

**ADVENTURELAND
FRONTIERLAND
NEW ORLEANS
BEAR COUNTRY**

ADVENTURE/FRONTIERLAND/NEW ORLEANS/BEAR COUNTRY
PRODUCTION AREA

On July 17, 1955, when Walt Disney opened DISNEYLAND, an entirely new concept in family entertainment was introduced. A section of this new Themed Park included Adventureland and Frontierland.

On opening day, Frontierland attractions included the "Stage Coach," "Mule Pack," "Mark Twain Steamboat," and the "Golden Horseshoe Revue." The "Jungle Cruise" was the only attraction in Adventureland. At present, the Adventure/Frontierland Production Area has expanded to include New Orleans Square (1966) and Bear Country (1972).

The Adventure/Frontierland/New Orleans/Bear Country Production Area has the largest number of food facilities in the Park. These facilities provide the guests with a wide variety of foods and a choice of several styles of service.

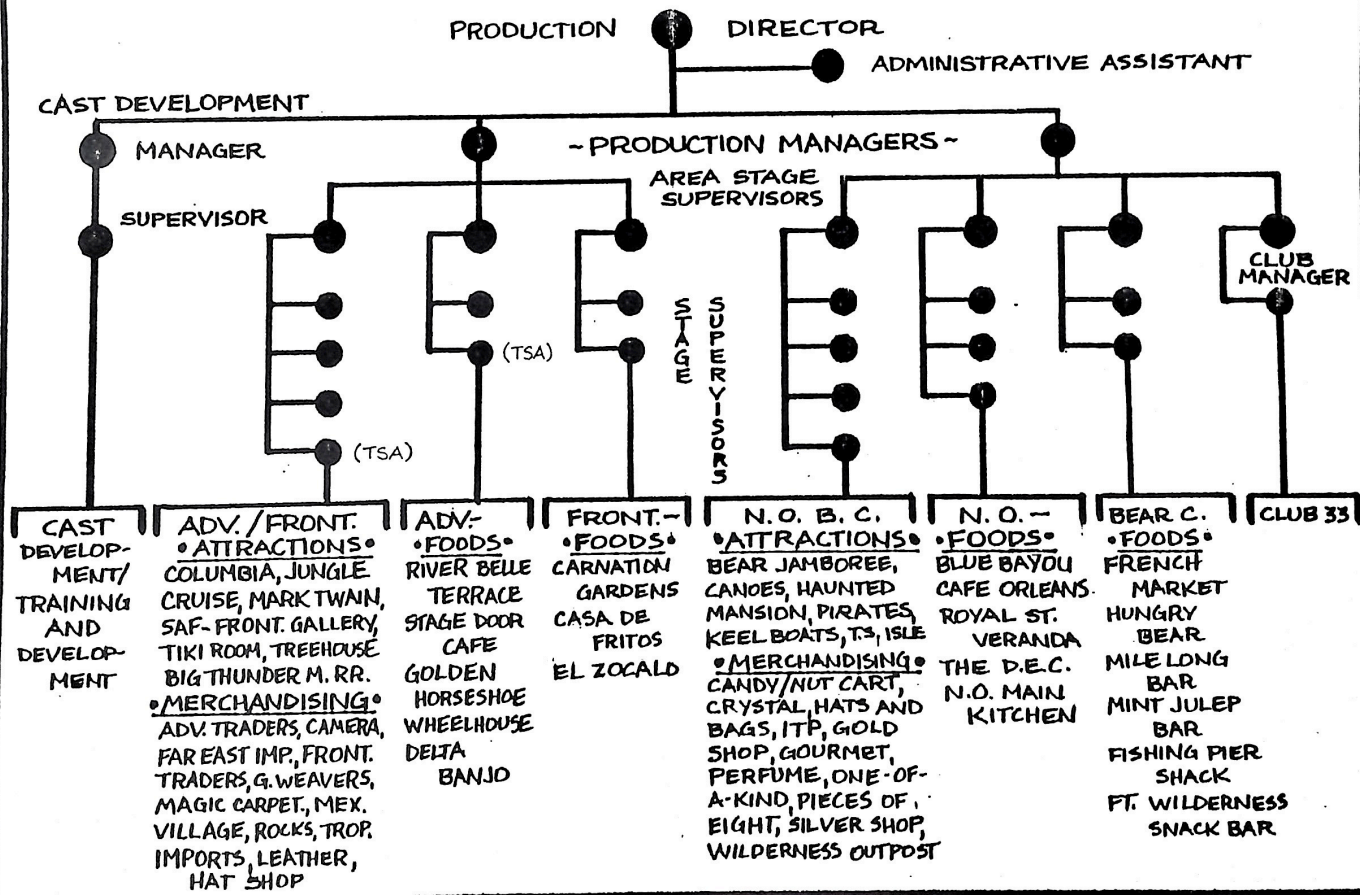
The Area also boasts 21 themed merchandise locations. Here, guests have the opportunity to purchase a wide range of items which are themed to the Area.

