



## First New Disney Hotel Proposed in 20 Years

### “1401 Disneyland Drive”

Our world-famous Walt Disney Imagineers, the creative design and development arm of The Walt Disney Company who create magical theme park and hotel experiences around the globe, would design this new AAA Four-Diamond Disney Hotel. Guests would be immersed in a one-of-a-kind themed environment that would provide exclusive views of Disneyland’s firework spectacular from a rooftop signature restaurant & bar. Located in the Disneyland Resort’s vibrant hotel district, this new hotel would be the first to break ground in almost 20 years.



Disney’s new Four-Diamond hotel would have a one-of-a-kind rooftop dining experience featuring signature dishes, a lounge and an exclusive front-row seat to our Disneyland Fireworks show.



Creating approximately **1,500 jobs** during construction and more than **1,100 jobs** during operations



Generating **more than \$150 million** in Transient Occupancy Tax (TOT), property and sales taxes to the City of Anaheim over 20 years



Representing approximately **\$750 million** in TOT value to the city over the course of 40 years

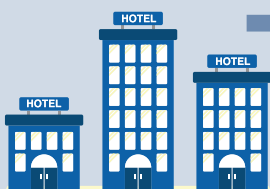


## Disney’s More than \$2 Billion Planned Investment Over the Next Decade Would Drive Long-Term Growth and Visitation

Last year, Disney announced an exciting expansion project that will set the stage for the next 60 years. Now, with the potential addition of the new hotel, Disney’s investment in the Anaheim Resort Area will result in significant new growth and visitation, thousands of jobs, and millions of new dollars to the city’s general fund from TOT, property and sales tax. Disney’s more than \$2 billion investment over the next decade will include the following projects, as well as other new experiences yet to be announced.

- The newly proposed “1401 Disneyland Drive” hotel
- The Harbor Gateway, which includes a 5,000-plus space parking structure & new transit center
- **The Star Wars®-themed land at Disneyland Park**

### 3 Existing Disneyland Hotels



TOT Revenue makes up nearly **50% of Anaheim’s General Fund**, which funds police, fire, libraries, parks & other vital city services.

# 1/3

of all hotel tax revenues to the City of Anaheim

## The Four-Diamond Advantage for Anaheim

In June 2015, the Anaheim City Council passed a **Transient Occupancy Tax (TOT) Rebate Incentive**. During the 20 years prior to this new incentive, not a single Four-Diamond hotel broke ground in the entire city. Given the limited land for expansion within the Anaheim Resort Area, Disney’s hotel development often takes a back seat to our entertainment investment. The City’s TOT policy would help overcome high infrastructure costs and allows us to move forward with building our second Four-Diamond hotel in Anaheim.

As a result of this new policy, the City has now attracted three new Four-Diamond hotels, including Disney’s new hotel, representing an estimated \$15 million in tax revenues directly to the General Fund in the first year alone (growing annually), nearly 2,000 new luxury rooms and more than 3,000 construction jobs and approximately 2,000 permanent jobs.

## Location and Room Count

The proposed hotel, which will include approximately 700-rooms, would be located on more than 10 acres just north of the Disneyland Hotel within the vibrant hotel district. The property has been fully entitled for hotel development for more than 20 years.

## Amenities

Careful and thoughtful attention will be given to the new hotel's overall design to create a unique sense place and arrival, whether by car or foot.

### Amenities being considered include:

- "Disney Only" privileges, such as early/late access to Disney's theme parks and Disneyland Resort dining options
- Signature rooftop restaurant and terrace
- Feature pool, leisure pool and interactive water play area
- Full-service reception with valet and bell services
- Concierge services and exclusive rooftop lounge
- Kid's area
- Fitness center
- High-speed internet



Disney's hotel would welcome guests in a luxurious and inviting lobby featuring everything from unique artwork, spacious sitting areas and one-of-kind Disney services.



Poolside guests will discover a variety of outdoor experiences including a serenity pool, themed play areas for kids and poolside bar and grill service.

## A History of Disneyland Hotels

A Disney Hotel experience is like no other. From the magical delight in the design, to the services and amenities, the Disney Theme Park experience is extended to our hotel guests. The Disneyland Resort currently offers three world-class hotels with a wide variety of experiences and offerings.

### Disneyland Hotel



Opened in October of 1955, the hotel was built and operated by Jack Wrather for over 30 years. It was later purchased by the Walt Disney Company in 1988, upgraded to a AAA Four-Diamond Hotel in 2012.

### Disney's Paradise Pier Hotel



Originally the Emerald of Anaheim built by the Tokyu Group in 1984, the hotel was later renamed Pan Pacific when the Tokyu Group merged their Emerald and Pan Pacific divisions. It was purchased by Disney in 1995 and ultimately renamed Disney's Paradise Pier Hotel in 2000.

### Disney's Grand Californian Hotel & Spa



Opened in 2001, as part of the Disney's California Adventure expansion, Disney's Grand Californian Hotel & Spa is the only hotel to be built by the Walt Disney Company.

Today, Disney has the only two AAA Four-Diamond hotels in Anaheim — Disneyland Hotel and Disney's Grand California Hotel & Spa (pictured below).

