Disney case study

1. What assumptions did Disney make about the tastes and preferences of French consumers? Which of these assumptions were correct? Which were not?

2. How might Disney have had a more favourable initial experience in France? What steps might it have taken to reduce the mistakes associated with the launch of Euro-Disney?

3. In retrospect, was France the best choice for the location of Euro-Disney?

* Troublesome from the beginning
* French gov. negotiations were difficult
* Committed multiple cultural miscues
  + Bacon vs. French breakfast
  + Transportation of dream world as assault on French culture
  + French subsidies cut used as a reason to demonstrate by farmers on the day of opening
* Operational errors
* Seemed like a rushed opening
* No throughout market research
* Monday seemed like a light operational day for an opening
  + Friday opposite; heavy staff and visitor counts
  + Reversed in reality
* Miscalculated allocates spend time per customer
  + Same with adjacent resorts
* Most hotels/resorts nearby nearly always empty
* Nowadays way smoother -> strategy adaption
* Name now EuroDisney
  + Change of identity
* Over eleven million customers in 1996
  + Only eight point eight million in 1994
* French didn’t like the breakfast
* Reducing prices of hotel rooms and tickets
* ->wrong
  + Named above
* .->correct
  + Reduced prices led to 1996 visitor growth
* They might have studied more of the European culture before setting up the project. Especially the French are a rather cultural different country.