

Magic Meets Mobility: Disney Cruise Line’s Interactive Guest Experience



Source: Unsplash (2024)

Background

Founded in 1996, Disney Cruise Line (DCL) is a subsidiary business under The Walt Disney Company, which operates six ships and two private islands in the Bahamas (Cruise Critic, 2023). Although still a relatively small business, the (DCL) is becoming an increasingly important contributor to Disney’s overall financial performance. With plans to expand its fleet to 13 ships by 2031, DCL aims to bring the ‘Disney’ experience to new audiences and new places above the sea (SCMP, 2024).

To offer a more seamless experience to its guests, DCL introduced the “Disney Cruise Line Navigator” mobile application. Prior to boarding, guests can use the app to plan their trip, make payments, book premium activities, make special requests and complete online check-in at home (DCL, n.d.). Once onboard, the app transforms into ‘Onboard Mode’, enabling guests to participate in safety drills, view daily schedules, reserve activities, communicate with family and friends via the onboard chat feature, and receive timely ship updates (DCL, n.d.). This integrated app enhances convenience and helps guests maximize their use of onboard amenities.

In addition to operational functions, DCL has also embedded entertainment features into the app. Launched with the Disney Wish in summer 2022, “Disney Uncharted Adventure” is an onboard interactive game that allows guests to turn their mobile devices into a magical spyglass and join Captain Minnie Mouse in the search for the missing Wishing Star (Forbes, 2021). Leveraging special effects and Augmented Reality, the experience immerses guests in Disney and Pixar stories (DCL, n.d.). Users can also create their own ‘DisneyMe’ avatar and team up with family and friends to earn rewards and achievements through the “Disney Cruise Line Navigator” app (DCL, n.d.).

Challenges

While the "Disney Cruise Line Navigator" app provides several conveniences including online check-ins and activities reservations, these features are now considered standard across the cruise industry. For example, Royal Caribbean International offers a similar app with comparable functionality, making it difficult for DCL to gain a competitive advantage through these features alone.

Moreover, although "Disney Uncharted Adventure" is an original and distinctive innovation, it is currently available only on Disney Wish and the newly launched Disney Treasure. DCL has not announced plans to extend this interactive experience to the rest of the fleet, limiting its reach and impact on the overall brand experience.

Discussion Questions:

1. How important is the role of mobile applications in maintaining guest engagement and satisfaction from purchase to service delivery?
2. What additional features could be introduced in the app to boost engagement and create a competitive edge over other cruise companies?
3. What are the potential benefits and challenges of incorporating interactive experiences like "Disney Uncharted Adventure" into onboard experience?
4. Do you think the cruise line should incorporate its interactive experiences like "Disney Uncharted Adventure" across its entire fleet? Why or why not?

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Keywords

- Disney
- Cruise
- Guest Experience
- Mobile Application
- Augmented Reality (AR)
- Innovation

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魔法遇见移动性：迪士尼邮轮线互动宾客体验案例研究



Source: Unsplash (2024)

背景

迪士尼邮轮线成立于 1996 年，是华特迪士尼公司旗下的子公司，目前运营着六艘邮轮及位于巴哈马的两个私人岛屿(Cruise Critic, 2023)。尽管规模仍然相对较小，迪士尼邮轮线正日益成为迪士尼整体财务表现的重要贡献者。随着计划在 2031 年前将船队规模扩大至 13 艘，迪士尼邮轮线旨在将“迪士尼”体验带给海上的新受众和新目的地(SCMP, 2024)。

为了向宾客提供更无缝的体验，迪士尼邮轮线推出了“迪士尼邮轮线导航器”移动应用程序。登船前，宾客可以使用该应用规划行程、进行支付、预订付费活动、提出特殊要求并在家中完成在线值船(DCL, n.d.)。登船后，该应用将切换至“船上模式”，使宾客能够参与安全演习、查看每日行程、预约活动、通过船上聊天功能与家人朋友沟通，并接收及时的船舶信息更新(DCL, n.d.)。这款一体化应用提升了便利性，帮助宾客最大限度地利用船上设施。

除了运营功能，迪士尼邮轮线还在应用中嵌入了娱乐功能。随着“迪士尼愿望号”于 2022 年夏季启航而推出的“迪士尼秘境探险”，是一款船上互动游戏，宾客可将移动设备变为神奇的望远镜，与米妮船长一同寻找失踪的许愿星(Forbes, 2021)。该体验利用特效和增强现实技术，将宾客沉浸在迪士尼和皮克斯的故事中(DCL, n.d.)。用户还可以通过“迪士尼邮轮线导航器”应用创建自己的“迪士尼自我”虚拟形象，并与家人朋友组队，赢取奖励和成就(DCL, n.d.)。

