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## **2024 Shanghai Disney Resort Happiness Travel Trend Report Released**

*The China Tourism Academy case study of Shanghai Disney Resort's highly successful eight years of operations analyzes the current strong demand for happiness and emotional fulfillment.*

*The report offers a wealth of observations and insight on the high-quality development of the tourism sector in China.*

**Shanghai, June 13, 2024** – Shanghai Disney Resort has been recognized for providing high-quality experiences that have touched the hearts of tens of millions across all ages since it officially opened its gates on June 16, 2016. To commemorate eight years of creating happiness and joy for guests, the 2024 Shanghai Disney Resort Happiness Travel Trend Report (“Report”), based on the successful release of its first edition in 2021, was officially launched today. Developed by China Tourism Academy (Data Center of the Ministry of Culture and Tourism), the new edition dives deeper into the observation findings of consumers’ growing desire for emotional needs amid the continuous tourism rebound, offering a wealth of new insights into ongoing trends and changes within the local tourism industry, which will further contribute to the high-quality development of the industry.

The launch of the new report was celebrated earlier today through a ceremony at the resort. Leadership and representatives of Shanghai Disney Resort and China Tourism Academy attended the ceremony, joined by leaders from the Shanghai Municipal Administration of Culture and Tourism, the Administrative Commission of Shanghai International Resort, and the Shanghai Shendi Group, as well as renowned academics focused on tourism research and studies. The launch moment was culminated by lighthearted optimist, Joy, from Pixar Animation Studios’ hit film *Inside Out*, who made a special appearance to commemorate the occasion, before she joined her peers to celebrate the China premiere of *Inside Out 2* at Shanghai Disney Resort later in the day.

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*Murray King, Vice President of Public Affairs and Communications at Shanghai Disney Resort, Xiang Yihai, Deputy Director General of Shanghai Municipal Administration of Culture and Tourism, Dai Bin, President of the China Tourism Academy, and Joy (from right to left) celebrated the report launch*

“For eight years since our opening, Shanghai Disney Resort has offered unique high quality entertainment experiences that blend Disney storytelling and creativity for tens of millions of guests around the world, leaving everyone who passes through our gates with a simple smile and memories that will last a lifetime,” said Joe Schott, President and General Manager of Shanghai Disney Resort. “As we commemorate the important milestone of our Eighth Anniversary, we are extremely honored to be the partner of China Tourism Academy in their in-depth studies about China’s happiness tourism, reaffirming our commitment in delivering happiness. And we are proud to share the best of our practices and experience with the industry through this comprehensive report to further advance the development of the industry.”



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Building on the success of the first Happiness Travel Trend Report that China Tourism Academy released in 2021, the Academy's research team once again selected Shanghai Disney Resort as the most representative sample in their research on new trends and findings in happiness tourism for the resort's dedication to providing happy experiences and also its industry leading role. With various research methods including analyzing data from the resort's consumer survey results, the new report details Shanghai Disney Resort's practices in creating happiness and new insights that can be learned from the resort, in the direction of broad shifts in the emotional tenor with people pursuing a higher emotional level over time.

"Age is no barrier to happiness. Disney is a synonym for childhood dreams of being a princess or a super hero and a world of joy for everyone. Happiness is catchy. Shanghai Disneyland is a theme park where happiness is created and a home away from home for those with passion for life. Happiness is something that needs to be created. Since its Grand Opening eight years ago, Shanghai Disney Resort has never stopped its pursuit to achieve cultural, artistic and technological innovation, constantly evolving alongside the city and the society," said Dai Bin, Presidents of the China Tourism Academy. "The second Shanghai Disney Resort Happiness Travel Trend Report is issued as Shanghai Disney Resort approaches its eighth anniversary since its Grand Opening. It is our sincere aspiration that, Shanghai Disney Resort and its industry partners and counterparts can fully foster the steady and sustained high-quality development of the tourism sector."

