

## Appendix B: Company profiles

Appendix B provides a brief introduction to the Starbucks Corporation and the Walt Disney Company.

### The Starbucks Corporation

The story of Starbucks began in 1971 – originally a roaster and retailer of whole bean and ground coffee, tea, and spices with a single store in Pike Place Market in Seattle, Washington.<sup>1</sup> Today, the Starbucks Corporation is a global coffee company, a purveyor of specialty coffee and a coffeehouse chain. Howard Schultz, the founder of the Starbucks Corporation and its coffeehouse concept as we know it today, and current chairman, president, and chief executive officer, joined the company in 1982. A year later, he traveled to Italy where he was fascinated by the popularity of Italian espresso bars and the romance of the coffee experience. He returned with a vision to bring the coffeehouse tradition and culture to the United States, with the coffeehouse representing a third place between work and home.<sup>2</sup> In line with this, the Starbucks coffeehouse is envisioned as a gathering place for meeting friends and family. The idea is for consumers to have a full and rewarding coffeehouse experience, and *the Starbucks experience* is said to be defined by quality service, an inviting atmosphere, and an exceptional cup of coffee.<sup>3</sup>

Today, the company's operations have expanded to include more than 18,000 stores in 62 countries, with Starbucks coffeehouses in such diverse locations as Argentina, Finland, Hong Kong, Romania, and Saudi Arabia. In the words of the company itself, Starbucks has become “the premier roaster and retailer of specialty coffee in the world.”<sup>4</sup>



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<sup>1</sup> <http://www.starbucks.com/about-us/our-heritage>

<sup>2</sup> Ibid.

<sup>3</sup> <http://www.starbucks.com/assets/9a6616b98dc64271ac8c910fbee47884.pdf>

<sup>4</sup> <http://www.starbucks.com/about-us/our-heritage>

## **The Walt Disney Company**

The Walt Disney Company was founded in 1923 as a cartoon studio – first known as The Disney Brothers Studio – by Walt Disney and his brother Roy Disney.<sup>5</sup> Today, the Walt Disney Company is an international family entertainment and media enterprise, comprised of five business segments: parks and resorts, media networks, studio entertainment, consumer products, and interactive media.<sup>6</sup>

Walt Disney opened Disneyland, the first Disney theme park, in 1955 in Anaheim, California, and this company segment – Walt Disney Parks and Resorts – now comprises 11 theme parks and 43 vacation resorts at five destinations in North America, Europe, and Asia, with a sixth destination currently underway in Shanghai. A range of broadcast, cable, radio, publishing, and digital businesses across two divisions, the Disney/ABC Television Group and ESPN Inc., constitute Disney's Media Networks. As mentioned, The Walt Disney Studios is the foundation upon which the company was built, and today, the Studio brings movies, music, and stage plays to consumers around the world. Disney Consumer Products is the business unit which extends the Disney brand to merchandise, including toys, clothes, home décor, books and magazines, foods and beverages, stationery, and electronics. Finally, Disney Interactive, the latest addition, focuses on interactive entertainment across all digital media platforms, including mobile, social media, and console games, online virtual worlds, and various web destinations and networks.<sup>7</sup>

Through these different segments and channels, the Walt Disney Company strives to “provide quality entertainment for every member of the family, across America and around the world.”<sup>8</sup> Since its beginnings as a cartoon studio in the 1920s, the company has transformed into a global enterprise, through continually expanding and diversifying its operations and brand, so that today, the Walt Disney Company, together with its subsidiaries and affiliates, is the world's largest media and entertainment conglomerate.<sup>9</sup>



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<sup>5</sup> <http://thewaltdisneycompany.com/about-disney/disney-history>

<sup>6</sup> <http://thewaltdisneycompany.com/about-disney/company-overview>

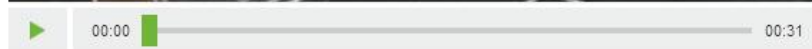
<sup>7</sup> Ibid.

