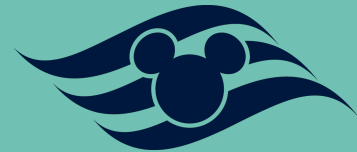




BRINGING DISNEY CRUISE LINE TO TAIWAN

CMGT 556 Final Project
Bailee Abell



Presentation Overview

01

ABOUT TAIWAN

Country Analysis

02

DISNEY CRUISE LINE

History & Background

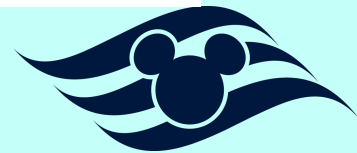
03

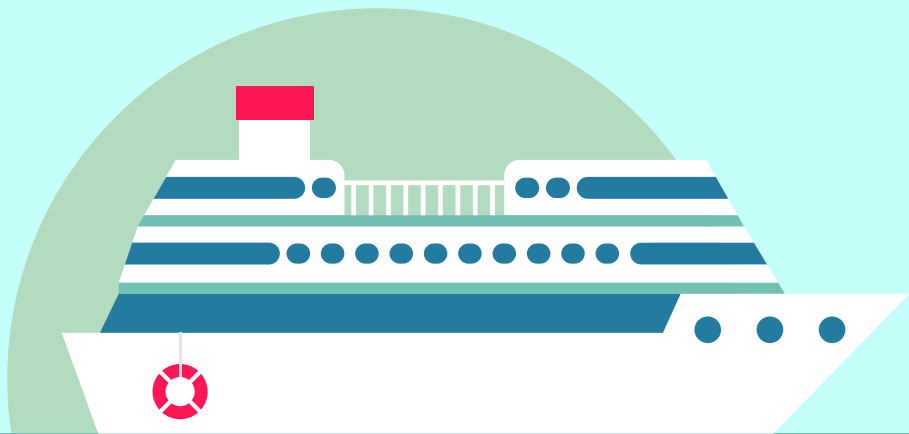
DISNEY CRUISE LINE

Marketing Plan



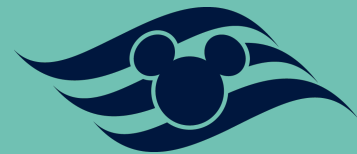
25 Disney CRUISE LINE





01 Taiwan

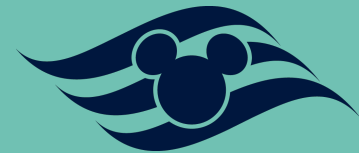
Country Analysis



ABOUT TAIWAN

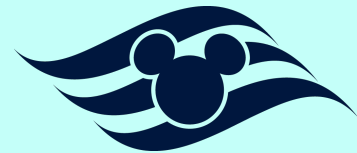


- Self-governing island in Asia
- Population: 23 million
- Located approx. 100 mi off the coast of Southeastern China
- Roughly 250 mi long and 90 mi wide
- Amid Civil War, Taiwan split from China in 1949. China believes that Taiwan was originally a Chinese province, while Taiwan argues that it was never part of the modern Chinese state.
- Today, the U.S. and Taiwan have an “unofficial” relationship.

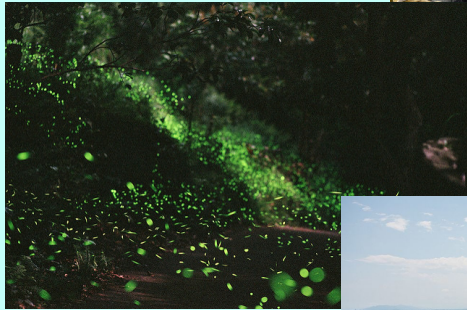


“Our cooperation with Taiwan continues to expand. Taiwan has become an important U.S. partner in trade and investment, health, semiconductor and other critical supply chains, investment screening, science and technology, education, and advancing democratic values.”

