

Disney Park Revival Plan





Team Slide



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Our Focus

Disney Parks face stagnating attendance and profits; our proposal leverages advanced technologies to revitalize visitor experiences and reduce operational costs through automation.



Agenda

- Challenges and Implications
- Solutions
- Timeline
- Financial Implications
- Benefits vs Consequences

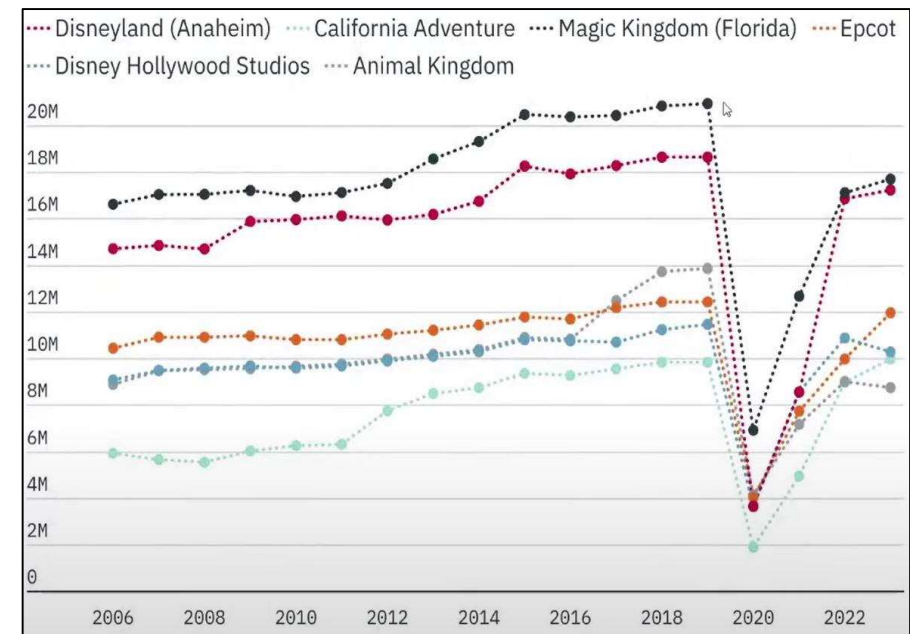


Disney Parks : Challenges & Implications

Domestic Disney Ticket Prices: Base vs. Maximum Prices (2005-2025)



Annual Visitor Attendance at Domestic Disney Parks (2006-2022)



Source: Variety

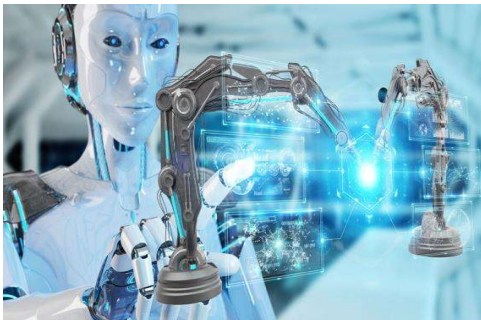
Our Ask



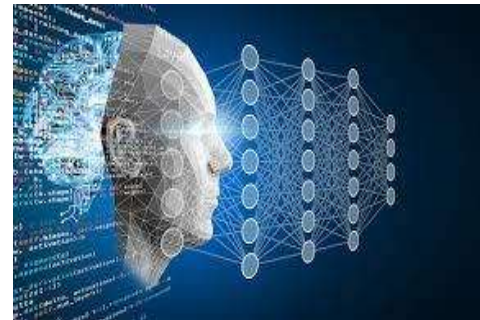
\$250 Million

Invested over a period of 6-8 years into technological solutions to improve customer satisfaction, increase park attendance and reduce cost

Revitalizing Disney Theme Parks: Solutions



**Robotics and
Automation**
- \$100 Mil



**Data Analytics
and Machine
Learning**
- \$25 Mil



AR/VR
- \$75 Mil



**Sustainability
Integration**
- \$50 Mil



Advancements enabled by new technology

A. Safety Improvements Through Robotics

- 1.Reduced accidents and operational downtime.
- 2.Lowered insurance costs, contributing to cost savings.

B. Revenue Impact of Enhanced Guest Experience

- 1.Admissions and dining saw significant growth.
- 2.Merchandise and add-ons benefited from a more engaged guest experience.



