

## DISNEY PARKS, EXPERIENCES AND PRODUCTS

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Walt Disney's dream of "a family park where parents and children could have fun – together" became a reality for Europeans when Disneyland® Paris first opened its doors in April 1992. Since then, Disneyland Paris has helped several generations to create lifelong memories in the Disney tradition.

Disneyland Paris has grown with its guests to become Europe's number one tourist destination. Today Disneyland Paris is a multi-day resort offering two world-class theme parks, seven themed Disney hotels, a 27-hole golf course, the Disney Village® entertainment complex, and Europe's largest integrated corporate events venue.

**DISNEYLAND PARIS**

- 🍷 OPENING DATE: April 12, 1992
- 🍷 LOCATION: Marne-la-Vallée, approximately 32 kilometers (20 miles) east of Paris
- 🍷 LAND AREA: More than 2230 hectares (more than 5500 acres)
- 🍷 THEME PARKS: Two
- 🍷 HOTELS: Seven Disney Hotels



## OVERVIEW

### GUEST EXPERIENCE

May it be with family, friends or loved ones, there is always something unique to experience at Disneyland Paris®. In 2020, Disneyland Paris was named Europe's Leading Theme Park Resort by World Travel Awards and Europe's Best Family Park by European Star Awards, in addition to recognizing several fan-favorite attractions among the best family rides and dark rides in Europe.

What sets Disneyland Paris apart – and for that matter, every Disney park around the world – is its exceptional commitment to the ever-changing needs and interests of guests. The stories, the characters, and the franchises – Disney, Pixar, Marvel and *Star Wars* – fuel the guest experience and continue to be key differentiators of our unparalleled guest experience. We aim to attract, surprise and enchant guests of all ages, from families with young children to young adults alike, with one single goal in mind: exceed expectations. We are continually reinventing ourselves, through a transformative and disruptive approach, in line with the relentless creativity and innovation at the heart of our brand DNA.

Guests can look forward to new upcoming experiences including *Disney Junior Dream Factory* and a new *Cars*-themed attraction. As we continue to expand the guest experience, Disney's Hotel New York is being reimagined as Disney's Hotel New York – The Art of Marvel, a major transformation of an which will make it the first ever hotel dedicated entirely to the celebration of Marvel art and the first Disney hotel to host Marvel Super Heroes, set to open in 2021. Walt Disney Studios Park is also undergoing a major transformation that will add three new themed areas with attractions, shops, restaurants and live entertainment experiences, starting with Avengers Campus.

### COMMUNITY INVOLVEMENT

Disneyland Paris is dedicated to inspiring lasting and positive change in the community, including championing the well-being of children. Every year, more than 1,000 Disney VoluntEARS bring their talent, expertise, enthusiasm and spare time to the community through outreach actions including on-site daytime events at the resort, wishes granted to children and hospital visits. Disney VoluntEARS are also involved in major solidarity events to raise awareness and funds for important local and national causes. Since March 2020, Disneyland Paris has also donated more than 10 million euros worth of food, medical supplies and Disney-branded products to non-profit organizations, hospitals, and local and national partners.

### THE ENVIRONMENT

Disneyland Paris strikes a balance between protecting the environment and growing its business with the long-term goal to set the standard in sustainability for companies in the European leisure and tourism industry, carrying on the strong belief that nature must be protected and preserved which is deeply rooted in Walt Disney's vision and legacy. The cornerstones of this approach at the resort are conserving water, energy and ecosystems; reducing waste and greenhouse gas emissions; and inspiring others to take action for the environment.

Many improvements are regularly made, such as operating an on-site water treatment station and geothermal energy facility, implementing renewable energy and cleaner fuel alternatives, reducing single-use plastic waste and supporting environmental initiatives to raise awareness for guests and cast members. We recently announced the phased development of one of the largest European solar canopy plants in the resort's main guest parking lot as part of our continued commitment to environmental stewardship. The project will contribute to the reduction of greenhouse gas (GHG) emissions by more than 750 tons of CO<sub>2</sub> per year, with a first construction milestone for phase 1 in 2021 and completion in 2023.

### ECONOMIC IMPACT

Disneyland Paris is committed to having a positive social and economic impact on its community. In 2017, Disneyland Paris and French public authorities presented the results of a study on the social and economic impact and contribution to tourism of Disneyland Paris over its 25 years. The destination has created more than 56,000 direct, indirect and induced jobs. Furthermore, between 1992 and 2017, the destination generated €68 billion of added value for the French Government and €7.1 billion in taxes paid. Disneyland Paris represents an impressive economic investment as each Euro invested by the state generates €11.4 in private investment.





