

P. O, BOX 40 ORLANDO, FLORIDA 32802 TELEPHONE (305) 656-2221 (Winter Garden)

Opening in October, 1971

VAST WALT DISNEY WORLD SITE TO BECOME
"THE VACATION KINGDOM OF THE WORLD"

Calling upon a wide array of visual arts--motion picture film, working models and artists' renderings--as well as on-site tours of construction progress, officials of Walt Disney World today (April 30) unveiled plans for a vast new "Vacation Kingdom," to be located on a site sixteen miles southwest of Orlando,

Florida.

Messrs. Roy O. Disney, Donn B. Tatum and E. Cardon Walker,
Board members of Walt Disney World Co., were joined in the announcement by Florida's Governor Claude R. Kirk, Jr., and top executives
of United States Steel, RCA, the Monsanto Company, and AerojetGeneral Corporation.

2,500 acres, including some 450 acres of waterways and beaches, have been master planned for resort and recreation, with the first facilities scheduled to open to the public on October, 1971.

Planned for construction before and during the first five years of operation will be a new "Magic Kingdom" amusement theme park similar to California's Disneyland, five related resort hotels and an entrance complex. Varying in size from 500 to 700 rooms, the resort hotels will be themed along Contemporary, Polynesian, Asian, Venetian and Persian motifs.

Said Mr. Disney, "The construction of Walt Disney World presents an immense challenge. However, under a policy of prudent management and orderly development, I am convinced that we can bring to reality the greatest dream of Walt Disney's life."

Mr. Donn B. Tatum, President of Walt Disney World Co., then outlined the more than three years of planning and preparation leading to today's announcement. Described were major accomplishments in the areas of economic planning and financing, enabling legislation, labor relations, site preparation and water control, master planning, architecture and engineering.

The meeting was also highlighted by the announcement that four of America's foremost industries--United States Steel, RCA, the Monsanto Company, and Aerojet-General Corporation--will participate in the project.

*These agreements are but the first examples of industry participation to be announced, "said Mr. Tatum. "The 'Vacation Kingdom' which will open in October, 1971, represents a major step toward the realization of Walt Disney's master plan—a plan that has always revolved around his concept for the Experimental Prototype Community of Tomorrow."

Continued Mr. Tatum, "The research carried out and the experience gained during the months to come will provide immense knowledge for all who join with us to meet the challenge of creating EPCOT in future years."

United States Steel's new USS Realty Development Division will construct the first two hotels, which will be leased to Walt Disney Hotel Co., the Disney subsidiary which will operate them.

"These two theme resort hotels will employ the world's first major use of steel framed unitized or modular construction," stated Mr. Edwin H. Gott, Chairman of the Board of U. S. Steel.

"The 10-story, A-frame designed Contemporary hotel and the 12-story Polynesian style resort hotel will be a demonstration of the kind of technological innovations Walt Disney sought to encourage on the part of American industry," said Mr. Gott, "in that the 1,450 steel framed unitized rooms for the two theme hotels at Walt Disney World will each weigh approximately six tons-far less than the 30-ton modular hotel rooms that have been built using other construction materials."

Concluded Mr. Gott, "U. S. Steel is proud to be a part of this bold approach to a better way of life."

Mr. Chase Morsey, Jr., RCA Executive Vice President, Operations Staff, described the concept as follows: "Our plans involve an unprecedented network capable of gathering, processing, communicating and displaying any type of information that may be required anywhere in Walt Disney World, on an immediate and continuous basis.

"Looking ahead, the total system is expected to contribute to basic improvements in education, health, safety, utility operations, municipal government, transportation and recreation. Over the full life of the program there will evolve for the citizens of EPCOT a vivid picture of what electronics can do for life in the 21st Century."

Concluded Mr. Morsey, "We take it as a privilege to work with the Disney organization in a project which holds so much promise for the future of human society."

The Monsanto Company, which has been a participant in California's Disneyland since its opening in 1955, has entered into an agreement to explore the development of an exhibit in the Walt Disney World theme park, and has also assigned one of its executives to work full time with the Disney organization in order that the technology, research and expertise of Monsanto can be brought to bear on numerous other aspects of the Walt Disney World project.

Mr. Edward J. Bock, President and Chief Executive Officer of Monsanto Company, said of the agreement, "The late Walt Disney was a man who always recognized the constant emergence of exciting ideas and products from American industry. He knew, also, that when such ideas and products were introduced in an appropriate environment, new elements of a better life for millions of people would be the inevitable outcome.

