



# Disney Parks



## What if...

The Brani Terminal (between VivoCity and Sentosa) will be relocated to Tuas with the rest of the PSA port terminals to make space to new attractions withing the *Greater Southern Waterfront*.

What if these new attractions in Pulau Brani are part of a bigger plan ?

**Hello Disneyland Singapore !**

What can the Disney executive team, in charge of this new theme park, learn and leverage from the existing Disneyland in California, Hong Kong and Paris ?

DISNEY PARKS

## Facts

**Disneyland**  
RESORT

HONG KONG  
**Disneyland**

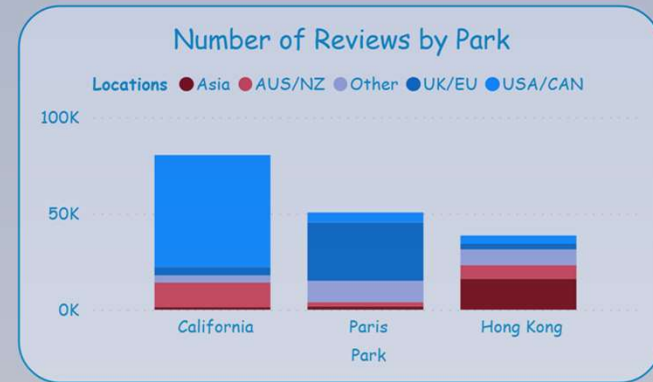
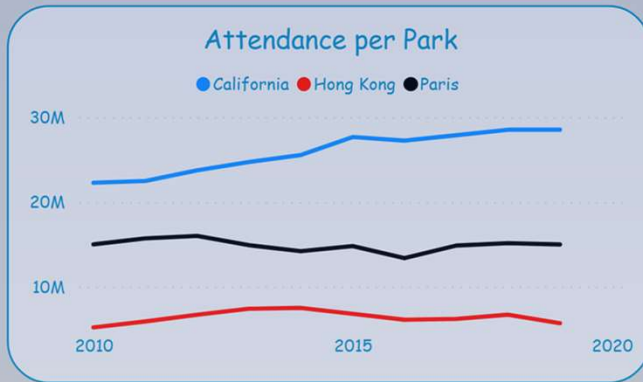
**Disneyland**  
PARIS

Location <i>land area</i>	Anaheim, California <i>500 Acres (2km<sup>2</sup>)</i>		Lantau Island, Hong Kong <i>310 Acres (1.25km<sup>2</sup>)</i>	Marne-la-Vallée, Paris <i>5500 Acres (22km<sup>2</sup>)</i>	
Resort Hotels	3		3	7	
Theme Parks	Disneyland Park	Disney California Adventure Park	Disneyland Park	Disneyland Park	Walt Disney Studios Park
Opening Date	July 17, 1955	February 8, 2001	September 12, 2005	April 12, 1992	March 16, 2002
Land Area	0.4km <sup>2</sup>	0.3km <sup>2</sup>	0.28km <sup>2</sup>	0.5km <sup>2</sup>	0.25km <sup>2</sup>
Themed Areas	9	7	7	5	4
Capacity (per day)	49000	28000	34000	40000	28000
Price (adult)	USD 149	USD 149	USD 98	USD 94	USD 94

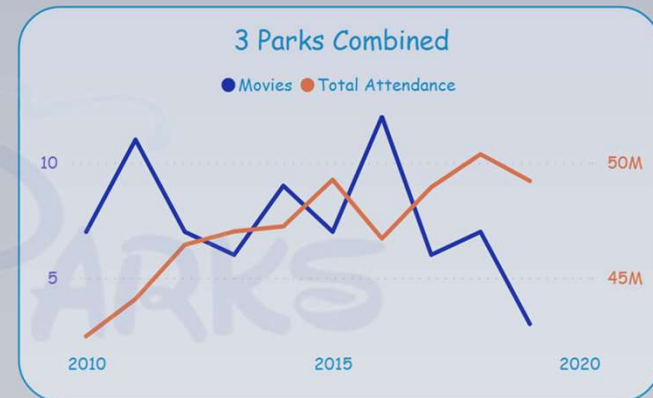
# Dashboard



## Executive Summary



experience  
food  
Fast kids rides



## Conclusions

Home biased - cater for the region.

Build as many themed area & rides as possible with the flexibility to update/add.

Focus on the quality of the food - and the staff if you want to please a larger audience.

Above all, manage queues through Fast Pass+ *(real time behavioral and predictive analytics for best Guests' experience).*

Disney Movies release dates are not a dominating factor for attendance at Disney Parks.

*Out of scope:*

*Hitachi Vantara becomes the Official Ride and Show Analytics Provider of the Walt Disney World® Resort and the Disneyland® Resort. - October 2019*



## Sources

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