

DISNEY PARKS, EXPERIENCES AND PRODUCTS



**Disney Parks,
Experiences and Products**

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Disney Parks, Experiences and Products brings the magic of Disney's stories, characters and franchises into the daily lives of families and fans around the world to create memories that last a lifetime.

When Walt Disney opened Disneyland in Anaheim, Calif., on July 17, 1955, he created a unique destination built around storytelling and immersive experiences, ushering in a new era of family entertainment. More than sixty years later, Disney has grown into one of the world's leading providers of family travel and leisure experiences, with iconic businesses including six resort destinations with 12 theme parks and 52 resorts in the United States, Europe, and Asia with approximately 150,000 cast members; a top-rated cruise line with four ships and plans for three more to be completed in 2021, 2022, and 2023; a luxurious family beach resort in Hawaii; a popular vacation ownership program; and an award-winning guided family adventure business.

Disney's global consumer products operations include the world's leading licensing business; the world's largest children's print publisher; world's largest games licensor across all platforms; more than 200 Disney store locations around the world; and the shopDisney e-commerce platform.

These experiences are created by Walt Disney Imagineering, the creative engine behind experiences found in Disney theme parks, resort hotels, cruise ships, and consumer products—including books, games, and merchandise.



EXCITING NEW DEVELOPMENTS

Every Disney experience shares a commitment to excellence in quality, storytelling and guest service that has been a hallmark for our organization since the beginning, and we continue that commitment as we expand our business around the world. Walt Disney once said, "Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world." Building on that spirit, Disney has a multitude of exciting new travel and leisure experiences that have recently opened or are now underway around the world.

Star Wars: Galaxy's Edge opened at Disneyland Resort on May 31, 2019 and opens at Walt Disney World Resort on August 29, 2019. These lands represent the largest single themed land expansions ever, transporting guests to a jaw-dropping new world with immersive experiences.

At **Disneyland Resort**, the epic Guardians of the Galaxy – Mission: BREAKOUT! is the beginning of an even larger Super Hero presence at Disney California Adventure that will begin recruiting guests in 2020, while Pixar Pier brings the thrilling Incredicoaster and four new whimsical neighborhoods.

As **Walt Disney World Resort** approaches its 50th Anniversary in 2021, new attractions based on *Ratatouille* and *Guardians of the Galaxy* will be added to Epcot, and the first ever Mickey-themed ride-through attraction will open at Disney's Hollywood Studios in spring 2020. The Disney Skyliner transportation system will take flight on September 29, 2019.

Tokyo Disney Resort has announced a Tokyo Disneyland development including a new *Beauty and the Beast*-inspired area and *Big Hero 6*-themed attraction. At Tokyo DisneySea, an eighth themed port will open in 2022 featuring the worlds of *Frozen*, *Tangled* and *Peter Pan* as well as a new deluxe hotel.

Disneyland Paris has announced a transformation of Walt Disney Studios Park, adding three new areas based on *Marvel*, *Frozen* and *Star Wars*, along with new attractions and live entertainment.

Hong Kong Disneyland announced the approval of a multi-year expansion plan including a transformation of the castle, new entertainment and attractions through 2023. The resort also recently opened the latest *Marvel*-themed attraction, *Ant-Man and The Wasp: Nano Battle!*

Shanghai Disney Resort has announced its second expansion, which will bring the world of *Zootopia* to life, with a brand-new attraction, entertainment, merchandise and food and beverage offerings.

Disney Cruise Line will nearly double the size of its fleet with three new ships completed by 2023. All three ships will be powered by liquefied natural gas. The *Disney Wonder* will also receive enhancements in fall 2019, including a New Orleans-themed lounge and redesigned spaces.

Consumer Products recently announced the launch of merchandise for *Star Wars: The Rise of Skywalker* and *Frozen II*, hitting shelves on October 4, 2019 and celebrated with Triple Force Friday and Frozen Fan Fest events. The segment also launched *Kingdom Hearts III*, the fastest-selling game in the series' history, and with the release of *Avengers: Endgame* merchandise joined Avengers Universe Unites with a donation of toys to nonprofit organizations supporting children.

CITIZENSHIP

Through philanthropic and community engagement efforts, we harness the power of Disney stories to bring families and friends together. Our programs make wishes come true for children fighting critical illnesses, promote youth development and encourage families and fans to join us in creating a brighter world.

Our impactful cause marketing initiatives and one-of-a-kind programs like Share Your Ears, Dream Big Princess, Connect to Protect and the Disney Family Volunteering Reward Program invite guests and fans to join us in supporting these causes in tangible and meaningful ways.

Every year, we continue Walt Disney's commitment to philanthropy and outreach. Through charitable contributions, product donations, collaborations with local organizations and cast member volunteerism, we are proud to help enrich the global communities where we live, work and play.

THE ENVIRONMENT

Our commitment to environmental stewardship and conservation has always been an important part of our business. We embed environmental thinking into our daily decisions – from using alternative fuels and collaborating with top consumer products licensees on sustainability, to how we build energy efficient attractions and hotels. We're also finding ways to reduce our use of single use plastics such as by eliminating plastic straws, stirrers and polystyrene cups, replacing single use plastic bags with reusable bags in our stores and minimizing in-room plastics in our hotels. We aim to minimize waste, conserve energy and water, safeguard wildlife and work to inspire the next generation of environmental stewards through efforts that connect kids with nature.