"A science-based company like Monsanto, therefore, is appreciative of the opportunity of working with people in the Disney organization who are seeking exciting new concepts for the systems, the structures, the products and the services of Walt Disney World," Mr. Bock continued.

"To us, this is a challenging relationship. Just as the Disney organization is readying itself for the world of tomorrow, so are we at Monsanto. As partners, I feel sure our mutual interests can be furthered." Said Mr. Bock in closing, "We look forward, therefore, to Walt Disney World becoming an adventurous new research and development 'laboratory' for our company."

Aerojet-General Corporation, a subsidiary of the General Tire & Rubber Co., is designing an automated trash collection and removal system for use throughout Walt Disney World.

The system, called AVAC, uses underground pneumatic tubes to quickly, economically and hygienically remove trash from all sections of the facility and collect it for centralized disposal.

Mr. Thomas F. O'Neil, Chairman of the Board, of the General
Tire and Rubber Co., said the new system, which will be the first
of its kind in the United States, holds great promise for communities
of the future because of its efficiency and cleanliness.

"This new type of refuse collection can have a major impact on construction of future buildings or entire communities,"

Mr. O'Neil said. Trash is merely inserted into collection stations, from where it is automatically transferred at programmed intervals for high-speed delivery to the disposal site.

In responding to the announcement, Mr. Donn B. Tatum said that in May, three engineers from the Disney organization will visit Sweden to study several similar installations currently in operation in that country. Aerojet-General is the U. S. licensee for the system.

Said Mr. Tatum, "This installation will result in greater control over the waste disposal process, thereby minimizing risks to health and air pollution. It is another example of the broad investigation being carried out by our Company into all aspects of living in the community of tomorrow."

Before introducing a 17-minute film which detailed the various elements of the project, Mr. E. Cardon Walker, Executive Vice President and Chief Operating Officer of Walt Disney Productions, emphasized that "the development of Walt Disney World will be orderly and in accord with public demand and corporate resources, just as it was with California's Disneyland, where work continues on new attractions after almost 14 years of operation."

"Of the five hotels already in various stages of architectural working drawings," said Mr. Walker, "the two constructed by United States Steel will be ready for operation on opening day. The remaining theme resorts will be developed in response to public demand and operational experience."

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Mr. Walker estimated that construction activities will create specialized employment in central Florida for 2,500 construction workers during the peak construction period.

"Upon opening in 1971," said Mr. Walker, "some 5,500 employees will be necessary to operate the amusement theme park and two resort hotels. We now expect to serve approximately 8 million guests during the first full year of operation."

Although some key Disney employees are now making preparations to transfer to Florida, Mr. Walker emphasized that the Disney organization is doing no hiring now, and that construction hiring will be done by the contractors who will become associated with the project in future months, and not by the Disney organization.

"At key times," continued Mr. Walker, "the Disney organization will release reports on employment planning and procedures, although the majority of operational hiring will be done in 1971.

In all, Walt Disney World encompasses approximately 27,000 acres of land--an area twice the size of Manhattan Island.

"Because of its size and scope, the master plan for the project will take many years to complete," said Mr. Walker. "Future plans call for the addition of an 'airport of the future,' offering service to private and executive aircraft, as well as commercial charters; an industrial park designed to showcase American industry at work; and the Experimental Prototype Community of Tomorrow."

Concluded Mr. Walker, "The enthusiasm expressed for our concept by American industry and the cooperation given to the Disney organization by all levels of government in Florida are important factors in this continuing effort. All of us in the Disney organization look forward to an exciting, productive future in the State of Florida."

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MORE THAN THREE YEARS OF PLANNING AND PREPARATION REQUIRED BEFORE CONSTRUCTION OF WALT DISNEY WORLD

During a press conference in Orlando, Florida (April 30, 1969), Donn B. Tatum, President of Walt Disney World Co., detailed the more than three years of planning and preparation which led to today's announcement of plans for a Destination Vacation Resort on the Company's 27,000 acre site, sixteen miles southwest of the city.

"Before we could award the first construction contracts," said Tatum, "major goals first had to be attained in the areas of economic planning and financing, enabling legislation, labor relations, site preparation and water control, master planning, architecture and engineering.

