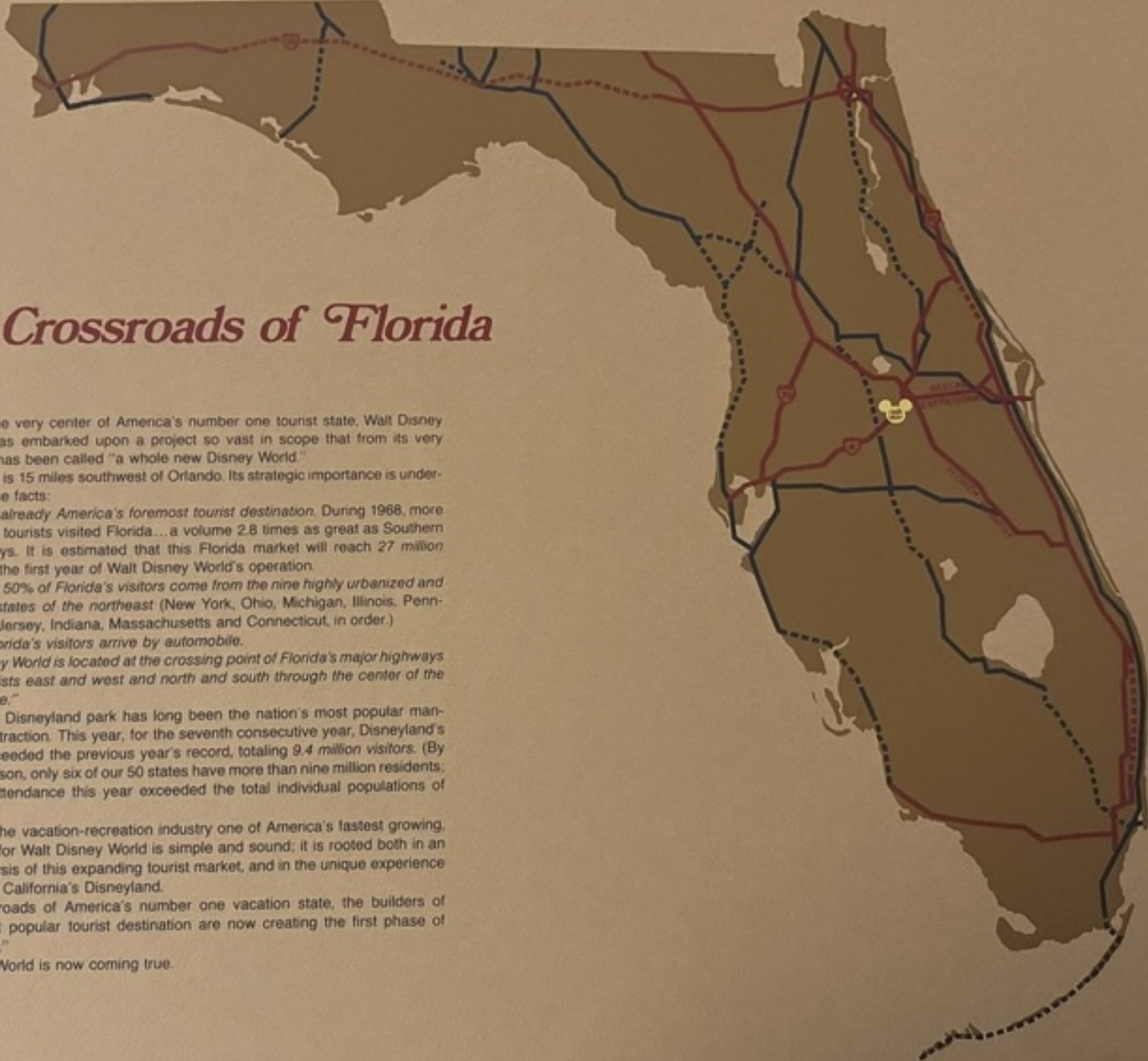




WALT DISNEY WORLD – FLORIDA

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The Crossroads of Florida

Almost at the very center of America's number one tourist state, Walt Disney Productions has embarked upon a project so vast in scope that from its very beginnings, it has been called "a whole new Disney World."

