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SUMMARY

Between 11/11/22 – 1/14/23, Guests reviewed ~**111 Guest interactions**¹ about Holidays at the Disneyland Resort for 2022. Sentiment trended **positive**, which is inconsistent with other events in the same category. Overall volume for 2022 was higher compared to past reviews of similar events (~83 cases), though Holidays 2022 also had 6 less calendar days of past holiday events.

~53% of reviews were about Holidays at the Disneyland Resort. The top overall trend was holiday decorations, making up ~42% of the total volume, followed by concerns about food quality and overcrowding.

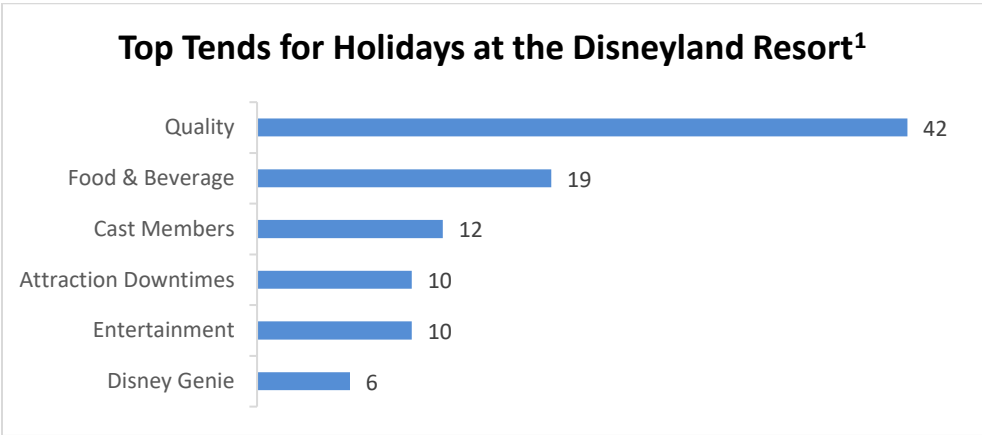
OTHER TOP TRENDS

Yelp Reviews

- Guests complimented the quality of entertainment offered for both parks, even though some Guest commented on cancellations due to inclement weather.
- Compliments for Cast Members who were informative and helpful to Guests while dealing with huge crowds during the busy holiday season.
- Frustrated with the multiple attraction downtimes, especially Alice in Wonderland, Haunted Mansion Holiday, and Star Wars: Rise of the Resistance. Many Guests voiced their concerns about experiencing downtimes while waiting to board the attractions.

HOLIDAYS GUEST FEEDBACK

Guests reviewed ~**111 Guest interactions**¹ about Holidays 2022. The top trend was for holiday decorations. Guests shared their enjoyment with the sight and quality of the decorations. Poor quality of the food offered, and the crowd size concerns were also the top trends for Holidays 2022.



Note: Other Trends may not be in the chart, due to low counts.

¹ Volume is based on Yelp reviews. One review may contain comments about multiple topics.



Guest Verbatim

Guests were very excited to see the decorations for this year's holiday season.

- *"Here at Disneyland for the holiday decorations this weekend. The park looks wonderful during the day, but it looks fabulous at night. Main Street dressed in lights puts you in the spirit of the holidays and the chilly Southern California air adds to the experience."*
- *"Christmas magic. Beautiful lights. Fun. 7th birthday magic for our little man. Memories for a lifetime. Enjoy!"*
- *"Disneyland for Christmas! What a magical time. Been to Disneyland many times, Disney World, and Disney Tokyo but never for Christmas. We decided on a quick weekend trip.... Everything was so beautiful. Would highly recommend."*

The quality of the food was an ongoing concern for Guests.

- *"Food is overpriced but the Mexican place (Rancho del Zocalo) in Disneyland was great. Basically, dessert items are the only things worth eating, besides Rancho."*
- *"...There are lots of food and drink options there (better than the main park in my opinion) and during the holiday season there is the Festival of Holidays at California Adventure with kiosks of food and drinks from around the world. Really good stuff."*
- *"The park had so many holiday food options if you want to try some interesting foods. The churros came in red and green (super cute)!"*

Positive interactions with Cast Members who were helpful and concerns for Cast Members who were rude with Guests.