In addition to the "Mark Twain" and "Jungle Cruise," which remain from opening day, many new attractions and adventures have been added to enhance the DISNEYLAND "theme" Show. The "Enchanted Tiki Room" was the first audio-animatronic show presented to DISNEYLAND guests. The "Pirates of the Caribbean," introduced in 1967, continues to be the Park's most popular attraction. The "Haunted Mansion" (1969) and "Country Bear Jamboree" (1972) complement a great lineup of DISNEYLAND attractions.

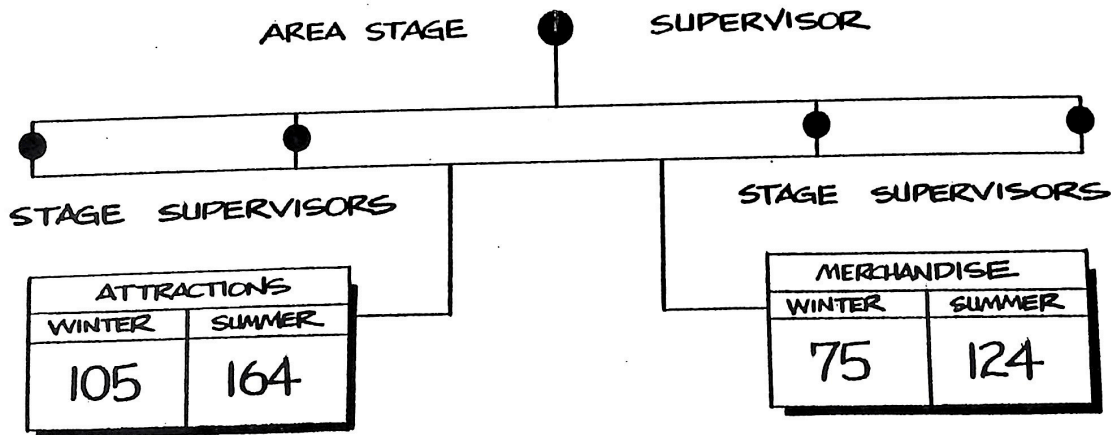
"Big Thunder Mountain Railroad" (1979) is the latest and most innovative addition to DISNEYLAND. Guests "ride out the storm" in an advanced, computerized, runaway mine train.

Today, the Adventure/Frontierland/New Orleans/Bear Country Production Area successfully blends nostalgia, authenticity, and innovation to add to the guests' total themed experience.