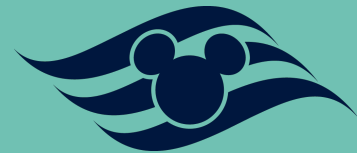
- U.S. BUREAU OF ASIA AND PACIFIC AFFAIRS



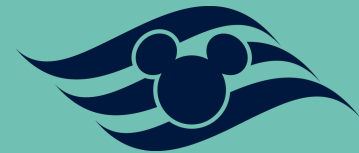
TAIWAN ENVIRONMENT

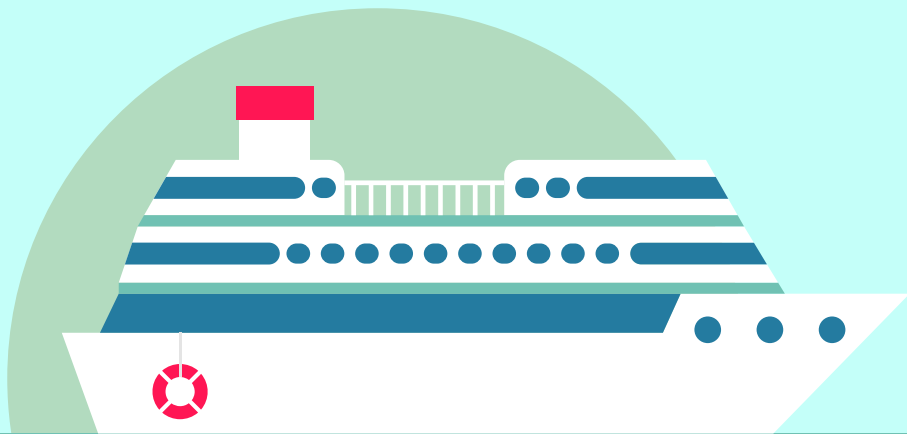


- Taiwan is an island nation with 166 associated islands and atolls.
- There are 5 clusters of islands close to the main island of Taiwan.
- There are lush forests, mountain ranges, and national parks.
- Taiwan's beautiful coast has stunning beaches and boasts opportunities for snorkeling and swimming.
- Subtropical climate: Hot, humid summers and cool, mild winters
- Tropical climate (southernmost region): Hot weather year-round
- Rain: Abundant rainfall year-round, seasonal monsoons and typhoons.



TAIWAN TOURISM

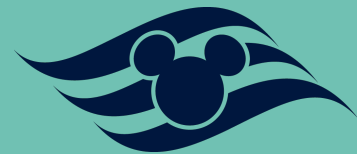




02

Disney Cruise Line

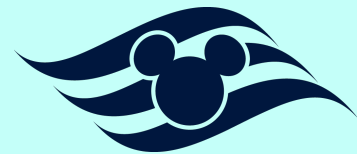
Company & Product Background



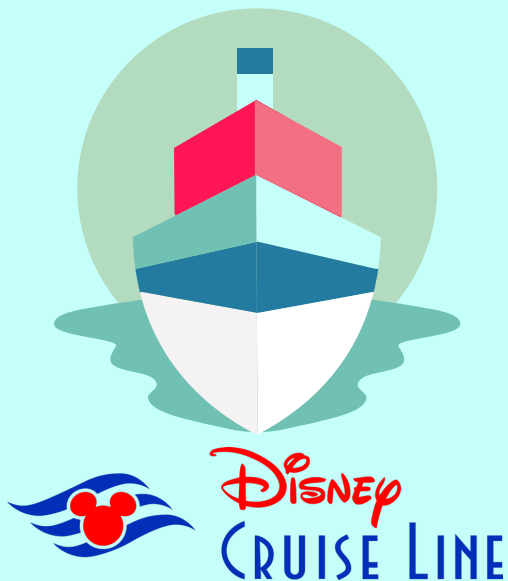
Disney Cruise Line: Overview



- Disney Cruise Line began sailing in 1998 with the Disney Magic, which is still part of the DCL fleet today.
- There are currently 5 ships in the Disney Cruise Line fleet – Disney Magic, Disney Wonder, Disney Dream, Disney Fantasy, and Disney Wish – and more, including the Disney Treasure, are on the way.
- The fleet is quite small compared to competitor cruise lines, like Royal Caribbean and Norwegian Cruise Line.
- Disney Cruise Line offers a unique product and is considered the top cruise line for families and kids.



