

WALT DISNEY PARKS & RESORTS

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The Walt Disney Company is the top entertainment organization that seeks to create the best experiences that will strengthen the bonds between families. With creativity and passion, cast members focus on creating the most magical moments that will forever remain in the hearts of its guests making Disney “The happiest place on Earth.” Disney focuses on incorporating its best-selling movies into its parks and resorts to make its guests’dreams come true.

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Pitch

Subject: Disney introduces new attractions and services.

Hi [NAME],

This is Michelle Bizet, public relations representative for Walt Disney Parks and Resorts. Toy Story Land, Star Wars EDGE, Ratatouillle, TRON, Guardians of the Galaxy and many more attractions and services are coming to Disney starting summer 2018, and Disney is very excited to share the details with you. From 2018 to 2023 Disney will experience many changes at its different parks and resorts around the world, and the company would like you to be the person to share the news with the fans. Please contact me for more information. I am available through email and phone at any time.

Best,

Michelle Bizet



TOY STORY LAND WILL SHRINK GUESTS TO THE SIZE OF A TOY

The origins of this historic movie came from a 6-year-old called Andy and his collection of toys. It all started in 1995 when Woody and Buzz met for the first time in Andy's room. What started off as a rivalry between Andy's favorite toy and Andy's new birthday toy, ended up as one of the most beautiful friendships of all times.

The friendship between a cowboy and a space ranger got stronger and stronger on each movie thanks to different adventures and challenges both toys went through in order to always find their way back home to their owner, Andy.

"Toy Story," the first Pixar Animation Studios and Disney collaboration, and first full-length animated film that was completely computer-generated; not only is one of the movies that has received an approval rating of 100 percent based on about 78 reviews by the Chicago Sun-Times, USA Today, TIME and Entertainment Weekly; but it is also one of Disney's classic movies with which millions of people from different countries and from all ages have fallen in love with.

"Toy Story" has been part of its fans'lives for 22 years. They grew up watching the three movies repeatedly, and they got so attached to the story that they want it to never end. They learned to value friendships, to believe in who they are, to respect everyone's beliefs, to pack their angry eyes, to reinvent themselves from time to time, to always have a plan and to never be afraid of showing their feelings.

In addition, "Toy Story" awakened the desire on every kid's mind to step into his or her room and find not only a million of toys, but also find his or her toys in action and alive. The Walt Disney Parks and Resorts are characterized as the place "Where dreams come true."

Therefore, the Walt Disney Company and the Walt Disney Imagineers are always looking to create new attractions that will only bring smiles to its guests'faces and that will strengthen the relationships among those families visiting its facilities.

Based on the movies'successes, Disney said to its fans "You've got a friend in me" and has decided to take its guests "To infinity and beyond" on a new adventure called Toy Story Land.

Starting summer 2018, fans will need to get ready to shrink to the size of a toy. Disney knows they've experienced it in the past while firing laser cannons at Z at the Buzz Lightyear's Space Ranger Spin and while playing the Toy Story Midway Games Play at Toy Story Mania! but this time Disney is taking guests to a whole new level of excitement and fun.

Toy Story Land will be an 11-acre park expansion at Walt Disney World's Hollywood Studios in Orlando in which guests will learn what it feels to be one of Andy's toys.

At Toy Story Land, guests will be introduced to Andy's backyard. Guests will be surrounded by giant building blocks and game board pieces, and they'll spend some quality time with some of their best friends: Woody, Buzz, Rex, Mr. Potato Head and the soldiers.

Guests will hop on Slinky Dog's back and they'll have to hold on tight while they zip, dodge and dash around many turns and drops on the roller coaster that Andy built all over his backyard using his Mega Coaster Play Kit.

Guests will also spend some time with their favorite aliens while they discover if they will or will not be chosen by the claw. Although this time, it will be the aliens who will be flying around in their toy flying saucers trying to catch guests'rocket toy vehicle.

Disney's Background

The Walt Disney Company is one of the top entertainment companies around the globe. It all started when Walt Disney and his brother, Roy, co-founded Walt Disney Productions, a motion-picture production company. In 1928, Disney released “Steamboat Willie,” the first animated film starting Mickey Mouse and in 1932, Disney released its first full-color cartoon and first Academy Award winner, “Flowers and Trees.” In 1937, Disney premiered its first animated movie, “Snow White and the Seven Dwarfs,” and in 1995, Disney opened its very first theme park in California, called Disneyland. In 1964, “Mary Poppins,” Disney’s most successful live-action feature film, opened in theaters, and in 1971, Walt Disney World opened in Orlando, Florida. In 1983, Disney Channel began broadcasting, and in 1986, the Walt Disney Productions Company changed its name to The Walt Disney Company.

Today, Disney gets its profit from different businesses. It owns different parks and resorts like Disneyland Resort, Walt Disney World, Disney Resort Shanghai, Disneyland Paris, Disney Resort Tokyo, Disneyland Hong Kong, Disney Cruise Line, Disney Vacation Club, Aulani, Adventures by Disney and Walt Disney Imagineering. Disney not only focuses on creating magical moments through its different businesses, but also on collaborating with nonprofit organizations to provide hope, happiness and comfort to families around the world.

