

DISNEY EXPERIENCES

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Disney Experiences brings the magic of The Walt Disney Company's powerful brands and franchises — including Disney, Pixar, Marvel, Star Wars, ESPN, 20th Century Fox and National Geographic — into the daily lives of families and fans around the world to create magical memories that last a lifetime.

When Walt Disney opened Disneyland in Anaheim, California, 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 65 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 55 resort hotels in the United States, Europe, and Asia; a top-rated cruise line with five ships and plans for three more; a luxurious family beach resort in Hawai'i; 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 publishing brands; one of the world's largest licensors of games across all platforms; and the Disney Store e-commerce platform.

Disney Imagineers are the creative force behind experiences found in Disney theme parks, resort hotels, cruise ships and retail, dining and entertainment districts.

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.

Disneyland Resort announced a bevy of new offerings awaiting guests in 2024, including Pixar Place Hotel that officially opened early this year and the highly-anticipated Tiana’s Bayou Adventure attraction coming later this year to Disneyland park. Also joining the lineup is the return of runDisney races and the fan-favorite “Fantasmic!” Season of the Force also returned this year on April 5 for Star Wars fans and several innovative, new restaurants are preparing to open their doors in the Downtown Disney District. The possibilities for future developments are endless, and Disneyland Resort hopes to continue investing in Anaheim to bring more one-of-a-kind experiences to life for generations to come. For more information, visit disneylandforward.com.

Walt Disney World Resort is focused on delivering world-class entertainment with one-of-a-kind experiences. One of the newest additions to the property is TRON Lightcycle / Run presented by Enterprise at Magic Kingdom Park, a coaster-style attraction for a thrilling race through the digital world. Additionally, the transformation of EPCOT welcomes family-fun experiences, including Guardians of the Galaxy: Cosmic Rewind, a family thrill coaster, and Journey of Water, Inspired by Moana, where guests can explore the water cycle, while making friends with magical, playful water.

Tokyo Disney Resort has big developments coming to both Tokyo Disneyland and Tokyo DisneySea. At Tokyo DisneySea, the largest expansion for Disney theme parks ever is underway to create an eighth themed port, Fantasy Springs. The port will open June 6, 2024 and includes include three distinct areas and four new attractions that recreate the worlds of the Disney films “Frozen,” “Tangled” and “Peter Pan.” The expansion will also include the park-integrated Tokyo DisneySea Fantasy Springs Hotel with two buildings, the deluxe Fantasy Chateau and the luxury Grand Chateau. At Tokyo Disneyland, preparations are underway for a new nighttime spectacular castle projection show starting September 2024. Additionally, Space Mountain will close July 31, 2024 to prepare for a transformation of Space Mountain and the surrounding area in Tomorrowland, expected to reopen in 2027.

At **Disneyland Paris**, Disney Symphony of Colours is well underway with vibrant new experiences available until September 30, including “Disney Electrical Sky Parade.” Starting May 25, guests are also invited to step into the topsy-turvy world of Alice in Wonderland in an exclusive new stage show, “Alice & the Queen of Hearts: Back to Wonderland,” that offers a modern twist on the beloved classic. Looking toward the future, the second park at Disneyland Paris is entering a new era marked by a fresh creative vision, brand-new experiences, an expansion on a never-before-seen scale and the introduction of an all-new visual identity. To celebrate this new chapter, Walt Disney Studios Park will be renamed Disney Adventure World when World of Frozen comes to life, bordering a majestic Adventure Bay. Disney Village also continues its multi-year transformation.

Hong Kong Disneyland Resort is raising the bar with new additions one after the other. With its newest immersive land World of Frozen, which opened in November 2023, guests can experience “Frozen” like never before with two exciting attractions – Wandering Oaken’s Sliding Sleighs, the first “Frozen”-themed coaster, and Frozen Ever After. In October 2023, the park debuted its very own Walt Disney and Mickey Mouse Statue “Dream Makers” and in July 2023, the reinvented Disney’s Hollywood Hotel returned, bringing Disney movie magic to life and celebrating the art of storytelling with a refurbished hotel lobby and two restaurants.