It's found in the new report that with the continuous recovery and rebound of the tourism industry, there's an increasing demand for happiness among people of all ages. The tourism industry contributes to people's well-being and the building of a home away from home, with a growing shift towards prioritizing a deeper sense of inner fulfillment and emotional value. Shanghai Disney Resort, as a destination for happiness, forges a strong emotional connection with generations of people from around the globe, providing them with joy, mental relaxation, happiness, and fulfillment. As of December 20, 2023, Shanghai Disneyland has welcomed over 13 million guests in less than a year to this happy destination with its magical, uplifting and often inspiring stories and experiences, setting another record for guest attendance since its grand opening less than eight years ago.

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During the launch event today, researchers from China Tourism Academy (Data Center of the Ministry of Culture and Tourism) presented the key highlights of the report, which includes comprehensive coverage of the best of Shanghai Disney Resort's expertise in continuously resonating with its guests, and ingredients to the resort's success from various perspectives and dimensions.

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- 1. Creating experiences that provide emotional value and a sense of joy:** At Shanghai Disney Resort, guests can fully immerse themselves in Disney's classic storytelling, relaxing, savoring joy, and attaining happiness. Notably, the resort's diverse entertainment experiences have provided profound emotional comforts to guests of all ages. According to the data of Shanghai Disney Resort's consumer insights, in 2023, Shanghai Disney Resort's live entertainment was viewed 40.99 million times by guests, including signature shows like "ILLUMINATE! A Nighttime Celebration", "Mickey's Storybook Express", and theatre shows like "Mickey's Storybook Adventure". Particularly, Shanghai Disneyland's signature daytime parade, "Mickey's Storybook Express", drew over 10.21 million guests in 2023, indicating that almost all guests visiting the park have watched this joyful and spirited show.







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- 2. New offerings and products that provide surprises with every visit:** Since its opening, the resort has continuously developed, providing brand-new storytelling and enriched experiences, including the world's first Zootopia inspired by the blockbuster film from Walt Disney Animation Studios, which officially welcomed its first guests on December 20, 2023, following the opening of the resort's first major expansion - Shanghai Disneyland's seventh themed land, Disney•Pixar Toy Story Land less than two years after the grand opening. 97% of surveyed guests knew about Zootopia before arriving at the resort and notably, one third of these guests said that the new land was the key reason behind them visiting to the resort. In addition, the popular rotation of seasonal celebrations and special festive events have become a major draw for guests. For approximately 300 days every year, guests can immerse themselves in the resort's special, limited-time seasonal celebrations. In 2023, an impressive 85% of guests expressed their desire to return and the percentage of guests willing to recommend the resort to others increased by 11% compared to the already high scores in 2019.





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- 3. Providing surprises and wonders for everyone:** The resort offers happiness and joy for everyone, whether they are bonding with family, exploring wonder and magic with friends, or simply relaxing by themselves. Nuclear families still account for a very important proportion of Shanghai Disney Resort’s guests and they seek opportunities to strengthen their family bonds and express their love for each other through travel. Additionally, adults from couples and interest-based circles that focus on emotional values emerge as mainstream travel groups. In terms of guest mix, the proportion of guests visiting the park without a child is comparable to the proportion of guests visiting the park with a child in 2023. In addition, the resort is favored by seniors due to its service quality and rich experience as seniors with rich travel experience are pursuing leisure travel with higher quality and new offerings. The attendance with one-day and two-day tickets for senior citizens has increased by about 75% in 2023 compared to 2019.





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- 4. Meeting the needs for self-expression:** Consumers demonstrate increased self-consciousness and self-expression, reflected in their lifestyle choices including dressing styles. According to the operational statistics from the resort, headwear including headbands and hats rank as the top five most popular merchandise category in sales. Guests are also able to fully express themselves in a variety of activities at the resort. For example, during the resort's Halloween celebrations, guests express themselves and show off their playful side by dressing up in creative attire, with many making this an essential annual tradition. Since the first launch of Halloween celebrations in September 2017, Shanghai Disney Resort has been holding Halloween-themed celebrations for seven consecutive years. The highlight of the Halloween celebrations, the beloved Spook-tacular, has also been extended from the initial single evening to five nights during the 2023 Halloween season.







