



President of France visits Disneyland® Paris, reaffirming the resort's impressive contribution to French tourism

Marne-la-Vallée, 25 February 2017 – Disneyland Paris welcomed François Hollande, the President of France, who spoke about his commitment to supporting tourism in France and Europe. This visit is part of the 25th anniversary celebrations at Disneyland Paris, the number one tourism player in Europe.

The 25th anniversary of Disneyland Paris coincides with the 30 year anniversary of the Agreement signed by Euro Disney and the French public authorities in 1987. For this occasion, Disneyland Paris welcomed a visit from the President of France, François Hollande, at Disney's Newport Bay Club® with Elżbieta Bieńkowska, European Commissioner for Internal Market and Services.

The French President met with some of the 15,000 employees of Disneyland Paris, the largest single-site employer in France. With 500 career roles, 100 nationalities, and 20 languages spoken, the resort offers a variety of career paths and experiences to its employees. Some 80% of managers and senior managers at the resort come from internal promotion. In 25 years of existence, Disneyland Paris has generated 56,000 direct, indirect, and induced jobs each year.

Europe's number one tourist destination has welcomed almost 320 million visitors per year, over half of whom come from beyond France. Disneyland Paris also gave pride of place to families from around Europe. Daniel Delcourt, Vice President, Operations, personally greeted each family – a powerful symbol illustrating the position Disneyland Paris holds as the leader in tourism throughout Europe.

During this event, Catherine Powell, *Présidente* of Euro Disney S.A.S., described the close collaboration of Euro Disney with the French authorities and elected officials for over 30 years. President François Hollande spoke about the powerful role Disneyland Paris plays as a lever for economic growth in France and for the influence of France around the world.

"There is no doubt that France has a competitive edge. France's rich traditions, high-quality infrastructure, and dynamic culture are only some of its major assets. Walt Disney had a special place in his heart for France, and he would have been particularly proud of our success." shared Catherine Powell.

On the morning of 24 February, the results of a study on the social and economic contribution, and contribution to tourism of Disneyland Paris were presented. This study was completed by SETEC, an independent technical and economic surveying company, and presented by the Inter-Ministerial Delegation for the Euro Disney project, represented by Yannick Imbert, *Préfet*, General Secretary for Regional Affairs, and EpaMarne/EpaFrance, represented by General Director Nicolas Ferrand. The results of this study highlight the resort's contribution to the French economy between 1992 and 2016, including €68 billion in added value and as many as 56,000 jobs generated annually.

On the evening of 25 February, Disneyland Paris, leader of tourism in French and Europe, revealed its new tourism campaign "Paris is waiting for you" at the Eiffel Tower – the iconic landmark of Paris and of all of France." This exceptional campaign, designed by the BETC agency, was created in close collaboration with the office of the Mayor of Paris, the Île-de-France region, and several tourism players.

Results of the contribution study

Disneyland® Paris: Europe's number one tourist destination

- Over 320 million visits since 1992, 56 % of which came from outside France,
- 5th largest hotel zone in France with 7 Disney hotels and 9 partner hotels with 8,500 rooms,
- Biggest TGV hub in France serving 54 French and international cities daily

High economic added value

- €68 billion in added value to the French economy in 25 years,
- Approximately 3,000 suppliers.

Disneyland Paris, a leading employer in France and Europe

- 56,000 jobs generated annually since its opening,
- Out of 15,000 employees, 18 % of Cast Members come from a European country besides France,
- 100 nationalities, 20 languages spoken, and 500 career roles.

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 Île-de-France regions 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>

PRESS CONTACT

Disneyland Paris

Lorraine Lenoir

Corporate

Communication

lorraine.lenoir@disney.com

Tel: +33 (0) 1 64 74 50 90