Since 2005, Robert A. Iger has been the chief executive officer of The Walt Disney Company. Because Disney is all about creating magic, all its employees are called cast members. Cast members are trained in a program called Disney University, which teaches them how to incorporate a culture of care and communication into their roles at the company; and they learn about Disney’s core values: innovation, quality, community, storytelling, optimism and decency.

Finally, The Walt Disney Company not only trains its cast members about a culture of excellence, but it also offers training to other companies through Disney Institute. For high school and college students, Disney also has what it calls Disney Youth Education Series programs to teach students about leadership, teamwork and communication while unveiling some of the secrets behind Disney.

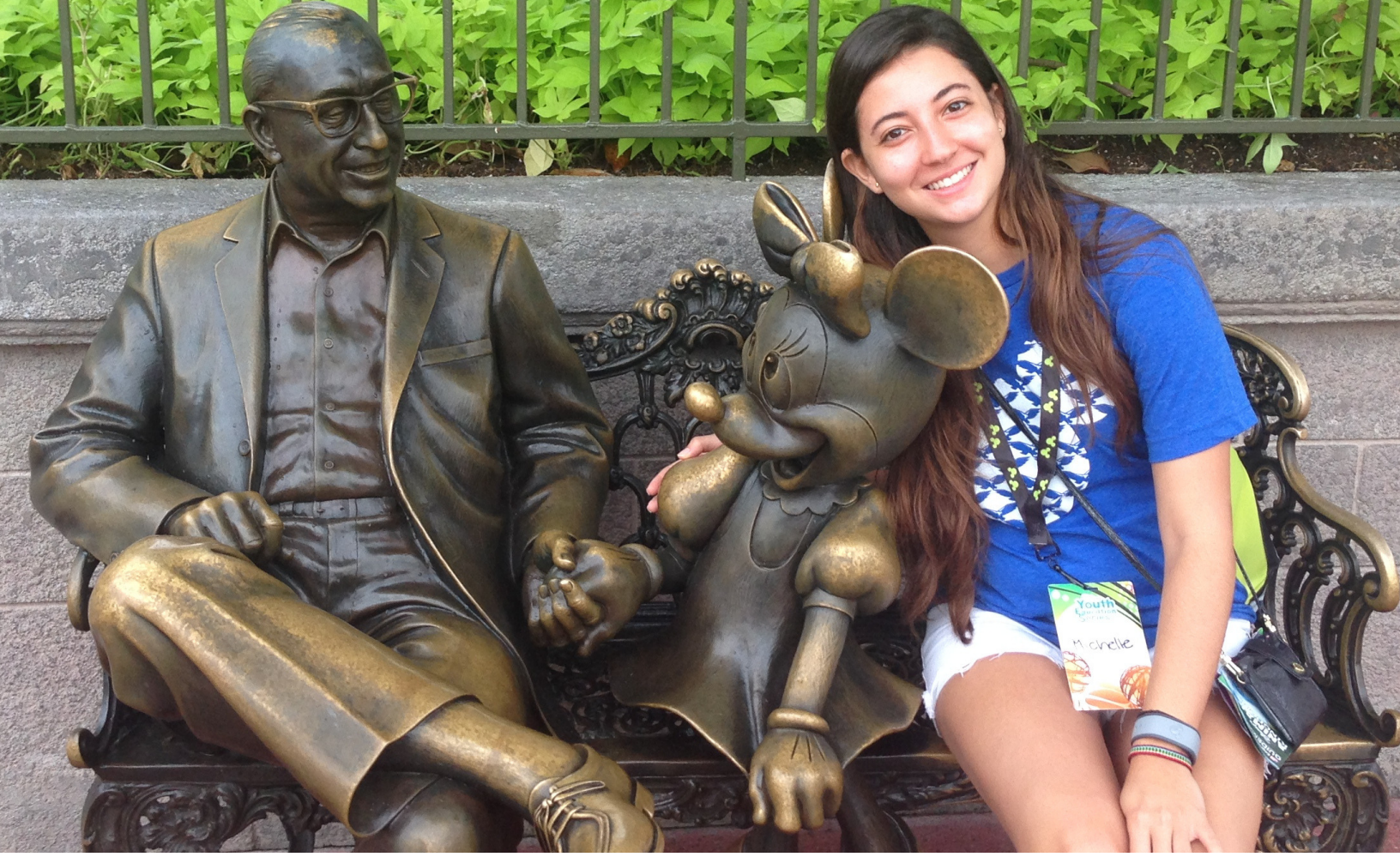






EXECUTIVE SUMMARY

Disney's goal to bring families together is the aim of this public relations campaign. Disney wants to create awareness of the new attractions that will provide guests with the opportunity to create magical moments and life-lasting bonding experiences. For the campaign, Disney will target families in the United States regardless of race, ethnicity or religious backgrounds. Regarding the fact that social media users belong to different age ranges, Disney will use social media as its main channel. By monitoring social media engagement and comparing it to the number of followers and likes Disney has on social media, the company has noticed that consumers are not as responsive to posts as Disney would like them to be. Therefore, while creating awareness of the new attractions, Disney will also implement certain strategies and tactics to increase online consumer engagement. Disney's final objective will be to increase parks and resorts visits. To do so, the company will provide customers with different promotions that will be advertise on social media. Because Disney's new attractions will be launched at different times between 2018 and 2023, this public relations campaign will have a duration of 73 months. Finally, to measure the results of this campaign, Disney will use the DATA process.



