

Disneyland®

THE MARKET

Disneyland® is more than a place. It is an experience that transcends global boundaries. *Disneyland* describes any *Disney* theme park because despite language, culture, design, and entertainment differences, guest feelings and experiences are the same at every *Disneyland* park around the world.

The *Disneyland* brand lives in many markets, including the theme park, family vacation, restaurant, and travel industries, and is consistently a leader in these categories. During the past 50 years, nearly 2 billion guests have passed through the gates of *Disney* theme parks around the world.

In 1955, when Walt Disney opened the original *Disneyland* park, entertainment at existing amusement parks consisted of off-the-shelf rides and carnival games, with very little effort at theming. Walt sparked an entirely new trend by imagining a different kind of experience — one where the guest was transported from reality to fantasy, and where escape from the outside world was an essential ingredient.

With the opening of *Disneyland* park in California, Walt Disney

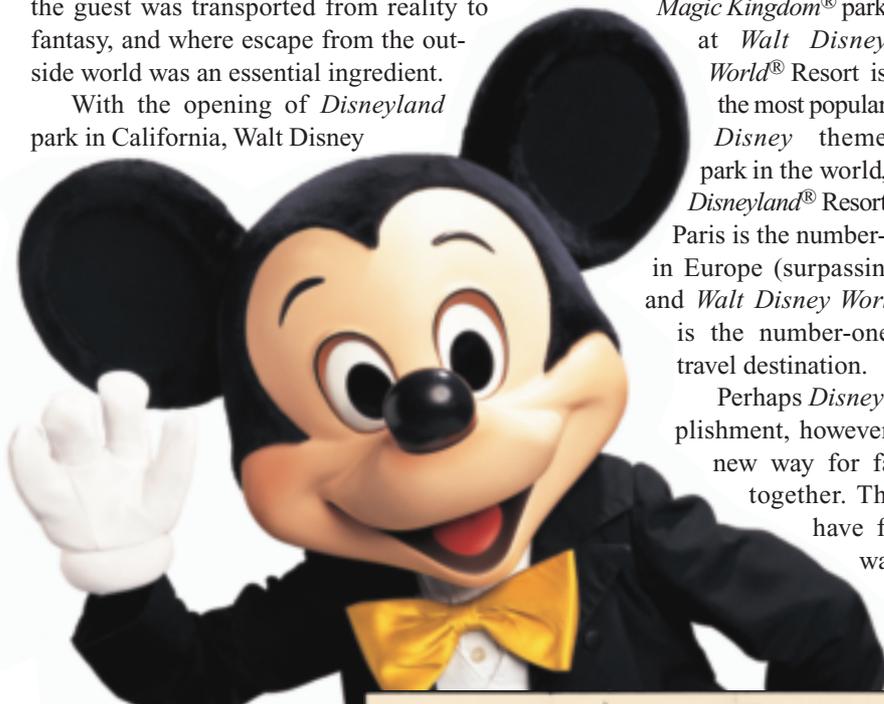
culture, business innovation, and architecture and design.

Disney has always been an innovative brand. From the introduction of the first steel roller coaster in the world with the *Matterhorn Bobsleds* attraction in 1959, to the *Mission:SPACE*® attraction, the first theme park ride to utilize authentic NASA-style centrifuge technology in 2003, *Disney* continues to inspire the world's imagination.

In 2004, the five most visited theme parks in the world were *Disney* theme parks. Furthermore, *The Magic Kingdom*® park at *Walt Disney World*® Resort is the most popular *Disney* theme park in the world, *Disneyland*® Resort

Paris is the number-one tourist attraction in Europe (surpassing the Eiffel Tower), and *Walt Disney World* Resort in Florida is the number-one worldwide family travel destination.

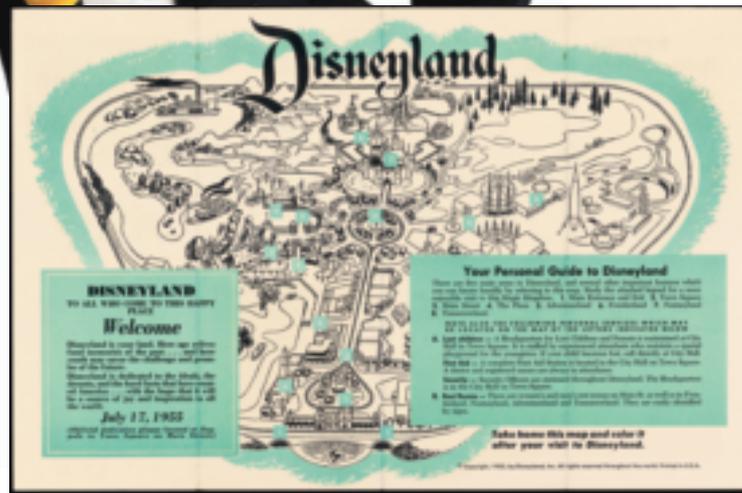
Perhaps *Disney*'s most noted accomplishment, however, is that it created a new way for families to have fun together. The *Disneyland* parks have forever changed the way Americans view "family" vacations.



literally changed the way the world thinks about family vacations. The 50th anniversary of *Disneyland* doesn't just celebrate the creation of a theme park; it marks the birth of an industry.

