

**DISNEYLAND® PARIS, EUROPE'S NUMBER ONE TOURIST DESTINATION
AND MAJOR CONTRIBUTOR TO THE ECONOMY AND EMPLOYMENT
FOR 25 YEARS**

Since its creation in 1992:

- Number one tourist destination in Europe with over 320 million visits
- 56% of guests come from other countries, primarily in Europe – 44% come from France
- €68 billion in added value for the French economy
- 56,000 direct, indirect, and induced jobs generated annually
- 500 different job roles, 100 nationalities, 20 languages spoken

Marne-la-Vallée, 24 February 2017 – Today, at the approach of the 25th anniversary of Disneyland Paris, the Inter-ministerial Delegation for the Euro Disney Project, the public urban planning authorities EPAFRANCE, and Disneyland Paris presented the results of a study on the social, economic and tourism contribution to France and Europe, completed by SETEC, an independent technical and economic surveying company.

Disneyland Paris has confirmed its place as the number one tourist destination in Europe, and is a true driver for the tourism industry, contributing to the reputation of France around the world. The company's development also had significant economic impact and has created a considerable jobs basin.

This study, carried out on the local, national, and European scale, shows that Disneyland Paris has kept its commitments under the 1987 Main Agreement signed with the State and French authorities.

Catherine Powell, Présidente of Euro Disney S.A.S. said: *“More than ever before, we believe in France – a remarkable country that the entire world dreams of visiting. Disneyland Paris enjoys France's many assets. Walt Disney said, ‘Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world.’ With this in mind, we will continue – with our partners – to use our creativity to develop French tourism.”*

Number one tourist destination in Europe with international appeal

Disneyland Paris has received 320 million visits since its opening in 1992, 56% of which came from outside France (mostly Europe). The resort has the 5th largest hotel zone in France, including the second biggest hotel in Europe, Disney's Newport Bay Club®, one of seven Disney hotels. The Marne-la-Vallée – Chessy train station is the biggest TGV hub in France, serving 54 French and international cities every day.

Disneyland Paris contributes to the appeal of the Île-de-France Region and of France, thanks to its developed infrastructure and solid tourism ecosystem. The study shows that 52% of foreign Disneyland Paris guests also visit Paris.

A significant economic impact

In its 25 years of existence, Disneyland Paris has had a positive economic impact. The resort has created €68 billion in added value for the French economy, and represents 6.2% of France's tourism income.

Its arrival spurred the development of a real local economic environment, and was made possible by a €7.9 billion investment: 91% private investment (€7.21 billion) and 9% public investment (€690 million). The company has built a network of 3,000 suppliers in France and abroad, through which it has spent €13.7 billion in purchasing over 25 years. 82.3% of these purchases took place in France.

Disneyland® Paris, a major employer in France and Europe

With 15,000 employees, Disneyland Paris is the number one single-site employer in France and generates 56,000 direct, indirect, and induced jobs annually. The company is a major employer, nationally. For every job created at Disneyland Paris, 3 jobs are created elsewhere in France. It is also a reference in Europe, with 18% of its workforce coming from European countries beyond France.

The 500 career roles that bring Disneyland Paris to life also contribute to the diversity of careers in the local area. These roles are filled by employees with 100 nationalities, that speak 20 languages.

Disneyland Paris offers long-term and development-focused career paths: 85% of employees are on permanent contracts, and 80% of managers and senior managers come from internal promotions. More than 400,000 hours of education and training are given to employees every year.

The company is also committed to its corporate citizenship, particularly through the Disney VoluntEARS initiative. These volunteers organise more than 1,000 volunteer activities annually and they have granted wishes to 15,000 children since 1992.

During the presentation of the study to the press, **Yannick Imbert, Secretary general for regional affairs for the *préfecture* of Paris and the Île-de-France Region** said: *"We are more than proud of the long term investment Disneyland Paris made when it signed the Agreement with the French state in 1987. Thanks to its pre-eminence in the European tourism landscape and its undeniable contribution to the French economy and job market, Disneyland Paris adds to the appeal of France and the Île-de-France Region in Europe and internationally. Our partnership is, without a doubt, mutually beneficial."*

Nicolas Ferrand, Director of EPAMARNE / EPAFRANCE, said: *"In 25 years, Disneyland Paris has brought unprecedented expertise in tourism to Paris, as well as creating an ecosystem that attracts visitors to the area, and transforming the east of Île-de-France. I hope that our productive collaboration will continue in the future, and that we will continue together our participation in the active development of our area."*

About Disneyland Paris

Disneyland Paris is Europe's leading tourist destination, with more than 320 million visits since its opening in 1992, and over 15,000 Cast Members working on site. Its employees perform more than 500 different roles, positions and professions, represent more than 100 nationalities and speak 20 languages. Disneyland Paris is the number one private employer of its home region (Seine-et-Marne) and the number one single-site employer in France. In addition to its direct jobs, Disneyland Paris has a significant economic impact on the Seine-et-Marne and the Ile de France region as well. Its activity generates 56,000 direct and indirect jobs in France. For more information, please visit: <http://corporate.disneylandparis.com>. Find out more: <http://disneylandparis-news.com/en>

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