



## Disneyland® Paris reimagines its event offer

Today, Disneyland® Paris, Europe's number one tourist destination, announced a new division designed to serve the thriving events industry. Providing unparalleled access to the resort's theme parks, event spaces, hotels and resorts, Disneyland Paris Event Group creates unforgettable customized experiences with two tailored brands that combine the art of Disney storytelling with the power of the destination.

For more than 26 years, Disney Business Solutions has been creating and hosting professional events, relying on the power of Disney storytelling and a team of event professionals. Building on this expertise, the group has extended its activities and created new successful proprietary events such as *Disneyland® Paris Run Weekend* and *Electroland*, positioning Disneyland® Paris as both a major event venue and event producer.

In an effort to adapt to an ever-changing market and to reflect the evolving business, Disneyland Paris Event Group is established as a new division with a team of event experts who create, host and produce unforgettable events in Disneyland Paris' spectacular theme parks and dedicated spaces. The team provides immersive, creative and innovative experiences through our two brands:

- **Business Solutions by Disneyland® Paris:** a reimagined brand dedicated to business tourism and professional events, offering conventions, motivation and exhibitions solutions, as well as privatized experiences throughout our destination.
- **Live Events by Disneyland® Paris:** a new brand connecting Disney stories and seasons with our audiences' passions, like music, sport or e-sport through incredible major events, such as *Disneyland® Paris Run Weekend*, *Disney Loves Jazz* or *Disney's Halloween Party*.

*"At Disneyland Paris Event Group, we create highly immersive, unique and powerful experiences, connecting guests to our incredible franchises, seasons and Disney storytelling. We bring unexpected emotion to life and create everlasting memories for all audiences, individuals and business alike. This ambition is expressed in our new brands with the aim of surprising each customer and each participant,"* said Gustavo Branger, Vice President, Disneyland® Paris Event Group.

## **About Disneyland® Paris Event Group**

Disneyland® Paris Event Group is the division in charge of imagining, organising, producing and hosting events at Disneyland® Paris, Europe's top tourist destination. Its teams combine their event expertise with the Disney DNA to bring powerful and unique experiences to life. Every year, nearly 850 events are organised on behalf of professionals, individuals and the general public via two distinct brands: Business Solutions and Live Events.

## **About Disneyland® Paris**

Euro Disney Associés S.A.S, operating company of Disneyland Paris has 16,000 employees, 500 professions, 20 spoken languages and 121 nationalities. Disneyland Paris is the number one single-site employer in France and the largest private employer in the department of Seine-et-Marne. The Resort includes Disneyland® park, Walt Disney Studios® park, six Disney Hotels and two Disney Nature Resorts with a total capacity of more than 5,800 rooms, two convention centers, the entertainment center Disney Village® and a 27-hole golf course. In addition, the company manages the real estate development operating segment of a 2,230-hectare site, approximately 50% of which is yet to be developed.

<http://twitter.com/EuroDisneyEN>

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