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5. **Immersive experiences through transportation and tourism synergy:** Leveraging Shanghai's advantageous geographical location and convenient transportation infrastructure, Shanghai Disney Resort enables local, out-of-town and international guests to allow them more conveniently and spontaneously experience the magical world. Shanghai local guests with an Annual Pass make up the highest proportion of guests on weekdays in Spring and Autumn. For regional guests, statistics show that in 2023, the main source markets for Shanghai Disney Resort were Yangtze River Delta region. Compared to 2022, throughout 2023 the most significant increase observed was the number of tourists visiting from the Pearl River Delta region. Another key reason for Shanghai Disney Resort's success and popularity among guests, is its clever integration of familiar elements into immersive storytelling. For example, the Zootopia incorporates distinctive local culture, including features inspired by Shanghai, offering Chinese guests a unique experience that is both instantly recognizable and deeply resonant. Guests use terms like "very immersive", "detail-oriented", and "faithful recreation" to describe their positive experiences.





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- 6. Enhancing guest experiences through cutting-edge technology and innovation:** The resort has continuously enhanced theme park experiences through cutting-edge technology and technological innovation, leading the trend of the theme park industry. Zootopia is the latest example of the resort's commitment to innovative technologies. For example, Zootopia: Hot Pursuit is powered by an advanced trackless ride system, the first of its kind in the Chinese Mainland, and characters are brought to life in a vivid art form throughout the land through sophisticated Audio-Animatronics technology. The “excellent” rating from guests on the overall Zootopia land experience, attraction experience (Zootopia: Hot Pursuit) and interactive character experience all outperformed the already high guest ratings from other areas of the park. Additionally, over 85% of guests use the Shanghai Disney Resort App before arrival.





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In addition to leading the six trends, the report also summarized how Shanghai Disney Resort utilizes its practices to shape future lifestyles and deliver happiness, bringing possible impacts to the local community.

- 1. Coexisting with the natural environment for sustainable happiness:** Shanghai Disney Resort continues to implement more environmental practices, setting the industry benchmark. In 2023, the resort was awarded the Leadership in Energy and Environmental Design (LEED) Platinum certification under LEED v4.1 for Communities: Existing rating system, making it the first resort worldwide to achieve the highest level of LEED certification. The resort also emphasizes sustainable development during its operation and construction, continuously promoting science education and biodiversity conservation efforts. These include being recognized as the first Eco-China Experience-based Education Destination, and integrated biodiversity monitoring with natural education activities such as bird watching program at the resort's Wishing Star Park and the signature annual Disney Earth Month celebration in April to enhance public awareness of environmental protection.
  - 2. Bringing happiness to people in need in the community:** Shanghai Disney Resort has been committed to being an essential part of the local community and an active corporate citizen. Collaboration with the local government, NGOs, schools, and other has had a positive impact on the daily lives of everyone in the local community, spreading Disney's happiness and magic to more Chinese families. Taking the program of Disney Fun House for example, in 2016, The Walt Disney Company announced a RMB 20 million donation to fund Disney-themed play spaces at children's hospitals across the Chinese Mainland, as an opening gift for Shanghai Disney Resort. On June 1, 2024, in celebration of International Children's Day, the 50th Disney Fun House opened at the Children's Hospital of Zhejiang University School of Medicine in Hangzhou, spreading happiness and optimism to children and their families when needed most.
  - 3. Becoming a beacon that helps promote the development of cultural tourism:** As a new landmark in Shanghai, the resort attracts tourists from around the globe, further supporting Shanghai's goal of becoming a world-renowned destination and the first stop in China for inbound travelers as well as serving as a key contributor to the high-quality development of China's cultural tourism industry.
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4. **Promoting international exchange:** Shanghai Disney Resort’s “Authentically Disney and Distinctly Chinese” high quality experiences, coupled with its dedication to happiness, serves not only as a tourism and entertainment hub but also as a crucial platform for international exchange, fostering cooperation in culture, economy, and commerce across different levels.







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Shanghai Disney Resort is committed to exploring new ways for continuously providing happiness and quality experiences to guests, while working closely with industry partners to collectively promote the high-quality development of the "Happy Tourism Industry." This dedication not only underscores the resort's commitment to further cultivating the China's tourism market, but also seeks to offer valuable insights to the sector, thus unleashing the vast positive development of the industry.



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