Professional Bio

In fall 2013, Michelle graduated from high school in Venezuela and in fall 2016 she graduated from Broward College with an associate degree. In fall 2016, she transferred to the University of Florida to pursue a bachelor's degree with a concentration in business, and this fall, she started pursuing a master's degree in global strategic communication. In Broward College, she worked for student government as the senator of public relations; She gave campus tours and participated in different college-related events as a student ambassador, and she provided orientation sessions for upcoming students as an orientation leader.

As the senator of public relations, she initiated a campaign called Students of BC in which she asked students with different backgrounds to share their experience at Broward College. Thanks to the Office of Student Life, in fall 2015 she attended the Disney Youth Education Series Program in Orlando, in which she learned about leadership, teamwork and communication.

Besides studying, she worked at an Argentine insurance company in which she interviewed Argentines over the phone about cardiovascular health. Currently, she is interning at Advantage Publishing Inc. in the communications department. Her tasks include overseeing one of the three publications' social networks, doing the analytics for all social media sites, editing content for the publications and updating content to the websites. She is also a student assistant at David Greenberg Communications in which she has four clients for whom she writes blog posts.

She is fluent in Spanish and English and she has an intermediate level in French. She is proficient in Microsoft Office and she has a beginner's knowledge in Photoshop, Premiere Pro, InDesign and Illustrator. She is Hootsuite certified, and she is familiar with WordPress and Constant Contact.

Company Overview

The Walt Disney Company is an entertainment company that was founded in 1923 and is headquartered in Burbank, California. It currently operates in five business segments: media networks, parks and resorts, studio entertainment, consumer products and interactive media.

Disney's mission is to be one of the world's leading producers and providers of entertainment and information. It focuses on developing the most creative, innovative and profitable entertainment experiences and related products in the world.

The Walt Disney Company trains its employees by teaching them the four theories of excellence. Customer excellence denotes that employees must refer to customers as guests, welcome guests home whenever they arrive to their hotel and provide guests with pins to celebrate birthdays, anniversaries and first time visits. Cast members also show customer excellence by not pointing directions with one finger, but with an open hand and by rewarding customers through the Disney Vacation Club with points, home resorts, priority to reservations, price cuts and savings.

Operational excellence is shown by allowing cast members to make decisions in the parks and by creating unique moments for guests. Disney leaders also make sure to always have their office's doors open to let cast members know that they are always available.

Product excellence is shown in every corner of the parks through park decorations and Disney merchandise. To ensure cleanliness in the parks, Disney doesn't sell gum, and it places trash cans within 30 feet of distance from each other. The company enhances guests' experiences by creating attractions based on movies and TV series that guests can relate to.

Disney practices locational excellence by having theme parks throughout the world, located near to major cities and by offering benefits to guests through the Disney Vacation Club. Disney also offers overseas experiences through Disney Cruise Line.



Product

Walt Disney Parks and Resorts is one of the top providers of entertainment and magical experiences around the world that gives millions of guests the opportunity to create memories that will last a lifetime.
In the United States, the Walt Disney World Resorts has four theme parks; Magic Kingdom, Animal Kingdom, Epcot and Disney's Hollywood Studios; 18 resort hotels, retail stores, dining places, entertainment and sport complexes, conference centers and water parks: Typhoon Lagoon and Blizzard Beach. The Disneyland Resort includes two theme parks: Disneyland and Disney California Adventure, three resort hotels, retail stores, dining places and entertainment complexes.
In Europe, Disney has Disneyland Paris including two theme parks: Walt Disney Studios Park and Disneyland Park, seven themed resort hotels, two convention centers, a 27-hole golf facility, and shopping, dining and entertainment complexes. In Asia, there is Hong Kong Disneyland Resort, Shanghai Disney Resort and Tokyo Disney Resort.
The company also manages the Disney Vacation Club, a four-ship vacation cruise line known as Disney Cruise Line, Adventures by Disney and Aulani, a mixed-use Disney Resort and Spa in Hawaii. Finally, The Walt Disney Imagineering team is in charge of designing and developing theme park concepts, attractions and resort properties.

Market

The Walt Disney Company seeks to persuade families all around the world to visit its amusement parks and resorts. Disney segments markets based on geographic characteristics, such as the location of its parks; based on demographic characteristics, such as age, gender and income and based on psychographic characteristics, such as lifestyle and behavior. Throughout the parks, Disney made sure to create different experiences, so people from different cultures, genders, ages and lifestyles can equally enjoy.
Disney targets its markets through a mass marketing strategy that involves paid, owned and earned media. With its slogan, “Where dreams come true,” Disney emphasizes that guests will create magical experiences that will create emotional connections. Disney attempts to stay above competition by implementing innovation and quality customer service.

