



INTER-MINISTERIAL DELEGATION FOR THE EURO DISNEY PROJECT

Communication département

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Press release

Economic and social impact of Disneyland Paris (1992 – 2012)

A twenty-year review of the Disneyland Paris centre confirms its long-term contribution to developing the French economy and the Eastern Paris region

Paris, 14 March 2012. The study testifies to the creation of a major tourist centre in the Eastern Paris region, around Disneyland Paris. The study was conducted on behalf of the Inter-ministerial Delegation for the Euro Disney project in France, and co-funded by the Marne-la-Vallée Public Development Body (EPAFRANCE) and Euro Disney. Covering the period from 1992 to 2012, it highlights the many contributions that have been made. These include increasing France's attractiveness as a tourist destination, producing added value for the economy, creating jobs, and shifting the economic balance in the Ile-de-France region further towards the east. The study also suggests the site's strong potential in terms of land use in the Grand Paris project [Greater Paris project].

Disneyland Paris is involved in the long-term development of the Eastern Paris region. The investments made and the relationships created with institutions and local authorities since the opening have led to the emergence of a major European tourist destination and the development of a true urban centre at Val d'Europe.

"Allowing mobilization of 7 billion euros of investment, the 20-year partnership with Disneyland Paris has facilitated a harmonious and balanced development of the land. Thanks to the Amendment to the Main Agreement signed in September 2010, this virtuous process can continue and contribute significantly to meeting the needs for housing and jobs" commented Daniel Canepa, Inter-ministerial Delegate for the Euro Disney project.

As Europe's number one tourist destination, with the fifth largest hotel accommodation capacity in France, Disneyland Paris plays a fundamental role in the economic activity of its region. It generates ongoing activity in other industries, both upstream and downstream. According to the survey, **the company has generated 50 billion euros in direct and indirect added value, and 37 billion euros in tourism-related revenues over twenty years.**

The study also indicates that Disneyland Paris's activity supports an annual average of 55,000 direct, indirect and induced jobs in France, while generating nearly 20,000 jobs in the Seine-et-Marne area over the last twenty years. Based on current activity at the destination, this means that each job at the Disneyland Paris centre corresponds with three additional jobs elsewhere in France. **Disneyland Paris has become the leading single-site employer in the Ile-de-France region, and the largest private employer in Seine-et-Marne.**

"Just as Disneyland Paris is celebrating its 20th Anniversary, the results of this study reflect the contribution made through Euro Disney's successful integration into a landscape that it has helped develop for 25 years. They also confirm the success of our strategy, while illustrating Disneyland Paris's sense of social responsibility in areas such as long-term employment and sustainable land development," said Philippe Gas, Chief Executive Officer of Euro Disney SAS. "This study encourages us to go even further, by continuing to innovate through our partnership with the French public authorities, in the development of our tourist destination and, more generally, the Eastern Paris region."

20 YEARS OF CONTRIBUTION IN FIGURES

- 250 million visits
- 50 billion euros of direct, induced and indirect added value
- 59 billion euros spent in France by Disneyland Paris guests during their visits
 - > including 37 billion euros spent in France by Disneyland Paris' foreign guests
 - > corresponding to 6.2% of France's tourism revenues in foreign
- 7 billion euros invested
- 55.000 jobs generated each years
- 1 job at Disneyland Paris generated nearly 3 jobs elsewhere in France
- 5th largest accommodation capacity in France
- Nearly 5% of 76.8 billion tourists who came to France also visited Disneyland Paris in 2010
- 9.4 % of hotel room nights in the Ile-de-France region and 69.5% of the Seine-et-Marne *Département*

About the economic impact study

The Inter-ministerial Delegation for the Euro Disney project in France has directed a new study of the economic and social impact of Disneyland Paris. This study was commissioned from the SETEC agency and co-funded by the Marne-la-Vallée Public Development Body (EPAFRANCE) and Disney. This update follows on from both the provisional study that was carried out before the park opened, and the regular economic impact studies that have covered previous operating years between 1992 and 2008.

About the Inter-ministerial Delegation for the Euro Disney project

The Inter-ministerial Delegation was created by a government ruling on 23 April 1987 – one month after a ruling to approve the convention for the creation and operation of Euro Disneyland in France. This agreement foresaw the handling and coordination of the activities from different government bodies and departments concerned by the fulfilment of the project. It is responsible for overseeing the orchestration of activities carried out by central and local government bodies as well as other related organisations. It identifies and encourages all measures that increase the importance of economic, social and cultural returns related to the creation and operation of Euro Disneyland. In this respect, it produces an essential measurement of its actions by producing regular economic and social analyses of the Disneyland Paris tourist centre.

About the Public Development Body (EPAFRANCE)

Created in 1987, EPAFRANCE is the public development body that the government has entrusted with developing and stimulating the growth of Sector IV of Marne-la-Vallée. Its work is carried out in close collaboration with many different organisations, particularly local communities. It is involved in all areas of urban development, from offices, activities and accommodation to public infrastructure, roads, landscaping and more. Its involvement can take a variety of forms including everything from project design to leadership and management. It can initiate studies and financing programmes; carry out work; accompany local communities; sell land and promote areas.

About Disneyland Paris

Disneyland Paris is Europe's leading tourist destination, with more than 250 million visits since its opening in 1992, and over 14,500 Cast Members working onsite. Its employees perform more than 500 different roles, positions and professions, representing more than 100 nationalities and speaking 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 the Paris region (Ile-de-France). In addition to its direct jobs, Disneyland Paris has a significant economic impact with its activity generating 56,000 direct and indirect jobs in France.

Press contacts

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