ACHIEVEMENTS

Fifty years of *Disneyland* influence have impacted the world in countless ways, including achievements in travel and tourism, pop



HISTORY

The story of *Disneyland* began more than half a century ago when Walt Disney envisioned a new kind of family destination — one where everyone could enjoy attractions together in an atmosphere of themes and storytelling. When Walt first conceived of the family destination that would become *Disneyland* park, nothing like it existed.

Sundays were Daddy's day, and Walt Disney would take his two daughters to local attractions, hoping to find a place where they could have fun together. He often found himself with nothing to do while his daughters played, and he realized that the family destination of his dreams didn't exist. So Walt Disney set out to create it, relying on his powerful imagination and experience as a storyteller. The architecture, characters, and attractions were all chosen to tell a story; they made the magical world he created in movies and television come alive. Walt wanted his guests to feel as though they had walked into a movie.

THE PRODUCT

Over the past 50 years, the idea of a *Disney* vacation has evolved from a single park in Anaheim to the multifaceted resort destination of *Walt Disney World* Resort . . . to the ever-increasing variety of ways to vacation with *Disney* today.

With the opening of the Hong Kong *Disneyland*® Resort in September 2005, guests

can experience *Disney's* 11 theme parks at five different locations around the world, including Tokyo and Paris. They can vacation with Disney at sea on *Disney Cruise Line*[®] ships. Guests can meet the characters and experience *Disney's* immersive storytelling in the heart of Manhattan at the *World of Disney*[®] Store, and they can make a lifetime commitment to *Disney* vacations with the *Disney Vacation Club*. Family reunions, fairytale weddings, sports, dining, and shopping have all become a part of the growing array of options that *Disney* resorts are making available to their guests.

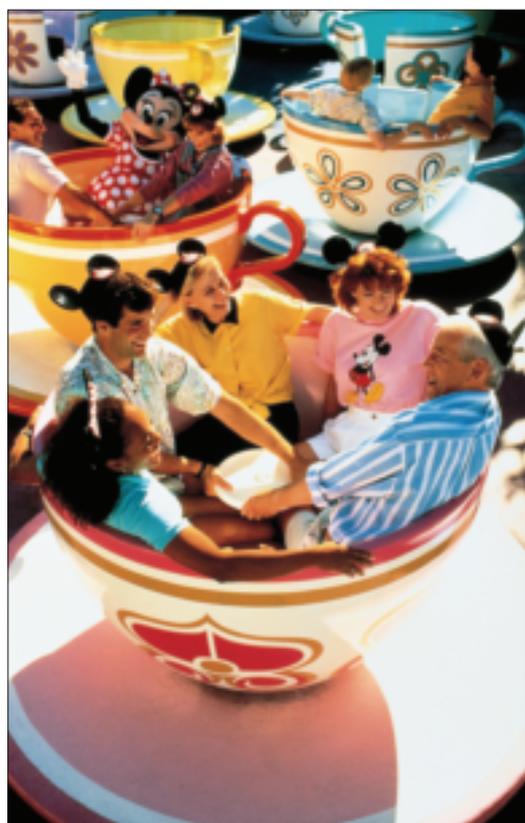
Over the past few years, *Disney's* strategy has been to transform all *Disney* theme parks into multipark resort destinations so families can visit longer and experience more. The guest experience at each destination has been elevated to new heights, with the debut of innovative attractions, live shows, and the addition of new shopping and dining districts at the resorts.

That said, *Disney* is cognizant of the fact that the products themselves are secondary to the unique *experience* that guests enjoy when they vacation with *Disney*.

RECENT DEVELOPMENTS

To mark the magical milestone of *Disneyland* park's 50th anniversary in 2005, each *Disney* resort worldwide opened special new attractions and shows in honor of "The Happiest Celebration on Earth." In addition, for the first time ever, *Disney Cruise Line* has given West Coast families a new way to vacation. For 12 weeks, the *Disney Magic*[®] ship is making stops along the Mexican Riviera, including Puerto Vallarta, Mazatlán, and Cabo San Lucas.

Continued investment in each *Disney* theme park worldwide has resulted in innovative and creative new attractions from *Walt Disney Imagineering*[®]. The *Twilight Zone Tower of Terror*[™]* is the latest in a series of entertainment additions that continue to broaden the appeal of *Disney's California Adventure*[™] park. At *Disney's Animal Kingdom*[®] theme park, work is under way



on one of *Disney's* biggest and most ambitious attractions yet: *Expedition EVEREST*[™].