The location is 15 miles southwest of Orlando. Its strategic importance is underscored by these facts:

1. Florida is already America's foremost tourist destination. During 1968, more than 21 million tourists visited Florida... a volume 2.8 times as great as Southern California enjoys. It is estimated that this Florida market will reach 27 million visitors during the first year of Walt Disney World's operation.

2. More than 50% of Florida's visitors come from the nine highly urbanized and industrialized states of the northeast (New York, Ohio, Michigan, Illinois, Pennsylvania, New Jersey, Indiana, Massachusetts and Connecticut, in order.)

3. 80% of Florida's visitors arrive by automobile.

4. Walt Disney World is located at the crossing point of Florida's major highways carrying motorists east and west and north and south through the center of the "Sunshine State."

In California, Disneyland park has long been the nation's most popular man-made tourist attraction. This year, for the seventh consecutive year, Disneyland's attendance exceeded the previous year's record, totaling 9.4 million visitors. (By way of comparison, only six of our 50 states have more than nine million residents; Disneyland's attendance this year exceeded the total individual populations of 44 states.)

Today, with the vacation-recreation industry one of America's fastest growing, the foundation for Walt Disney World is simple and sound; it is rooted both in an extensive analysis of this expanding tourist market, and in the unique experience and success of California's Disneyland.

At the crossroads of America's number one vacation state, the builders of America's most popular tourist destination are now creating the first phase of "Project Florida."

Walt Disney World is now coming true.

"The Blessing of Size"



"There's enough land here to hold all the ideas and plans we can possibly imagine," Walt Disney said about the land acquired for Walt Disney World. And in the Master Plan for these 43 square miles, developed in concert with the designers, architects and engineers of WED Enterprises, Walt Disney incorporated the ideas and philosophies of a lifetime. *Walt Disney World is dedicated not only to how people play, but also to how they live and how they will work.*

In May, 1967, Governor Claude Kirk signed into law legislation requested by Walt Disney Productions, and passed by the Florida Legislature. This significant body of laws provides for a multi-powered improvement district—called the Reedy Creek Improvement District—which is now implementing the development of Walt Disney World in such important matters as building codes, zoning regulations, and a court-approved water control plan for the entire project site.

Walt Disney World encompasses 27,400 acres—an area twice the size of Manhattan Island, and about the same size as the city of San Francisco.

In its entirety, the Master Plan for Walt Disney World will take many years to complete. At its ultimate development, it is planned to include:

- a family theme park similar to Disneyland in California
- a complete "vacationland," encompassing theme resort hotels, motor inns and camp site accommodations, and featuring a wide variety of land and water recreation facilities
- an entrance and reception complex to receive and welcome guests
- an "airport of the future," offering service to private and executive aircraft as well as commercial "commuter" service
- an industrial park designed to showcase American industry at work
- a residential municipality, planned for leisure and pleasure living within the atmosphere and environment of a "small town"
- a transportation system carrying guests from place to place within Walt Disney World, linking its many attractions.
- and an Experimental Prototype Community of Tomorrow (EPCOT), where, as Walt Disney said, "People actually live a life they can't find anywhere else in the world today."

The enormous complexities of building an entire city—especially one conceived as a "blueprint of the future" and a perpetual showcase for American free enterprise—will require the cooperation of major American industry and considerable research and development before it is undertaken as part of the "second phase" of Walt Disney World. However, it has already elicited the interest and enthusiasm of many of America's major corporations; a number have assigned "task forces" to work with WED Enterprises in the determination and development of systems and materials that can be applied in the experimental community, EPCOT.

"Phase One" of Walt Disney World—the entertainment-vacation complex—has a target date for opening in 1971. It is this initial phase in the master planning and physical development of Walt Disney World that the staff of WED Enterprises, and consultant firms of international stature, are now creating.



Phase One





Phase One—A "Complete Vacationland"

In its first phase, Walt Disney World will present a *new concept in vacation lands*.

Conceived as a *destination point* for tourists and vacationers, it will be built around a "theme park" similar to a proven success—Disneyland. The "new Disneyland" theme park will include many unique attractions of its own, as well as many of the most popular features of California's Disneyland.