~ADVENTURELAND~FRONTIERLAND~NEW ORLEANS~ ~BEAR COUNTRY PRODUCTION AREA~



ADVENTURELAND ~ FRONTIERLAND
 ATTRACTIONS & MERCHANDISING
 PRODUCTION AREA



ADVENTURELAND ATTRACTIONS

<u>ATTRACTION</u>	<u>HOURLY GUEST CAPACITY</u>	<u>PERCENT OF GATE</u>	<u>ADDITIONAL INFORMATION</u>	<u>1980-1981 SALES GUESTS CARRIED</u>	<u>RECORD DAYS</u>
ENCHANTED TIKI ROOM	765/HOUR	15.83	245/SHOW 3 SHOWS/HOUR	1,748,809	9,800
JUNGLE CRUISE	2,267/HOUR	38.67	14 BOATS TOTAL 10 BOATS OPERATIONAL 34 GUESTS/BOAT	4,270,502	26,650
SWISS FAMILY TREE HOUSE	1,780/HOUR	15.36	137 TOTAL STEPS	1,696,480	12,497
SAFARI GALLERY	592/HOUR	5.55	16 GUN POSTS 1:20 SHOOT TIME	613,376	5,025

FRONTIERLAND ATTRACTIONS

MARK TWAIN	2,000/HOUR	21.24	400 GUESTS/BOAT 13-MINUTE TRIP	2,346,134	15,740
*BIG THUNDER MOUNTAIN RAILROAD	2,560/HOUR	53.55	30 GUESTS/TRAIN 5-TRAIN OPERATION	5,914,059	37,250
FRONTIERLAND GALLERY	900/HOUR	16.59	16 GUN POSTS 1:04 SHOOT TIME	1,832,655	11,569
COLUMBIA	1,006/HOUR	2.99	300 GUESTS/TRIP 12/15-MINUTE TRIP	329,714	4,870

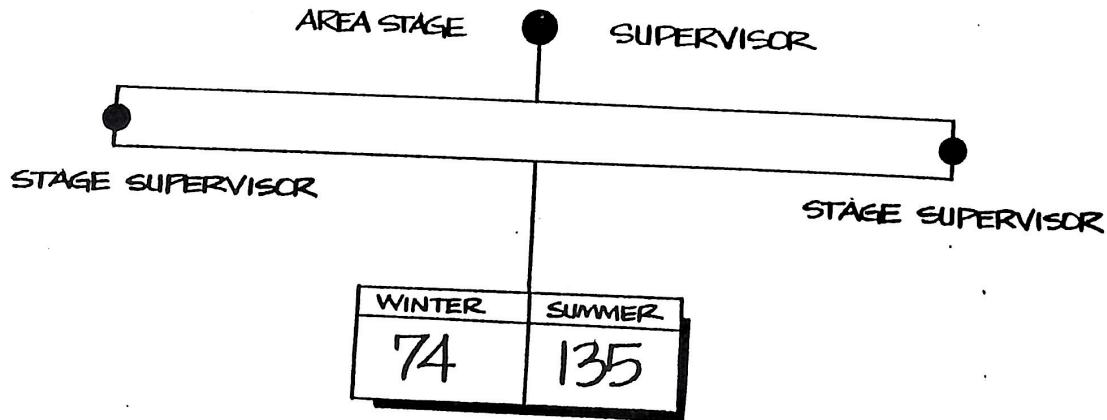
ADVENTURELAND MERCHANDISE

<u>LOCATION</u>	<u>PER CAP</u>	<u>1980 - 1981 SALES</u>	<u>DAY</u>	<u>RECORD</u>	<u>SALES</u>
ADVENTURELAND TRADERS	.031	344,576	August 22, '1981		3,819
MAGIC CARPET	.048	530,461	August 19, 1981		3,520
TROPICAL IMPORTS	.060	658,332	August 11, 1981		5,459
FAR EAST IMPORTS	.053	580,874	April 15, 1981		4,543
GUATEMALAN WEAVERS	.018	197,224	August 10, 1976		1,648

