



Star Wars Resort and Magic Band

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Overview

Holographic map of park traveling and best plan to travel based on Magic Band traffic from other magic band users available in hotel lobby or rooms with capability of changing Fast Pass time slot and showing the other available times.

Context

Walt Disney Parks and Resorts, one of the world's leading providers of family travel and leisure experiences, giving millions of guests each year the chance to spend time with their families and friends, making memories that last a lifetime, is in need of an immersive Star Wars hotel experience and improvements to MyMagic+.

Goals

1. To combine the Star Wars resort and Magic Band in an innovative way.
2. To add to the immersive experience of the resort while utilizing the unique capabilities of the Magic Band.
3. To improve guest experience and allow for greater park capacity.

Competitor Analysis

Competitor Identification: Disney Resorts main competitor is Universal Studios Parks and Resorts.

Competitor Comparison: University Parks and Resorts launched a new product, TapuTapu, in response to the Magic Band. TapuTapu is similar to the MagicBand in that it is included in the resort price of Disney and the admissions ticket of the Volcano Bay park for the TapuTapu. TapuTapu is able to trigger animations and water cannons throughout the waterpark, a feature the MagicBand lacks, but the MagicBand has hotel room key functionalities. The TapuTapu alerts you of your time to return to attractions, has a screen on the top and must be returned at the end of the day. Guests can keep their MagicBands and pre plan their schedules for the day as the guest chooses the rides they want FastPasses for. Both of these have photo syncing, virtual lines and credit card functionalities. The major differences is that the TapuTapu is only for one park and allows you to access lockers, vibrates when guests can ride the attractions and a small screen which offers communication.

Key Findings: Although the MagicBand was released before the TapuTapu, the TapuTapu has some features which are superior to the MagicBand. The MagicBand would benefit

from a unique feature which would put it ahead of the TapuTapu. The hologram interactive map would allow for more flexibility in FastPass scheduling and speed up travel throughout the park giving more guests more time to enjoy themselves. The MagicBand would connect the hotel experience directly to the park experience, where TapuTapu fails to go outside of the Volcano Bay water park creating a competitive edge of the MagicBand over the TapuTapu.

Marketing Plan

Target Market: Disney has a strong intergenerational appeal to especially families. Star Wars fans are one of the other groups Disney is able to market to with the creation of the Star Wars hotels. The most recent Star Wars movie, *The Last Jedi*, made 1.321 billion USD box office. Marketing this to families and Star Wars fans would have mass appeal.

Market Size and Profitability: The group to which Disney has reach is enormous, many families find Disney a fun vacation for all family members. Adding the Star Wars component will draw even more guests to the Parks and Resorts due to the large numbers of Star Wars fans. It is estimated the Star Wars franchise made \$42 billion dollars by 2014; \$32 billion in merchandise, \$4 billion at box office and \$6 billion in home video. With the hotel estimated price at about 900\$ a night, the added story enhancing experiences will be well worth it. This product will be extremely profitable and used by many if marketed on Disney advertisements and on the parks and resorts channel.

Key Successes: A third party company, Swagbucks, conducted an interest survey on the Star Wars immersive hotel experience. After the survey received successful results, Disney has sparked excitement about their Star Wars hotel and new theme park through the D23 Expo announcements. There are many blogs detailing their feelings about the announcements and many people are talking about their feelings toward the Star Wars hotel. The MagicBand is fully integrated to the Disney World Parks and Resorts and has been marketed already. Disney markets its parks and features to hotel guests through a television channel and showing how this program works would create guest excitement and market it effectively.

Organizational Plan

Key Personnel: Disney has already fully implemented the MagicBand technology, so this would not be a completely new program, only an addition. Outside of technology upkeep, no formal training; just a readiness to go live and getting employees to get excited about hologram. Implement technology monitoring, RFID technology specialists and visual specialists to ensure hologram works with active data transmission. A design specialist can help make the hologram and droid visually attractive and accurate to Star Wars.

Financial Plan

Overview: Pricing of app development and support depends on where it is sourced. There will more than likely be updates and digital enhancements, so there is a need to include maintenance in price. Most cost will result from set-up of product. There is a need to ensure the safety of the product by making sure it cannot be knocked over and, in addition, is marketed effectively and is visually appealing to guests.

Cost Estimate: Start project price at 750,000\$-1,000,000\$.

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