In this "complete vacationland," the new theme park will be *just one of many entertainment and recreation adventures*. In Florida, guests will not only *play*, but will also *stay* in a *Vacation Kingdom* that caters to the needs of those who stop here for a day...and those who stay here for a week or more.

A significant contrast to California's Disneyland will be the inter-relationship between the "theme park" and the nearby "theme resorts," so that both become part of the same "world." A transportation network—monorail, water craft and land vehicles—will link the hotel-resorts to the entertainment magnet, the "new Disneyland."

Taking maximum advantage of the setting as it exists in its natural state, the designers and planners of WED Enterprises have conceived a *Vacationland* oriented to both land and water recreation, and land and water entertainment:

On the land—in addition to the family adventures of the "new Disneyland" park, master plans are being developed for 18-hole championship golf courses, stables and bridle trails, nature tours that take advantage of the pristine beauty of the property's wilderness areas, an indoor sports center with bowling, swimming and other recreation activities, an ice skating rink, and theatres for the presentation of both motion pictures and stage shows.

On the water—the natural water-sports potential of Bay Lake and the area surrounding it is being expanded and extended into a three-mile pleasure waterway dotted with natural and man-made islands. In its new form, it will become the focus of water spectacles and sports, while at the same time retaining its original—often spectacular—beauty. In addition to boating, sailing and other water sports,

the lake and lagoon will be lined with broad, sandy beaches for sunning and swimming. The waters of the lake and lagoon will always be crystal clear, for the enjoyment of water-sports enthusiasts.

The theme resort hotels—so called because each is being planned around a single theme that represents a culture or architectural style from around the world—will offer far more than simply convenience of location to the "new Disneyland" and its attractions. In design motif, food specialties, recreation activities, convention facilities and even the type of entertainment presented, these major theme resorts will complement each other, as well as the attractions of the theme park.

Guests visiting Walt Disney World will leave their automobiles either at a day-visitor parking center (located nearly one-mile from the theme park's main entrance), or at their hotel, for the vacationer staying in one of the theme resorts.

From the parking center, or from their hotels, visitors will travel to the "new Disneyland" primarily by elevated Monorail trains. By inter-connecting the major areas, attractions and accommodations of the Vacation Kingdom, the monorail serves a dual purpose: first, it provides a means of access to the theme park and theme resorts; and second, it will be an attraction in itself—an excursion-tour, introducing all the adventures awaiting the visitor staying and playing in Walt Disney World.

The broad "Lagoons of the World" that flows out of Bay Lake also interconnects the major attractions of this Vacation Kingdom. In addition to the pleasure craft that sail here, excursion boats will carry guests on cruises "around the world"—between the theme park and docks at each theme resort.

When the sun sets, these excursion cruises will offer moonlight voyages around the waterways. And on special occasions—like the "Dixieland at Disneyland" show long popular in California, the Lagoons of the World will become a matchless "stage" for water extravaganzas...a two-mile long "parade route" that passes within viewing distance of every resort hotel in the Vacation Kingdom.



The Theme Resorts

The resort hotel sketches shown here are the concepts of Welton Becket & Associates, the internationally respected architects and engineers, now working with WED Enterprises to plan and design unique thematic resorts for Walt Disney World.

These resort hotels incorporate extensive facilities for business meetings and conventions. In Walt Disney World, pleasure activities and convention facilities have been interwoven within a single vacation complex...an environment that offers the family a variety of fun-theme activities to participate in by day and by night – before, during and after convention activities.

Because of the anticipated demand from the general public for accommodations at Walt Disney World, the theme resorts will accept convention reservations only during specific periods of the year. At this time, plans call for these resort hotels to offer convention reservations approximately six months of the year.

The theme resort plans described on the following pages are working concepts, now being refined and evaluated in terms of the overall needs of Walt Disney World's first phase. Requirements for guest accommodations are being analyzed on a continuing basis, in order to determine the specific number of hotels needed, and their opening dates.

Altogether, the three theme resorts shown here are being planned to include approximately 2,000 units. All will be linked not only by transportation systems, but also through the Walt Disney World closed-circuit television system, which will provide instant communications to every room, describing daily and special activities.

