

DISNEY PARKS, EXPERIENCES AND PRODUCTS



**Disney Parks,
Experiences and Products**

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Disney Parks, Experiences and Products brings the magic of The Walt Disney Company's powerful brands and franchises — including Disney, Pixar, Marvel, Star Wars, ESPN, Twentieth Century Studios 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 an iconic collection of businesses, these include six resort destinations with 12 theme parks and 53 resorts in the United States, Europe and Asia; a top-rated cruise line with five ships and plans for three more to be completed by 2025; a beachside resort in Ko Olina, Hawaii; a popular vacation ownership program; new Disney-branded home communities; two award-winning guided tour adventure businesses; and immersive, professional development and event exploration offerings. Disney Imagineers are the creative force behind Disney theme parks, resort hotels and cruise ships globally.

Disney Consumer Products, Games and Publishing includes the world's leading licensing business, one of the largest children's publishing brands globally, one of the largest licensors of games across platforms worldwide and consumer products at retail around the world.

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 is celebrating The Walt Disney Company’s 100th anniversary with two new nighttime spectacles, platinum-infused decor, photo opportunities, specialty food and beverage offerings, the return of the “Magic Happens” parade and much more. The reimagined Mickey’s Toontown welcomed guests back in March with new, interactive ways for families to play and experience the all-new Mickey Mouse-themed ride-through attraction, Mickey and Minnie’s Runaway Railway.

Walt Disney World Resort recently opened TRON Lightcycle / Run presented by Enterprise at Magic Kingdom Park, a coaster-style attraction for a thrilling race through the digital world. This attraction is welcomed amongst several other new additions, including Guardians of the Galaxy: Cosmic Rewind, an all-new family thrill coaster at EPCOT, and *Star Wars: Galactic Starcruiser*, a 2-night immersive experience. In addition, EPCOT’s transformation will include Journey of Water, Inspired by Moana where guests will explore the wonders of water along an interactive trail.

Tokyo Disney Resort is celebrating its 40th Anniversary from April 15, 2023 to March 31, 2024. The main feature of the anniversary event is the new daytime parade, “Disney Harmony in Color” at Tokyo Disneyland. Also, at Tokyo DisneySea, the largest expansion for Disney theme parks ever is underway to create an eighth themed port, Fantasy Springs. The port will 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 a new deluxe hotel with a one-of-a-kind luxury wing called Tokyo DisneySea Fantasy Springs Hotel.

At **Disneyland Paris**, the 30th Anniversary Grand Finale offers exciting experiences, including the return of Disney Dreams!, the reopening of *it’s a small world*, and a new show coming this summer called TOGETHER: A Pixar Musical Adventure, in addition to existing fan-favorite offerings for the anniversary celebration until September 30. The transformation of Walt Disney Studios Park continues with work underway on a new *Frozen*-themed area, and Disneyland Hotel is undergoing a complete refurbishment to become the first hotel to celebrate a royal theme.

Hong Kong Disneyland Resort is adding finishing touches to its new immersive land World of Frozen, opening in the second half of 2023. Guests will be able to experience *Frozen* like never before with the addition of two new exciting attractions – Wandering Oaken’s Sliding Sleighs, the first *Frozen*-themed family coaster, and Frozen Ever After. To commemorate The Walt Disney Company’s 100th anniversary this year, the park is also getting its very own Walt Disney and Mickey Mouse Statue – Dream Makers.

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. It is currently undergoing its second major expansion since opening, which will bring the world of Zootopia to life.

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. 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 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.

With 22 river cruise departures planned for 2024, **Adventures by Disney** guests will once again experience the unparalleled beauty of European landscapes and vibrant culture with sailings on the Rhine River, the Danube River and the Seine River. Adventures by Disney’s global portfolio of 40+ itineraries offers 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 first phase of its 2024 travel portfolio, including the complete river cruise lineup. Three National Geographic Expeditions-chartered departures will offer an in-depth exploration through Europe’s historic waterways, all with the ease and leisure of luxury river cruising.

CONSUMER PRODUCTS, GAMES AND PUBLISHING

Our business brings beloved brands and franchises into the daily lives of families and fans through products and experiences that can be found around the world, including on the shopDisney e-commerce platform as well as at Disney Parks, local and mass-market retailers and Disney stores globally. The business includes the world’s leading licensing business, one of the world’s largest children’s publishing brands and one of the world’s largest licensors of games across platforms.