Market Share

Regarding total attendance, Disney lead the industry with about 140.4 million guests in 2016. Merlin Entertainment Group had about 61.2 million attendees, Universal Parks and Resorts had 47.36 million, OCT Parks, China, had 32.27 million, Fantawild had 31.64 million, Six Flags Inc. had 30.11 million, Chimelong Group had 27.36 million, Cedar Fair Entertainment Company had 25.1 million, SeaWorld had 22 million and Parques Reunidos had 20.83 million. When it comes to water parks and total attendance, Chimelong Water Park in China was the most visited park with about 2.54 attendees. Disney occupied the second and third spot in 2016 with about 2.28 million people visiting Typhoon Lagoon and 2.09 guests visiting Blizzard Beach.

Industry Overview

The amusement parks and resorts industry includes about 3,200 establishments that combined account for about $18 billion of annual revenue. About 15 percent of those establishments account for amusement parks and the other 85 percent account for arcades. In terms of revenue, amusement parks account for about 90 percent and the other 10 percent comes from arcades. Admissions to the park accounts for about 55 percent of revenue and about 30 percent comes from food and merchandise sales. The remaining 15 percent comes from coin-operated games, rides, parking fees, advertising and fees for hosting parties and events. Thanks to large amounts of land available, companies may create complementing businesses like movie theaters, hotels and golf courses to persuade customers to enhance their experience at the parks. Companies are investing on roller coasters because of their popularity among customers and installing debit and pre-paid card systems to eliminate the cost of game tokens at arcade centers. Companies are focused on personalizing customers'experiences and digitalizing the ticketing system. For example, Disney offers magic bands to plan and smooth customers'vacations through the My Disney Experience platform. These magic bands are personalized with guest names and come in different colors. Guests can unlock their Disney resort room door, enter theme parks, check in at FastPass+ entrances, connect Disney PhotoPass images to their accounts, charge food and merchandise purchases to their Disney Resort hotel room and different vacation surprises. Some challenges in the industry include dependence on consumer spending, injuries and fatalities caused by an attraction malfunction increasing liability risks, bad weather altering parks' schedule and constantly hiring and training employees due to most parks being highly seasonal.





SWOT Analysis

Strengths

- The Walt Disney Company has a strong brand image. Since 1923, Disney has been introducing characters through its movies that have captured the hearts of many fans. Guests visit Disney's amusement parks to experience the attractions related to their favorite characters and to take pictures and get autographs from their favorite characters. The most famous character is Mickey Mouse. Therefore, he has become the main image of the company.
- Disney is a diversified entertainment provider. It not only operates in different businesses, but Disney also offers different theme parks. For example, in Disney World, Magic Kingdom is about enchantment and fantasy, Epcot is about culture, technology and innovation; Animal Kingdom is about animals and wildlife and Hollywood Studios is about movies, television, music and theatre.
- Throughout the years, Disney has built a strong and loyal community that has not only visited the amusement parks once, but usually tend to come back to experience the new rides or just enjoy quality time with their family and friends.
- Disney's operating performance is related to its strong management. Disney's innovative culture is one of the ways in which the company excels at operating performance. There are ethical and moral responsibilities that all cast members are expected to exemplify while in action. Some of those values include integrity, trust, teamwork, honesty and respect. Strong management is supported by the fact that Disney has a web address and phone number for an anonymous and/or declared report line, which cast members can use to report irregularities. Disney protects the privacy of its cast members and guests by referring to them by their first names only. Another example of strong management is Disney's Traditions Program in which new cast members are taught Disney's history, foundations and traditions.
- Disney size advantage allows for guests to enjoy different experiences in different countries.

Weaknesses

- Due to Disney depending on its attractions, work inefficiencies represent a weakness. If Disney doesn't take the proper maintenance measures, attractions may break down. For example, in 2007, five guests and one cast member were injured after a malfunction of the Kali River Rapids in Animal Kingdom. In addition, cost structure for building and maintaining attractions is expensive. For instance, Mission Space at Epcot and Expedition Everest at Animal Kingdom have an estimated cost of about $100 million, Pooh's Hunny Hunt at Tokyo Disneyland has an estimated cost of about $130 million and "Ratatouille: L'Aventure Totalement Toquée de Rémy" at Walt Disney Studios in Paris has an estimated cost between $120 and $150 million.
- Because of Disney's popularity, its amusement parks tend to have longer waiting lines. Because there's so much to see and not as much time as expected, guests are not able to enjoy the whole park in one day. Therefore, guests who feel very passionate about Disney end up spending more money by visiting the park more than once.
- Because Disney's movies work as an incentive for guests to visit the park, Disney feels the need to upgrade attractions and create new ones to keep its audience engaged. As a result, ticket pricing increases as new attractions are created. For example, because Disney is releasing new attractions in 2021, the company increased ticket pricing during peak seasons. Peak seasons include holidays, such as the Fourth of July and Christmas and vacation seasons, such as spring break and summer.
- Although Disney recently bought Marvel, the Disney princesses aura is popular among guests, which might mislead boys to think that Disney is more focused on creating girly experiences rather than unisex experiences.
- Disney's Magic Band could represent an issue of privacy in case it is lost. These magic bands are connected to the My Disney Experience app, which manages personal and guests' vacation information like in which resort they are staying.





