

Disneyland[®]
PARIS

Business

Field Guide



Welcome to the

Disneyland
PARIS
Business
Field Guide



Disney: Behind the Magic.

This Field Guide is your introduction to Disneyland Paris as a global business. Before you arrive in the park, you will investigate how Disney has grown into one of the world's most recognisable brands by exploring its history, marketing, innovation, growth and competitive advantage.

The activities in this guide will give you the knowledge and context needed to get the most from your visit. Rather than experiencing Disneyland Paris simply as guests, you will explore it through the eyes of marketers and business consultants, investigating the decisions and strategies that make the resort so successful.

Your field study will challenge you to ask questions, gather evidence and think critically about the business behind the magic. By the end of the programme, you will understand not only what makes Disneyland Paris an unforgettable destination, but also what makes it one of the world's most successful businesses.



Task 1

Business Intelligence Briefing

Read
Only

Disneyland Paris is one of the most complex entertainment businesses in the world.

It opened in 1992 under the name Euro Disney Resort. It was the first Disney theme park in Europe and was designed to attract visitors from across the continent. France was chosen because of its strong tourism industry, central location in Europe, and excellent transport links.

However, the early years were challenging. Visitor numbers were lower than expected and the business struggled financially. Disney also underestimated cultural differences, including spending habits, food preferences, and pricing expectations.

As a result, the park was later rebranded from Euro Disney to Disneyland Paris. This change was designed to strengthen its identity, link it to one of the world's most visited cities, and improve its global appeal.

Over time, Disney changed its strategy. It invested heavily in new attractions and expanded its business by acquiring major entertainment franchises such as Marvel (2009) and Star Wars (2012). These purchases allowed Disney to create new rides, products, and experiences based on globally popular stories. More recently, Disneyland Paris has continued to evolve with major investments such as Marvel-themed areas and Frozen-inspired developments. These changes are designed to keep the park relevant, encourage repeat visits, and attract new generations of customers.

Today, Disneyland Paris is not just a theme park. It is a constantly evolving business built on branding, storytelling, customer experience, and intellectual property.

Task 2

Disneyland
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Before visiting the park,
predict what you think
you will see.

Business Predictions



1. Making Money

How do you think Disney encourages guests to spend money once inside the park?

I predict Disney will... _____

2. Queue Management

How do you think Disney makes long queues feel shorter?

I predict Disney will... _____

3. Target Customers

Which group do you think Disney focuses on most?

- ☐ Families
- ☐ Teenagers
- ☐ Adults
- ☐ Young children

Why?



4. Premium Pricing

What do you think Disney can charge the most money for?

I predict... _____

5. Competitive Advantage

What do you think Disney does better than other theme parks?

I predict... _____

Task 3

Strategic Investment Decisions

Disney has a limited budget to develop its franchises.

As a consultant, you must decide which franchise Disney should prioritise for future investment.

Choose ONE:

My Decision:

Justification:

Explain your decision using business reasoning:

Consider:

1. Visitor attraction to the park.
2. Revenue generation.
3. Brand strength.

Disney
FROZEN

MARVEL

**STAR
WARS**

PIXAR

Disney
PRINCESS



Task 4

Social Media

Business Analysis



Disneyland Paris uses social media to connect with guests before, during, and after their visit. Through platforms such as **Instagram, TikTok, Facebook, and YouTube**, the resort shares exciting attractions, seasonal events, character experiences, and behind the scenes content to keep audiences engaged.

Its social media also **promotes** special offers, encourages visitors to book trips, and inspires people to create and **share their own magical memories**. By posting regular, high quality content, Disneyland Paris builds brand awareness, strengthens customer loyalty, and attracts new visitors from around the world.

Analyse an Instagram Advert

Choose **ONE** of the Instagram adverts provided.

Analyse the advert by answering the following questions:

Who is the target audience? Consider factors such as age, gender, interests, lifestyle, and location.

What is the purpose of the advert? Is it to sell a product, promote a service, raise awareness, or encourage engagement?

What techniques are used to attract the audience? Think about the use of images, colours, videos, captions, hashtags, influencers, offers, or calls to action.

Why do you think these techniques are effective for the target audience?

Present your analysis clearly, using evidence from the advert to support your points.





Disneyland
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Bienvenue sur notre compte officiel ! ✨ Welcome to our official account! Tag your photos with [#DisneylandParis](#) for a chance to be featured 📸

🔗 visitlinkin.bio/disneylan... and 4 more



Post 1



disneylandparis A perfect day at Disneyland Paris always ends with a night at ... [insert your favourite hotel in the comments]
[#DisneylandParis](#) [#DisneyParks](#) [#DisneyHotels](#)



Post 2



disneylandparis Core memory unlocked.
[#DisneylandParis](#) [#DisneyParks](#) [#CoreMemory](#) [#DisneyCharacters](#)



Post 3



disneylandparis It's even better when it's Mickey-Shaped isn't it? Tell us about your favourite Disneyland Paris snacks in the comments.
[#DisneylandParis](#) [#DisneyParks](#) [#DisneyEats](#) [#DisneySnacks](#) [#Disney](#)

Social Media Business Analysis

Which Disneyland Paris Instagram post did you choose to analyse?

☐

Post 1:

A perfect day at Disneyland Paris always ends with a night at ...

☐

Post 2:

Core memory unlocked.

☐

Post 3:

It's even better when it's Mickey-Shaped isn't it?

Who is the target audience?

What is the purpose of the advert?

What techniques are used to attract the audience?

Why do you think these techniques are effective for the target audience?

Strategic Acquisitions

Task 5

Disney strengthened its position as a global entertainment company through two major acquisitions. **In 2009, Disney purchased Marvel Entertainment** for approximately \$4 billion, gaining access to thousands of comic book characters, including Iron Man, Spider-Man, Captain America, and the Avengers. **Three years later, in 2012, Disney acquired Lucasfilm** for just over \$4 billion, securing the rights to the **Star Wars and Indiana Jones franchises**.

These acquisitions were a **strong business decision** because they gave Disney ownership of globally recognised brands with loyal fan bases, creating opportunities for blockbuster films, theme park attractions, merchandise, streaming content, and experiences. **By expanding its portfolio with these iconic franchises, Disney attracted new audiences**, increased revenue across multiple business areas, and strengthened its long term competitive advantage.

Answer the following questions.

The Marvel logo, consisting of the word "MARVEL" in white, bold, sans-serif capital letters inside a red rectangular box.The Star Wars logo, featuring the words "STAR WARS" in a stylized, blocky, sans-serif font. "STAR" is above "WARS", and both are in black.

Why was buying the Marvel and Star Wars franchises a strong business decision?

How do you think owning Star Wars and Marvel brands could help Disneyland Paris attract more visitors and increase spending in the park?

Why is it important for Disneyland Paris to regularly introduce new attractions, characters, and themed lands instead of relying on its original rides?



www.voyagerschooltravel.com
schools@voyagerschooltravel.com