



The Case of + WISNEYLAND CONSULTING

So Young Oh

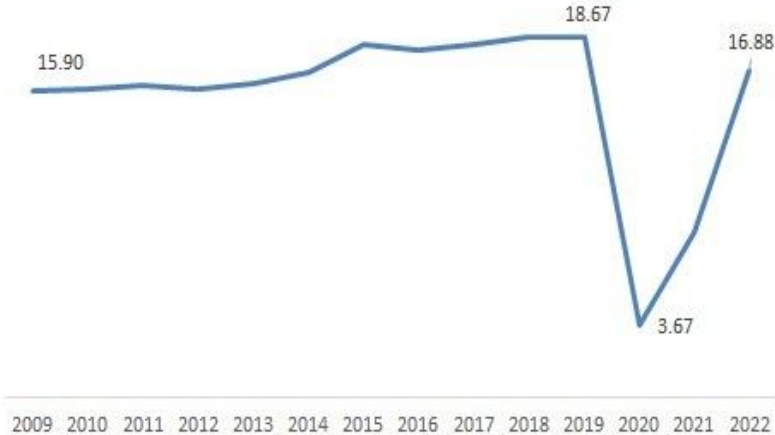
THE PROBLEM

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



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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 in the upper left, a red arrow pointing up in the upper left, a green dot in the upper right, a blue plus sign in the upper right, a blue plus sign in the lower left, a green plus sign in the lower center, and an orange dot in the lower center.

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