Disney Cruise Line: Fleet (All Ships Currently Sailing)



Disney
MAGIC

Sailing since 1998

Disney
WONDER

Sailing since 1999

Disney
DREAM

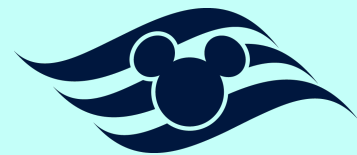
Sailing since 2011

Disney
FANTASY

Sailing since 2012

Disney
WISH

Sailing since 2022



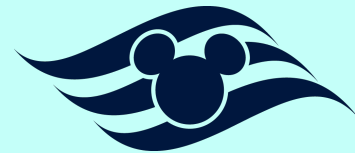
Disney Cruise Line: Ports



- Disney Cruise Line currently sails out of:

New Zealand
Spain
Australia
Italy
Denmark
Florida
Texas
Hawaii

Louisiana
New York
San Diego
Puerto Rico
England
Canada



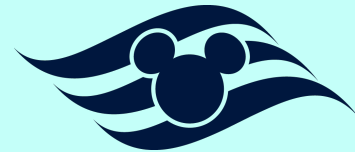
Disney Cruise Line: Destinations



- Disney Cruise Line currently sails to:

Alaska
Bahamas
Bermuda
Canada
Caribbean
Europe
Hawaii
Mexico

New Zealand and Australia
Pacific Coast
Panama Canal
South Pacific
Transatlantic



#1 CRUISE LINE FOR FAMILIES

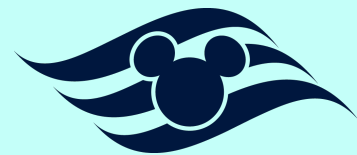
US News & World Report, Travel & Leisure, Cruise Critic

BEST CRUISE LINE

Travel & Leisure, Newsweek, Condé Nast

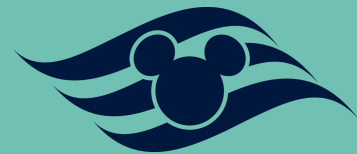
BEST IN THE CARIBBEAN

US News & World Report





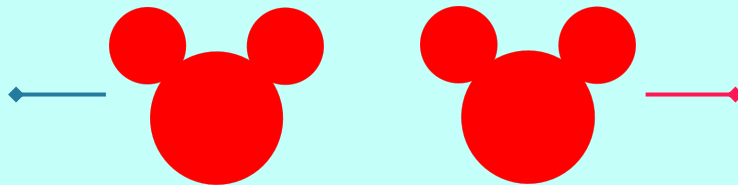
WHY BRING DCL
TO TAIWAN?



BRINGING DISNEY CRUISE LINE TO TAIWAN

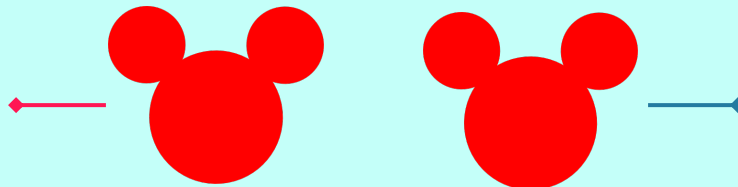
EXISTING PORT

Disney Cruise Line should begin sailing cruises out of the Port of Keelung to compete with competitors (NCL sails from Keelung; RCCL stops in Keelung).



ATTRACT FAMILIES

Taiwanese families who want the Disney experience would be able to do so without having to fly to Shanghai, Hong Kong, Japan, or even the US.

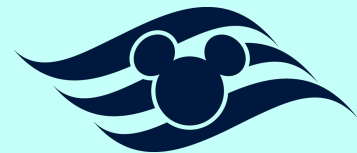


A NEW WAY TO TRAVEL ASIA

By sailing out of Taiwan, Disney will give local families a way to travel Asia while experiencing the magic of Disney.