- *"This place is very clean. They had staff sweeping and wiping the place down at all time. There were staffed gathered almost everywhere so it was helpful to ask them any questions at any point."*
- *"Poor customer service and it's not like this place isn't making money. Just not sure I would justify this as a great family vacation since there are so many other things to do elsewhere."*

Concerns about attraction downtimes, including long wait times before the attraction went down.

- *"The 3 hours wait for Star Wars: Rise of the Resistance was stupid and no updates to anyone in line once it breaks down... OHHHH annnnnd it's another 2 hours till it's up. Really let down by how uncoordinated this place is. Really sad I had to ask someone who was leaving the line why they were leaving and if they had any information."*
- *"...It was a better experience than 5 months ago. The Haunted mansion ride was my favorite. By 3 pm I noticed most rides were 30 min to 90 min waits."*

Guests mentioned the quality of the shows, parades, and fireworks being amazing.

- *"I just watched a 'mini' Christmas parade, and it was soooo GOOD! The music was amazing, the choreography was fantastic, and I didn't see one person who wasn't either singing, dancing or smiling (or doing all three)!"*
- *"We loved the parades so much and wish they were available all year round with the Christmas lights and music. Can't wait to be back next year."*

KEY TAKEAWAYS

Guests were thrilled to celebrate the holidays again at the Disneyland Resort and were excited about enjoying the festive atmosphere. Many Guests shared their excitement about the parades, shows, and fireworks, the holiday-themed attractions, and the holiday atmosphere. However, this year the experience for many Guests fell short due to the quality of the various entertainment offerings. There were a few Guests who mentioned not understanding the need to cancel fireworks if they had not perceived the windy weather conditions during their visit. Guests also shared concerns about the multiple attractions having long wait times. Overall, Guests enjoyed spending the holiday season at the Disneyland Resort.



APPENDIX – GUEST VERBATIM

COMPLIMENTS & INQUIRIES

- *“Great park to pass the Christmas with kids, not to busy cause is only by reservations certain amount of people, Christmas decorations are beautiful and you can really feel the warm of the holidays, the night show is amazing cause they have snow fallen of the roof in Main Street...”*
- *“We went on Christmas Eve and Christmas Day! The 24th was way busier than the 25th! Two days was plenty for us. We were able to go on every ride 2-3 times especially since we had the Genie plus service. With the service, we didn't wait any longer than 10 minutes for the more popular rides that offered lighting lanes. But most of the rides, we were able to walk right in and not wait. We also got to watch a lot of live shows as well. They were very entertaining and it gave us breaks from walking.”*

CONCERNS

- *“No cast members helping. Seriously confused by how understaffed, unhelpful, uncoordinated, and insane the park was. People are rude and no one seems to care, which adds to the lack of 'magical'. This is not a magical place. This is a nightmare, not Nightmare before Christmas!”*
- *“This might truly be the "happiest place on earth...." Disneyland has a lot of things to a lot of people & has been for almost 70 years! Nothing is perfect & Disneyland is no exception so here's what I think...IT'S CROWDED - Disneyland is ALWAYS super crowded so if you're not comfortable being around tens of thousands of people, just forget it, don't go. There are also kids everywhere yelling, hooting & hollering (I did it...hell, I still do it!) and, while most people are courteous & nice, there are some creeps.”*

APPENDIX – YELP REVIEW

I went here as a kid, then 6 years ago and recently this past weekend. It was magical! Every ride we went on was unique and special in its own way. We went on Christmas Eve and Christmas Day! The 24th was way busier than the 25th! Two days was plenty for us. We were able to go on every ride 2-3 times especially since we had the Genie plus service. With the service, we didn't wait any longer than 10 minutes for the more popular rides that offered lighting lanes. But most of the rides, we were able to walk right in and not wait. We also got to watch a lot of live shows as well. They were very entertaining and they gave us breaks from walking.

The majority of the characters walk around the park and they don't really park themselves anywhere specific for people to take pictures anymore. They will sign an autograph or take one picture and keep walking. So, you really have to just get in their face for an autograph or picture.

This place is very clean. They had staff always sweeping and wiping the place down. There were staff gathered almost everywhere so it was helpful to ask them any questions at any point.

The food really sucked. So, I'm glad we got to bring in our own food and drinks. They give you free cups of water if you ask. They had a mobile food service and that came in handy when you didn't want to wait in long lines to order food that was already prepared.

