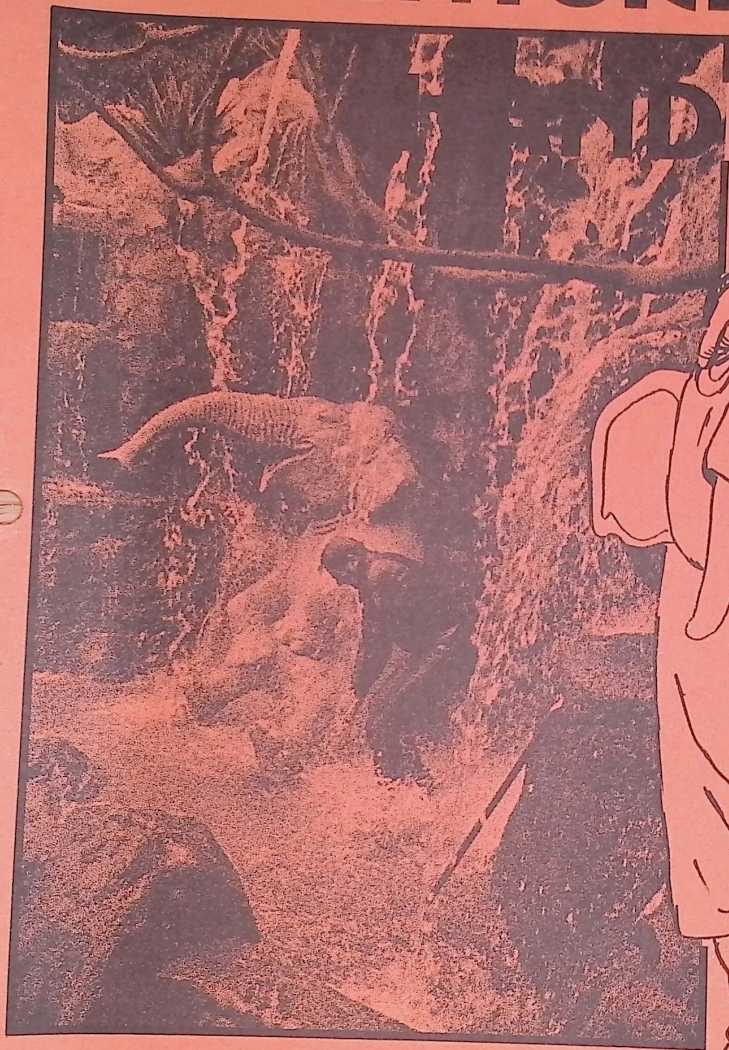


ADVENTURELAND GUIDEBOOK



I

THE ADVENTURELAND STORY

Walt Disney had an abiding interest in other lands and other peoples. In the film series People and Places, Walt transported movie-goers to the four corners of the world and introduced them to other cultures. The Academy Award winning True Life Adventures examined wildlife in their natural habitats-- and made that examination entertaining.

Adventureland takes its cue from Walt's interest in faraway places. The moment you enter the area, you are transported to distant ports-of-call. From the shores of the South Seas to the bazaars of North Africa, the theme is one of exotic areas. From riding a small launch along jungle rivers to joining a serenade of the tropics, the feeling is one of excitement; the excitement is heightened by dining on a Polynesian Terrace or buying hand-made goods from the Middle East.

Adventureland is many lands and continents blended into a magical mixture--a trip around the world for you and every guest.

II

THE ADVENTURELAND STAGE

THE GROUND LEVEL AREA

This is the most unique concept of design and construction in Florida...or perhaps the world. WED designers faced up to the unique topography of Walt Disney World's 27,400 acres. Because of the high water table on location, it was decided to raise the stage and use the ground level for essential services. Earth pulled from the lagoon area was set on the Magic Kingdom Theme Park site and allowed to settle. This was then tunneled out to create a most unique service system.

Here you will find accounting, main files, the mail room, lock and key control, the photo laboratory, the print shop, refrigeration, food storage, warehousing areas for merchandise, wardrobe, cafeteria, and cash control. This ground level area will be a busy, people-filled operational facility.

III

ATTRACTIONS

* JUNGLE CRUISE

"Take a last look at civilization; you may never see it again." So says the skipper on the thirty-passenger Jungle Cruise launch. With that warning guests depart on one of our sixteen river launches and embark from a two-story shelter for an exciting voyage through the jungle. All the jungle launches are named after tropical rivers in Africa, Asia, and South America.