In 2004, several new live shows debuted that retold timeless *Disney* classics with music, dance, and magic. These included *Snow White — An Enchanting Musical* at *Disneyland* park in California and *The Legend of the Lion King* at *Disneyland* park in Paris. In May 2005, a brand-new theatrical show, *Twice Charmed — An Original Twist on the Cinderella Story*, premiered aboard the *Disney Magic* ship as part of its West Coast voyage.

Disney's most far-reaching new venture, the opening of *Hong Kong Disneyland* in September 2005, launches the next 50 years of *Disneyland* vacations. As the first *Disney* theme park in China, it will serve as an important gateway for bringing the magic of *Disney* to more families across Asia.

PROMOTION

Disney's parks are diversified by geography and lifestyle, but all of them are expressions of Walt Disney's original idea of *Disneyland*: magical vacation experiences the whole family can enjoy.

This year, *Walt Disney Parks and Resorts* is paying tribute to the original *Disneyland* park in California, with an unprecedented 18-month celebration, "The Happiest Celebration on Earth," which is *Disneyland's* first-ever global celebration.

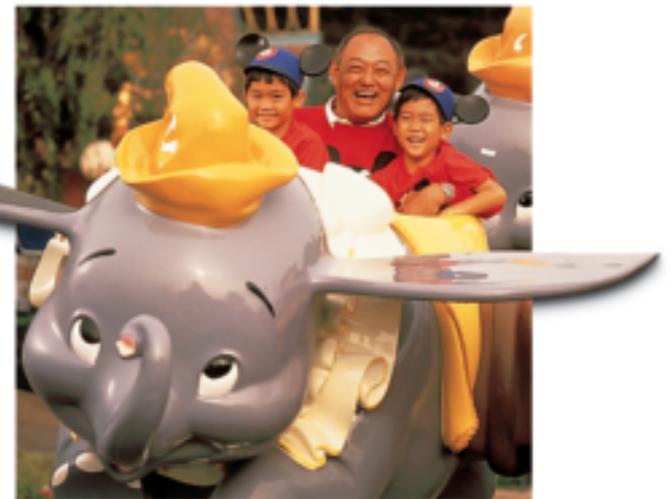
For the first time, every *Disney* destination around the world joins in the celebration. Every element is designed to reconnect people to the magic of their first experience at *Disneyland*. Anyone who has ever made a memory at a *Disney* destination — or dreamed of making one — will get the invitation to return and celebrate the timeless tradition that Walt Disney created.

"The Happiest Celebration on Earth" is perhaps the best example of *Disney's* new marketing strategy. The transition to a global marketing campaign, from traditional park-specific efforts, leverages the classic *Disney* storylines with universal appeal, connecting *Disney* resorts with consumers on a grander and more emotional level. The campaign is designed to convey that "The Happiest Celebration on Earth" will provide a once-in-a-lifetime opportunity to join in the magic — at any *Disney* destination around the world.

BRAND VALUES

As diverse as the *Disney* vacation portfolio has become since Walt Disney's creation of *Disneyland* park in Southern California, the brand strategy for all *Disneyland* destinations has remained surprisingly simple: *Disneyland* is where the magic forever begins. It is a place where fantasy becomes reality, time is elastic, and inhibitions are lost. The *Disneyland* brand represents a magical, transformational, story-based experience . . . for the whole family, that can be found nowhere else.

Disneyland is more than a place. It is an experience defined by the unique, immersive, and enchanting stories that guests find in any *Disney* theme park they visit, anywhere in the world. Every element and every detail is part of the continuing narrative that heightens and magnifies the senses. Whether a marketing initiative, new attraction, or the way Cast Members relate to guests, the story is never lost and expectations are always exceeded.



* The *Twilight Zone*[®] is a registered trademark of CBS, Inc., and is used with permission pursuant to a license from CBS, Inc.

THINGS YOU DIDN'T KNOW ABOUT DISNEYLAND

- The *Disney Magic*[®] cruise ship, which launched on July 30, 1998, includes 875 staterooms.
- Covering 47 square miles, the *Walt Disney World*[®] Resort is about the size of San Francisco or two Manhattan islands. Of the more than 30,000 acres, less than one-fourth has been developed, with another quarter designated as a wilderness preserve.
- Each year *Walt Disney Entertainment* visits more than 57 cities worldwide holding auditions and interviewing more than 16,000 people for *Disney* performance roles.
- *Mickey Mouse* has 175 different sets of duds, ranging from a scuba suit to a tuxedo. *Minnie Mouse's* wardrobe contains some 200 outfits, including everything from a cheerleader ensemble to evening gowns.
- A Feng Shui specialist was consulted throughout the building of *Hong Kong Disneyland*[®] Resort.