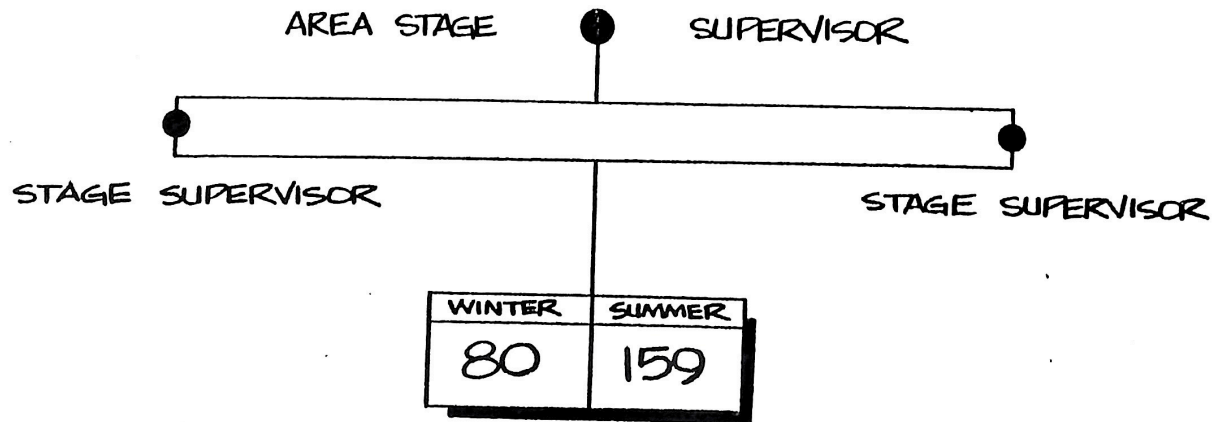
FRONTIERLAND MERCHANDISE

MEXICAN VILLAGE	.049	545,106	August 20, 1980		4,095
DAVY CROCKETT	.051	559,025	August 21, 1980		4,606
			GRAD NITE NO. 4:		
			JUNE 8, 1979		5,228
FRONTIER CAMERA	.031	342,284	JULY 3, 1978		2,364
FRONTIER ROCK SHOP	.002	23,535	August 18, 1978		1,434
FRONTIER TRADERS	.047	521,373	August 11, 1979		3,577
FRONTIER LEATHER	.051	565,652	August 11, 1981		4,297
FRONTIER HATS	.044	482,215	August 2, 1980		3,281
BIG THUNDER PHOTO TRAIL	.001	11,721	August 15, 1980		528

ADVENTURELAND
FOOD PRODUCTION
AREA



FRONTIERLAND
FOOD PRODUCTION
AREA



ADVENTURELAND FOOD

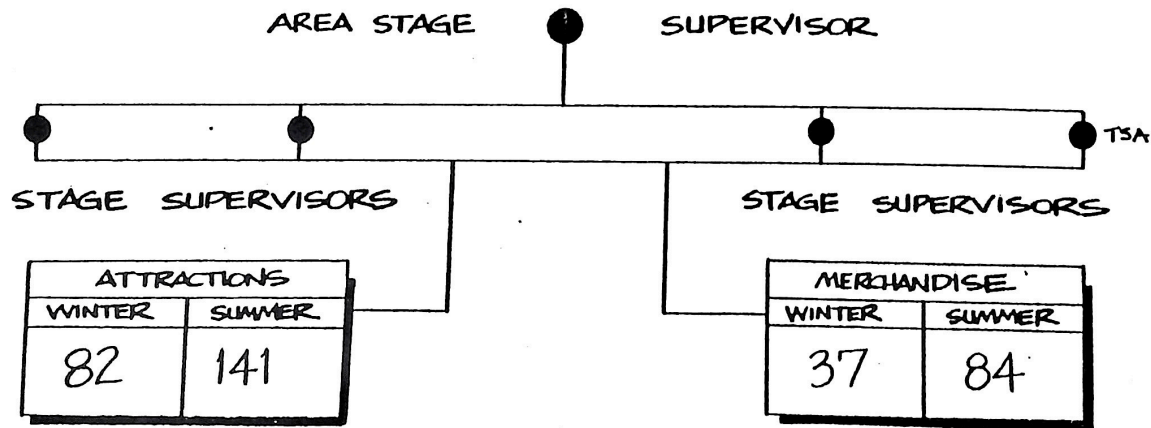
<u>LOCATION</u>	<u>GUEST HOURLY CAPACITY</u>	<u>PER CAP</u>	<u>SEATS</u>	<u>TABLES</u>	<u>1980 - 1981 SALES GUESTS CARRIED</u>	<u>RECORD DAYS</u>
RIVER BELLE TERRACE	270/HOUR	.120	279	62	1,328,161	10,508
STAGE DOOR CAFE	240/HOUR	.152	196	49	1,673,772	11,044
GOLDEN HORSESHOE REVUE	281/SHOW (30-MINUTE SHOW)	.034	305	63	379,634	2,176
WHEELHOUSE	120/HOUR	.005	SEE RIVER BELLE TERRACE AND STAGE DOOR CAFE		58,355	2,814
DELTA BANJO	170/HOUR	.003			34,430	1,437