"During the 1967 session of the Florida State Legislature, the Disney organization sought and obtained approval of enabling legislation."

This legislation created two municipalities, as well as the Reedy Creek Improvement District, to administer certain aspects of the development. The Improvement District is authorized to perform the work of drainage, flood and pest control; to build and maintain roadways, utility and sewer systems; to provide and administer public transportation systems, fire protection, airport and parking facilities; and to regulate and administer land use and planning within the District's limits.

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On February 11, 1969, it was announced in Miami that a threeyear Project Agreement had been signed between Allen Contracting Co., as general contractor, and the presidents of the 17 individual international unions, as well as their local organizations, which will be involved in constructing the first phase of Walt Disney World. "The contract assures continuity of construction by making strikes and other work stoppages unnecessary. It sets up a binding arbitration system whereby grievances and misunderstandings can be handled quickly," said Tatum.

"It is estimated that the recreational facilities for this destination-vacation resort will require capital expenditures by the Company of approximately \$165 million, exclusive of the cost of hotel and motel construction, before the project opens to the general public in October, 1971," he continued.

"The Company presently has available to meet these obligations, the balance of the proceeds from the sale of two bond issues -\$40 million 4½% convertible subordinated debentures due January 15,
1993, and \$50 million 5% convertible subordinated debentures due
March 1, 1994. In addition, the Company on May 1, 1968, entered into
a five-year credit agreement (recently extended for an additional
year) with the Bank of America and seven participating Florida banks
for a line of credit of up to \$50 million. These funds, plus monies
generated through cash flow from the Company's operations during
the next three years, should be adequate to meet the expenditures
now anticipated."

In California, WED Enterprises, Inc., the master planning, research and development subsidiary of Walt Disney Productions has been "imagineering" the destination-vacation resort. Working in association with WED Enterprises on the architectural design of the five theme resort hotels planned for construction near the amusement theme park has been the architectural firm of Welton Becket & Associates.

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Concluded Tatum, "The preparations for Walt Disney World have been comprehensive and deliberate, always with the goal in mind of providing for our visitors the most extensive and exciting vacation attraction ever planned by a single corporation. A solid foundation has been achieved, and construction is ready to move forward."

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WALT DISNEY WORLD UNVEILS NEW CONCEPT FOR DESTINATION VACATION RESORT

A totally new concept in family-oriented destination vacation resorts will come to life in October, 1971, when Walt Disney World opens to the public on a site sixteen miles southwest of Orlando, Florida.

The entire "Vacation Kingdom" will be constructed around a man-made lagoon and natural lake, *near which will be located the new "Magic Kingdom" amusement theme park similar to California's Disneyland, five related resort hotels, and an entrance complex.

All in all, this vast destination vacationland -- 2,500 acres devoted exclusively to resort and recreation -- will reach nearly three miles across Walt Disney World from east to west, and almost two miles from north to south.

The resort hotels will vary in size from 500 to 700 rooms, and will be themed along Contemporary, Polynesian, Asian, Venetian and Persian motifs. These will be constructed before and during the first five years of operation, in response to demonstrated public demand.

A transportation network -- monorail, water craft, and land vehicles -- will link the attractions with complete facilities for outdoor recreation and entertainment on both land and water.

On the land, in addition to the family adventures of the new "Magic Kingdom" theme park, plans are being developed for 18-hole championship golf courses, stables and bridle trails, nature tours for study of the property's pristine wilderness areas, and a full complement of recreation activities including swimming, tennis, archery, bicycling and camping. The hotels will offer nightclub entertainment and dancing, and nearby there will be theatres presenting motion pictures and stage shows.

On the water, the natural sports potential of the existing, 450-acre lake is being expanded with the excavation of an additional 200-acre, man-made lagoon.

Soon, a pleasure waterway nearly three miles long and dotted with natural and man-made islands will become a center for boating, sailing, water skiing, fishing and aquatic spectacles. This waterway will always be kept crystal clear and safe for water sports enthusiasts.

In addition, 3.8 miles of white, sandy beaches from eighty to one hundred feet wide, have been built up around the perimeter of the waterway for "seaside" activities like sunning, picnicking and swimming.

At the visual center of this vacationland will stand the "Magic Kingdom." Although in general concept and size it will parallel California's Disneyland (which itself established an entirely new standard in outdoor recreation), the theme park will feature many new attractions "imagineered" expressly for presentation in Florida. Taking advantage of almost fourteen years' experience in California, it also will offer new directions in design and operation, beginning right at the main entrance.