This jungle river winds through the African Veldt, past Asian temple ruins, charging hippos, and hungry crocodiles. Along the way they will be thrilled by fearsome natives and watch members of a lion family feast on a fresh kill. They will be amazed by trumpeting African elephants and pass under plunging waters of Schweitzer Falls so close that passengers can feel the mist from churning water.

In an exotic rain forest guests will be treated to croaking antics of giant bullfrogs and the fragile beauty of large butterflies.

There will be many moments of humor, too, when guests will be treated to a scene of madcap merriment as a band of exhilarated gorillas takes over a deserted safari camp. Farther along is a frustrated rhinoceros keeping watch at the base of a tree, where he has forced an entire safari party to seek refuge. Waiting around the final bend to welcome guests back to civilization is "Salesman Sam, the South American Headhunter". His motto? "One of yours for two of mine."

* THE SWISS FAMILY ISLAND TREEHOUSE

The Treehouse, which towers high above Adventureland, features replicas from the sets used in the movie, "Swiss Family Robinson", written by Jean Rudolph Wyss. Walt Disney Productions released the film version "Swiss Family Robinson" in 1961.

It is built of structured steel, concrete, and fiberglass; the tree itself having 400,000 hand-painted leaves and blossoms also made of fiberglass.

The Treehouse affords guests a bird's-eye view of the Jungle Cruise and Adventureland area as well as panoramic scenes of the Magic Kingdom.

* TROPICAL SERENADE

The Tropical Serenade, located in the Sunshine Pavilion, is a South Seas musical extravaganza.

This was Disney's first Audio-Animatronic show, which took over ten years to develop, and first appeared at Disneyland in 1963. It features 225 Audio-Animatronic performers. Birds, flowers, tiki drummers, and tiki gods are brought to life by a magnetic tape with fourteen tracks controlling 438 separate actions.

Guests seated in the theater are completely surrounded by the colorful sights and sounds of an imaginary tropical paradise.

IV

EATING IN ADVENTURELAND

* THE ADVENTURELAND VERANDA

This tropical island Veranda, with its wicker chairs and palm-covered roofs, features several variations of Polynesian food.

It is a fast-food operation, and the menu includes sweet and sour pork and chicken combinations, ribs, chicken and shrimp tempura combinations, and several beverage choices.

Most of the food served at the twelve serving windows is prepared in the central food facility. This is the Food Division's first attempt at themed exotic food items in a fast-food operation.

Next door is the VERANDA JUICE BAR, which will feature a special tropical punch, novelty ice cream, and an exotic sandwich.

* SUNSHINE TREE TERRACE

The Sunshine Tree Terrace is sponsored by the Florida Citrus Commission and is situated in the tropical setting of the Hawaiian Islands.

Its specialty will be several types of citrus drinks and citrus salads.

SHOPPING AROUND

* THE ADVENTURELAND BAZAAR

Guests will enjoy the feeling of shopping in a Far Eastern bazaar, which here has been divided into four separate areas. The Tiki Tropic Shop, the Magic Carpet, Traders of Timbuktu, and the Oriental Imports, Ltd., will afford guests the opportunity to purchase unusual items themed to the Adventureland area.

* TIKI TROPIC SHOP

This section features Polynesian gifts and exotic apparel. They also feature Hawaiian perfumes, candles, and shell jewelry.

* MAGIC CARPET

This section will sell Mid-eastern brassware, Indian rugs, bags, clothing, and incense burners as well as other unusual items.

* ORIENTAL IMPORTS, LTD.

In this section guests will find Oriental imports such as Buddahs, jade and ivory jewelry, hapi coats, kimonos, and other unique soft goods items.

* TRADERS OF TIMBUKIU

This section features African wood carvings, idols, posters, and necklaces which Disney buyers have purchased from the dark continent of Africa.

* TROPIC TOPPERS

Guests will find Adventureland themed hats and handbags in this shop, some of which are made of a natural textured straw.

The hats sold here are both functional and decorative.

* COLONEL HATHI'S AFRICAN VILLAGE

This free-standing thatched-roof hut will feature Hawaiian shirts, complete hunter's khaki outfit, and bush hats and is located near the Swiss Family Robinson Treehouse.

Young guests will also be able to purchase snakes, gorillas, and tarantulas made of rubber.