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## **Shanghai Disney Resort Bids Farewell to a Remarkable 2025, Ringing in the New Year that Marks Its 10<sup>th</sup> Anniversary**

**Shanghai, December 31, 2025** – Shanghai Disney Resort bid farewell to 2025 and welcomed the New Year with a grand nighttime spectacular - “Ignite the New Year” this evening. The “2026”-shaped fireworks lit up the sky, signaling a year full of excitement. As the resort prepares to celebrate its milestone tenth anniversary in 2026, its “10<sup>th</sup> Birthday” logo was unveiled for the first time tonight. The design was projected onto the iconic Enchanted Storybook Castle during the nighttime show, marking the prelude to a year-long celebration.



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From welcoming its 100 millionth guest to hosting the Zootopia 2 Global Celebration, along with the continuous new experiences and major expansions, Shanghai Disney Resort wrapped up 2025 on a high note. Building on the successful year, the resort's tenth anniversary promises even more surprises, inviting guests from all over the world to experience the magic in true Disney style.

"We are immensely grateful to our cast members, Imagineers and partners for a remarkable 2025 and a wonderful start to our upcoming tenth year of operations," said Andrew Bolstein, President and General Manager of Shanghai Disney Resort. "For nearly a decade, we have had the distinct privilege to bring happiness to guests and fans from China and around the world. With the approach of our tenth anniversary, our team has been working tirelessly on our tenth anniversary celebrations, and we cannot wait to welcome our guests to visit and celebrate this significant milestone together with us!"

### **Ring in Year Ten with a Special Nighttime Spectacular and Surprise Unveiling of the "10<sup>th</sup> Birthday" Logo**

As a New Year's Eve tradition at Shanghai Disney Resort, the "Ignite the New Year" special nighttime spectacular was presented on December 31 and will do so once again on January 1. Today, guests at Shanghai Disneyland concluded their magical journey with fireworks, projections, and light shows set to timeless Disney melodies. As fireworks burst into the night sky, spelling out the numbers "2026," the spectacular display inspired awe and excitement, ushering in the New Year with unforgettable magic. Welcoming the New Year, Mickey Mouse, Minnie Mouse, and their friends on Mickey Avenue don festive outfits exclusively for today and tomorrow, inviting guests to immerse themselves in the celebration.

*(As with other live entertainment in the park, the presentation of "Ignite the New Year" may be impacted due to inclement weather or other unforeseen conditions. For example, during poor weather, including but not limited to high wind, poor air quality, heavy fog, and/or lightning, we may adjust or remove the fireworks effect, or temporarily delay or cancel the show.)*



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The special show culminated with Shanghai Disney Resort's "10<sup>th</sup> Birthday" logo projected onto the castle, followed by a grand fireworks finale that illuminated the night sky with vibrant colors and sparkling lights. The gold and blue "10<sup>th</sup> Birthday" logo offered a glimpse of the anniversary

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celebration to come in 2026. The number “10” over a gold silhouette of Shanghai Disneyland’s iconic Enchanted Storybook Castle, combined with a plus sign and wishing stars, symbolizes the magical world where millions of dreams have come true over the past nine years.

The plus sign “+” carries multiple layers of meaning. It not only represents the Chinese character “十” (ten) for the resort’s tenth anniversary, but also signals “plus more” magic to be unveiled for elevated and collective guest experiences. Additionally, as articulated in its “10<sup>th</sup> Birthday” tagline, “With You, It’s Magic+”, the “+” pays a special homage to those who have been with and will be with this journey, creating and sharing the magic together. The debut of the logo and the tagline tonight serves as both a symbol and an invitation, igniting guests in the wonder of Disney’s storytelling and creativity.





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### **Capping A Successful 2025 with More Magic Awaits Ahead**

As 2025 comes to a grand finale with tonight's special celebration, Shanghai Disney Resort marks a year of historic milestones and ongoing expansion, leading up to its tenth anniversary. In October, Shanghai Disneyland reached a defining moment with the arrival of its 100 millionth guest – a remarkable visitation milestone achieved in just over nine years of operations. According to the TEA Global Experience Index 2024 ("Index") released by the Themed Entertainment Association (TEA), Shanghai Disneyland again ranked fifth in attendance among the "Top 25 Amusement/Theme Parks Worldwide", and remained first in China in 2024<sup>1</sup>, with a record-breaking annual attendance of 14.7 million. These achievements stand as testament to

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<sup>1</sup> [TEA Global Experience Index 2024](#) by the Themed Entertainment Association (TEA); [TEA/AECOM 2023 Theme Index and Museum Index: The Global Attractions Attendance Report](#) by the Themed Entertainment Association (TEA) and AECOM



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the resort's growing popularity, reflecting the continued passion of guests for Disney magic and storytelling.

Standing on the momentum of its success since opening, the resort has continued to bring Disney stories and characters to life over the past year through creativity and innovation. With the arrival of Walt Disney Animation Studios' *Zootopia 2*, guests will find the fresh scenes, characters, and music inspired by the sequel at the world's one-and-only *Zootopia*-themed land. Since the grand opening of *Zootopia* in 2023, guests from near and far have immersed themselves in this vibrant metropolis where guests' favorite stories and beloved characters come to life. Over 90% of surveyed guests knew about *Zootopia* before arriving at the resort, and one fourth of these guests said that *Zootopia*-themed land was the key reason behind them visiting the resort. Over 95% of guests rated "Excellent" or "Very Good" after experiencing the land's iconic attraction, *Zootopia: Hot Pursuit*. The growing demand and popularity of *Zootopia* once again demonstrated how Disney's unique storytelling connects with millions of guests through immersive experiences and offerings in a new and innovative way.

The resort's commitment to continuously enhancing guest experience remains unwavering, with multiple expansion projects actively taking shape. These include its third and fourth themed resort hotels, Shanghai Disneyland's ninth themed land themed to Spider-Man, and the expansion of the park's iconic attraction, *Soaring Over the Horizon*. Additionally, the resort is constantly exploring new innovative ways in its daily operations, among which, the experience for entering Shanghai Disneyland will be enhanced in the first half of next year ahead of the resort's tenth anniversary. The introduction of the new turnstiles, with strengthened efficiency and smooth entry, will be rolled out phase by phase, and trial operations for initial phase will be launched in January.

Disney's unique experiences and services come alive through our cast members' dedication. A new residential community is being built to enrich the lives of its frontline cast members who are the key to Disney magic and happiness.





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As the resort brings 2025 to a close and looks ahead with optimism, Shanghai Disney Resort invites everyone to be a part of its grand Tenth Anniversary celebration and experience the one-of-a-kind magic that is uniquely crafted for guests. Please stay tuned for the official anniversary celebration to start!



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