By combining entertainment and recreation, resort accommodations and meeting facilities, we believe Walt Disney World will be unique both as a vacation mecca, and as a destination point for gatherings of associations, corporations and other groups of national and international stature.

THE CONTEMPORARY HOTEL

"Flagship" of the theme resorts in Walt Disney World is the 735 room "Contemporary," a concept featuring a main entrance that is more "bustling showplace" than hotel lobby. Monorail trains whiz to and through, delivering hotel guests and other visitors right into the middle of the lobby—an 80-foot high open mall ringed by shops, restaurants and other guest-service facilities. The hotel's main building is planned as a 10-story high-rise, with the lobby-mall inside and a dining room at the top. Guest rooms will afford views of either the theme park to the west, or scenic Bay Lake to the east. In the plans is an elaborate health club, including gymnasium and steam bath facilities. As the major convention hotel in Walt Disney World, the Contemporary resort includes plans for a large ballroom (15,600 square feet), exhibit space (10,000 square feet) and eight smaller meeting rooms. Totally, the main ballroom and other facilities would provide banquet seating for 2,000 people and theatre-style seating for 3,000. A large number of suites of various sizes are also contemplated for use as convention hospitality rooms.



THE POLYNESIAN RESORT

For the sports enthusiast, the concept for the Polynesian-theme hotel features a wide variety of recreation facilities. There will be boat rentals on the lagoon, of course, and a special scuba diving pool—complete with an underwater viewing area for spectators. And for the golfer, this theme resort will be closest to the Vacationland golfing complex. Plans for the Polynesian resort include a main dining room and five meeting rooms for conventions. But the most unique aspect of this hotel is that each of its 700 rooms will face the water... and many will offer an exciting view across the lagoon to the theme park. A third of the rooms are planned for the graceful high-rise structure, which includes a restaurant and cocktail lounge at the top.