<sup>8</sup> <http://thewaltdisneycompany.com/about-disney/disney-history>

<sup>9</sup> <http://thewaltdisneycompany.com/about-disney>

## Appendix C

### Coffeehouse<sup>10</sup>



Square Wallet turns your phone into your wallet. Just slide and scan. It's that easy.

### Starbucks Digital Network

We're bringing the most interesting stuff on the web right to your comfy chair. It's the Starbucks Digital Network.

### Wi-Fi

Our coffee brings people together – and our Wi-Fi service helps keep them connected. Learn how to surf while you sip at Starbucks.

AT&T Wi-Fi (U.S.)  
allstream Wi-Fi (Canada)

### Entertainment

We love coffee and everything that goes with it. Good books. Great music. And what's more, we love sharing our favorites with you.

### Mobile Applications

You can use your phone to pay for your purchases at Starbucks. It's fast, easy and convenient.

### Community

Community means we're better together. In our stores and the world at large. Chat, connect and get involved.

### Store Design

What makes a Starbucks coffeehouse such a vibrant and inviting space? A philosophy of community and environmental responsibility.

[Tell us your Starbucks idea](#)  
[Help out a cause at V2V](#)  
[Join us on Facebook](#)  
[Follow us on Twitter](#)

Now you can use Square Wallet at participating Starbucks.



The new album from a reggae legend.



Zee Avi mesmerizes guests with a soulful, intimate performance.



Christy finds solutions to maternal health issues.

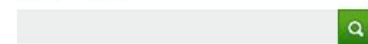


R.E.M.'s guitarist shares a few thoughts about their latest work.



The frontman for the Decemberists

### Find a Store



### Find Us Online




<sup>10</sup> Source: <http://www.starbucks.com/coffeehouse>

## Appendix D

### Coffee<sup>11</sup>

How do you like your coffee?

Subtle & Mellow      Smooth & Balanced      Bold & Robust




Some like a lighter coffee. Some prefer dark. The Starbucks Roast Spectrum sorts our coffees by three roast profiles.


Use the bar above to browse coffees with the flavor and intensity that's perfect for you. Because, after all, every palate is different.

[See all Starbucks Coffees](#)


[Introducing Starbucks® Blonde roast.](#)




#starbuckscoffee Instagram photos



Coffees by Profile



Starbucks Reserve® Coffees



Never be without great coffee.

Tear open a pack of Starbucks VIA® coffee and you're halfway to the magical moment that only a great cup of coffee can create. All that's left after that is to add water and stir. And when the cup is crisp and refreshing Starbucks VIA® Iced Coffee, you won't have to miss any summer adventures.

<sup>11</sup> Sources: <http://www.starbucks.com/coffee>; <http://www.starbucks.com/coffee/via> and <http://www.starbucks.com/coffee#/Smooth-Balanced>

## How do you like your coffee?

Subtle & Mellow

Smooth & Balanced

Bold & Robust

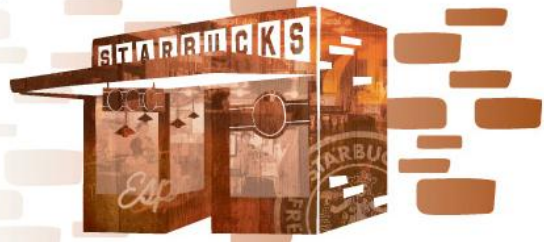
### MEDIUM

 Like 192

Smooth and balanced, the medium roast done right.

Our medium-roasted coffees are perfect for the in-between palate – not too soft, not too strong. A smooth and balanced medium-roasted Starbucks® coffee is a friendly constant throughout the day, reminding you that things are right just the way they are.

[See all Medium Roast Coffees](#)





## Appendix E

### Starbucks Evenings<sup>12</sup>

#### Starbucks Evenings



The place you love during the day now has more reasons to love it at night.