FRONTIERLAND FOOD

CARNATION GARDENS	325/HOUR	.186	316	85	2,059,383	15,633
CASA DE FRITOS	400/HOUR	.210	374	88	2,315,317	18,740
EL ZOCALO	280/HOUR*	.010	N/A	N/A	100,564	1,708

*INDIVIDUAL BURRITOS SOLD

NEW ORLEANS ~ BEAR COUNTRY
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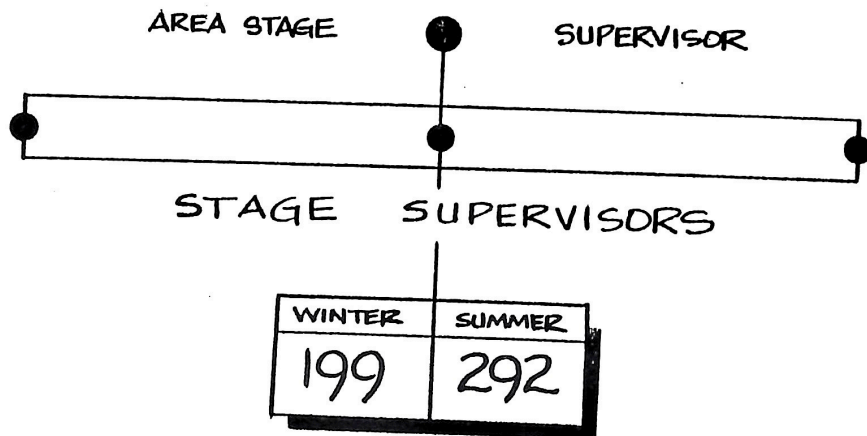
NEW ORLEANS/BEAR COUNTRY ATTRACTIONS

<u>ATTRACTION</u>	<u>HOURLY GUEST CAPACITY</u>	<u>PERCENT OF GATE</u>	<u>ADDITIONAL INFORMATION</u>	<u>1980-1981 SALES GUESTS CARRIED</u>	<u>RECORD DAYS</u>
COUNTRY BEAR JAMBOREE	2,205/HOUR	38.03	307/SHOW 2 THEATRES	4,200,429	24,524
DAVY CROCKETT'S EXPLORER CANOES	648/HOUR	4.89	18 GUESTS/CANOE 6 CANOES	540,042	4,829
HAUNTED MANSION	2,631/HOUR	60.07	2-3/CAR 131 CARS	6,634,430	37,889
MIKE FINK KEEL BOATS	320/HOUR	1.98	20 GUESTS/BOAT 2 BOATS	218,602	2,950
PIRATES OF THE CARIBBEAN	3,340/HOUR	71.19	20 GUESTS/BOAT 40 BOATS	7,862,450	46,740
TOM SAWYER ISLAND RAFTS	1,980/HOUR	11.92	55 GUESTS/RAFT 3 RAFTS	1,316,766	10,070