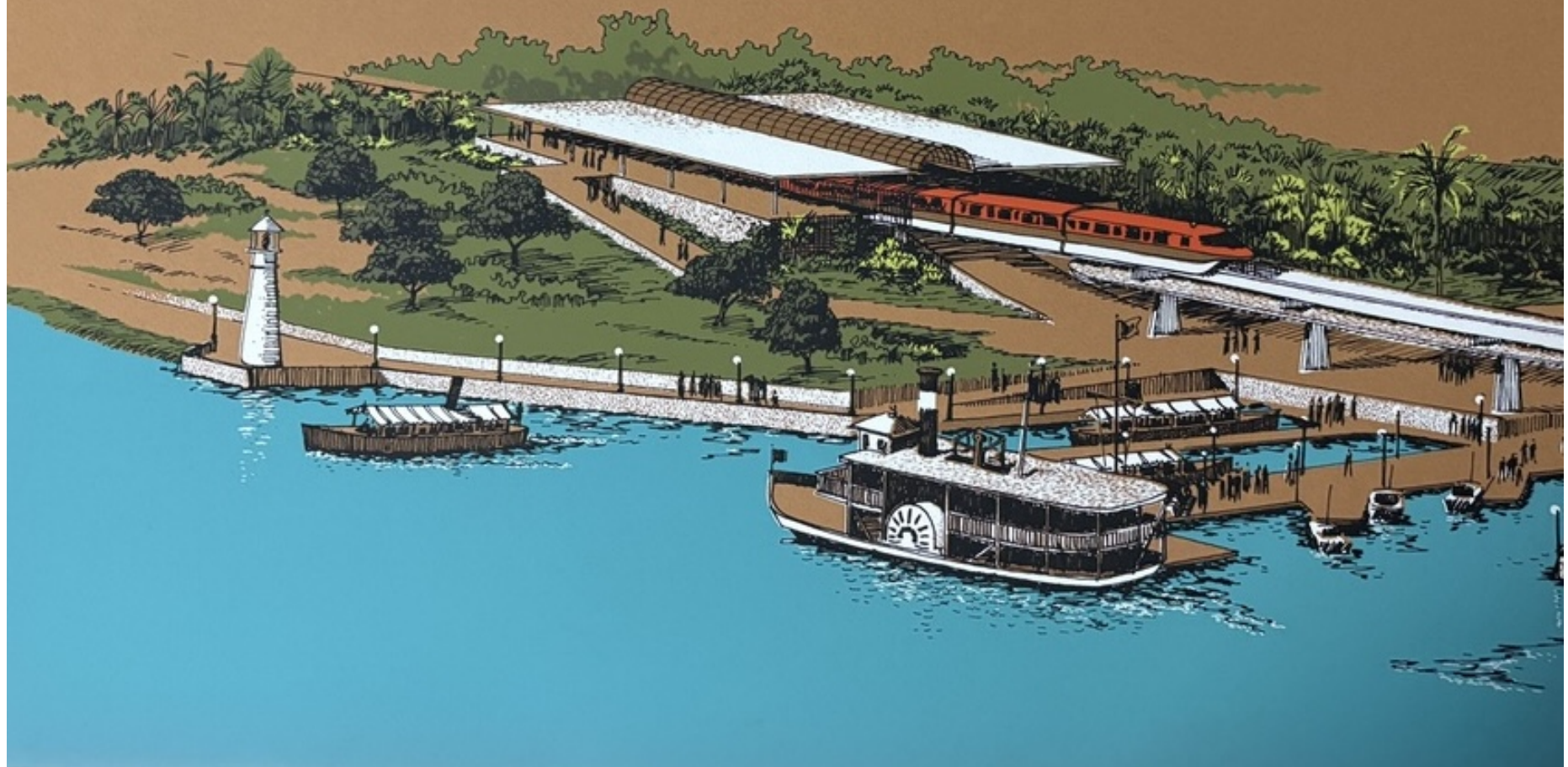


THE ASIAN RESORT

Primarily Thai in its decor and food specialties, this hotel will be located on the lagoon, nearest of all the hotels to the theme park entrance. It is being planned to include 600 rooms, about two-thirds in garden settings and the remainder in the 160-foot tower building. A theme restaurant and cocktail lounge at the top of the tower will provide nighttime dancing and stage entertainment. A unique feature is the location of convention facilities, all underneath and separated from the main public areas of the Asian resort. In addition, a multi-purpose main ballroom and smaller meeting rooms are planned for conventions. Every guest room (including 50 elegant suites) will face the lagoon or a central recreation area.



The "New Disneyland" Park







"We believed in our idea," Walt Disney said, "a family park where parents and children could have fun—together."

Ever since the day Walt Disney opened California's Disneyland in 1955, promoters and entrepreneurs from east to west have sought to "build a better people trap," as some have phrased it. No one has...and, perhaps, no one will. For Disneyland, as was its chief creator, is an *original*, and only by learning from its successes (and profiting from its failures) can "another Disneyland" equal or surpass the original's acclaim.

The tourist magnet of Florida's Walt Disney World will, of course, be a new, and in many ways a different, Disneyland. But although the visual differences will be readily apparent, underneath it all this "Disneyland" too will strongly reflect the traditions of highest quality and good taste, of friendliness and cleanliness, that have made California's Disneyland—and all things Disney—symbolic 'round the world for the finest in family entertainment.

The new theme park in Florida is being planned for an anticipated first-year attendance of 8,000,000 people. In size, and in general shape, it will parallel many of the features of California's Disneyland. And as does its predecessor, this theme park too will strongly reflect the wonder worlds of nature, the classic stories of childhood, and the spirit of America as we prize it...the nostalgia of the past, and the abiding faith and hopes and dreams for man's future.

It is in this spirit that American industry once again is being invited to participate in the "new Disneyland" in Florida. Both in quality and quantity, Disneyland's audience has proved to be of major importance to American industry. In a real sense, the prevailing attitude of "fun" and active participation has made of Disneyland far more than a traditional advertising medium. The "new Disneyland," too, will provide a common meeting ground for the interests of both public and industry.

Although many attractions in the Florida theme park will be familiar to the 75 million people who have already visited California's Disneyland, many more will be unique to the new theme park in Walt Disney World. The "complete Vacationland" concept, with its water-orientation, has effected many variations on the basic plan and design that has proved so successful in Disneyland in California.

