

by TYLER MCNULTY

# MARKETING REIMAGINED

Since 2017, Disney's Coronado Springs Resort has been undergoing a major reimagination that includes updated Guest rooms, new restaurants and the 15-story Gran Destino Tower. This resort is one of five Disney properties on site that cater to both vacation and convention Guests. According to Convention Sales & Services director Amy Pfeiffer, survey data from both groups helped shape enhancements.

"We were getting feedback from our clients that they were interested in hosting their meetings at Disney, but our largest convention space, Disney's Coronado Springs Resort, wasn't meeting their needs in some pretty important areas. That feedback also reflected what vacation Guests were saying, and we were able to bring the resort up to the standards all of our Guests were asking for," Amy said.

Since Coronado Springs is a conventions and meetings venue as well as a resort, two teams work together to promote it to Guests. Tina Baitan-Jones, meetings Marketing strategy manager, focuses marketing efforts on convention Guests while Melanie Braunstein, Marketing

strategy manager, promotes the resort to Guests.

Melanie said of the marketing efforts: "Our two teams had to really work together to make sure everything went off without a hitch." To which Tina added: "Our convention Guests book years out, so while we were looking years down the road, Melanie and her team were looking maybe a few months out."

The teams also work together when announcing details of the resort enhancements to Guests. "We didn't want to announce everything at once, especially before booking became available," Melanie said. "But, at the same time, we wanted there to be enough announcements for our clients to get excited and book a convention space with us," Tina explained.

The reimagination of Disney's Coronado Springs Resort is now complete, and Amy, Melanie and Tina are excited for Guests to see everything new the resort has to offer. "It's not often a project will include so many of the details Guests asked of us, but we really hit a home run with this one," Amy concluded.

