

FOR IMMEDIATE RELEASE

Shanghai Disney Resort Celebrates 10 Years of Magic

Reflecting on a decade of success and bright future ahead, growth and expansion already underway

The day culminated in a star-studded red carpet and a celebratory gala filled with exciting and heartfelt moments

Shanghai, June 16, 2026 – Ten years ago, on June 16, 2016, Shanghai Disney Resort opened its gates of imagination, inspiration and magic to guests from across China and around the world. The resort has since marked more than 100 million guest visits, sharing Disney storytelling and exclusive experiences with them, establishing itself as a landmark tourism destination that is “Authentically Disney and Distinctly Chinese.” On the eve of the official anniversary milestone date, resort shareholders and leadership gathered together with a wide range of local stakeholders, including partners, guests and Disney cast members who have helped shape the resort’s remarkable 10-year journey, to celebrate a decade of inspiration and happiness. The occasion was celebrated in grand style, with honored guests welcomed on the red carpet, a festive anniversary gala at the Enchanted Storybook Castle, followed by a spectacular nighttime show that paid tribute to the resort’s remarkable history and looked ahead to many more years of magic to come.



The evening reached its grand finale as Bob Iger, former Chairman and Chief Executive Officer of The Walt Disney Company, and Josh D'Amato, Chief Executive Officer of The Walt Disney Company, joined by musical artist guests, as well as Mickey Mouse and Minnie Mouse, gathered before the Enchanted Storybook Castle. In a breathtaking moment of celebration, a wishing star illuminated the Enchanted Storybook Castle, marking the "With You, It's Magic+" milestone.



"When we opened these gates, we believed we could create something the world had never seen – a place where Disney storytelling met Chinese culture in a way that was genuinely new," said Josh D'Amaro, Chief Executive Officer of The Walt Disney Company. "More than one hundred million guest visits later, Shanghai Disney Resort stands as one of this company's proudest achievements. As we celebrate the park's first decade and look to its next, what excites me most is that we're just getting started."

"The past decade for Shanghai Disney Resort has been a journey of collaboration marked by commitments to the local market and a shared effort to create happiness, of exploration involving cultural exchange and mutual learning, and of development driving regional growth and industry synergies," said Guan Taoping, Chair of Shanghai Shendi Group. "We want to extend our sincere gratitude to our partner, The Walt Disney Company, and to all those who have devoted their hard work and ingenuity to this project's creative, design, development and operations. As we enter the next decade, the Shendi Group will continue to deepen and expand our partnership with The Walt Disney Company. Leveraging the success of Shanghai Disney Resort, we will develop Shanghai International Resort into a world-class multi-day tourism destination, accelerate the 'multi-day economy' at the resort, and forge a more vibrant and competitive 'cultural-tourism-plus' ecosystem."

"Our guests and fans, community and partners, cast and Imagineers, and both shareholders have been the authors of the resort's story over the years, and I am immensely grateful for everyone who has been part of this magical journey," said Andrew Bolstein, President and General Manager of Shanghai Disney Resort. "As we continue the momentum built throughout the past ten years, defined by continuous expansion and development, relentless innovation and a steadfast commitment to excellence, we are confident that the future of Shanghai Disney Resort is bright."

A global tourism icon filled with 10 years of magic and happiness

From day one, Shanghai Disney Resort has been committed to creating a place where magic happens and dreams come true. Guided by its philosophy "Authentically Disney, Distinctly Chinese," the resort blends Disney storytelling with local Chinese culture, offering experiences specially tailored for guests, appealing to local audiences while delighting guests from around the world. As a joint venture between The Walt Disney Company and Shendi Group, the resort stands as a successful business model and a global platform promoting people-to-people exchange between Chinese mainland and the rest of the world.





A scale replica of the highest finial on Shanghai Disneyland's Enchanted Story Book Castle was presented to Bob Iger, former Chairman and Chief Executive Officer of The Walt Disney Company, in appreciation of his commitment to creating a resort that is Authentically Disney and Distinctly Chinese

Over the years, Shanghai Disney Resort has enchanted millions of guests of all ages from China and around the world with Disney storytelling and immersive experiences and offerings. Driven by strong guest demand for happiness and unique experiences found nowhere else, Shanghai Disneyland has become a popular theme park worldwide. In October 2025, it welcomed its 100 millionth guest, a significant attendance milestone achieved in just over nine years of operations.



As one of the city's key landmarks, Shanghai Disney Resort plays a vital role in the local tourism industry. As the resort has continued to grow and expand through creativity and innovation, it has become a powerful driver of the local economy. As a key engine of regional growth, Shanghai Disney Resort has created more than 15,000 direct jobs and many more indirect opportunities, and attracted increasing numbers of visitors to the city, further strengthening Shanghai's position as a leading global tourism and consumption destination.

Through unparalleled experiences and offerings, Shanghai Disney Resort brings happiness to guests visiting the park every day. Beyond the park, the resort is deeply committed to making a positive impact on community through broad initiatives and programs. These initiatives bring care and magic to children and their families as well as seniors, promote environmental protection, inspire the youth, and advocate accessibility and inclusivity, creating a long-lasting positive impact to millions of individuals.

