel would be a venture worth pursuing. Based on the comments posted on the Disney parks blog, consumers were very passionate about the Star Wars hotel. The Star Wars hotel is the most experimental hotel concept ever done by Disney combining a luxury resort with an authentic Star Wars hotel. To begin the journey, a guest will board a starship to leave Earth and become an active citizen. Once arrived, all cast member are actors rather than employees and every hotel window features a view of stars and the galaxy.

After hearing about some of these amazing features, many guests were extremely thrilled, but still some had concerns. Many guests thought the estimated price of nine hundred to one thousand per night was unattainable for many families. Some inquired if there would be restaurants in the hotel for the rest of the Disney guests who could not afford to pay to stay there, but still wanted to see the hotel. To go off this idea, maybe a restaurant with a miniature, immersive hotel experience could be implemented to be a more affordable option. With an immersive restaurant for all Disney tourists, people can still afford to see the scenery and get a feel for the hotel and their own Star Wars story. Outside of a restaurant, there could also be an experience within the hotel for a tourist to

build their own droid and customize it themselves within a short interactive story. This could be done with real materials or with virtual reality technology.

Some guests had mixed emotions about the theming. A couple of people had some concerns about the costumes. On vacations, especially at a theme park like Disney, many guests choose comfortable clothing. The commenter expressed concern the clothes would not be comfortable or able to fit everyone perfectly. They wanted to know if the costumes were mandatory, only mandatory for certain activities or optional. Other commenters loved the idea of costumes. All of these concerns must be addressed and a possible solution to this would be to only require costumes when acclimating the guest to the galaxy or check in. Once the guest wishes to go out and visit the park, they can wear whatever outfit they please.

Another theme related issue some questioned was the windows which make it look as if the guest is in the galaxy with stars all throughout. Some were wondering if there was the possibility of seeing what actually is outside, especially in the case of watching fireworks in Disney's Magic Kingdom.

The last thing addressed regarded the pool. Disney hotels have some amazing pools and guests expect the same from the immersive Star Wars hotel. A possible idea for the pool would be basing the pool on the underwater city in Star Wars the Phantom Menace. Many guests would enjoy the reference and it would allow for a story line around the pool rather than theming.

In conclusion, the consumer reaction was extremely thrilled with the exception of a few theming and price concerns. Many are already asking when they can pre book their stay at the Star Wars hotel. It is safe to say the opening of the Star Wars hotel will be exciting for many.

REFERENCES

Fickley-Baker, Jennifer. "Plans Unveiled for Star Wars-Inspired Themed Resort at Walt Disney World." *Disney Parks Blog*, 15 July 2017, disney Parks.disney.go.com/blog/2017/07/plans-unveiled-for-star-wars-inspired-themed-resort-at-walt-disney-world/.