We've always been your neighborhood spot where you can take a moment to unwind, grab a well-deserved treat, and meet up with friends. But sometimes, you just want a glass of wine and a delicious bite to eat without going to a bar or making a restaurant reservation.

Say hello to a new way to enjoy Starbucks after 4 p.m. Drop in after work, with friends, after yoga, by yourself, after a long day or after a great day.

The food is amazing. The wine selection is simple and smart. The chairs are just as comfortable as they are in the morning.

We hope to see you soon.



#### Starbucks Evenings Menu



Savory small plates. Irresistible desserts. Thoughtfully selected wines. Take a moment or three to [explore the new menu](#).

#### Starbucks Evenings Store Locations



Available in select locations. Additional stores to come this Fall. [See locations](#).

### Starbucks Evenings FAQs

How will the environment be different?

We will still be your neighborhood gathering place with an inviting atmosphere for people of all ages. After 4 p.m., you'll experience a more mellow, less hurried atmosphere perfect for winding down and having casual conversations.

<sup>12</sup> Source: <http://www.starbucks.com/coffeehouse/starbucks-stores/starbucks-evenings>

## Appendix F

### The Flavors in Your Cup<sup>13</sup>

#### The Flavors in Your Cup

##### Roasting



The Starbucks Roast® is more than a color – it's a philosophy of helping each bean reach its maximum potential.

We started roasting coffee in 1971, and it was the way we approached our craft that created so many Starbucks fans in those early days. Our coffee stood out not only because it was darker, but also because it had more flavor.

You see, most coffee is lightly roasted as a way to cut costs. Coffee loses moisture and weight when it is roasted, which means there's less to sell afterward. A pound of coffee loses about 10 to 14% of its weight when it's handled by a commercial roaster. We roast our coffee a little longer, to bring out more of the flavor. We lose 18 to 25% of the weight in doing this, but the difference in taste is worth it.

##### Blending



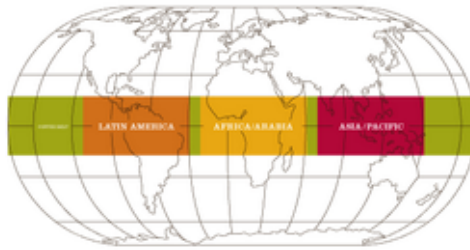
One of the things we enjoy most about the work we do is bringing you great coffees from around the world.

Some we present as single-origin coffees that showcase particular flavors unique to their birthplaces – we'll talk about those in a moment. The rest we use to create amazing blends, and that's what we'll discuss here.

At Starbucks, we might blend a coffee to showcase a particular growing region. House Blend, for example, combines three great Latin American coffees into one brew that exemplifies the best qualities of that region: lively, clean, well-balanced flavors. Gazebo Blend® highlights African coffees – bright, citrusy and great on ice.

<sup>13</sup> Source: <http://www.starbucks.com/coffee/learn/flavors-in-your-cup>

## Growing



As we slurp coffees in our tasting room, we look for the perfect combination of climate, soil, elevation, and agricultural practices that come together to produce a great coffee.

As we taste coffees, the question we ask ourselves is this: Which coffees from a given location best represent the perfect intersection of climate and skilled horticulture? We seek unmistakable regional flavors, what a French wine-maker would call *goût de terroir*, the “taste of the place.”

Each single-origin coffee we offer exemplifies the best flavor qualities of its region. We invite you to explore a cup.



## Appendix G

### Starbucks, Opening page<sup>14</sup>

Starbucks logo

Sign In Customer Service Find a Store

Coffee Beans Blends Brewing Menu Drinks Food Nutrition Coffeehouse Music Wi-Fi Community Responsibility Values Goals Progress Card Register Reload Rewards Shop Search Compare Buy

*Wake up your afternoon.*

VERY BERRY HIBISCUS STARBUCKS REFRESHERS™ BEVERAGE

VALENCIA ORANGE STARBUCKS REFRESHERS™ BEVERAGE

COOL LIME STARBUCKS REFRESHERS™ BEVERAGE

Join us for a  
3 p.m. Wake Up Call  
**HALF-OFF** any handcrafted Starbucks Refreshers™ Beverage  
June 27-29, 3-5 p.m.  
At participating stores. Limited time offer.

