



The Case of + WISNEYLAND CONSULTING

So Young Oh

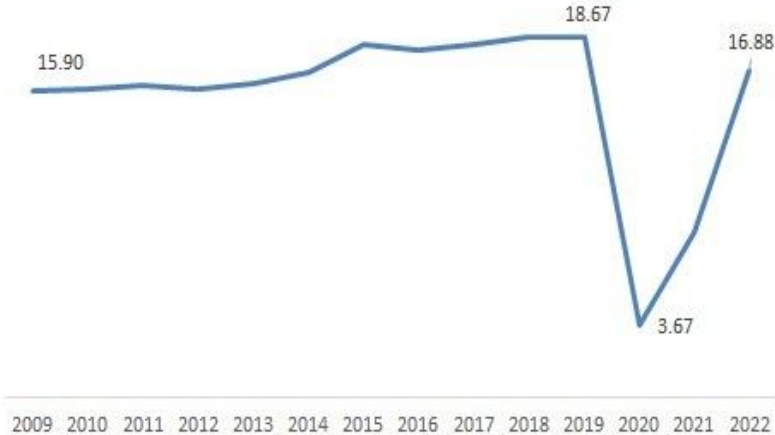
THE PROBLEM

1



SIGNIFICANT DECREASE in VISITS

Wisneyland Visit Over 2009 - 2022 (in Millions)



Covid 19

Covid 19 made it harder to attract customers

Lowest

Dropped from 18.67M to 3.67M, more than 80% decrease

Recovering, but still need improvement for sales



- Time, line, hour, wait, crowd,
many, queue, minute

Waiting Line/Time is TOO LONG



2

**LOW-
HANGING
FRUIT
SOLUTION** ↑

Easy Low-Hanging Fruit Solution

How to reduce waiting line/time?

Utilize Wisneyland FastPass!

1.


Decrease the cost of FastPass in order to encourage visitors to purchase more

2.

Catching two birds with one stone: increase FastPass sales as well as decrease customer complaints by decreasing waiting time

3.

Since it is \$25 - \$30 per day for other competitors, make it \$20 - \$25

A light gray grid background. There are several colored dots and plus signs scattered across the grid: a blue dot at (10, 25), a red arrow pointing up at (18, 15), a green dot at (55, 15), a blue plus sign at (65, 25), a blue plus sign at (5, 75), a green plus sign at (32, 85), and an orange dot at (22, 95).

**Conclusion: One of the easiest
solution to increase sales is to
decrease the price of FastPass
to \$20 - \$25**