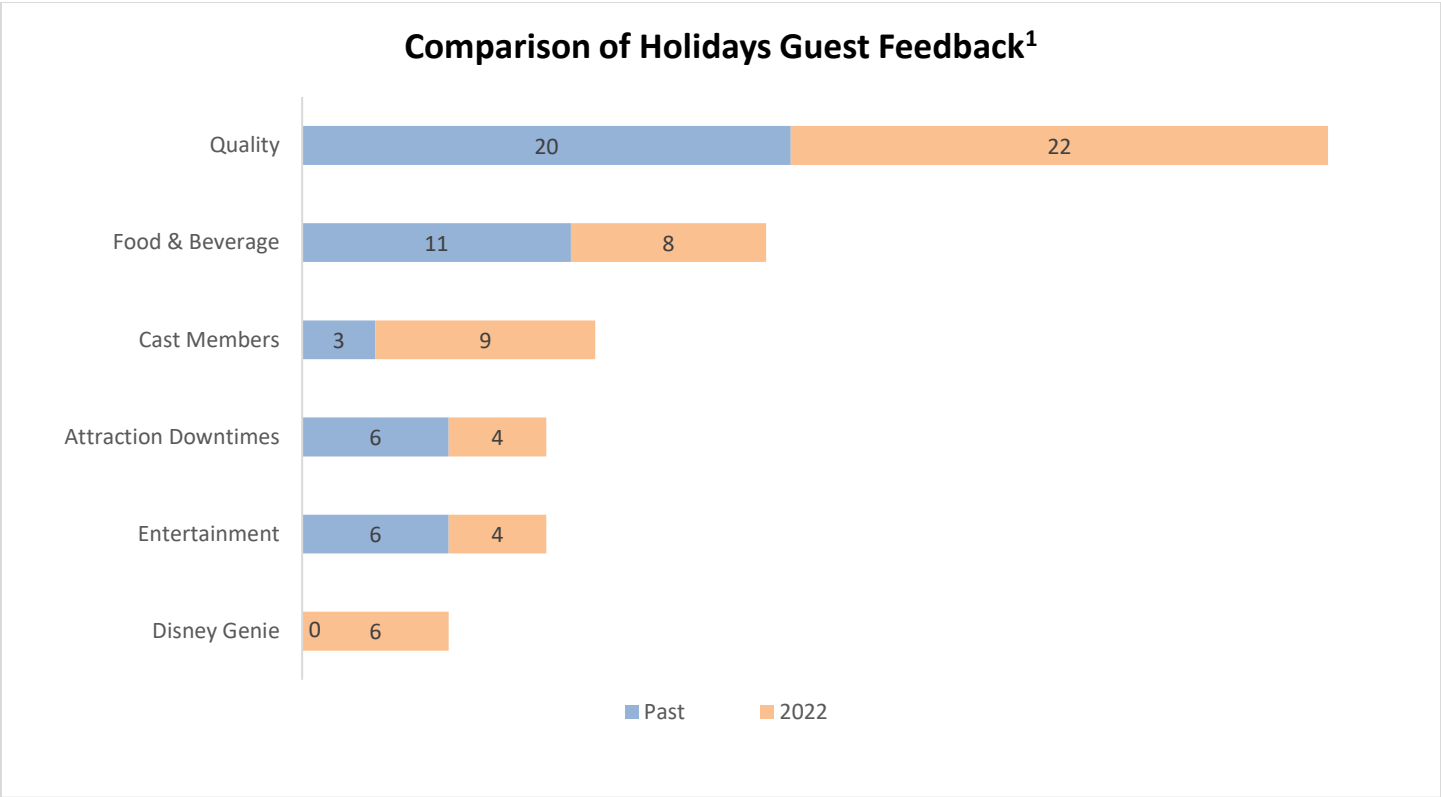
The Fantasmic show was freaking amazing!!! So, make sure you get there early so you can find a good spot. Even if you are late you can squeeze in 30 mins till the show starts because the staff will make you stand. So, everyone that reserved a spot by sitting will lose half of the area they were saving, which is good for last-minute people.

Overall, we had a really fun time, but two days was enough for us for another 5-10 years!

Be aware, there are a lot of rude people who will run over your feet when they are on scooters. They will honk and expect you to move out of the way. Don't! They should have to wait like everyone else while trying to get through the crowds. Then you have people that will let their kids scream, cry, and run around hitting people while their parents are busy on their phones. If you don't tell your kid something, I will. The staff were nice though and made our trip more pleasant.



APPENDIX — COMPARISON CHART



¹ Volume is based on Yelp reviews. One review may contain comments about multiple topics.