TEXT "READYSET" TO 697289 FOR WEEKLY SUMMER ALERTS.

Find us on Facebook  
Follow us on twitter  
Join My Starbucks Idea

Follow +1 Like 34m

Newest Blog Posts

What's New Rebuilding an American Dream in East Liverpool, Ohio See More

Your Afternoon Pick-Me-Up

Eat on the Patio


Register & Get Free Drinks

MY STARBUCKS REWARDS.

<sup>14</sup> Source: <http://www.starbucks.com/>

## Appendix H




### My Starbucks Idea<sup>15</sup>




# My Starbucks Idea

[GOT AN IDEA?](#) [VIEW IDEAS](#) [IDEAS IN ACTION](#)

Hi there, [Sign In](#) to make a comment.

Share     
Follow us on [twitter](#)

### Ideas so far

Search Ideas 

#### PRODUCT IDEAS


34,190	Coffee & Espresso Drinks
3,880	Frappuccino® Beverages
10,029	Tea & Other Drinks
15,900	Food
8,339	Merchandise & Music
16,863	Starbucks Card
3,237	New Technology
11,074	Other Product Ideas

#### EXPERIENCE IDEAS

8,219	Ordering, Payment, & Pick-Up
15,008	Atmosphere & Locations
11,346	Other Experience Ideas

#### INVOLVEMENT IDEAS

5,115	Building Community
9,257	Social Responsibility
5,645	Other Involvement Ideas
1,592	Outside USA



**SHARE.  
VOTE.  
DISCUSS.  
SEE.**

Share your ideas, tell us what you think of other people's ideas and join the discussion.

**my  
STARBUCKS IDEA**

### Most Recent Ideas

27 Min(s) Ago	gluten free and/or grain free bakery
33 Min(s) Ago	New Store In Hudson, NY
46 Min(s) Ago	develop a windows app...please
49 Min(s) Ago	rewards card
59 Min(s) Ago	Allow App to be Logged In Simultaneously on Multiple Devices
1 Hour(s) Ago	New Location idea in Omaha
1 Hour(s) Ago	Frost
3 Hour(s) Ago	Bring back Veggie and get rid of La Boulange!
3 Hour(s) Ago	Glutten free food!

<sup>15</sup> Sources: <http://mystarbucksidea.force.com/> and <http://www.starbucks.com/coffeehouse/learn-more/my-starbucks-idea>

## Featured Starbucks Idea Partners

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These are our Starbucks Idea Partners. They'll be online to listen to your ideas, ask questions, tell you what we're doing behind the scenes and make sure things run smoothly.



**sbx\_em** Ed works for the Branded Solutions team supporting the success of non-company owned stores, like airport, grocery, and college & university Starbucks. No matter what location you frequent, we want to hear your ideas. **Favorite Drink:** Triple Tall Americano



**sbx\_sspe** Sarah works on the Frappuccino team. One interesting part of her job is she makes sure that there is a delicious Frappuccino version of the seasonal beverages. **Favorite Frappuccino:** Salted Caramel Mocha Frappuccino

## MyStarbucksIdea.com



**my**  
**STARBUCKS IDEA**

Share. Vote. Discuss. See.

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea?

Revolutionary or simple – we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

[Submit Your Idea](#)

### Ideas In Action

What are we doing to make your Starbucks experience better? These are some of the things you've asked for.

## Appendix I

### Menu<sup>16</sup>

#### Menu

 Tweet  +1  Like 3.2k



Delicious, handcrafted beverages and great-tasting food. The secret to making life better.