Opportunities

- The Walt Disney Company is popular internationally, which leads it to possibly building new theme parks in other countries.
- Through online advertisement, promotional offers like annual passes and discounts, and through partnerships with other companies like AAA or Florida colleges and universities; Disney creates opportunities to increase its customer base.
- By introducing new movies and TV series and with the arise of new technologies, Disney creates the opportunity of building new attractions to incentivize guests to visit parks more often.
- Buying Marvel and Star Wars provides Disney with acquisition of two new immense markets that could result in a profit increase.

Threats

- The entertainment industry is very large. International and local competitors are difficult to combat because they not only have similar products, but also in some cases they are more compelling than Disney. One of Disney's major competitors, Universal Studios, has a similar model in terms of incorporating their movies into their park attractions. The Wizardly World of Harry Potter and Halloween Horror Nights in Orlando represent two of Universal's major advantages. Universal Studios was smart enough to team up with other entertainment organizations such as AMC, to bring the year's most scary experience.
- A country's bad economy might prevent value spending on the entertainment industry, which could directly affect Disney. The bigger the country the worse it is for Disney. A bad economy in countries like the United States or China, which both have Disney amusement parks, could represent a huge threat to the company. For example, in 2009, The Walt Disney Company's parks profit declined 19 percent.



DESIRED OUTCOME

To make people happy with the new attractions and that these attractions work properly without causing any accident.







TARGET AUDIENCE

Disney's target audience are families. For the purpose of this social media branding plan, The Walt Disney Parks and Resorts will focus on families in the United States. After this plan has been proven successful in the United States, it will be incorporated into a new campaign that will target families around the world. According to data presented by Statista, in 2016 there were about 9,975 black families, 4,725 Asian families, 54,057 non-Hispanic families and 13,017 Hispanic families. Among those families, the median annual family income in the United States in Asian families is about $93,498, in white, non-Hispanic families is $82,069; in Hispanic families is $51,105 and in Black families is $49,365. The average in the United States is about $72,707. The Walt Disney Parks and Resorts wants to specifically target those families that have at least one child. According to data published by Statista in 2014, among the families mentioned above, there are about 4,826 Black families with no children, 2,237 Black families with one child, 1,597 Black families with two children and 1,148 Black families with three or more children. Furthermore, there are 2,150 Asian families with no children, 823 Asian families with one child, 883 Asian families with two children and 262 Asian families with three or more children. There are 4,999 Hispanic families with no children, 2,662 Hispanic families with one children, 2,568 Hispanic families with two children and 1,722 Hispanic families with three or more children. Finally, there are 33,274 non-Hispanic white families with no children, 8,880 non-Hispanic white families with one child, 7,989 non-Hispanic white families with two children and 3,861 non-Hispanic white families with three or more children.

SOCIAL MEDIA ZONES

There are four zones of social media:
1. Social Community, which focuses on sharing, socializing and conversing through social media networks such as Twitter, Facebook and Instagram.

2. Social publishing, which focuses on editorial, commercial and user-generated content through blogs and media sites such as YouTube, SlideShare and Scribd.

3. Social commerce, which focuses on CRM and/or service, retailing and sales and human resources through Facebook, Groupon and TripAdvisor.

4. Social entertainment which focuses on games, music and art through Come2Play, Second Life and MySpace.

For this specific social media branding plan, The Walt Disney Parks and Resorts will be working within three of these zones: social community, social publishing and social commerce.



Objective #1

To create awareness about the new attractions by 100 percent by May 2018.

Strategy

Through Disney Parks Blog and its YouTube channel, Disney Parks, Disney will keep its guests updated on the progress they make on each new attraction. To achieve this objective, The Walt Disney Company will focus on the social publishing zone.

Tactic

To have the Walt Disney Imagineers, cast members who are in charge of the creation and building of attractions, to provide their expertise on the new attractions for the blog posts and YouTube videos. The creation of these blog posts and videos will be marked by the progress Imagineers make on building the new attractions. In addition, the videos will be embedded to the blog posts. For instance, when the Imagineers put together Slinky Dog's dash track at Toy Story Land, Disney wrote a blog, added photos of the completed track and embedded a video.

Objective #2

To increase The Walt Disney Parks and Resorts'social media consumer engagement by 15 percent by December 2018. To achieve this objective, The Walt Disney Company will focus on the social community zone.

Strategy

To post on social media sites such as Facebook, Twitter and Instagram between three to five times a week.

Tactic

To boost Facebook and Instagram posts at least once a week about the different promotions The Walt Disney parks and resorts have to offer.

Tactic

To create a social media trend with the #Disney50thAnniversary in which fans who post a picture on any social media platform with their Disney admission tickets get a 20 percent discount on one meal at any Disney restaurant.