Shanghai Disney Resort features classic Disney storytelling and characters with “authentically Disney and distinctly Chinese” experiences tailored specifically for guests in China. Opened on June 16, 2016, Shanghai Disney Resort is home to Shanghai Disneyland, two themed hotels, Disneytown, a shopping, dining and entertainment district, Wishing Star Park and other outdoor recreation areas. Its second major expansion, the world’s first Zootopia-themed land, officially opened in Shanghai Disneyland on December 20, 2023. The resort is currently undergoing the development of its third themed hotel which broke ground in August of 2023.

Disney Cruise Line continues to expand its blueprint for family cruising with a fleet of five ships – the Disney Magic, Disney Wonder, Disney Dream, Disney Fantasy and Disney Wish—and three more ships planned, including the Disney Treasure, Disney Adventure and Disney Destiny. Guests can sail out of ports around the world on exciting itineraries to the Caribbean, Bahamas, Alaska and Europe, among others. In addition to Castaway Cay, a Disney destination located in the Abaco chain of The Bahamas, Disney Cruise Line is creating a new experience in Eleuthera at Lighthouse Point in The Bahamas. The new destination, Disney Lookout Cay, will celebrate both the stories and culture of The Bahamas, as well as the natural environment of Lighthouse Point.

Storyliving by Disney new home communities, will feature distinctive designed spaces, unique amenities and Disney’s brand of legendary service. Cotino, a Storyliving by Disney community will be the first community, located in Rancho Mirage, California.

Adventures by Disney announced new itineraries for travel in 2025. Guests can select from one of two itineraries to enjoy the stunning sites, landscapes and hands-on activities on the Holland and Belgium River Cruise. The traditional Netherlands and Belgium tour is offered during the year, and a special Tulip Season tour is available once during the spring. When traveling with Adventures by Disney, guests will experience Disney’s signature storytelling with the convenience of hassle-free travel and attention to detail provided by a team of Disney-trained Adventure Guides.

National Geographic Expeditions, which offers travelers unique access to more than 80 global destinations through the lens of knowledgeable National Geographic Experts, launched the second phase of its 2024 travel portfolio to Bhutan, the Baltics and Colombia. The National Geographic Expeditions departures will offer an in-depth exploration to some of the world’s most sought-after destinations.



DISNEY CONSUMER PRODUCTS

Disney Consumer Products (DCP) brings beloved brands and franchises into the daily lives of families and fans through products – from toys to t-shirts, apps, books, console games and more – and experiences that can be found around the world, including on the Disney Store e-commerce platform and at Disney Parks, as well as local and international retailers. The business is home to world-class teams of product, licensing and retail experts, artists and storytellers, and technologists who inspire imaginations around the world.

- In February, Bob Iger appeared on CNBC to announce that **Disney and Epic Games** will collaborate on an all-new games and entertainment universe that will further expand the reach of beloved Disney stories and experiences. He also announced that Disney will invest \$1.5 billion in Epic Games to acquire an equity stake in the company. The new universe will interoperate with Fortnite offering opportunities for consumers to play, watch, create and shop and will feature content, characters and stories from Disney, Pixar, Marvel, *Star Wars*, Avatar and more.
- The brand-new **American Girl x Disney Princess Doll** core collection featuring Ariel, Cinderella and Tiana launched in February with a dedicated live broadcast segment on “Good Morning America” where Disguise Disney Princess costumes and accessories were worn by girls in the live audience.
- In February, **DisneyStore.com** relaunched with a new logo and URL across all sites in EMEA and North America. To drive awareness for the new URL and branding, Disney Consumer Products soft launched with a focus on a social-led announcement including a pinned new logo and brand spot video.
- In March, Disney Consumer Products and Lucasfilm began the **‘March to May the 4th’ campaign** which highlighted fan-favorite villains from the Star Wars galaxy with new product announcements including toys, apparel/accessories, collectibles and more and first-time collaborations with Fisher Price and Dairy Farmers of America. The campaign kicked off with a takeover of the Empire State Building which included a lighting ceremony, an immersive Hasbro/Amazon retail pop up, window displays and more — all culminating in a showstopping, dynamic light show displayed on the façade of the iconic landmark of the New York City skyline. Disney Consumer Product’s onsite product displays and the retail pop up will remain open to the public until April 29.
- Building on the continued success of **Disney Lorcana**, Ravensburger announced a new Disney Lorcana Trading Card Game (TCG) stand-alone product, along with competitive events and Organized Play activations. The new stand-alone product will launch in the fall of 2024 and will be a progressive learn-to-play experience designed to ease new players into the game and TCG space. Ravensburger also held its inaugural Disney Lorcana Lorecast Twitch livestream event announcing Ursula’s Return, the fourth set of the Disney Lorcana TCG series. The set introduces new Disney characters and evolved game mechanics while also continuing the story told over the first three sets. Both products will be released in May.
- At Nuremberg Toy Fair, the LEGO Group announced the **25th anniversary of LEGO® Star Wars™** and its ongoing collaboration with Lucasfilm. The announcement included newly revealed anniversary-branded building sets and its LEGO Star Wars 25-Second Film Festival, which started in March as part of the celebration.
- The newest installment of Rick Riordan’s beloved **Percy Jackson series, Percy Jackson and the Olympians: Wrath of the Triple Goddess**, was spotlighted by The Hollywood Reporter in January. It included a cover reveal and various details about the title.

