

WALT DISNEY PARKS AND RESORTS

The Walt Disney Company: Part of the National Capital Region Community



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Over the years, The Walt Disney Company has been privileged to be part of the National Capital Region in a variety of ways. From the strategic involvement of Walt Disney Parks and Resorts (WDP&R) with the U.S. Travel Association, to the one-of-a-kind guided family vacation experiences offered by Adventures by Disney, to the utilization of Disney's creative forces and storytelling expertise in government and non-profit projects, the company has invested time, money and imagination in promoting travel to the Washington, DC area.

Adventures by Disney "Spirit of America"



Adventures by Disney, WDP&R's guided family vacation experiences, has had a tourism presence in the Washington, DC region since 2005. Hundreds of guests have enjoyed touring the National Capital Region "Disney style" on the "Spirit of America" tour – an immersive experience that celebrates American history through unique activities and rich storytelling. Adventurers bike-ride around the National Mall on privately guided excursions to view the Lincoln Memorial, the White House and other historic sites. Guests also visit the Iwo Jima Memorial and Arlington National Cemetery, and join "Martha Washington" for lunch at Mount Vernon.

Creative Partnerships

Welcome: Portraits of America

One of WDP&R's key efforts has been to promote overseas travel to America. To help in this effort, Disney produced and donated a \$2.5 million film to the government for use in welcoming visitors to the United States. The video is a seven-minute, cross-country odyssey that tells the story of American hospitality and friendship, through the faces of this country's greatest asset – its people. This visual "welcome mat" is currently being used at 105 American consular and embassy offices worldwide, at several of the nation's busiest international airports including Washington Dulles International Airport, and on various airlines prior to arrival in the States.

Model Airports

The goal of the federal government's "Model Ports of Entry" program, piloted at Washington Dulles International Airport, is to leverage private sector creativity and expertise to create a faster, friendlier entry process for international travelers when they arrive at our nation's airports. With its extensive experience in creating positive guest experiences, WDP&R has submitted comprehensive recommendations for "model practices" that can help improve the processing of passengers through airport screening areas and thus give international travelers a better first impression of the United States.

Trust for the National Mall

Walt Disney Imagineering has lent its creative expertise to the U.S. government and the Trust for the National Mall to improve the visitor experience at one of Washington, DC's most treasured landmarks. A task force of Imagineers is working with the U.S. National Park Service to review potential improvements to facilities, horticulture and movement of people.





Library of Congress

Walt Disney Imagineering worked with the Library of Congress to develop creative concepts for an update to the facility. A task force consulted with the Library during the planning stages and submitted ideas to enhance the visitor experience.

Promoting Travel & Tourism

U.S. Travel and Tourism

Advisory Board

WDP&R Chairman Jay Rasulo led the creation of a new national strategy to enhance U.S. competitiveness in the worldwide travel and tourism market. As chairman of the Department of Commerce's U.S. Travel and Tourism Advisory Board (TTAB) from 2003 to 2007, Rasulo advised the Executive Branch on how best to increase the number of international visitors to the U.S. and ensure that our country's share of the worldwide tourism market continues to grow. The strategy was released in 2006, and many of the recommendations have since been enacted.



Walt Disney Parks and Resorts Chairman Jay Rasulo, flanked by tourism industry officials, announces the need for a national Travel Promotion Act in Washington, DC.

Secure Borders and Open Doors

Advisory Committee

WDP&R also participated in the Secure Borders and Open Doors Advisory Committee, which provided advice and recommendations to the Departments of State and Homeland Security on how to maintain our nation's security while fostering a welcoming environment for foreign visitors to the U.S. The board included experts from the tourism industry, academia and various private-sector industries.



Commitment to Community

- The Disney Hospital Care Package Program provides sick children with fun packages of Disney items. Participating hospitals in the Washington, DC area include Georgetown University Medical Center, Walter Reed Army Medical Center and Children's National Medical Center.
- The Disney Fun Flix Program offers first-run Disney films to 52 hospitals, including Georgetown University Medical Center and Children's National Medical Center.
- Disney is helping to brighten up Georgetown University Hospital's child transplant facilities by donating Disney-themed panels and blinds.
- Numerous Disney characters, along with Disney Channel star Miley Cyrus, have visited DC-area hospitals to offer encouragement to sick children.

Donations

- The Walt Disney-Tishman African Art Collection, at the Smithsonian Institution, 2005
- Martin Luther King Jr. National Memorial on the National Mall (currently under construction), 2006
- Smithsonian Latino Center, for its youth website, Spanish Painting Exhibit and annual gala, 2006 – 2009
- Newseum, for its Construction/Exhibit Installation Campaign, 2007 – 2008
- National Park Foundation's African American Experience Fund, 2003 – 2009
- Tracy's Kids, an art therapy program launched at the Lombardi Comprehensive Cancer Center, 2006 – 2009
- Smithsonian Institution, more than 20 years of support
- The John F. Kennedy Center for the Performing Arts, more than 20 years of support