Tactic

To create an Instagram contest in which fans must have already visited Toy Story Land, the first new attraction that will be available in summer 2018. Guests will have to take a picture at Toy Story Land and upload it to their Instagram accounts with the #ShrunkToTheSizeOfAToy, and follow Disney on Facebook, Instagram and Twitter. One winner will be randomly chosen per month and he/she will win an admission ticket to the park where the next new attraction will be inaugurated.

Objective #3

To increase parks and resorts visits by 25 percent by December 2023.

Strategy

To boost Facebook and Instagram posts at least once a week about the different promotions The Walt Disney parks and resorts have to offer. To achieve this objective, The Walt Disney Company will focus on the social commerce zone.

Tactic

Promotions might include, but are not limited to:
- Promotion I: To provide college students from the countries in which there are Walt Disney parks and resorts with discounts when presented a student ID.
- Promotion II: To create a special promotion for families of four and more, regardless of age, to incentivize families to travel together.
- Promotion III: To encourage customers to join the Disney Vacation Club and reward them with a tenth admission ticket to the park of their preference after having bought nine tickets in a year.

Tactic

According to a Statista report, as of September 2016, about 81.9 percent of internet users in the United States have purchased products directly via social media. Therefore, a good tactic would be to add a call-to-action tab on Disney's Facebook account and the Walt Disney World Park Facebook account that says “buy tickets now.”

Activation

In order to execute this social media branding plan the best way possible, The Walt Disney Parks and Resorts will distribute the different responsibilities to different individuals within the communications department of the company. The individuals chosen to execute the plan will work together as a team to achieve the three objectives.

Social Media Editor

This individual will oversee maintaining content distribution through social media networks, participate in real-time conversations that surround Disney's content and schedule and organize multiple projects, like the previously mentioned contests.

Project Social Media Manager

This individual will oversee managing strategy, planning and execution of the social media initiatives of the brand; reporting on performance metrics of social media initiatives and assist in the continued development of social media strategy.

Social Media Coordinator

This individual will support the day-to-day management and execution of the social media initiatives of the brand.

Marketing & Communication Associate

This individual will oversee managing key strategic messages ensuring they go along with Disney's mission, vision and positioning; ensuring accuracy, timeliness and consistency of tone and integrating all messages into all communication formats with emphasis on social media and the website.

Social Media Strategist

This individual will oversee conducting research, monitoring and providing recommendations to enhance social presence and customer engagement.

Timeline



Execute strategies tactics and promotions to achieve the third objective.



Execute strategies and tactics to achieve the first objective.



Execute strategies and tactics to achieve the second objectives. Evaluate strategies and tactics executed to achieve the first objective .



Announce Instagram contest winner



Measurement & Evaluation

The Walt Disney Parks and Resorts'longtime goal is to engage social media users in a way that they will end up recommending Disney's social networks. To reach this goal, it's important to analyze and keep track of online users'actions. For this reason, Disney will measure social media metrics through the DATA process.

Disney has already defined the results that it wants to achieve with this social media branding plan. It has also identified the budget, which is about $511,000. Before, during and after the campaign is over, Disney will monitor word of mouth buzz volume, virality, brand liking, engagement, ratings, search engine optimizations, website effectiveness, share of voice on social media, influence, sentiment and customer value. Based on the results, Disney will adjust measures and create new ones.



@Disney

disneyparks.disney.go

Letter from the president

Dear Cast Members,

It is my pleasure to officially announce the opening of new attractions throughout our different Walt Disney parks and resorts. As Disney's 50th anniversary approaches in 2021, our goal is to have many of these new attractions ready by that time.

As many of you know, Marvel and "Star Wars" recently joined the Disney family. Therefore, we are building a 14-acre land expansion called Star Wars: Galaxy's Edge in Disney at the Disneyland Resort and the Walt Disney World Resort, a Star Wars-themed hotel, a super hero universe with "Guardians of the Galaxy," "Spider-Man" and "The Avengers" at Disney California Adventure, and a Marvel-themed hotel in Paris. Disney is aware of how many "Star Wars" and Marvel fans there are around the world. For this reason, we want to make this experience as similar to the movies as possible so guests can enjoy the experience and create life-lasting memories.

In addition, we are working on other attractions like Toy Story Land in Disney's Hollywood Studios, the Pixar Pier in Disney California Adventure, a Ratatouille—inspired attraction at the France Pavilion in the World Showcase in Epcot, TRON Lightcycle Power Run, the Willis Wood Theater from Kansas City and Mickey and Minnie Runaway Railway.

The reason we are incorporating so many attractions to our parks and resorts is because we recently increased admission ticket prices so we want to reassure our guests that the extra money they'll spend when visiting our facilities has a meaningful purpose. Due to the attractions' popularity, some of those new attractions, like Ratatouille or TRON will be similar to the ones that already exist in Paris and Shanghai.

We are also in the process of building three ships to add to our Disney Cruise Line, a restaurant next to Mission Space in Epcot and the Disney Riviera Resort at Walt Disney World.

We decided to enhance Disney's transportation services by creating a Minnie Van Service that will take guests to wherever they'd like to go in Walt Disney World, and we are building a Disney Skyliner that will connect Disney's Art of Animation, Pop Century, Caribbean Beach Resorts and the upcoming Disney Riviera Resort with Disney's Hollywood Studios and the International Getaway at Epcot.