EMPLOYMENT EXPERIENCE

We value our cast members and the work that they do to create a special experience for our guests. Disney provides a one-of-a-kind work environment, fostering a culture where every cast member, crew member, Imagineer and employee has the personalized support and resources they need to live well, realize their goals and experience the magic for themselves.

- **Endless Opportunities:** At Disney, you can grow exponentially, try new things, or even take your talents to another industry, without ever leaving the Company. Disney is a community where everyone is welcome and can make a difference. It’s a path to a brighter future with access to countless opportunities, resources, and offerings to grow personally and professionally. For example, Disney Aspire, which launched in 2018, is a groundbreaking program designed to help eligible employees put their career dreams within reach. With 100% of tuition and books covered by Disney, the program offers participants the opportunity to study numerous subjects, with individual coaching throughout their journey.
- **Cast Recognition:** Our people are the heart and soul of our Company: the embodiment of the Disney Difference and are celebrated for their passion and dedication through special pins, celebrations, service awards, and Disney Experiences’ highest honor, The Walt Disney Legacy Award. The Legacy Awards recognize truly exceptional individuals within the organization who excel in the criteria of Dream, Create, and Inspire. Recipients receive a distinctive blue nametag along with a special silver “Legacy” Sorcerer Mickey pin, allowing for ongoing recognition of their achievement.
- **Only at Disney:** Cast members around the world are invited to participate in uniquely Disney activities that build a sense of community. From yoga in the parks to team events like annual canoe races and trivia challenges, #DisneyCastLife allows cast members to be among the first to experiences new attractions, experiences and entertainment at our parks and resorts in a way that is uniquely Disney. These pinch-yourself-moments are only possible when you live within our brand.
- **A Culture of Inclusion:** Disney is a community where everyone is welcome and can make a difference. In 2021, the Inclusion Key joined our longstanding tradition of The 4 Keys – Safety, Courtesy, Show and Efficiency – which have guided our approach to guest service for more than 65 years. **The 5 Keys, with Inclusion at the heart**, continue to guide us as we cultivate an environment where all people feel valued, welcomed, and appreciated for their unique life experiences, perspectives, and cultures.

For those looking to get involved, cast members are encouraged to join a variety of Business Employee Resource Groups led by their peers to share interests and identity, strengthen collaboration and an inclusive culture, and create opportunities for development and engagement across the company.



