



HOLIDAYS

- AT THE -

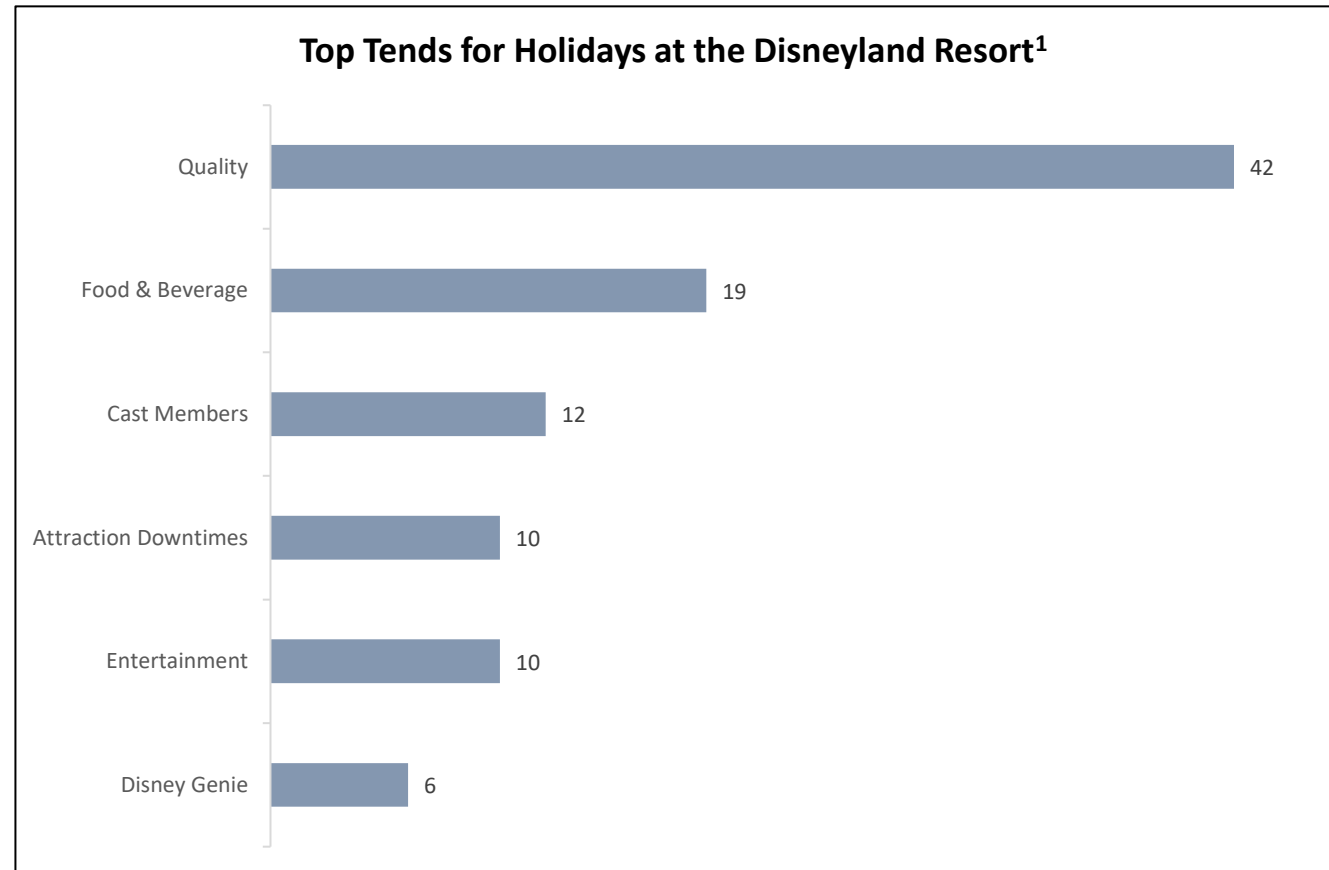
Disneyland[®]

RESORT

Yelp Review Holidays Recap

Holidays at the Disneyland Resort

- **111 Guest feedback cases¹** for Holidays at the Disneyland Resort
 - Total volume was lower than that of 2022 (~83 cases)
- Sentiment trended **positive**, consisting of **53%** of total comments for Holidays at the Disneyland Resort
- We found **6 top trends** for Holidays at the Disneyland Resort



¹ Volume is based on Yelp reviews. One review may contain comments about multiple topics. Between 11/11/22 – 1/14/23.



