

Celebration Vacations Fact Sheet

With more people commemorating milestones, such as birthdays, anniversaries and graduations with family and friends, Walt Disney World Resort is on the leading edge of a new trend called “celebration vacations.” Customized services and entertainment will enable guests to take celebrations to the next level.

Among the possibilities, guests may be able to:

- Give a 7-year-old girl the princess birthday party of her dreams, complete with themed meals, shows, attractions and merchandise.
- Mark a high-school student’s graduation with a wild celebration that includes horseback riding, parasailing and race-car driving with a group of friends.
- Head off on a romantic anniversary getaway at a resort hotel to be pampered with custom amenities, spa treatments and fine dining.

In addition to these special occasions, Disney Parks will also offer guests a way to remember the one milestone that everyone has every year. In 2009, anyone who visits a Walt Disney World Resort or Disneyland Resort theme park on his or her birthday can get in free.

“Celebration Vacations” Backed by National Trend

According to a study by Ypartnership:

- Disney Parks topped the survey of destinations for a family celebration vacation with 40% of traveling families naming Walt Disney World and Disneyland Resorts as the perfect location for a family vacation.
- 8 of 10 leisure travelers have celebrated a special occasion while on vacation.
- 6 of 10 have celebrated an anniversary on vacation.
- Half have celebrated a birthday on vacation.
- More than three quarters of leisure travelers have taken a vacation for which the primary purpose was to celebrate a special occasion.
 - Those under the age of 35 are more likely than their older counterparts to have taken this type of vacation.
- More than 4 in 10 leisure travelers have celebrated some other special occasion on vacation.
- 8 out of 10 people taking celebration vacations are looking for a variety of activities for everyone: activities for kids, activities that adults and children can experience together.
- Most frequent celebrations
 - Milestone anniversaries (78%).
 - Reunions (70%).
 - First vacation with children (67%).
 - Milestone birthdays (59%).
 - Retirement (55%).

Walt Disney World Resort will expand offerings and services

New park experiences coming in 2009 for all park guests to enjoy include:

- **Street Parties:** Magic Kingdom at Walt Disney World Resort and Disneyland Park come to life with interactive street parties. The call to “Celebrate Today!” goes out to guests, music floods the streets, dancing kicks into high gear and the parks become “the happiest party on Earth.”

- **Tomorrowland Party:** A high-energy, retro-futuristic music video dance party features Stitch, an interactive dance troupe and a DJ celebration host who's inviting all Walt Disney World guests to come party, dance and celebrate.
- **Park Décor:** The parks will be decorated with colorful banners, balloons and festive party hats – as if awaiting your celebration.
- **Buttons:** Complimentary celebration buttons will help Disney Cast Members and fellow guests recognize you and your celebration.

Guests may choose from more than 200 different experiences to customize their vacations to fit the celebration, including:

- **Themed parties**
 - “My Disney Girl Perfectly Princess Tea Party” invites guests to a deliciously delightful tea party.
 - Bibbidi Bobbidi Boutique is a glamorous princess makeover salon under the supervision of a Disney Fairy Godmother-in-training.
 - Adventure Cruises are ideal for young bucs wanting to set sail to exotic ports of call.
- **Excursions**
 - Epcot DiveQuest invites guests to dive in a 6-million-gallon aquarium and come face to face with 65 species of marine life.
 - Sunrise Safari offers the chance to roam a true African savannah with more than 200 animal species at Disney’s Animal Kingdom, followed by breakfast.
 - PhotoPass Portrait Session captures the moment with loved ones during a 20-minute private photography session at select Disney resort hotels.
 - Set sail in a new nighttime excursion around Seven Seas Lagoon for a spectacular view of “Wishes,” the nightly fireworks display (coming spring 2009 to Walt Disney World Resort).
- **Specialized dining**
 - My Mini-Cake Surprise, themed personal-sized party cakes with a special surprise included.
 - Sweetheart Dinner for Two, a gourmet-style prix fixe meal for two, plus souvenir toasting glasses to commemorate the moment.
 - Magical Pop-Up Party Pack, the ultimate goodie bag packed with fun activities and a surprise pop-up centerpiece.
 - Custom Bakery Cakes and Signature Desserts created by Disney chefs.
- **A little “R&R” – Recreation and Relaxation**
 - Full-service spas offer a range of wellness and beauty services.
 - Parasailing thrills.
 - VIP Tour Services help guests navigate the parks with expert VIP hosts who act as personal concierges and tour guides.
- **Specialty tours**
 - “The Magic Behind our Steam Trains” explores one of Walt’s lifetime loves and their role at Magic Kingdom.
 - “Disney’s Keys to the Kingdom” gives insiders a peek into Walt’s vision and philosophy around the creation of the Magic Kingdom theme park.
 - “Behind the Seeds” is a hands-on discovery tour with a close-up look at plants, insects, fish and alligators at Epcot.
 - “UnDISCOVERed Future World” reveals the legacy of Walt and the creation of Epcot, plus many backstage encounters.

- A new Web-based vacation-planning tool at www.disneyparks.com will enable guests to access a broad range of vacation options to help them customize their celebration. Whether a guest is planning to celebrate a birthday, job promotion or a family reunion, an online “planner” shares ideas and a broad array of additional options to select.