On these pages are artists' concepts for some of the new attractions now being planned for the new theme park in Florida...the striking entrance area, with its boat landing, monorail station and Grand Victorian railroad station...an entire new land, Liberty Street, where our nation's past will be enshrined in the dramatic Hall of Presidents show... "Thunder Mesa," a spectacular panorama of the old west, where frontier times will live again through a series of exciting adventures...the 20-story tall "Space Mountain," a concept from the world of tomorrow...and Cinderella's Castle, towering symbol of Fantasyland where the stories and characters from Walt Disney film classics will "come to life."









"The Disneyland Effect"

"Money is where the fun is," wrote *Time Magazine* recently in describing what it called "the Disneyland Effect." Said *Time*:

"Stated simply, the thesis is that what's missing in urban life is a sense of fun, and that once a fun area is built, it proves to be a powerful, regenerative force that brings prosperity to the whole surrounding area."

"The prototype," continued *Time*, "is Disneyland itself. In its 13 years, the \$100 million amusement park in Anaheim has become California's No. 1 tourist attraction. The constant influx has helped transform Anaheim from a small, dusty town set amid orange groves into a pleasant and bustling city. To cope with the tourists, 3,500 motel and hotel rooms have been built...and restaurants have sprouted thick as asparagus outside the superpark's gates...."

Today, the lessons of Disneyland's impact are being heeded throughout central Florida. Newspaper headlines and editorials trumpet the need to "plan now for the Disney boom," and herald the "building boom in central Florida." Planning boards have launched "comprehensive Disney impact studies," and the Florida Highway Commission has moved forward with concrete plans for more ribbons of concrete to handle "the Disneyland Effect."

The demands—including the demand for accommodations—has already begun.

Disneyland—an Audience Profile

"The Disneyland Effect" begins with people—who they are, what they earn on the job, where they live, and how they spend their growing leisure time.

On a continuing basis, Disneyland conducts audience surveys to determine the nature and character of its audience. These surveys reveal that Disneyland's audience is composed primarily of people in the middle and upper income brackets:

- 75% of families visiting Disneyland earn \$7,000 or more per year.
- 49% have family incomes in excess of \$10,000 per year.
- 48% of Disneyland's adult visitors have a college degree or some form of college education.

*The Anaheim Area Visitor & Convention Bureau states that today there are more than 5,000 hotel and motel rooms within a five mile radius of Disneyland.

- 40% of all visitors come from states other than California.
- Disneyland hosts four adults for every child among its guests.

In summary: The Disneyland visitor is predominately well-educated, discriminating, and a professional or white collar worker. A cross-section profile would place Disneyland's audience at mid-stream (typical) of today's tourist-vacation market.

Florida—A Visitor Profile And Pattern

Florida, as stated before, already ranks as the number one tourist state in America. In 1968, 21 million people spent all or part of their vacations in Florida. By 1971—spurred by new developments throughout the state and especially the impetus of Walt Disney World—tourism is expected to exceed 27 million visitors.

The average Florida vacationer:

- arrives by automobile (79.8%)
- spends the majority of his vacation in the state (two weeks).
- spends an average of \$250 per person during his visit.
- divides his expenditures between lodging (16%), gasoline and other auto expenses (9%), clothing, souvenirs and sundries (25%) and food and drink (30%).*

In summary: The average Florida tourist is similar in his travel and personal characteristics to Disneyland's California audience. However, proximity to the nation's major population centers offers the potential of an even broader cross section of the American public as the audience for Walt Disney World. Because the great mass of Florida's tourists live east of the Rocky Mountains (93%), two widely separated Disney attractions should complement each other by drawing upon primarily western (Disneyland) and primarily mid-western and eastern (Walt Disney World) attendances. While the Florida tourist market is already the largest in America, its growth potential exceeds that of any other state.

Traffic Patterns Among Visitors

Located "at the crossroads of Florida," Walt Disney World is ideally situated to capture a major share of the state's automobile traffic. It's position close to the

*Source of statistics: Florida Development Commission.



geographic center of the state places 80% of Florida's tourist-vacationers within a two-hour drive of Walt Disney World.