## DISNEYLAND® PARIS THEME PARKS

### DISNEYLAND® PARK

**124 Acres, Opened: April 12, 1992**

Disneyland Park is based on the same storytelling magic and immersive family experiences as its sister park in California. It is nonetheless uniquely European, not only in its design elements but also in its storytelling, often paying tribute to the European writers who inspired Walt Disney. Five themed lands are present: Main Street, U.S.A.®; Frontierland; Adventureland; Fantasyland and Discoveryland.

#### 🍷 ICONIC ATTRACTIONS:

*Big Thunder Mountain, Dumbo the Flying Elephant, Peter Pan's Flight, Phantom Manor, Pirates of the Caribbean and Star Wars™ Hyperspace Mountain.*

### WALT DISNEY STUDIOS® PARK

**62 Acres, Opened: March 16, 2002**

On-screen action and backstage secrets come to life in Walt Disney Studios Park through a series of attractions and entertainment experiences based on characters and storylines from the Disney entertainment family. Only in Walt Disney Studios Park can guests be shrunk to size of a rat and race around a Parisian kitchen in *Ratatouille : L'Aventure Totale de Remy*, before disappearing into a supernatural dimension at *The Twilight Zone Tower of Terror™*. Walt Disney Studios Park is also in the midst of a multi-year expansion plan to add new themed areas, attractions, dining and more.

#### 🍷 ICONIC ATTRACTIONS:

*Ratatouille : L'Aventure Totale de Remy, Crush's Coaster, RC Racer and The Twilight Zone Tower of Terror™.*

## DISNEYLAND PARIS HOTELS

The destination offers seven Disney Hotels. All themed Disney Hotels provide our guests with unique storytelling and a range of entertainment including live music and character meet and greets, as well as amenities like early theme park access, restaurants, boutiques and swimming pools.

Disneyland Paris is reimagining Disney's Hotel New York – The Art of Marvel, an immersive experience that will soon transport guests to the action-packed world of Marvel Super Heroes.

## OTHER FACILITIES

### DISNEY VILLAGE®

Disney Village attracts resort guests and local residents alike, thanks to its themed restaurants, 7 boutiques and 15-screen multiplex (with one of the largest screens in Europe). This free-entrance venue (516,000 ft²) is the largest entertainment complex in Île-de-France outside of Paris. In December 2016, Disney Village welcomed a new restaurant serving fresh Italian food, Vapiano. In spring 2017, the popular burger joint Five Guys opened its doors at Disney Village, bringing the total number of dining options to 15.

### CONVENTION FACILITIES

There are two purpose-built convention centers at the resort, three conference halls, 95 meeting rooms and 253,000 ft² dedicated to meetings and seminars.

### GOLF DISNEYLAND®

This 27-hole championship golf course comes complete with a driving range, pro shop, bar/restaurant and rental equipment. Golf Disneyland welcomed the Junior Ryder Cup in 2018.



## FACTS & FIRSTS



- ❦ Walt Disney's family name comes from the French village of Isigny-sur-Mer in Normandy.
- ❦ The founding contract for Disneyland® Paris was signed between The Walt Disney Company and the French State on March 24, 1987. To mark the 30-year anniversary of this Agreement, former President François Hollande visited the resort in February 2017.
- ❦ The Euro Disney group is the largest single-site employer in France and generates 56,000 direct, indirect, and induced jobs yearly.
- ❦ Collectively, Disneyland Paris Cast Members come from over 120 countries, speak 20 languages and represent 500 job classifications.
- ❦ Disneyland Paris is one of Europe's richest gardens, with around 35,000 trees and 450,000 shrubs.



- ❦ As Europe's number one tourist destination, Disneyland Paris has had more than 320 million visits since 1992 from across France, the United Kingdom, Spain, the Netherlands, Belgium, Germany, Italy and more.
- ❦ Since March 2020, Disneyland Paris has donated more than 10 million euros worth of food, medical supplies and Disney-branded products to non-profit organizations, hospitals, and local and national partners.
- ❦ Disneyland Paris announced the phased development of one of the largest solar canopy plants in Europe, together through a co-investment with French company Urbasolar. Construction is expected to be completed in 2023, with a first milestone for the first phase in 2021.
- ❦ In February 2018, The Walt Disney Company announced a €2 billion investment plan for Disneyland Paris. The new development will include a transformation of Walt Disney Studios Park, adding three new themed areas with attractions, shops, restaurants and live entertainment experiences, starting with Avengers Campus.
- ❦ Disney's Hotel New York – The Art of Marvel will open soon at Disneyland Paris, the very first hotel dedicated entirely to the celebration of Marvel art which will further position Disneyland Paris as the home of Marvel in Europe.