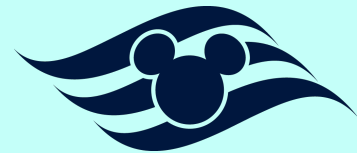
LOCAL INTEREST IN CRUISING

Taiwanese people are interested in traveling the world by cruising.

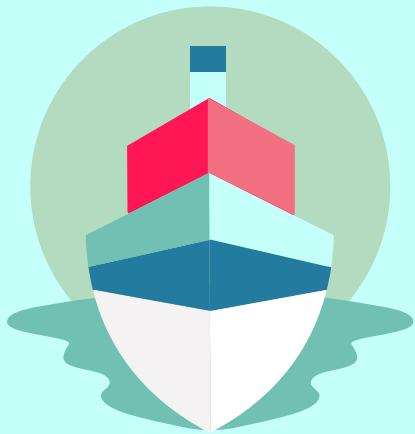


The Taiwan Tourism Bureau and Taiwan International Ports Corporation are joining forces to present Taiwan's cruise tourism opportunities to industry leaders from around the world... The goal of this collaboration is to drive economic growth and speed up the revival of Taiwan's cruise market by attracting international cruise lines and guests to Taiwan's ports and destinations.

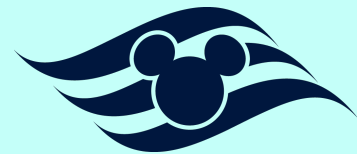
- CRUISE INDUSTRY NEWS (APRIL 2023)



EXISTING CRUISE PORT: PORT OF KEELUNG



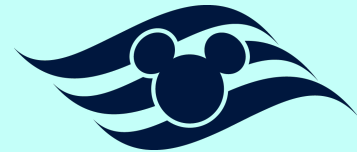
- The closest cruise port to Taiwan's capital city (Taipei) is the Port of Keelung, a major seaport in northeastern Taiwan.
- Cruise lines that already sail out of the Port of Keelung include:
 - Norwegian Cruise Line
 - MSC Cruises
 - Seabourn Cruise Line
 - Oceania Cruises
 - Ponant
- Other ports in Taiwan include:
 - Port of Taichung
 - Port of Kaohsiung
 - Port of Hualien
 - Port of Anping
 - Port of Penghu

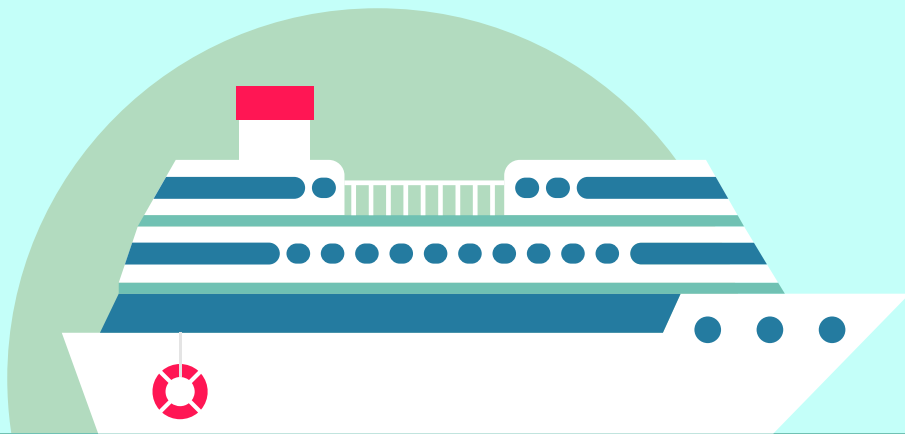


DISNEY'S EXISTING PRESENCE IN TAIWAN



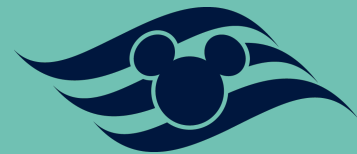
- Disney+ (Taiwan) is the second most followed Facebook page in Taiwan as of July 2023.
- Disney+ launched in Taiwan on November 12, 2021.
- Disney has one of its corporate offices in Taiwan, located in Taipei, the country's capital.
- Disney has also hosted several events, artistic demonstrations, pop-ups, and more in Taiwan to advertise for its films and, most often, Disney+.
- Recently, in 2023, a Disney-themed train ran throughout Taiwan offered passengers a magical ride throughout the country. The "island-wide dream train" featured Disney characters, a café with themed food, and photo opportunities.