Disney's desired outcome with all these changes is to create new experiences that will make all of our guests' dreams come true. We are confident that the mix between these new attractions and the ones that already exist will bring smiles to our guests' faces.

Without further due, I appreciate your commitment to Disney, and I look forward to continue making Disney the happiest place on Earth.

Best,

Bob Iger

The Walt Disney Company announces new experiences

The Walt Disney Company is excited to announce the creation of new attractions, resorts and transportations that will be ready for guests to experience around the different Disney parks and resorts around the world.

Starting summer 2018, guests will be able to visit Toy Story Land in Disney's Hollywood Studios in Orlando. The 11-acre land expansion will take guests to Andy's backyard. The experience will make guests think they are the same size as Woody and Buzz, and they will enjoy a family-friendly roller coaster, an alien saucers attraction and Toy Story Mania. During Pixar Fest 2018 at the Disneyland Resort, Disney will open its renewed Pixar Pier in the area known as Paradise Pier in Disney California Adventure, where guests will discover amusing neighborhoods filled with their friends from "The Incredibles," "Inside Out," and "Toy Story."

In 2019, Disney and "Star Wars" fans will enjoy Star Wars: Galaxy's Edge, a 14-acre single-themed land expansion at Walt Disney Parks and Resorts. Guests will feel they're in the galaxy far, far away while meeting their favorite "Star Wars" cast members. Star Tours—The Adventure continues, Star Wars Launch Bay, Jedi Training Academy and Season of the Force are some of the attractions that will be part of this new adventure. Star Wars: Galaxy's Edge will first open at the Disneyland Resort and, later in the year, at the Walt Disney World Resort.

A new super hero universe will open in 2021 at Disney California Adventure. "Guardians of the Galaxy," "Spider-Man" and "The Avengers" will be part of this experience. In addition, there will be a "Guardians of the Galaxy" attraction added to Future World in Epcot.

This same year, a Ratatouille-inspired attraction similar to Ratatouille: The Adventure in Paris will open at the France Pavilion in the World Showcase in Epcot. Guests will shrink to Remy's size and will experience being chased at Gusteau's kitchen.

Epcot will also incorporate a new restaurant next to Mission Space that will takes guest to dine high above the earth. The Patrina Restaurant Group will operate the new space restaurant along with continuing to operate Tutto Italia and Via Napoli at Epcot and Morimoto Asia at Disney Springs.

The TRON Lightcycle Power Run attraction that was first opened at Shanghai Disney will also open at Walt Disney World's Magic Kingdom in 2021. The goal is to have the attraction ready for Disney's 50th anniversary. Also, the iconic Willis Wood Theater from Kansas City where Walt Disney lived after leaving Marceline in the 1920s will arrive at Magic Kingdom's Main Street, U.S.A.

Between 2021 and 2023, the Disney Cruise Line will incorporate three new ships to its fleet. These three ships will be built at the Meyer Werft shipyard in Germany, and they will weigh about 135,000 gross tons with about 1,250 guest staterooms.

Mickey and Minnie's Runaway Railway, the first Mickey-themed ride-through attraction, will open at Disney Hollywood Studios allowing guests to experience the wacky and unpredictable world of a Mickey Mouse cartoon short in which guests are the stars. Due to this new attraction, The Great Movie Ride presented by Turner Classic Movies closed Aug. 13 of this year.

The Walt Disney Company, in addition to these new attractions, will open three hotels: A Star Wars-themed hotel and the Disney Riviera Resort in Walt Disney World Resort and the Disney's Hotel New York —The Art of Marvel at Disneyland Paris.

To enhance Disney's transportation services, an all-new Minnie Van Service will provide guests with direct transportation services to any location in Walt Disney World. Finally, Disney will build a Disney Skyliner that will connect Disney's Art of Animation, Pop Century, Caribbean Beach Resorts and the upcoming Disney Riviera Resort with Disney's Hollywood Studios and the International Getaway at Epcot to allow guests to enjoy Walt Disney World from a bird perspective.

FOR IMMEDIATE RELEASE

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New Attractions Coming to Walt Disney Parks and Resorts 2018

DISNEY RELEASES DETAILS ABOUT NEW ATRACTIONS

BURBANK, Calif. — The Walt Disney Company announces new attractions and services that will be available for guests to enjoy at Walt Disney Parks and Resorts starting in 2018. Bob Chapek, chairman of Walt Disney Parks and Resorts, announced at the D23 Expo 2017 that Disney is working on building new attractions and services inspired by "Star Wars," "Toy Story," "Ratatouille," "Guardians of the Galaxy," Mickey and Minnie Mouse, and "TRON."

Paradise Pier will turn into Pixar Pier at Disney California Adventure in 2018. The pier will be inaugurated during Pixar Fest, and guests will discover the neighborhoods of their friends from "Inside Out," "The Incredibles" and "Toy Story." This event will also bring a new fireworks show.