It's true. The perfect cup of coffee and a wholesome, delicious snack can make your day. So we make sure everything you choose is of the finest quality. Because really, isn't that how life should be?

#### Drinks

Amazing coffees from around the world. Handcrafted beverages to discover and enjoy. We love bringing you these things.

[Starbucks Drinks](#)

#### Food

Our pastries and sandwiches are made with high-quality, simple ingredients. So all the goodness you taste is real food, simply delicious.

[Starbucks Food](#)

#### Nutrition

We've got the tools and data you need to find out what's inside our food and drinks, so you can make the choices that work for you.

[Starbucks Nutrition](#)

## Many flavors under the sun

The Frappuccino® blended beverage is the original, icy-cold coffee indulgence we made famous. You can make it all yours.

Want to add extra coffee? Mix in your favorite flavors? Make it light in calories or coffee-free? It's summertime, so let your imagination go wild. Our baristas will help you customize your drink and create exactly what you're craving.

Not sure what to try? Then check out the new [Caramel Ribbon Crunch Frappuccino® blended beverage](#) or these other popular combinations.

<sup>16</sup> Sources: <http://www.starbucks.com/menu> and <http://www.starbucks.com/menu/drinks/frappuccino-blended-beverages>



## Nutrition

[Tweet](#) [+1](#) [Like](#) 615



Eating well is as important as living well. So everything we offer is made from great, fresh-tasting ingredients.

Part of living well means finding the right balance for you. So whether you're counting calories, watching your fat and sugar intake, or looking for more fiber or protein, we can help you make the choices that work.

Here you'll find the nutritional facts behind the food and beverages you love. So now you'll know what you're getting with all that fine flavor.

### Explore All Drinks

Do you have a special request? We'll customize your drink to order with nonfat milk, sugar-free syrup or other options.

[Delicious Drinks Under 200 Calories](#)

[See All Starbucks Drinks](#)

### Explore All Food

We've removed the high fructose corn syrup and artificial trans fats, flavors and dyes. Your food not only tastes better, it is better.

[Favorite Foods Under 350 Calories](#)

[Foods with 10g Fat or Less](#)

[Foods with 600mg Sodium or Less](#)

[See All Starbucks Food](#)

## Favorite Foods Under 350 Calories

[Tweet](#) [+1](#) [Like](#) 127

You have a lot of smart choices in our food case.

It's a dilemma that has vexed many great minds: how can one be expected to eat sensibly when confronted with so many wonderful temptations? Fortunately, we have the answer – these delicious treats come in at 350 calories or less. Sometimes a lot less.

Muffins, Scones, Breads & Other Treats	Calories
Petite Vanilla Bean Scone	140
Marshmallow Dream Bar	210
Lowfat Red Raspberry Muffin *	340
Reduced-Fat Cinnamon Swirl Coffee Cake	340
Morning Bun	350
Marble Pound Cake	330

