

# TY 35

The Coral Celebration

Presented by National Geographic



# OUR TEAM



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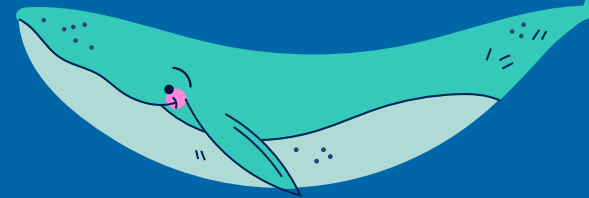
**PAT BEGLANE**

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Business Administration  
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Michigan State University  
Hospitality Business  
Ramiro Vazquez  
Fairy Tale Weddings



# OUR STORY

Years ago, Typhoon Lagoon became a victim to a furious storm and sustained mass destruction. Inhabitable as it was before, it became notorious for large surfing waves and rushing rapids. Only the bravest of adrenaline seekers frequent the shores. But what has happened below the waves? After remaining untouched for 35 years, the environment has begun to regrow, as the coral takes back its land.




# BUSINESS OPPORTUNITY



## ● BACKGROUND

- Explore opportunities to drive visitation to Walt Disney World Water Parks
- Target FY 24 with a new activation

## ● STRATEGIC OPPORTUNITY

- Traditionally focused on families as its core audience
  - Young adult market holds opportunities for growth
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# OUR AUDIENCE



Young Adults have increased interest, intent to visit and intent to return versus FY19



Conservation and climate causes are important to this audience.



Young Adults want the brands they follow and spend money with to support causes they care about



Young Adults prioritize value when planning their vacations, so exclusive offerings present a unique opportunity

# PRODUCT

- Year long 35th Anniversary celebration
- Presented by National Geographic
- Celebrating ocean conservation in honor of the coral anniversary
- Runs from March to November
- Park downtime will be used to prepare for the festival



# PARTNERING WITH NATIONAL GEOGRAPHIC

Nat Geo's audience base lends itself perfectly to a conservation event such as this. This partnership represents an opportunity for Nat Geo to interact with new audiences in-park and increase their visibility.



## SPEAKER SERIES

Nat Geo speakers will appear on select dates throughout the celebration speaking about a variety of conservation topics



## PHOTO OPS

We will have special photo ops with the Nat Geo square and the catalog of Nat Geo photography



## EXCLUSIVE MERCHANDISE

Create an exclusive Disney X Nat Geo collection

# PRICING

## Holidays

- Earth Day
- 35th Anniversary
- World Oceans Day
- Memorial Day + Weekend
- July 4th + Weekend
- Labor Day + Weekend

**\$79**

**REGULAR PRICING**

**\$89**

**PEAK PRICING**

**\$55**

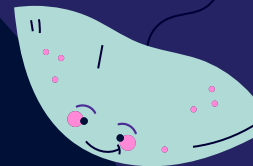
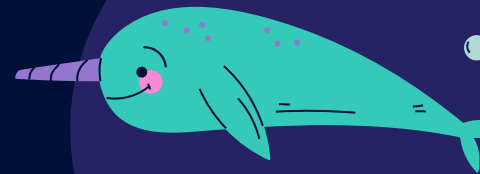
**ADD ON PRICE**

**\$109**

**HOLIDAY PRICING**

**5%+**

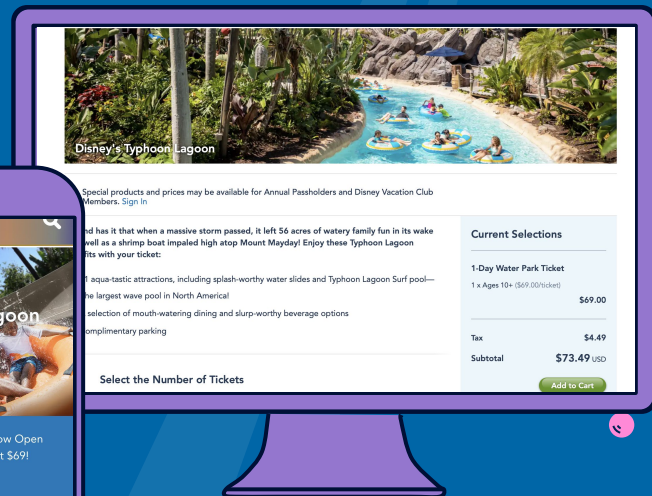
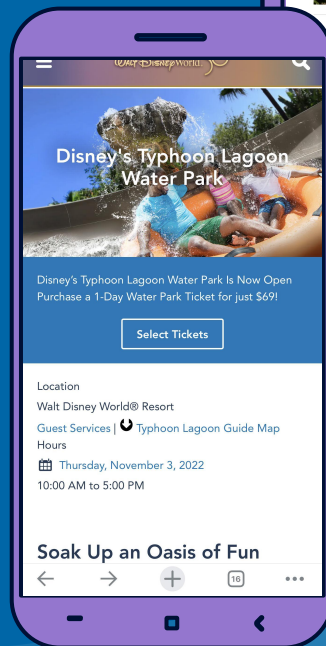
**SALES PORTION**





# PLACEMENT

- Normal distribution channels
- Travel Agents
- OTA's
- Wholesale
- International Vacation packages (UK primary international audience)
- Investigate opportunities to sell within Nat Geo channels



# PROMOTIONS

## "RIDE THE WAVE" WITH OUR PREEXISTING MEDIA CHANNELS



### NATIONAL GEOGRAPHIC

- Magazine spot (full page)
- Email (plug in)
- Website
- Disney+
- Social Media

### CHANNELS

- Media/influencer event kickoff
- OOH (central FL area)
  - Billboards, Bus Cards, Airport
- Other web channels (Expedia)
  - Digital display banners
- HUB
- Digital radio
- Streaming (YouTube)
- CM discount
- Parks blog
- Email (plug in)
- Website/MDX