In summer of that same year, the 11-acre Toy Story Land will open at Disney's Hollywood Studios allowing guests to feel they shrunk to the size of a toy and stepped into the adventurous outdoors of Andy's backyard. This attraction will have a family-friendly roller coaster in which guests will hop on Slinky Dog's back, an alien saucers attraction where the little green aliens will spin guests'world in their flying saucers and Toy Story Mania, where guests will enjoy a 3D experience.

Star Wars: Galaxy's Edge, the largest single-themed terrain expansion at Walt Disney Parks and Resorts, is under construction. Guests will enjoy the 14-acre land expansio in 2019 at Disneyland in Anaheim and later that same year at Disney's Hollywood Studios. Some of the attractions at Star Wars: Galaxy's Edge include: Star Tours—The Adventure Continue featuring locations and characters from the upcoming film "Star Wars: The Force Awakens," Star Wars Launch Bay where guests will enjoy special exhibits and merchandise from the new movie, Jedi Training Academy and Season of the Force, a seasonal event in which guests will explore the Star Wars Galaxy.

Chapek said that both theme parks will feature two major attractions that will place guests into the middle of a battle between the First Order and the Resistance.

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Due to the success of “Guardians of the Galaxy — Mission: BREAKOUT!” a “Guardians of the Galaxy”-inspired attraction will be added to Epcot’s Future World at Walt Disney World. Also, a completely immersive super hero universe at Disney California Adventure will grant guests with the opportunity to team up with Guardians of the Galaxy, Spider-Man and the Avengers.

Epcot will also be the place for a “Ratatouille”-inspired attraction at the France Pavilion that will be like the attraction at Walt Disney Studios Park in Paris, 4-D Ratatouille: The Adventure.

In addition, a new restaurant will be located next to Mission: SPACE in Epcot in which guests will enjoy delicious meals while experiencing amazing space views.

On Aug. 13 of this year, Disney’s Hollywood Studios said bye to The Great Movie Ride presented by Turner Classic at the Chinese Theatre to begin preparing the new home of Mickey and Minnie’s Runaway Railway. The 2 ½ D attraction will immerse guests into the wacky and unpredictable world of a Mickey Mouse cartoon short.

“This is one of the boldest, most impossible things I’ve ever worked on in almost 40 years of being an Imagineer,” Kevin Rafferty, Walt Disney Imagineer, said. “This is not going to be a small attraction, it’s going to be game-changing.”

To celebrate Disney’s 50th anniversary, the TRON Lightcycle Power Run attraction, like the one that’s in Disneyland Shanghai, will be at Magic Kingdom near Space Mountain in 2021. In addition, the iconic Willis Theatre in 1920s Kansas City will arrive to Main Street, U.S.A.

“Across Walt Disney Parks and Resorts, we’ve been upping the game in Entertainment with shows like Frozen Live at the Hyperion,” Chapek said. “It’s been a huge hit at the Disneyland Resort, and I’m sure many of you have seen it. This new theater at Walt Disney World continues that streak by bringing a new venue for world-class entertainment to the world’s biggest park.”

Between 2021 and 2023, Disney Cruise Line will add three ships to its fleet.

“We decided two ships wouldn’t be enough to hold all of the exciting new experiences we have been dreaming up to take family cruise vacations to a whole new level with immersive Disney storytelling, world-class family entertainment, and imaginative innovations that are fantastically fun and uniquely Disney,” Chapek said.

All new ships will be about 135,000 gross tons with about 1,250 guest staterooms.

Besides these new attractions and ships, Chapek announced the opening of three new immersive hotel concepts: A Star Wars-themed hotel in Walt Disney World Resort, the Disney's Hotel New York — The Art of Marvel at Disneyland Paris and the Disney Riviera Resort at Walt Disney World.

Regarding the Star Wars Hotel, Chapek said that guests will become citizens of the galaxy dressing up with the proper attire and discovering a starship with characters, stories and adventures.

"Im thrilled to announce that Disney's Hotel New York – The Art of Marvel will transport our guests to the action-packed, inspiring world of Super Heroes including Iron Man, The Avengers, and Spider Man among others!" Chapek said.

Finally, two new transportation systems will be incorporated into Orlando's facilities: a Minnie Van Service that will provide point-to-point rides inside Walt Disney World and the Disney Skyliner that will connect Disney's Art of Animation, Pop Century and Caribbean beach resorts to the upcoming Disney Riviera Resort with Disney's Hollywood Studios and the International Getaway at Epcot.

The Walt Disney Company is the top entertainment organization that seeks to create the best experiences that will strengthen the bonds between families. With creativity and passion, cast members focus on creating the most magical moments that will forever remain in the hearts of its guests making Disney "The happiest place on Earth." Disney focuses on incorporating its best-selling movies into its parks and resorts to make its guests'dreams come true.

Stay tuned to the Disney Parks Blog for more information about the new attractions and services.

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MEDIA ALERT

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Toy Story Land Shrinking guests to the Size of a Toy in 2018

- WHAT —Come shrink to the size of a toy in Andy's backyard, hop on Slinky Dog's back and spin in the green aliens' flying saucers at the 11-acre Toy Story Land.

- WHO—Walt Disney Parks and Resorts.

- WHEN—May 15, 2018

- WHERE—Walt Disney's Hollywood Studios.