Holidays at the Disneyland Resort

Trend 1: Quality of holiday decorations | 37% of total volume

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

Trend 2: Food & Beverage Comments | 17% of total volume

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

Trend 3: Cast Member Interactions | 11% of total volume

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

Trend 4: Attraction Downtimes | 9% of total volume

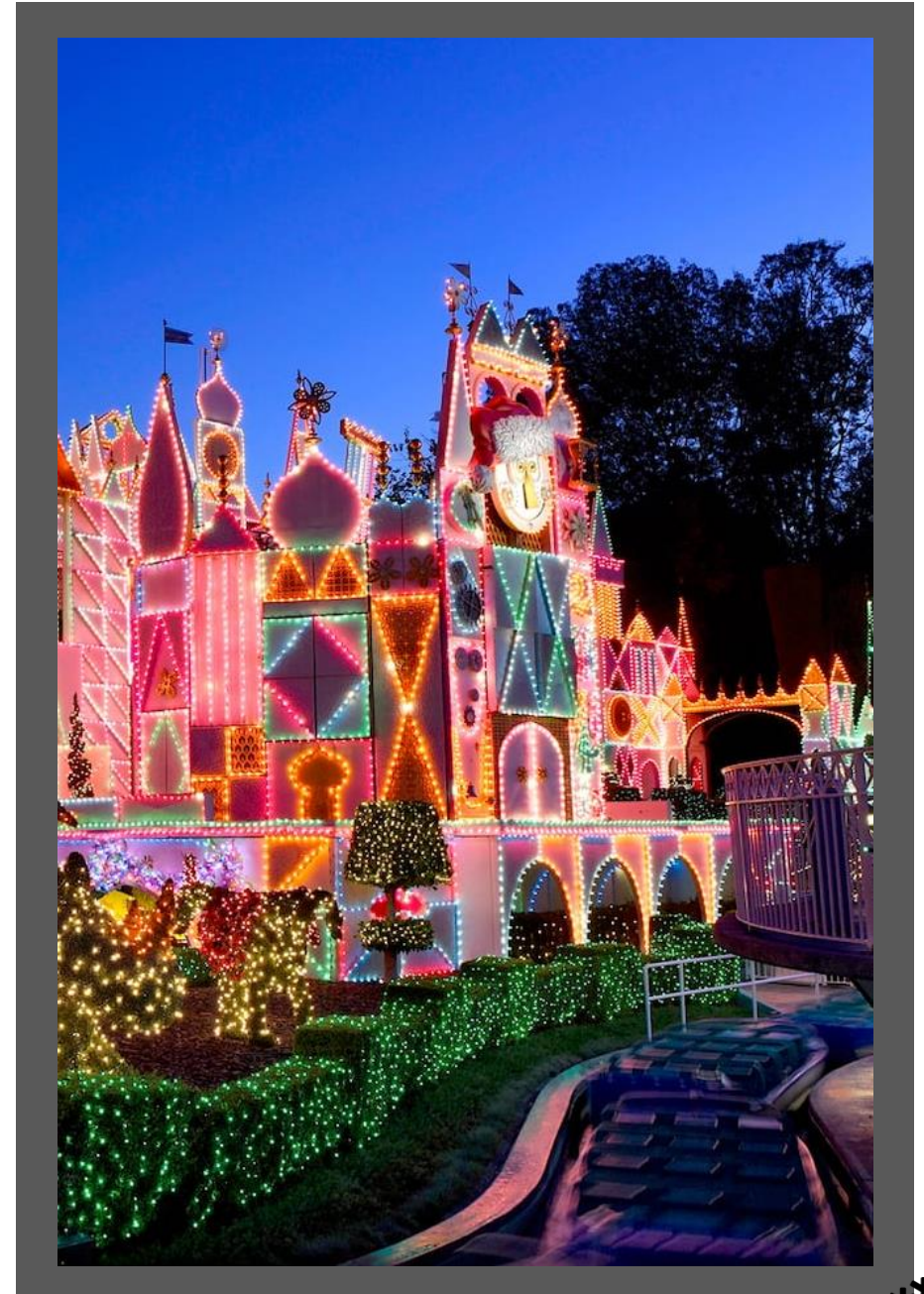
- Concerns about attraction reliability, including long wait times before the attraction went down.