### Got a Great Idea?

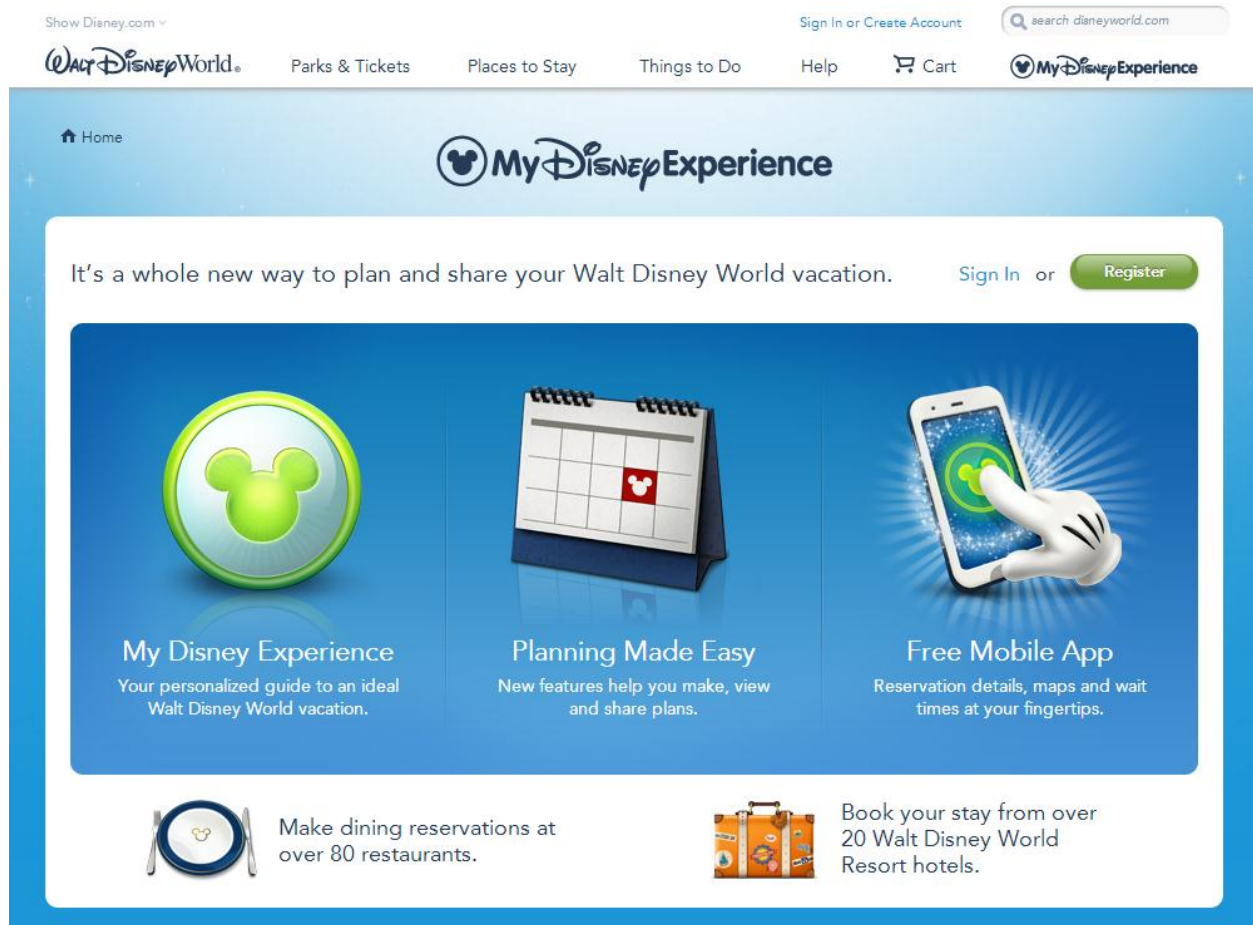
**my**  
STARBUCKS IDEA

We want it! Share your ideas and see what other people are suggesting at [My Starbucks Idea](#).

<sup>17</sup> Sources: <http://www.starbucks.com/menu/nutrition> and <http://www.starbucks.com/menu/nutrition/35-under-350>

## Appendix J

### My Disney Experience<sup>18</sup>



<sup>18</sup> Sources: <https://disneyworld.disney.go.com/plan/> and <https://disneyworld.disney.go.com/plan/my-disney-experience/>





## Planning made easy.



**Start Exploring** — Pinpoint your favorites on the interactive map as you find things to do by location, experience or theme around Walt Disney World Resort.

[See the Map](#)



**Compare Our Resort Hotels** — Stay at a select Walt Disney World Resort hotel and enjoy comfort, convenience and distinctive Guest benefits.

[Book a Resort](#)



**Find Restaurants** — Search dining choices by character experience, cuisine or location, and make reservations online or using the mobile app.

[Make Dining Reservations](#)



**Personalize Your Plans** — View your Disney Resort stay details, dining reservations and more in My Itinerary.

[Go to My Itinerary](#)



## Get started now.



**Make It Yours** — Complete your Profile, select your favorite Disney Character and provide a few details to help us personalize your experience at home and in the parks.