Guests, having left their automobiles either at their hotel or the day-visitor parking center one-half mile away, will travel to the theme park aboard Walt Disney World-Alweg monorail trains, water craft like historic steam-driven side-wheelers, or land conveyances like double-deck buses or trams. Thus, the main entrance will be a bustling transportation center.

Inside, visitors will literally bridge time and theme when they step into seven realms -- Main Street, Adventureland, Frontierland, Fantasyland, Tomorrowland, Liberty Square and Holidayland.

The architectural styling of Main Street in Florida will be "Eastern Seashore Resort Victorian," a decorative and flamboyant turn-of-the-century decor making extensive use of glass and wrought iron.

Throughout the theme park, visitors will discover many new concepts in amusement attractions which are now under development at WED Enterprises, Inc., the Disney architectural, design and engineering subsidiary in Glendale, California. Among them will be a series of shows "brought to life" by the patented Disney "Audio-Animatronics" process of three-dimensional entertainment.

On stage in Frontierland, the <u>Country Bear Band</u> will present a foot stompin' country and western hoe-down starring the zaniest group of bears ever assembled. These "Audio-Animatronics" animals will sing and swing and strum in the finest tradition of wild western musicals.

Nearby will be found <u>Thunder Mesa</u>, a spectacular panorama, where the old west will live again through a series of exciting adventures. Designed to resemble a "table-top mountain,"

The colonial shops and stores of <u>Liberty Square</u>, an entirely new land created for Walt Disney World's "Magic Kingdom," will depict America's past at the time of our nation's founding. Highlight of the area will be a replica of Philadelphia's Independence Hall, which will house <u>One Nation Under God</u>, an inspiring dramatization about the American Constitution and the 37 Presidents who have led our nation. In the finale, through the wonder of three-dimensional "Audio-Animatronics," the chief executives will appear together in the "Hall of Presidents" roll call presentation.

In Fantasyland, visitors may stroll through <u>Pinocchio Street</u> or attend the all-new <u>Mickey Mouse Musical Revue</u>, a spectacular "Audio-Animatronics" visit with 60 of the famous characters from Walt Disney films down through the years. Mickey Mouse, Snow White and the Seven Dwarfs, the Three Caballeros and all the gang will appear "on stage" to sing the songs and play the music, all the way from "Who's Afraid of the Big Bad Wolf" (The Three Little Pigs) to "Zip-A-Dee-Doo-Dah" (Song of the South).

Towering over Tomorrowland will be the <u>Space Mountain</u>, twenty stories tall. This huge structure will house a number of adventures and attractions themed to the world of the future. Among these will be four high-speed "rocket sled" tracks, which will climb the outside of the mountain, then plunge inside for a dark ride, simulating a trip through outer space. Track engineering was so complex that it had to be worked out by computer.

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WALT DISNEY WORLD

FAMILY VACATION COMPLEX

RISING IN CENTRAL FLORIDA

With master planning and land preparation already well underway, construction will begin soon at the vast, 43-square mile site of Walt Disney World near Orlando, Florida.

The project's first phase is conceived as a family destination point and will feature an entertainment-vacation-recreation complex where guests can stop for a day, stay for a week, or spend their entire vacation.

-At Florida's Crossroads-

The new Disney project is 15 miles southwest of Orlando-strategically located in the center of the nation's number one
tourist state-- at the crossing point of Florida's major highways.

More than 21 million visitors toured Florida in 1968-- more than
50% from the nine highly industrialized states of the Northeast.

Some 80% of these arrived by automobile.

Interstate 4, one of the main arteries traveled by Florida's visitors, bisects the Disney property. The 27,400 acre site is twice the size of Manhattan Island in New York-- and about the same size as the city of San Francisco.

-Entertainment Complex-

The first phase of the Walt Disney World master plan includes:

- --a family amusement theme park similar to
 Disneyland in California.
- --several theme resort hotels.
- --a wide variety of recreational facilities.
- --a unique transportation system carrying guests from place to place within the complex.

Later phases will include a jet-age airport, a showcase industrial park, and EPCOT, the Experimental Prototype Community of Tomorrow, where, as Walt Disney said, "People will actually live a life they can't find anywhere else in the world today."