Timeline

- Pilot Robotics - \$30 million
- Data Analytics - \$10 million
- AR Scavenger Hunts - \$25 million
- Renewable Energy Pilot - \$20 million
- Disaster Planning - \$5 million

Year 1-2 (\$90 million)

- Carbon Neutrality - \$30 million
- Marketing - \$10 million

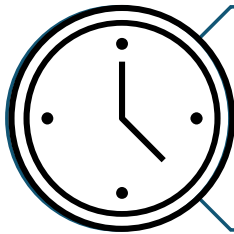
Year 6-8 (\$40 million)



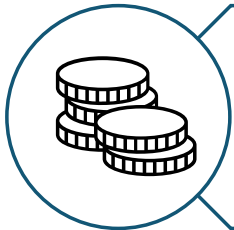
Year 3-5 (\$120 million)

- Scale Robotics - \$40 million
- AI Personalization - \$10 million
- VR-Based Rides - \$50 million
- Eco-Friendly Transport - \$15 million
- Public Campaigns - \$5 million

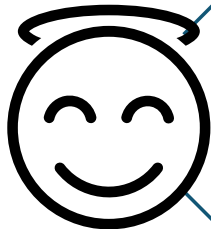
Impact Analysis : Before vs After



Saving time → 30%-40%



Reduce costs → 20%-30%

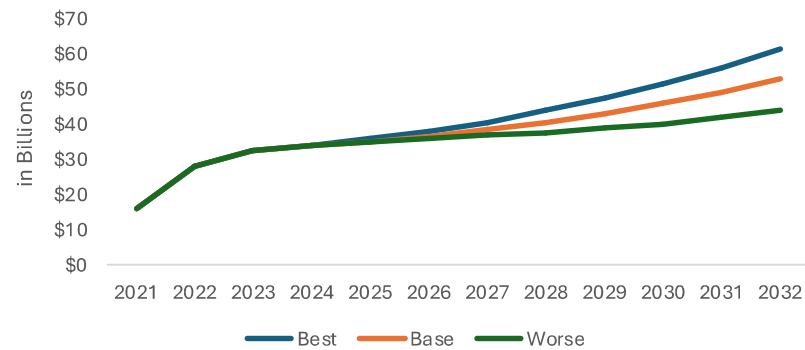


Increase customer satisfaction level by → 20%

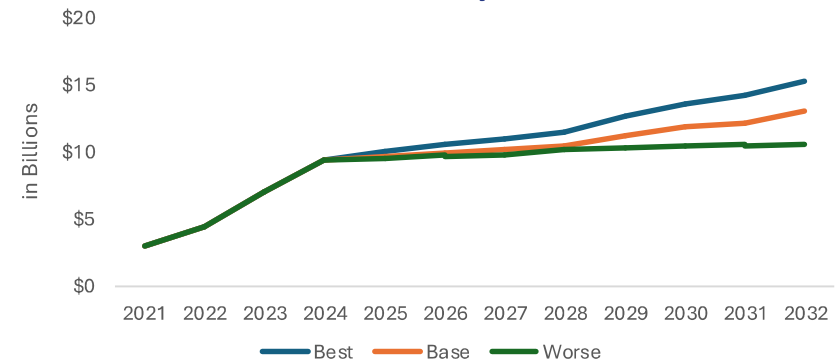


Financial Implications

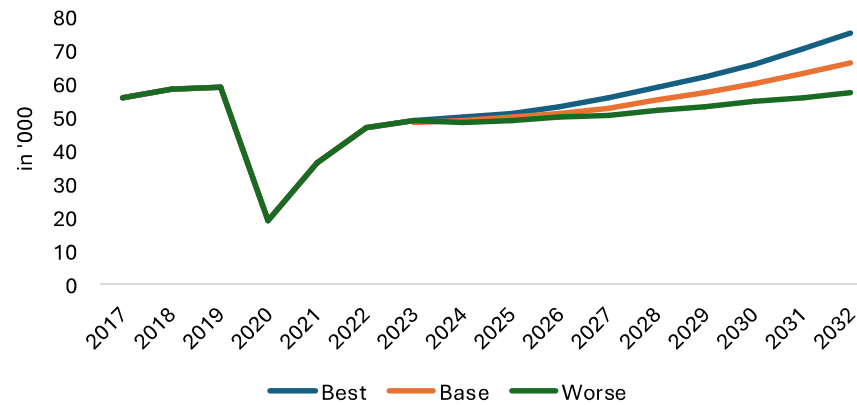
Park's Revenue - Projections



Net Income Projections



Daily Attendance at Domestic Parks



Benefits of Plan Execution



Enhanced Visitor Experiences



Increased Revenue Streams

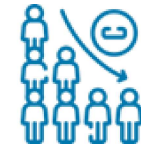


Operational Efficiency

Consequences of Ignoring Plan



Higher Future Costs



Declining Attendance



Loss of Market share

Our Aim





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