The Florida Turnpike and Interstate 4 intersect within eight miles of Walt Disney World. The Florida Turnpike is the major north-south roadway funneling traffic through central Florida toward Miami. Interstate 4 (I-4) passes directly through the Walt Disney World property on its route from Daytona Beach on the east coast to Tampa/St. Petersburg on the Florida west coast. The new Beeline Expressway (scheduled for completion in 1970) will place Walt Disney World within 50-minutes driving time of Cape Kennedy.

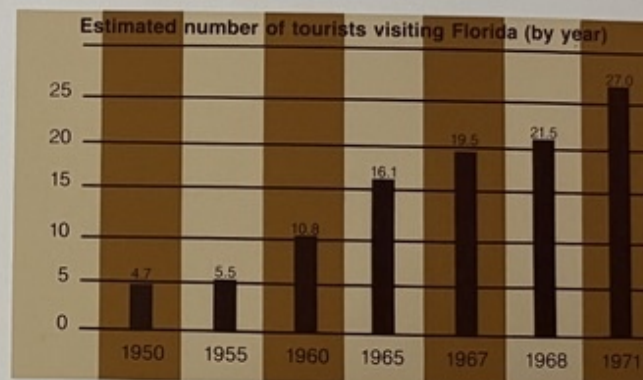
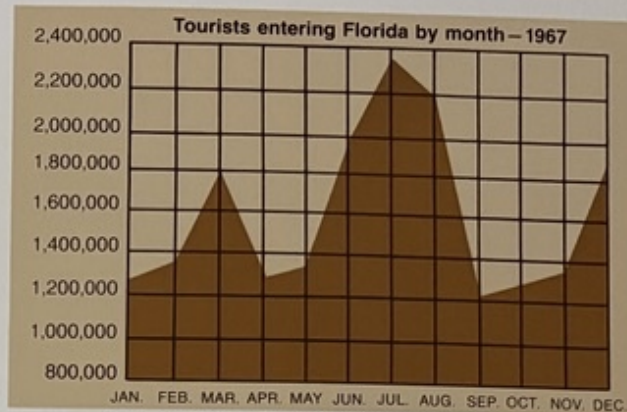
In summary: A primary consideration in selecting the site for Walt Disney World was its strategic location near the crossing point of Florida's major highways. With 53% of Florida's visitors originating in the nine highly industrialized and urbanized states of the northeast and midwest, and 79.8% of Florida's visitors arriving by automobile, it is most significant that these major highways—the Florida Turnpike and Interstate 4—afford a direct connection with the extensive U.S. Highway System which already channels the majority of visitors into the state of Florida.

Attendance—Walt Disney World

In its first year of operation, Walt Disney World is expected to attract some 8,000,000 visitors.

The origin of these visitors is expected to parallel the current Florida patterns of tourism: 85% of total visitors to Walt Disney World will come from outside the state of Florida. A high proportion will be family groups, especially during the summer months, which is expected to be the peak period of activity. Because of Florida's excellent winter season, attendance patterns in February and March are expected to nearly equal summer volumes. Predominately, visitors at this time of year will be couples and older persons, characteristic of the winter vacationer to the state of Florida.

In addition to the tourist visitor, Walt Disney World will draw heavily on the resident population of Florida. The state's population is expected to exceed 7,000,000 by 1971.



Method of arrival—tourists visiting Florida—1967		
	TOTAL 15,555,383	% DISTRIBUTION 79.8
	3,203,772	16.4
	323,815	1.7
	409,533	2.1
TOTAL	19,492,503	100.0

Phase One-A Summary

We believe that Walt Disney World will become the world's new "capital of family fun." A visit here will be an adventure in entertainment *and* recreation, for young and old alike. It will be a completely new kind of vacation experience.

At its opening in 1971, Walt Disney World will present a complete **Vacation Kingdom...**

- a place of *entertainment*, crowned by a new and different theme park similar to Disneyland.
- a place of *recreation*, where land and water sports abound.
- and a place of *relaxation*, catering to the needs not only of the guest who comes for the day, but planned and oriented around activities and adventures for those who stay here for part or all of their family vacation.