Trend 5: Entertainment Comments | 9% of total volume

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

Trend 6: Disney Genie Comments | 5% of total volume

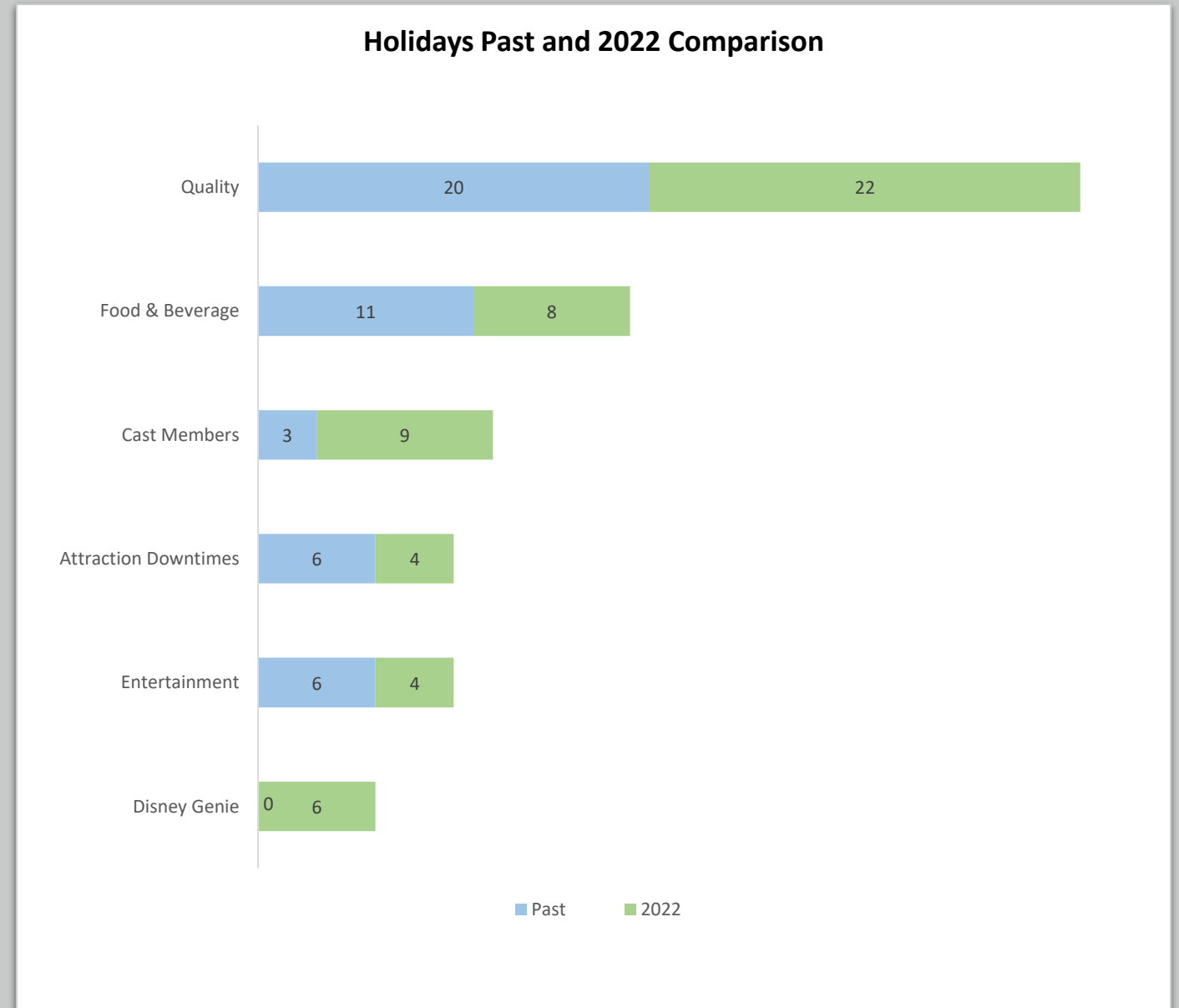
- Concerns with affects of Genie+ causing long wait times for standby Guests.



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Holidays Past vs. 2022

- The quality of holiday decorations had a slight positive increase, compared to past reviews
- Food & Beverage comments decreased
- Cast Member comments increased compared to past reviews
- Attraction downtimes and entertainment had stayed the same
- The addition of Disney Genie increased the number of comments this year by ~6



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KEY TAKEAWAYS

- Many Guests shared their excitement about the parades, shows, and fireworks, the holiday-themed attractions, and the holiday atmosphere.
- 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 | Holidays at the Disneyland Resort GUEST VERBATIM

"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."

"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 annnnd 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."

"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."

"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)!"

"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."

"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."

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QUESTIONS?

Please contact the Guest Communications Reporting Team with any additional questions.