[Create Profile](#)



**Share Your Plans** — Connect to the people you travel with using Family & Friends so you'll be able to make plans together.

[Learn More](#)

# Now, Take Your Walt Disney World Experience to a Whole New Level

Start your vacation fun today with tools that make it easy to dream,  
plan and share—all in My Disney Experience.

[Get Started](#)

Home

 My Disney Experience

Welcome, **Anette!**

Start planning your Disney  
dream vacation now!



Hello Anette! Welcome to Disneyworld.com!



Creating a personalized dream Disney vacation has never been easier—sign in from a computer or mobile device using the email you provided:

**Account Email** anettegraakjaer@hotmail.com

Then, you can manage your profile, including personal information and your customizable vacation, right at My Disney Experience.

Don't forget: you can also use the same member name and password to sign in to sites like [ESPN.com](http://ESPN.com), [ABC.com](http://ABC.com), [disneyland.com](http://disneyland.com) and more!

[Update Your Profile](#)

If this account was set up in error or if you do not wish to have a Disney account, please contact us immediately at (407) 939-4357.

### What's Next

- Learn how [My Disney Experience](#) can take your vacation to a whole new level
- Explore our [attractions, entertainment, dining and more](#)
- Invite people to join your [Family & Friends list](#) and start planning together
- Download the [My Disney Experience Mobile App](#)

## Appendix K

### Vacation Planning<sup>19</sup>

[Customized Maps Home](#)

### Order Free Customized Maps

Highlight your family's favorite Park activities and attractions and then have them delivered to your door!

Customized Maps

[Get Suggestions](#) [My Maps](#)

Welcome to Customized Maps!

Create special keepsake Maps of all 4 Parks that highlight your favorite attractions and entertainment.

[Let's Get Started!](#)

Add your favorite attractions to all four Disney parks.

[Customized Maps Home](#)

### Order Free Customized Maps

Highlight your family's favorite Park activities and attractions and then have them delivered to your door!

Customized Maps

[Get Suggestions](#) [My Maps](#)

Welcome to Customized Maps!

Create special keepsake Maps of all 4 Parks that highlight your favorite attractions and entertainment.

[Let's Get Started!](#)

Preschoolers	Epcot®
<input checked="" type="checkbox"/> Magic Kingdom® Park	<input checked="" type="checkbox"/> The Seas with Nemo & Friends
<input checked="" type="checkbox"/> Mickey's PhilharMagic	<input checked="" type="checkbox"/> Turtle Talk with Crush
<input checked="" type="checkbox"/> Dumbo The Flying Elephant	<input checked="" type="checkbox"/> Gran Fiesta Music
<input checked="" type="checkbox"/> "It's a small world"	<input checked="" type="checkbox"/> Three Caballeros
<input checked="" type="checkbox"/> The Many Adventures of Winnie the Pooh	<input checked="" type="checkbox"/> Duffy the Dinosaur
<input checked="" type="checkbox"/> Wishes™ Nighttime Spectacular	<input checked="" type="checkbox"/> Circle of Life
<input checked="" type="checkbox"/> Buzz Lightyear's Space Ranger	<input checked="" type="checkbox"/> Journey Into Imagination with Figment

Or get suggestions for attractions that would be perfect for your family.

<sup>19</sup> Sources: <http://customizedmaps.disney.go.com/>;  
[https://www.disneyvacations.com/dv/en\\_US/VacationPlanningDVD/index?sourcecode=11854&referrer=wdw&hdrType=default&vcntype=wdw](https://www.disneyvacations.com/dv/en_US/VacationPlanningDVD/index?sourcecode=11854&referrer=wdw&hdrType=default&vcntype=wdw); <http://disneyworldforum.disney.go.com/panelists.aspx> and  
<https://disneyworld.disney.go.com/planning-guides/in-depth-advice/>

18

## Order Your Free Disney Parks Vacation Planning DVD

1

### About You

\* First Name

\* Last Name

\* Street Address

Unit Number (optional)

\* Country

\* City

\* State

\* Zip Code

\* Date of Birth   
 Month  Day  \* YYYY

### Communication Methods

Please provide your email address to receive future communications from The Walt Disney family of companies about their products and services.