03 Disney Cruise Line

Marketing Plan



PRICING

Pricing should be consistent with Disney Cruise Line's existing pricing model, but special offers should be available seasonally and at launch.

BRANDING

Disney Cruise Line should maintain a consistent brand image when introducing cruises from Taiwan, while also emphasizing aspects of the brand that the Taiwanese market would love.

TARGET AUDIENCE

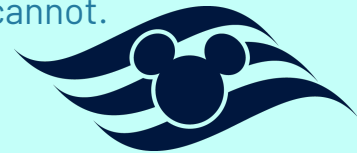
Disney Cruise Line should market the cruises to families with kids of all ages, multi-generational families, and adults.



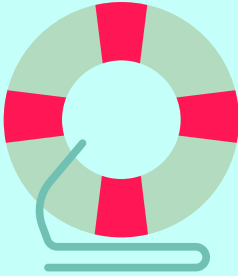
Disney Cruise Line in Taiwan: Positioning & Advantage



- **Brand Positioning Strategy: Attribute and Benefit**
 - Disney Cruise Line should share with the local market the attributes that set it apart from the competition (i.e. being the #1 cruise experience for families) as well as the benefits of cruising with Disney (i.e. getting the magical Disney experience for your family without having to fly to one of the Disney Parks overseas)
- **Competitive Advantage Strategy: Product Differentiation**
 - DCL should differentiate itself as the top cruise line for families that is able to offer different amenities for all ages that other cruise lines sailing from Taiwan cannot.



BRINGING DISNEY CRUISE LINE TO TAIWAN: MARKETING PLAN

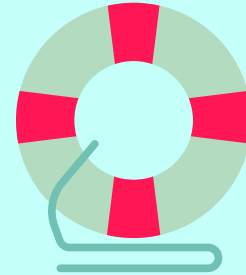


POP-UP EVENTS

Promotional pop-up events are very popular in Taiwan, and Disney Cruise Line can host pop-up events in major cities to promote the new itinerary of Disney Cruises sailing from Taipei.

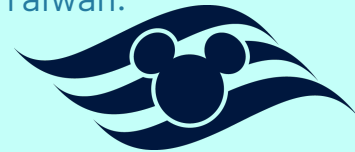
BRAND AMBASSADORS

Disney will hire brand ambassadors to represent the target demographic.



POPULAR CHARACTERS

Disney Cruise Line will use the Duffy & Friends characters (popular in Asia) to promote the new cruise from Taiwan.



BRINGING DISNEY CRUISE LINE TO TAIWAN: MARKETING PLAN

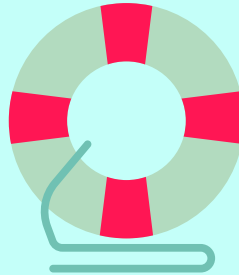


SOCIAL MEDIA

Disney Cruise Line will use existing DCL-official social media channels to promote the new cruises sailing from Taiwan. The cruises will also be promoted on the Disney Taiwan and Disney Style Taiwan Instagram accounts.

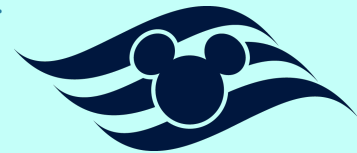
TV ADVERTISING

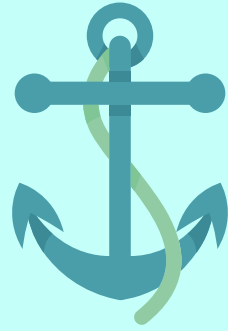
Disney Cruise Line will run TV ads on local channels throughout Taiwan and will count on earned media via segments on local news channels.



PRINT ADVERTISING

Disney Cruise Line will advertise the new Taiwan cruises in local newspapers and magazines as well as printed ads to be sent out via mail.





THANK YOU!

