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 60 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 53 resorts in the United States, Europe and Asia; a top-rated cruise line with four ships and plans for three more to be completed in 2021, 2022 and 2023; a luxurious family beach resort in Hawaii; a popular vacation ownership program; and an award-winning guided family adventure business.

Disney 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 world’s largest children’s publishing brands; one of the world’s largest licensors of games across platforms; more than 300 Disney store locations around the world; and the shopDisney e-commerce platform.
EXCITING NEW DEVELOPMENTS

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

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

At Disneyland Resort, Avengers Campus is coming soon to Disney California Adventure, as Pixar Pier brings the thrilling Incredicoaster and four whimsical neighborhoods featuring favorite Pixar pals.

As Walt Disney World Resort approaches its 50th anniversary, numerous projects are underway including the multi-year transformation of EPCOT, adding new attractions like Remy’s Ratatouille Adventure, Guardians of the Galaxy: Cosmic Rewind and new restaurant Space 220. Other upcoming experiences at the resort include TRON Lightcycle / RUN, coming to Magic Kingdom Park.

Tokyo Disney Resort recently opened a new Beauty and the Beast-inspired area and Big Hero 6-themed attraction at Tokyo Disneyland. At Tokyo DisneySea, an eighth themed port is in development featuring the worlds of Frozen, Tangled and Peter Pan as well as a new deluxe hotel.

Disneyland Paris guests will soon be able to experience Disney’s Hotel New York - The Art of Marvel, celebrating Marvel storytelling with a contemporary Art Deco style. At Walt Disney Studios Park, upcoming new experiences include Avengers Campus, which will immerse guests in action-packed adventures and a new area themed to Frozen.

Hong Kong Disneyland Resort is experiencing a multi-year expansion including a transformation of the castle, new entertainment and attractions. Guests will be able to experience the world of Frozen like never before in a new immersive area featuring two exciting attractions, in addition to the latest Marvel-themed attraction, Ant-Man and The Wasp: Nano Battle!

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

Disney Cruise Line will nearly double the size of its fleet, with three new ships in development, beginning with the Disney Wish which will make its maiden voyage in summer 2022. The Disney Wonder also recently received enhancements, including a New Orleans-themed lounge and redesigned spaces for teens and adults.

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 at over 300 Disney store locations globally, Disney Parks, local and mass-market retailers, and the shopDisney e-commerce platform. 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.

- In April 2020, Disney introduced non-medical, reusable cloth face masks featuring Disney, Pixar, Marvel and Star Wars characters in the U.S., Europe and Latin America, donating one million cloth face masks in the U.S. and 100,000 cloth face masks in Europe and in Latin America for children and families in underserved communities. Disney raised $1 million in profits from the sales of cloth face masks in the U.S., which has been donated to Medshare, a humanitarian aid organization. Disney also donated 100% of the proceeds from its Europe sales, up to €560,000/£500,000, to Red Cross organizations across Europe.

- In recognition of Pride Month 2020 and the Rainbow Disney Collection, Disney made donations to various LGBTQ+ organizations in the U.S. and Europe. The collection, featuring ear headbands, t-shirts, plush, accessories, and more, was made available in North America and Europe.
• Disney recently launched new offerings to accommodate the unique needs of people with disabilities including its first line of adaptive Halloween costumes with design features that allow fans who use wheelchairs and have other accessibility needs to transform into some of their favorite characters, a line of sensory-friendly tees, and the first-ever adjustable Mickey Mouse ear head-band.

• One year since Disney’s Frozen 2 and its retail event took fans by storm, Frozen Fan Fest returned with its first-ever Frozen Virtual Playdate, a digital event for fans globally, the trailer debut for Disney+’s short Once Upon a Snowman, the inaugural Frozen Fashion Week and show in Europe, along with new toys, games, books and more.

• Marvel Mania, the preeminent global Marvel retail celebration, made its return bringing kids, families and fans new ways to wear, collect, connect and play, with new retail activations, content launches and must-have products for fans of all ages.

• Pixar Fest, the two month-long global celebration anchored in a Disney+ film festival, and inclusive of new product launches, digital activations, Pixar-inspired recipes and more was launched for fans worldwide.

