

The first Journées de l'Alternance* at Euro Disney already predicted to be a success

On 27 and 28 March 2015, Euro Disney will organise on its site at Disneyland® Paris - and for the first time - two days dedicated to apprenticeship linked with studies. As a wide campaign is being rolled out to recruit apprentices for the current year, they are expecting 650 candidates these two days during which they will enhance the group's jobs and the transfer of know-how.

Marne-la-Vallée, 20 March 2015 –As soon as these two days were announced over the website, people showed a great interest and more than 90 000 of them clicked on the page. The recruitment staff received 20 000 candidatures and they invited 650 candidates (enrolled in Alternance or work/study programmes as of September 2015) to participate to these two exceptional days on 27 and 28 March.

The candidates will meet with the recruitment staff and most of all they will discover the company and its 500 roles through a number of workshops and encounters with professionals who work in the group as well as with representatives of partner schools. This initiative should allow the Euro Disney group to recruit by the end of the year 300 apprentices who alternate their work with their studies. Contracts will be offered on the days following the dedicated Alternance days. The aim of these days is also to have the public learn about the company and its commitment for the professionalization of tourism-linked jobs.

A true culture of work alternated with studies

At the end of 2013 the group signed an intergenerational agreement aimed at favouring the recruitment of candidates under the age of 26 as well as seniors by encouraging the transmission of know-how and exchanges. Since then the proportion of apprentices in the company has increased by 76 %. Euro Disney intends to pursue this campaign in order to ensure 5% of study-alternating employees among its work force by the end of 2015. Ever since its creation over 20 years ago, Disneyland Paris has fostered a true apprenticeship culture. This is a win-win situation in which students learn a trade next to a tutor and benefit from an experience that enhances their value on the work market, while the employer profits from the new perspective and the often innovating ideas the younger employee offers.

Daniel Dreux, Vice-President Human Resources of the Euro Disney group explained, "as the largest single-site employer in France, and as a leader in the tourism sector, it is our responsibility to develop and reinforce our partnerships with schools in order to train future professionals, in particular for jobs that are the most difficult to fill in, such as those in the catering and hotel sectors".

But the offer is not limited to those two sectors: the group offers a wide variety of positions for apprentices in other sectors, such as craftsmen and women in trades that are very rare or almost disappearing, or even in technical maintenance jobs or in administrative and support functions.

Lasting jobs

By developing apprentice-oriented jobs the Euro Disney group enhances its commitment to the professionalization of jobs in the tourism sector and to the development of lasting professional

itineraries. One figure says it clearly: nearly 15% of the apprentices and students who work while studying are recruited at the end of their apprenticeship contract. Furthermore, professional evolution is a reality within the group as 80% of the Managers and Senior Managers reached their positions through internal promotions. One perfect example is Christophe Davoine, Assistant Bar Manager at the New York City Bar (Disney's Hotel New York®). This young barman started his career as an apprentice at Disneyland Paris, was accompanied throughout his very promising professional itinerary, and on 4 February this year he was named "Meilleur Ouvrier de France" (best artisan in France) in the barman category.

*Alternance: work alternated with studies.

About the Euro Disney S.C.A. group

The group operates Disneyland® Paris which includes Disneyland® Park, Walt Disney Studios® Park and seven themed hotels with a joint capacity of 5,800 rooms (not including the 2,300 on-site hotel rooms operated by third-party partners). The group also operates two convention centres, the Disney® Village entertainment complex and a 27-hole golf course. Activities of the group also include developing the 2,230-hectare site, half of which remains undeveloped. Shares in Euro Disney S.C.A. are listed and traded on NYSE Euronext Paris.

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