# FESTIVAL OFFERINGS

## FOOD

Joining the popular Hei Hei ice cream cone, the festival will be home to coastal foods from around the world while taking sustainability into account

## CHARACTER meet & GREETs

Unique character meet and greets will drive guests to join in on the anniversary fun

## SPECIALTY BEVERAGE

Adult guests can enjoy a 35th anniversary-themed beverage  
Non-alcoholic options will also be available

## MERCHANDISE

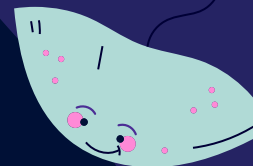
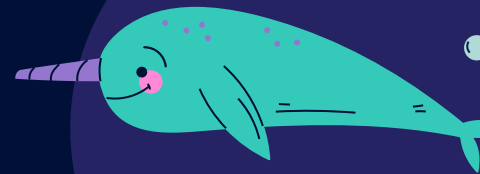
From sippers to National Geographic x Disney clothing, guests will enjoy the merchandise exclusively sold at Typhoon Lagoon

## EXCITING SHOWS

Guests of all ages will enjoy a National Geographic Speaker Series and professional surfing stunt show in the Typhoon Lagoon wave pool.

## IN-PARK exclusives

Guests will take part in festival-exclusive photo opportunities and hear song overlays on the attractions



# FESTIVAL FOOD AND BEVERAGE

## FOOD

- Hei Hei Ice Cream Cone
- Baked Scampi Dip – EPCOT Food and Wine favorite
- Fish & Chips – Highlight of Europe
- California Roll – Highlight of Asia
- Crispy Calamari – Highlight of Africa
- Shrimp on the Barbe Action Station – Highlight of Australia
- Crab Cake – Highlight of North America
- Ceviche – Highlight of South America



## SPECIALTY BEVERAGES

- Typhoon Lagoon 35 Mai Tai
- Cape Codder – EPCOT International Food and Wine Festival fan favorite

# EXCITING SHOWS

## HAWAIIAN ROLLER COASTER RIDE SURF SPECTACULAR

Guests will be able to view professional surfers pulling off amazing stunts in the wave pool. Joining the professional surfers will be Lilo & Stitch characters Nani, Lilo's older sister, and David, a friend of the Pelekai family, to get the party started.



# CHARACTER MEET AND GREETES

**TYPHOON LAGOON WILL BE HOME TO UNIQUE CHARACTERS FROM MOVIES SUCH AS...**

## THE FAB 5

- In swimwear
  - Inspiration from "Hawaiian Holiday" (1937)

## THE LITTLE MERMAID

- Ariel
- Sebastian

## LUCA

- Luca
- Alberto

## MOANA

- Moana
- Maui
- Grandma Tala – Narration for park announcements

## LILO & STITCH

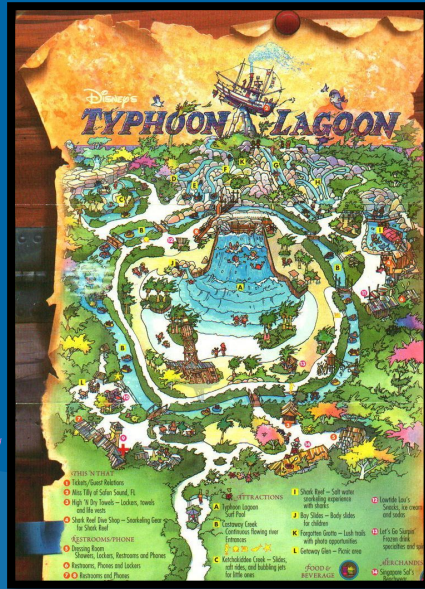
- Lilo
- Stitch
- Nani
- David



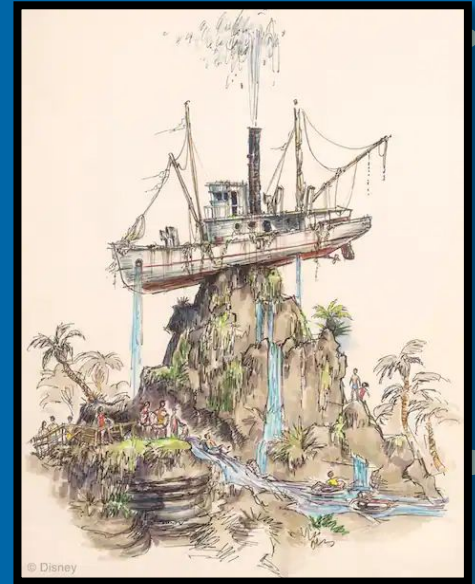


# MERCHANDISE

## FESTIVAL MERCHANDISE SOLD EXCLUSIVELY AT TYPHOON LAGOON



- Disney x National Geographic licensed collection
- "Miss Tilly" collection
- Opening day map collection
- 35th Anniversary ears
- "Hawaiian Holiday" collection



# IN-PARK exclusives

## PHOTO-OPS

- Peter Pan Mermaid Lagoon backdrop
- Luca Italian Oceanside Backdrop
- Finding Nemo dentist's office tank backdrop
- National Geographic Yellow Rectangle Logo
  - Coral wrapping
  - Ocean Livestream

## DECORATIONS

- 35th anniversary banners on signs and light posts
- Coral décor hanging from operationally safe areas
- Coral color represented throughout the park





# INTERNATIONAL Lens

- Our story is universal
- Target UK audience for Walt Disney World package vacation



# Incremental Revenue

50%



Festival Lift

30%



F&B

80%



Merchandise



# Q&A

Any questions?

# THANK YOU!