Email Address

2

### Your Preferences

\* Which Disney Park are you interested in visiting next?

- ☐ Walt Disney World® Resort  
☐ Disneyland® Resort

\* Which Disney Parks have you previously visited?

- ☐ Walt Disney World® Resort  
☐ Disneyland® Resort  
☐ Both  
☐ Neither

\* In which language would you like to receive your DVD?

The DVD offers information about both Resorts.

Submit



Thank you for your interest in Disney Parks. Your FREE DVD will include:

- A complete tour of the 4 Theme Parks, 2 Water Parks and over 20 Resort hotels at the Walt Disney World® Resort in Florida
- A tour of the Disneyland® Resort in California, including 2 enchanting Theme Parks and 3 Resort hotels
- Affordable ways to play and stay during your Disney vacation
- Plus much more, including pocket-sized planning guides, planning tips, and information on special events



Get the answers you need

**Search for Answers**

Enter keywords to find answers.

GO

**Submit a Question**

Can't find the answers you need?  
Ask your question and it may be posted and addressed by the panel!

ASK

**Meet the "Moms"**

Get to know the everyday people who share their personal vacation planning advice and their Disney Parks experiences.

 MEET

### Topics

- Q&A Home
- About This Forum
- Planning & Budgeting
- Celebrations
- Tickets & FASTPASS
- Theme Parks
- Resort Hotels
- Recreation & Activities
- Dining
- Shopping & Nightlife
- Disneyland
- Disney Cruise Line

### Disney Parks Moms Panel

#### CURRENT PANEL MEMBERS

#### THE MOMS PANEL VAULT

< click to see present/vault panelists

These "Moms" have been selected to be panelists because they have demonstrated an excellent knowledge of Disney Parks. Being familiar with the Parks, Resort hotels, dining and entertainment, shopping, and recreational activities, they can offer the help and tips you need to make your vacation planning a snap.



Allison L., TX

I am a mother of three that loves all things Disney...the never grow up mentality, the fairy tale endings and the ever changing Disney Parks. With so much to explore, I would love to help you discover all the magic and wonder your heart desires. [read more](#)



Allison V., GA

I'm a Disney-fanatic! I made my first trip to Disney World the year it opened and have grown up crazy for all things Disney. As the Mom of a son with Cerebral Palsy, I love providing recommendations for families traveling with a special needs member. [read more](#)

Welcome Anette

[logout](#)

#### See Our Moms!

Watch videos of our panel and celebrity "Disney Moms" and get their great tips!

[Watch Now](#)

#### Mom Views

Read how all of our Moms weigh in on this hot question:

[Hi, I am a single dad with three boys 13,11,9 years old. We](#)

## In-Depth Planning Topics



### > Magic Your Way Vacation Packages

Since the perfect Disney vacation is different for everyone, Magic Your Way vacation packages offer you the flexibility to find a package that fits your family's preferences, size and budget.

[See Details](#)



### > Planning Your First Trip

Get an overview of planning tools, tips and benefits to Resort hotel Guests.

[See Details](#)



### > Planning for Larger Parties

Have a group of 5 or more people? Disney Resort hotels have options from value to deluxe.

[See Details](#)



### > Traveling with Little Ones

Use these planning tools to find kid-friendly attractions, Resort hotels and restaurants.

[See Details](#)

#### More Help

[Frequently Asked Questions](#)

[Moms Panel](#)

[Planning Topics](#)

[Guest Services](#)

[Maps](#)

[Disney's Visa® Card](#)

[Free Planning DVD](#)