

# Polly Helps Disney Discover High-Margin Opportunity Hidden in Visitor Data



## CLIENT CHALLENGE

Disney Parks wanted to know two things:

1. What were the top attractions across their property
2. The best use for a vacant plot of land at Florida’s Magic Kingdom

Specifically, the study was aimed at American families travelling from out of state and staying at a Disney hotel during their visit to the Magic Kingdom.

## COMETITOR VS POLLY

This project was done in tandem with a competing market research firm to compare results from competing methodologies.

The other firm used digital diaries filled out by participating park goers, whereas askpolly’s solution was done by the Disney Parks team directly without any participant intervention.

Digital Diaries required incentives for participation, involving park ticket giveaways, making the competing methodology 10x more costly than askpolly.

## DIFFERENCES IN APPROACH

	askpolly	Traditional Firm
Data Collection	12 months of real, unprompted conversations on Twitter and Reddit	1-month digital diaries with recruited, incentivized participants
Participant Involvement	Passive, unobtrusive collection from naturally occurring conversations	Requires active participation of park goers and incentives
Scope	Captures the entire vacation experience, including off-property behavior	Focused only on on-property experiences
Analysis	Machine learning with statistically validated, census-balanced sampling from social media	Manual coding and analysis
Timeline	Insights delivered immediately	3–4 months for data gathering and analysis
Cost	Delivered at a tenth of the cost of competitor	High cost due to participant incentives (meal vouchers, pass upgrades) and time

# Key Findings

## #1 TOP ATTRACTIONS

For the first query, Polly and the competitor uncovered the same findings for top attractions in the exact same order, validating askpolly's accuracy:

1. Cinderella Castle
2. Main Street
3. Tower of Terror
4. Space Mountain
5. MGM Studios – Jedi Training
6. Tree of Life
7. Rock N' Roll Coaster
8. Dumbo the Flying Elephant
9. Mount Everest
10. MGM Studios Backlot Tour

## ADDITIONAL INSIGHT

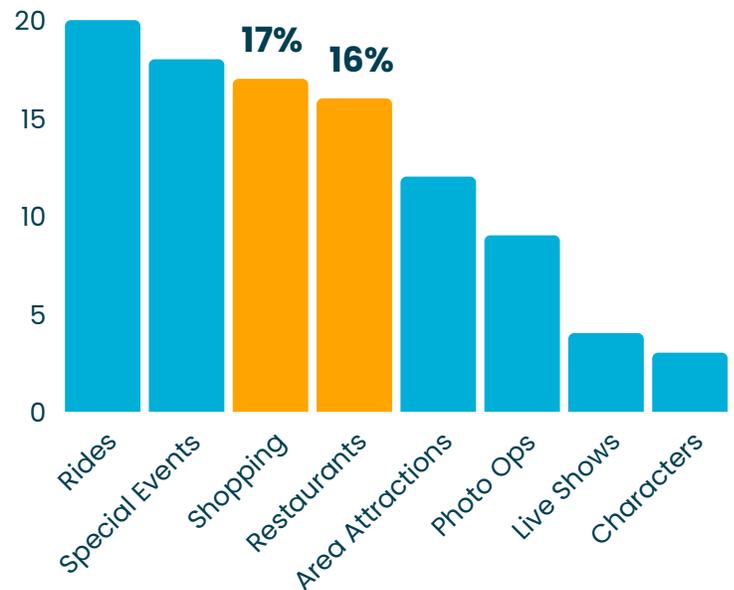
Since the digital diaries only monitored on-site activity, Polly was able to reveal more insight into what visitors did on the rest of their holiday, which Disney hadn't even thought to investigate:

Visitors staying at Disney hotels spent

**54% of their vacation on Disney property, the remaining 46% was spent with competitors.**

Polly also uncovered that dissatisfaction with Animal Kingdom was a driving people out of the park – a significant missed opportunity.

## #2 USE FOR VACANT PLOT



For the second query, the findings for the best use of the vacant plot of land were also the same.

In this case, however, the customer had a further question. They were most interested in the 3<sup>rd</sup> and 4<sup>th</sup> ranked options: shopping experience or restaurant. The other firm couldn't go back to the digital diary for more feedback, so they recommended shopping as it was slightly ahead.

While Polly also found shopping slightly ahead, she uncovered a critical nuance: visitors seeking a restaurant were primarily adults without children, expressing frustration over the lack of "adult" dining options in the park. They wanted a martini and a salad in a quieter setting, rather than shakes, burgers, and noisy crowds.

Based on this insight, **Polly recommended using the space for an upscale restaurant to meet this unmet demand.**

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#### RESULT

With Polly's insight, Disney shifted plans from adding another ride to developing a high-margin upscale dining and beverage experience for adults with no children, **capturing an underserved market segment and maximizing guest spend.** Polly delivered these insights immediately, at a fraction of the cost, enabling Disney to act faster and with confidence.

Traditional market research can confirm what is already known. Polly helps brands see what others miss, revealing hidden opportunities in real consumer behaviour and conversation data.

#### ADDITIONAL VISITOR STATS

Hotel Distance from Park	<b>938 meters</b>
Total of Florida Vacation Days	<b>8</b>
Fraction of Days spent at Disney World	<b>54%</b>
Fraction of days spent off-site	<b>46%</b>
Fraction of time spent at Magic Kingdom	<b>63%</b>
Fraction of time spent at Hollywood Studios	<b>14%</b>
Fraction of time spent at Epcot	<b>20%</b>
Fraction of time spent at Animal Kingdom	<b>5%</b>