

Comparison of Tokyo Disney Resort and Universal Studios Japan

Sara Kato, Ayumi Sano
of the English Groups

1. Introduction

Tokyo Disney Resort (TDR) and Universal Studios Japan (USJ) are the two most popular theme parks in Japan. Our team compared the history, size, annual visitors, and popularity of those two theme parks. We surveyed 116 Kozu high school students. As a result, we found several differences between TDR and USJ.

2. Introduction of TDR and USJ

(1) Our team compared the number of visitors in 2016, size, and history of TDR and USJ. TDR's is about twice as large as USJ, and the number of visitors is about twice as large as USJ

(2) Tokyo Disney Land's catch phrase is "Welcome to the kingdom of dreams and magic". Tokyo Disney Sea's catch phrase is "Come on to the seas of adventure and imagination". USJ's catch phrase is "A world-class family entertainment".

3. Questionnaire Results

We surveyed 116 Kozu high school students and found, both male and female students prefer TDR to USJ. Sixty four percent of the students said they would like to go to TDR and thirty six percent of students said they would like to go to USJ.

4. Good points of TDR

Male respondents like large areas, good atmosphere and the character of Mickey Mouse. Female respondents like land of dreams, the characters and free fast passes.

5. Bad points of USJ

Male respondents do not like long waiting times, expensive tickets, crowded areas. Female do not like expensive tickets, long waiting times and confined spaces.

6. Conclusion

Surveys indicate that there are some differences in preferences by gender. We found male respondents tend to want more attractions, while female respondents think a free fast pass is good. Both male respondents and female respondents tend to want large areas. Therefore, our team would like to suggest that USJ should introduce more attractions and a free fast pass service in order to increase its popularity among teenagers.

7. References

- USJ, the number of visitors in 2015 took over Tokyo Disney Sea, ranked fourth in the world. Trans. (2016). Retrieved February 7, 2017, from <http://vox.hatenablog.com>
- Tokyo Disney Resort. (2017). Retrieved February 7, from <http://www.tokyodisneyresort.jp/top.html>
- Tokyo Disney Land. (2017). Retrieved February 7, from <http://www.tokyodisneyresort.jp/tld/>
- Tokyo Disney Sea. (2017). Retrieved February 7, from <http://www.tokyodisneyresort.jp/tds/>
- Universal Studios Japan. (2017). Retrieved February 7, from <http://www.usj.co.jp/>