

Selling Disney Destinations

The Consumer Vacation Decision Journey

Understanding your role in the consumer vacation decision journey lets you get involved in each step of the process and create a consumer-centric experience.



Ideation

- Marketing messages "spark" the idea of a Disney vacation in the minds of consumers.

Contemplation

- Vacation ideas grow as the consumer begins thinking about the kind of Disney vacation he or she would like to take.

When your marketing effort is successful, you have generated a lead – a consumer who contacts you to book a vacation.

Design

- The client contacts you to begin designing the vacation he or she has imagined.

Booking

- The client books the vacation, making the primary decisions about dates and destinations.

Maximization

- You propose options and add-ons to create an experience that meet's the client's unique needs.

Anticipation

- The client eagerly awaits their experience.

When your selling effort is successful, you have closed the sale and the client is excited about their Disney vacation.

Vacation

- The customer experiences the magic of a Disney vacation.

Advocacy

- You reach out to the client and invite him or her to share the magic and imagine future Disney vacations.

When you connect with the client and build a relationship, you increase the likelihood of repeat business.