-1971 Opening Planned-

Phase One, the entertainment-vacation complex, will open in 1971. Estimates on first year's attendance range from 7 to 8 million guests.

To be ready for opening, the full thrust of the Disney organization is now concentrating on Walt Disney World. Hundreds of designers, architects, engineers and art directors are at work in Florida and California. The master planning and creative work is carried on by WED Enterprises, Inc., a subsidiary of Walt Disney Productions, and the same "imagineering" staff which designed Disneyland in California.

Like Disneyland, there will be plenty to do at Walt Disney

Starting with 450-acre Bay Lake, the Disney designers are presently excavating a 200-acre lagoon extension, creating a three-mile waterway around which several theme hotels will be built, facing the Disneyland-style theme park.

Each of the hotels will represent a specific architectural or cultural motiff from around the world.

The transportation network-- including watercraft, land vehicles and a monorail system-- will link the various components of the "world." Complementing the theme park and hotels will be golf courses, riding stables, nature trails, camping, swimming pools, tennis and other recreational facilities.

Sailing, boating and a wide variety of water sports and spectaculars will take place on Bay Lake and the lagoon. The shores will be lined with sandy white beaches.

-Vacation Kingdom-

If the popularity of Disneyland, which has hosted more than 75 million guests in 13 years, is any indication— Walt Disney World, in the heart of Central Florida, will soon be the entertainment, recreation and relaxation capitol of America.

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POTENTIAL ECONOMIC IMPACT TO REACH \$6.6 BILLION

The Los Angeles firm of Economic Research Associates conducted an independent study of Walt Disney World in 1966 to measure the effect the project will have on the Florida economy.

Highlights of their findings were released by Governor Claude R. Kirk, Jr., February 2, 1967, at a press conference in Winter Park, Florida:

"During its first ten years of operation, Walt Disney World will directly generate \$6.6 billion in measurable economic benefits for the State of Florida as a whole.

"This economic impact will be felt in all parts of the state, primarily in terms of increased tourist volume, and the facilities and service employment this will require. The impact in terms of new construction, employment, wages and retail sales will be most apparent in the Central Florida area.

"Of this \$6.6 billion estimate, \$3.978 billion will result from expenditures by new tourists which Walt Disney World will attract to the state. \$2.261 billion of this total represents new payrolls for jobs created by Walt Disney World, including construction workers, tourist oriented employment, industrial employment, and the additional retail and service employment created throughout the state. Of these payrolls, 80%, or approximately \$1.8 billion, will be spent in the Central Florida area for retail goods and services, and other living expenses.

"The remainder of the total economic impact will come from materials and equipment purchased for the construction of Walt Disney World and necessary support facilities in the surrounding community. Approximately \$414 million will be spent for construction materials and equipment.

"By the end of its tenth year of operation, Walt Disney World will have generated for the State of Florida an additional 50,000 jobs, 25,000 of which will be Walt Disney World oriented, and an additional 25,000 of which will support this new population. These jobs will be in the fields of full-time construction workers, recreation and amusement facilities operators, hotel and motel employees, visitor-oriented sales and services, and new

industrial employment. In its first year of operation, Walt Disney World can be expected to create a need for more than 7,585 new full-time jobs in basic tourist-oriented activities.

"These 50,000 new jobs will support an increase in population of about 128,000 people. This new population will require an estimated 37,700 dwelling units, whose construction cost may reach \$750 million. Additional commercial and retail space totaling at least 2,640,000 square feet will be required to service this new population.

"These new activitites will also result in a widely expanded tax base for Florida's state and local governments. New revenues totaling \$243 million will accrue to Florida's state government during the period covered by this study.

"In addition, the county and municipal governments of Central Florida may expect to collect \$101.9 million in new taxes as a result of this development and new spending. Increased property taxes derived from the expanded tax base will account for the major portion of this new total.

"Visitors and local guests at Walt Disney World will spend an estimated \$2.7 billion in the Central Florida area during its first ten years of operation. This is money brought into the area specifically and directly by the new attraction, and the figure includes an estimated \$1.5 billion for retail goods and services."

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BEAUTIFICATION FOR WALT DISNEY WORLD WELL UNDERWAY

The landscaping program for the 43-square mile Walt Disney World in Central Florida has already begun-- with establishment of a Horticultural Research Center for experimentation with hundreds of plants, trees and shrubs from all over the world.