挑战

尽管“迪士尼邮轮线导航器”应用提供了包括在线值船和活动预订在内的多项便利功能，但这些功能如今已被邮轮业视为标配。例如，皇家加勒比国际游轮提供具有类似功能的应用程序，这使得迪士尼邮轮线难以仅凭这些功能获得竞争优势。

此外，虽然“迪士尼秘境探险”是一项原创且独特的创新，但目前仅在“迪士尼愿望号”和新推出的“迪士尼宝藏号”上提供。迪士尼邮轮线尚未宣布计划将这种互动体验扩展到其船队的其余船只，这限制了其覆盖范围及对整体品牌体验的影响力。

讨论问题

1. 移动应用程序在从购买到服务交付的整个过程中，对于维持宾客参与度和满意度有多重要？
2. 可以在应用程序中引入哪些额外功能来提升参与度，并创造相对于其他邮轮公司的竞争优势？
3. 将“迪士尼秘境探险”这类互动体验融入船上体验可能带来哪些益处与挑战？
4. 您认为邮轮公司是否应该在其整个船队中推广如“迪士尼秘境探险”这样的互动体验？为什么？

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关键词

- 迪士尼
- 邮轮
- 宾客体验
- 移动应用程序
- 增强现实
- 创新

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魔法遇見移動性：迪士尼郵輪線互動賓客體驗案例研究



Source: Unsplash (2024)

背景

迪士尼郵輪線成立於 1996 年，是華特迪士尼公司旗下的子公司，目前運營著六艘郵輪及位於巴哈馬的兩個私人島嶼(Cruise Critic, 2023)。儘管規模仍然相對較小，迪士尼郵輪線正日益成為迪士尼整體財務表現的重要貢獻者。隨著計劃在 2031 年前將船隊規模擴大至 13 艘，迪士尼郵輪線旨在將「迪士尼」體驗帶給海上的新受眾和新目的地(SCMP, 2024)。

為了向賓客提供更無縫的體驗，迪士尼郵輪線推出了「迪士尼郵輪線導航器」流動應用程式。登船前，賓客可以使用該應用規劃行程、進行支付、預訂付費活動、提出特殊要求並在家中完成線上報到(DCL, n.d.)。登船後，該應用將切換至「船上模式」，使賓客能夠參與安全演習、查看每日行程、預約活動、透過船上聊天功能與家人朋友溝通，並接收及時的船舶資訊更新(DCL, n.d.)。這款一體化應用提升了便利性，幫助賓客最大限度地利用船上設施。

除了運營功能，迪士尼郵輪線還在應用中嵌入了娛樂功能。隨著「迪士尼願望號」於 2022 年夏季啟航而推出的「迪士尼秘境探險」，是一款船上互動遊戲，賓客可將流動設備變為神奇的望遠鏡，與米妮船長一同尋找失蹤的許願星 (Forbes, 2021)。該體驗利用特效和擴增實境技術，將賓客沉浸在迪士尼和彼思的故事中(DCL, n.d.)。用戶

還可以透過「迪士尼郵輪線導航器」應用創建自己的「迪士尼自我」虛擬形象，並與家人朋友組隊，贏取獎勵和成就(DCL, n.d.)。

挑戰

儘管「迪士尼郵輪線導航器」應用提供了包括線上報到和活動預訂在內的多項便利功能，但這些功能如今已被郵輪業視為標配。例如，皇家加勒比國際遊輪提供具有類似功能的應用程式，這使得迪士尼郵輪線難以僅憑這些功能獲得競爭優勢。

此外，雖然「迪士尼秘境探險」是一項原創且獨特的創新，但目前僅在「迪士尼願望號」和新推出的「迪士尼寶藏號」上提供。迪士尼郵輪線尚未宣布計劃將這種互動體驗擴展到其船隊的其餘船隻，這限制了其覆蓋範圍及對整體品牌體驗的影響力。

討論問題

1. 流動應用程式在從購買到服務交付的整個過程中，對於維持賓客參與度和滿意度有多重要？
2. 可以在應用程式中引入哪些額外功能來提升參與度，並創造相對於其他郵輪公司的競爭優勢？
3. 將「迪士尼秘境探險」這類互動體驗融入船上體驗可能帶來哪些益處與挑戰？
4. 您認為郵輪公司是否應該在其整個船隊中推廣如「迪士尼秘境探險」這樣的互動體驗？為什麼？

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關鍵詞

- 迪士尼
- 郵輪
- 賓客體驗
- 流動應用程式
- 擴增實境
- 創新

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