CITIZENSHIP

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



- Wishes change lives. Since 1980, Disney and **Make-A-Wish** have helped deliver joy where it's needed most for kids with critical illnesses. Together we've granted more than 155,000 wishes. From shopping sprees to magical moments with characters, these wishes span across our parks, resorts, cruise ships and Disney experiences.
- Since 2000, **Disney Publishing** has donated more than 93 million books to First Book, a nonprofit organization dedicated to providing free and affordable new books and educational resources to educators who serve children in low-income communities, to help inspire the next generation of storytellers.
- At Disney, we proudly support those who give so much through U.S. military service. Disney's support for veterans and military families is an important part of the company's history that dates to our founders Walt and Roy O. Disney, who both served their country during the First World War. Today, Disney continues to salute the military community in many ways including a commitment of hiring, training and supporting military veterans through programs including the **Heroes Work Here** initiative, the **Heroes Supply Here** program, **Disney's Veterans Institute**, the **Military Fellowship Program** and more.
- For more than 75 years, Disney has supported the **Marine Toys for Tots Program** to help bring toys to millions of children in need during the holiday season. Disney's relationship with Toys for Tots began in 1947 when Walt Disney and his animators personally designed the original Toys for Tots train logo that is still used today. Since then, Disney has supported Toys for Tots to help bring toys to millions of economically disadvantaged children during the holiday season.
- For the third consecutive year, Disney is the lead sponsor of the Russell Innovation Center for Entrepreneurs (RICE) Supply Chain Accelerator Program (SCAP), helping grow talent and develop the workforce of the future, specially within diverse communities. As part of this program, Disney hosted 48 black business owners at Walt Disney World Resort in December 2023 to experience hands-on, experiential learning opportunities - emphasizing the development of skills and strategies that are essential for thriving in today's dynamic business environment. During the event, Disney announced its recommitment to the SCAP program for the third year and expanded its support to sponsor the development of Digital RICE, a virtual platform that will help entrepreneurs nationwide. These investments bring Disney's total contribution to over \$1 million. For more information, visit [How Disney Supports Small Businesses: The Russell Innovation Center for Entrepreneurs | Disney Connect](https://www.disney.com/impact).

THE ENVIRONMENT

For nearly a century, Disney has found inspiration in the wonders of the world we share and has taken action to support a healthier planet for people and wildlife.

Disney is doing our part to conserve natural resources, care for wildlife and their habitats, use and waste less, and create stories that inspire action. We call our collective efforts, **Disney Planet Possible** – tangible actions we're taking to put possibility into practice and inspire optimism for a brighter, more sustainable future. Every simple action can help create a world in balance. We invite you to join us in taking action for the planet. For more information, visit <https://impact.disney.com/environment>.

In December 2020, The Walt Disney Company announced new environmental goals for 2030, focused on five main areas: greenhouse gas emissions, water, waste, materials and sustainable design. These goals will drive continued progress on sustainability across Disney Experiences. In 2022, we also set a goal to reduce our greenhouse gas emissions beyond our direct operations to include the production and delivery of our products and services, commonly referred to as Scope 3 emissions.

Other environmental efforts include:

- Since 1995, the **Disney Conservation Fund** has directed \$125 million to protect more than 1,000 species around the world and safeguard more than 315 million acres of habitat. In addition, together with Disney Parks, the Disney Conservation Fund has helped provide millions of nature experiences to kids and families around the world.
- Building on our single-use plastics reduction commitment, we introduced new plastic-free packaging for classic dolls on [disneystore.com](https://www.disneystore.com), Disney stores and Disney Parks in North America. The packaging is made of sustainably sourced paper that is 100% recyclable and easier to open.
- Today, we're harnessing the power of the sun, generating enough energy to power the equivalent of two theme parks. In the coming year, we are expanding our solar portfolio at Walt Disney World, Shanghai Disney Resort, Hong Kong Disneyland and Disneyland Paris, increasing the solar capacity across Parks, Resorts and our Cruise businesses by more than 200MW.
- To power its fleet, Disney Cruise Line is investing in alternative fuels like liquefied natural gas (LNG) and hydrotreated vegetable oil, a renewable diesel made from recycled cooking oils and waste animal fats. In addition, Disney Cruise Line is actively exploring bio-LNG, green methanol, and other fuel sources to encourage their development at scale within the maritime industry.
- Across Disney Experiences, we are committed to reducing food waste with a goal of zero waste to landfill. The full-circle food cycle begins with menu planning to predict how many meals we'll serve in our parks each day. This helps prevent food waste before it begins. When there is unused food, we donate it to support local communities whenever feasible. We also utilize composting and biodigestion, and convert food waste into animal feed where possible. Reducing food waste contributed to the more than 125K pounds of operational waste diverted from landfill last year.