- Consumer Products, Games and Publishing unveiled exciting new collections and experiences honoring **Disney100**, including a year-long celebration with LEGO Group and additional product collaborations throughout 2023 with brands like Coach, adidas, Pandora, Mattel, Hasbro and Funko.
- Disney announced a brand-new collaboration with Black-owned business CreativeSoul Photography, © featuring a special-edition artist series collection of dolls across the African diaspora inspired by Disney Princess characters. **The CreativeSoul Doll Collection**, based on the work of CreativeSoul Photography founders Regis and Kahran Bethencourt, reimagines what a classic Disney Princess would look like through a diverse lens. The dolls contain natural hairstyles and intricate Afrocentric fabrics and adornments while paying tribute to four Disney Princess characters – Tiana, Snow White, Rapunzel and Cinderella.
- In March, Halle Bailey exclusively revealed **Mattel's Mermaid Ariel doll** via her social media channels in anticipation of the upcoming film release of Disney's *The Little Mermaid*. Her Instagram video has been viewed 4M times and garnered extensive coverage including *CBS Mornings*, *GMA online*, *E! News*, *People*, *Today Online*, *USA Today* and many more.
- EA, Respawn and Lucasfilm Games announced a new release date for the highly anticipated single player action-adventure game, ***Star Wars Jedi: Survivor***, now planned for launch on the newest generation of consoles and PC on April 28.
- During a Nintendo Direct livestream presentation, Nintendo, Disney Games and developer Dala Studios released a new trailer for the upcoming Mickey & Friends 2D adventure platformer, ***Disney Illusion Island***, launching exclusively for Nintendo Switch on July 28.
- Marvel and Hyperion Avenue announced the movie tie-in book, **'Look Out for the Little Guy'**, inspired by the in-universe best-seller featured in *Ant-Man and the Wasp: Quantumania*. The trailer was revealed with a trailer starring actor Paul Rudd and is set for release this September.
- In support of the launch of season three of "The Mandalorian" on Disney+, consumer products kicked off the nine-week **"Mando Mania"** campaign on Feb. 28 where various licensees including Hasbro and the LEGO Group, along with retailers like shopDisney, revealed new products.
- Two new popular **Disney Munchlings** Collections - Fruity Finds and Garden Goodness – launched and included both blind bags and medium-sized plush. A limited-edition Fruity Fig Bar Figment Disney Munchlings also launched on shopDisney North America and at Walt Disney World Resort's EPCOT International Festival of the Arts.



EMPLOYMENT EXPERIENCE

Through resources and benefits, recognition and exclusive activities, we're committed to creating a culture in which each Cast Member, Crew Member, Imagineer and employee has access to tools and opportunities that help them live well, realize their goals and experience the magic for themselves. Dozens of resources, recognitions and programs available for our Cast Members include:

- **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 Parks, Experiences and Products' 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, Disney Cast Life 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. To reflect this addition, an update to the **Disney Look** was introduced to provide more flexibility for our cast, including new policies surrounding gender-inclusive hairstyles, jewelry, nail styles, costume choices and appropriate visible tattoos. These changes enable our Cast Members to better express their cultures and individuality at work.



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 150,000 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 Worldwide** has donated more than 90 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 need, to help inspire the next generation of storytellers.
- For 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 children in need during the holiday season.
- Disney became the lead sponsor of the **Russell Innovation Center for Entrepreneurs (RICE)** Supply Chain Accelerator pilot. RICE's program helps diverse entrepreneurs and small businesses prepare for long-term success and included 35 companies owned by Black entrepreneurs, 66% of whom were women-owned. In November 2022, 60 participants came to Walt Disney World Resort to engage in sessions focused on storytelling, leadership, customer service and supplier diversity. For more information, visit [How Disney Parks Is Helping Diverse Small Businesses and Entrepreneurs Grow | Disney Parks Blog](#)



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 Parks, Experiences and Products. 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 shopDisney.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.
- The Disney Wish, Disney Cruise Line's newest ship, was designed to be among one of the most energy-efficient cruise ships on the water. It also runs primarily on liquid natural gas (LNG) which reduces onboard CO2 emissions by 20% compared to traditional diesel fuel.
- Across Disney Parks and 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.