The project has been in the master-planning stage for two years at WED Enterprises, in Glendale, California, while the Disney property in Florida has been undergoing extensive water control and site-preparation programs.

Bay Lake, one of the area's largest, is being enlarged—extended westward across the face of the land—to provide in the near future a three-mile waterway where visitors will enjoy water sports and other recreation activities.

The lake's crystal clear water, and its shores, lined by pristine forests, provide the ideal settings for beaches of natural fine white sand that has recently been dredged from the lake bottom.

-Theme Park-

It is near Bay Lake that an amusement theme park will be developed. Along with theme resort hotels and other entertainment and recreational facilities, this new Disneyland-style theme park will be in "Phase One" of Walt Disney World which is expected to open in 1971.

More than 600 acres of the Florida "vacationland" have been prepared to date. Workmen and machines will start soon to build lakes, rivers, mountains and valleys for the new theme park's many attractions and adventures.

Landscape experts will follow shortly behind, adding the Disney touch to enhance the land's great natural beauty with gardens, wide green belts of lush grass, jungles and forests.

The landscaping projects will be supervised by the same horticultural experts who, 13 years ago, converted the flat, sandy parcel of land in Southern California into the contoured, garden-like settings of Disneyland.

Walt Disney, commenting on the landscaping at Disneyland said: "In a sense, Disneyland is a stage-- a most unusual stage. Members of the Disneyland audience, unlike the audience of a motion picture or Broadway show, do not simply look on. They participate in the drama, the adventure or comedy. They walk onto the stage. They move through the sets. They touch the props. They examine the set dressings. And so sets, props, and dressing must be authentic.

"To achieve the right effect; our Disneyland landscape architects combined their talents with those of builders and maintenance personnel and created a believable and authentic scene of nature's own design."

In addition to meeting landscaping requirements for attractions and adventures, Disneyland enjoys international recognition among horticulturists as a botanical garden.

-Tree Farm-

The Florida project will require many varieties that are not native to the state. To meet these special botanical needs, a 30-acre Horticultural Research Center has been established at the Walt Disney World site. This research center is located at the northern end of the Disney property, not far from where the new theme park will be developed.

Experimenting with many varieties that are uncommon in Florida is a risk of sorts since certain plants may not enjoy frost conditions, excess water, humidity, or any number of other situations common to the area.

Some plants being tested for suitability are species once planted in Central Florida, but which have vanished from the commerical scene.

(more)

Other trees are undergoing tests to determine feasibility in transplanting. Many in this category are mature specimens that have literally been snatched from the jaws of bulldozers at land-clearing sites throughout the Disney property, packaged and transported to the experimental tree center for a new lease on life.

In addition to experimenting with trees native to Central Florida, more than 100 varieties, with origins from as far away as China, Australia, Africa and New Zealand, have been brought to the Horticultural Research Center for testing.

-Redwoods-

Some varieties, of course, come from other areas of the United States. These include the coast Sequoia, the giant redwood trees that grow naturally only in California.

Eventually, the center's trees will be transplanted throughout the Disney property, taking their places in the new amusement park and other attractions in Walt Disney World where they will provide shade and beauty for millions to enjoy.

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WALT DISNEY WORLD TO BE
POPULAR CONVENTION SITE

A combination of entertainment and recreation, resort accommodations and meeting facilities will make Walt Disney World a unique destination point for associations, corporations and other group gatherings, of national and international stature.

Within the resort hotels planned around Walt Disney World's several hundred acres of lakes and lagoons will be elaborate facilities for conventions and business meetings.

Each of the several resort hotels will carry out a single theme in design, food specialties, recreation activities, convention facilities, and even the type of entertainment presented.

Pleasure activities and convention facilities will be interwoven within the vacation complex. While dad or mom attend meetings, the rest of the family will find a variety of entertainment activities to participate in by day and by night-- before, during or after convention activities.

Walt Disney World and the Orlando Area Chamber of Commerce have already received hundreds of inquiries regarding convention accommodations.

All inquiries receive polite letters explaining that Walt Disney World will not be open until 1971-- and inviting the group to consider 1972 or beyond.

Although California's Disneyland is some 30 miles from downtown Los Angeles, where most of the larger hotels are located—and does not contain convention facilities within the park bound—aries—it still is considered a determining factor in bringing conventions to Los Angeles.

When Walt Disney World opens in 1971, it will be a complete travel destination point -- for business meetings as well as pleasure vacations.