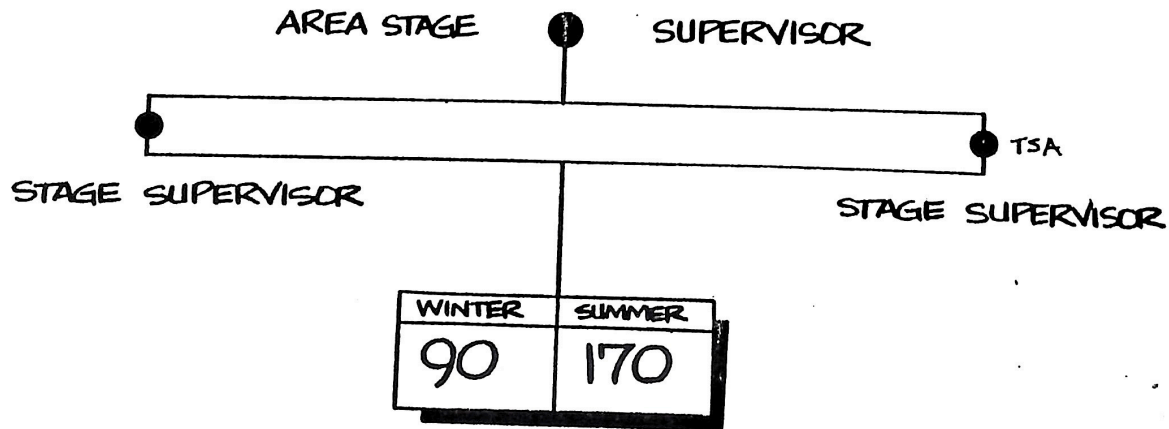
NEW ORLEANS/BEAR COUNTRY MERCHANDISE

<u>LOCATION</u>	<u>PER CAP</u>	<u>1980 - 1981 SALES</u>	<u>DAY</u>	<u>RECORD</u>	<u>SALES</u>
CANDY CART	.019	211,142	February 7, 1981		2,175
NUT CART	.004	48,306	December 27, 1980		881
			GRAD NITE NO. 4:		
			June 8, 1979		2,622
PIECES OF EIGHT	.043	478,421	August 18, 1981		5,223
HATS AND BAGS	.031	344,807	February 28, 1981		3,609
			GRAD NITE NO. 2:		
			June 1, 1979		3,313
INDIAN TRADING POST	.039	419,211	August 10, 1981		3,372
LE GOURMET	.023	249,758	July 4, 1981		2,958
GOLD SHOP	.013	143,566	July 26, 1977		1,424
Mlle. ANTOINETTE'S PARFUMERIE	.015	162,036	December 22, 1976		1,774
ONE-OF-A-KIND	.031	346,350	August 28, 1975		15,875
SILVER SHOP	.029	318,470	August 9, 1977		2,522
WILDERNESS OUTPOST	.054	598,245	January 2, 1981		5,000

NEW ORLEANS FOOD PRODUCTION AREA



BEAR COUNTRY FOOD PRODUCTION AREA



NEW ORLEANS FOOD

<u>LOCATION</u>	<u>GUEST HOURLY CAPACITY</u>	<u>PER CAP</u>	<u>SEATS</u>	<u>TABLES</u>	<u>1980 - 1981 SALES GUESTS CARRIED</u>	<u>RECORD DAYS</u>
BLUE BAYOU RESTAURANT	190/HOUR	.201	256	52	2,217,837	13,454
CAFÉ ORLEANS	175/HOUR	.089	178	37	987,396	5,771
ROYAL STREET VERANDA	N/A	.025	13	5	278,762	3,042
NEW ORLEANS MAIN KITCHEN	N/A	N/A	N/A	N/A	N/A	N/A
EMPLOYEES' CAFETERIA (THE D.E.C.)	240/HOUR	.018	94	20	199,932	2,024

BEAR COUNTRY FOOD

FRENCH MARKET	400/HOUR	.232	397	89	2,560,910	19,129
HUNGRY BEAR RESTAURANT	960/HOUR	.168	484	140	1,860,724	16,729
MILE LONG BAR	480/HOUR	.048	26		525,662	4,270
FISHING PIER SHACK	N/A	.002	N/A	N/A	20,055	515
MINT JULEP BAR	N/A	N/A	N/A	N/A	FIGURES CONTAINED WITHIN FRENCH MARKET	N/A
FORT WILDERNESS SNACK BAR	360/HOUR	.013	N/A	N/A		1,424