• Mando Mondays, the all-new global consumer products, games, and publishing program, launched in October tied to the season two premiere of The Mandalorian, featuring new products and content on MandoMondays.com the Monday after the latest episode on Disney+.

• The Marvel’s Avengers video game debuted in September with fans around the world responding to the powerful story centered on Kamala Khan as Ms. Marvel, a Muslim-Pakistani super hero who embraces her powers as an Avenger.

• The highly anticipated Marvel’s Spider-Man: Miles Morales video game, following teenager Miles Morales as he takes up the mantle of Spider-Man to save New York, launched for the PS4 and as a flagship title for the new PS5 console.

• In October 2020, Star Wars: Squadrons launched globally to much excitement as fans were given the opportunity to master starfighter combat in the immersive piloting experience.

• Disney Publishing Worldwide and New York Times bestselling author Melissa de la Cruz announced a collaboration to focus on original storytelling and debut diverse voices, with the goal of further developing these stories across platforms for a global audience.

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:

• Disney Aspire: Launched in 2018, this groundbreaking program is 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.

• The Walt Disney Legacy Award: Inspired by Walt Disney’s example, The Walt Disney Legacy Award is a global acknowledgement of cast members who put forth their very best efforts for guests and fellow employees. Nominated and selected by their teams, recipients are honored for their work dreaming, creating and inspiring others across Disney Parks, Experiences and Products.

• Exclusive Cast Activities: Across Disney Parks, Experiences and Products, cast members and employees are invited to participate in special activities and events that build a sense of community in the fun and magical way that only Disney can. Cast members are also welcome and 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

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

• As the world’s largest wish granter, we have worked with Make-A-Wish since 1980, granting over 140,000 wishes. From shopping sprees to magical moments with characters, these wishes span across our parks, resorts, cruise ships and Disney stores. In October 2020, we launched the Wishes Come True Blue color collection to celebrate 40 years of granting life-changing wishes. This first-ever color collection supporting a nonprofit’s impact also included the first adjustable Mickey Mouse ears for children of all abilities, and in honor of the launch, a donation of 10,000 cloth face masks from the collection to Make-A-Wish.

• To celebrate the importance of family volunteerism, the Disney Family Volunteering Reward Program recognizes the efforts of schools and nonprofits that organize volunteer projects. Created with Points of Light, the world’s largest volunteer service organization, the program has rewarded more than 900,000 volunteers and 10,000 nonprofits and schools for contributing over 4 million hours of volunteer service since January 2018.

• Through various programs, Disney Publishing Worldwide has donated over 80 million books to First Book, a nonprofit organization serving kids in need, fostering a love of reading and inspiring children’s curiosity since 2000.

Every year, we continue Walt Disney’s commitment to philanthropy and outreach through these efforts and more, including cause marketing initiatives and one-of-a-kind programs like Share Your Ears, Connect to Protect and holiday toy drives. Through charitable contributions, product donations, collaborations with local organizations and cast member volunteerism, we are proud to help enrich the global communities where we live, work and play. Since March 2020, Disney Parks have provided almost $20 million in-kind donations benefitting communities around the globe. We also shared #DisneyMagicMoments to help fans and families experience the magic of Disney, wherever they may be.

THE ENVIRONMENT

We continuously look for ways to responsibly operate our business around the world, protect our planet and conserve natural resources. We strive to protect our planet through science, leadership and educating the millions of guests who visit our destination each year, inspiring children around the world to become environmental stewards.

• In 2019, we eliminated single-use plastic straws and stirrers across The Walt Disney Company, amounting to a reduction of more than 200 million straws and stirrers annually. We have also eliminated foam cups, implemented reusable shopping bags and are transitioning to refillable in-room amenities in our hotels and on our cruise ships.

• Since 1995, the Disney Conservation Fund has directed $100 million to protect more than 1,000 species around the world, and has helped provide 18 million nature experiences to kids and families around the world.

• In 2019, we reduced our net greenhouse gas emissions by 47 percent from 2012 levels and diverted 57 percent of operational waste from landfills and incineration, making significant progress on our greenhouse gas emissions and waste goals.