

In retrospect, was
france the best
choice for the location
of euro-disney?
essay ...



In retrospect, was France the best choice for the location of Euro-Disney? Not really, because of the Europeans didn't stay at the park as long as Disney expected. While the Disney succeeded in getting close to 9 million visitors a year through the park gates, in the line with its plans, most stayed only a day or two. Few stayed the four to five days that the Disney had hoped for. It seems that most Europeans regard theme parks only as places for day excursions. A theme park is just not seen as a destination for an extended vacation. Which is also meaning the French people did not spend much in the Disney hotel. This was a big shock for the Disney, because the company had invested billions in building luxury hotels next to the park-hotels that the day-trippers didn't need and that stood half empty in the hotel in the most of the time.

To make the matters worse, the French didn't show up in the expected numbers. In the 1994, only 40 per-cents of the park's visitors were French. One puzzled executive noted that many visitors were Americans living in Europe or, stranger still, What is more surprising was that most of the visitors were the Japanese traveling to Europe. In the result by the end of the 1994, the Euro-Disneyland had cumulative losses of \$2billion. The total amount of money spent on luxurious hotels and the loss they had of \$2 billion by the end of 1994, it can clearly say that the France is not a best choice for location of Euro Disney.

References

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