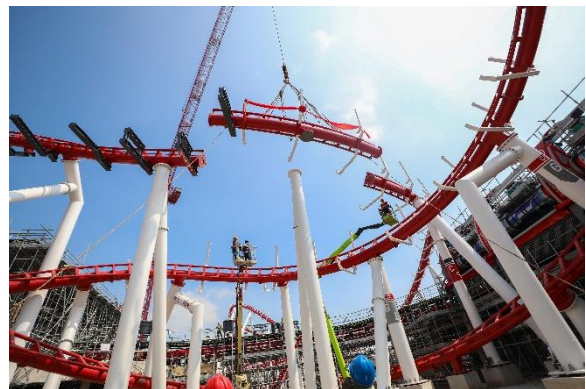


Ambitious expansions since day one, with new land and two new hotels underway

Since opening, Shanghai Disney Resort has never stopped bringing new worlds to life. The successful openings of Disney·Pixar Toy Story Land in 2018, and the world's first and only Zootopia in 2023, along with the phenomenal success of both lands, demonstrate how Disney storytelling continues to connect with guests from every corner of the world.



Yet this was just the beginning. Shanghai Disneyland is currently expanding with its ninth themed land, featuring Spider-Man. Soon, guests can join their favorite web-slinger on an immersive adventure with high-speed thrills. The last piece of the attraction's iconic red track was installed a couple of weeks ago, marking another important step forward for the new themed land. Upon completion, the new land will represent the first major Marvel themed attraction at Shanghai Disneyland, along with unique shopping, food and beverage, and entertainment experiences that extend the story and invite guests further into the Marvel story-world.



With growing demand for a multi-day resort experience driven by Disney's unique storytelling, Shanghai Disney Resort's hotel portfolio is also expanding. Building on the popularity of the existing themed hotels, Shanghai Disneyland Hotel and Toy Story Hotel, the resort has announced expansion plans for new third and fourth themed hotels. The third hotel will be located adjacent to the current Shanghai Disneyland Hotel, and the fourth will be just steps from the main entrance of Shanghai Disneyland.

Today, the name of the third themed hotel was officially announced as Shanghai Disney Enchanted Star Hotel. Construction is progressing rapidly, and the hotel's complete façade will soon be unveiled, giving guests an early look at its exterior design. The name, inspired by the fabled Wishing Star, represents the heart of Disney storytelling. Inspired by Shanghai's cultural heritage, this hotel's design is influenced by Art Nouveau architecture, with the Wishing Star featured as the guiding light and a recurring theme throughout the hotel.

Upon completion, the 400-room deluxe destination will offer guests extraordinary views of Shanghai Disneyland and Wishing Star Park, welcoming all into a world where artistry and Disney storytelling are seamlessly blended in all aspects. This winter, guests will be able to enjoy an immersive stay at Shanghai Disney Enchanted Star Hotel, discovering a magical world celebrating dreams, wishes, and a constellation of Disney stories and characters as soon as they step into the hotel. With all-new themed indoor and outdoor pool areas, and a host of other recreational offerings, guests can enjoy a fun, relaxing stay all year round.



Shanghai Disney Enchanted Star Hotel Artist Concept



Other major expansion and development projects include the expansion of Shanghai Disneyland's iconic attraction, *Soaring Over the Horizon*, along with many new entertainment experiences that were just launched this March. These exciting additions include *The Heart of Magic* castle stage show, the enhanced *Mickey's Storybook Express* parade, and a newly added 10th Birthday-exclusive grand finale to the reimaged *Illuminate! A Nighttime Spectacular*, among others. Additionally, a new residential community for frontline cast members is also being built to further support those who create happiness for guests day after day. These major expansion projects are among the latest examples of Shanghai Disney Resort's ongoing development and growth.

Honored guests from all walks of life graced the exclusive red carpet

This celebratory evening started with a star-studded red carpet ceremony at Treasure Cove, the only themed land of its kind at any Disney park worldwide. A celebration lane was created to honor the many individuals whose talent, dedication, and support have helped shape Shanghai Disney Resort's extraordinary ten-year journey and inspire magic far beyond the resort.

A lineup of distinguished guests from all walks of life, including Olympic athletes, community champions, artists, directors, writers, performers and singers, construction workers, along with Disney characters, graced the red carpet. Many of them share a special connection with Shanghai Disney Resort, having contributed to its story, celebrated important moments alongside the resort, or inspired guests and communities throughout the past decade. Their presence during this milestone occasion reflected not only the creativity, passion, and spirit that define the resort, but also the meaningful relationships and shared memories that have been woven into its first ten years.



Tao Liang, Tang Meiyang, Wang Bobo and Liang Yong, representing the over 100,000 construction workers who helped build Shanghai Disney Resort and bring its magic to life



Acclaimed Shanghainese actress Pan Hong, who lent her voice to the Mandarin and Shanghainese narration in the opening scenes of "Once Upon a Time" Adventure inside Enchanted Storybook Castle, with Daisy Duck



SHANGHAI
DISNEY RESORT
上海迪士尼度假区



*China's top sailing athlete Xu Jingkun and
'Olu Mel*



*International ballet artist Tan Yuan Yuan and
StellaLou*



*Huju opera actresses Chen Yu and Xu Rong,
along with young performers Xu Zitian and
Chen Zika from Shanghai Huju Opera Theatre,
with LinaBell*



Renowned novelist Ma Boyong and Gelatoni



*Shanghai Disney Resort VolunTEARS Celebrity
Ambassador Lin Chiling and ShellieMay*



*World diving champion Chen Yuxi and famous
discus champion Wang Ting*





*Shanghai Disney Resort Grand Opening
Ambassador and international basketball star
Yao Ming*



*Shanghai Disney Resort Grand Opening
Ambassador and actress Sun Li with
Donald Duck*

A grand anniversary celebration ceremony concludes the unique night with a spectacular finale

In honor of the resort's tenth anniversary, a special celebration ceremony was hosted on the Enchanted Storybook Castle stage where a mix of classic Disney melodies and brand-new live performances were presented. The ceremony took invited guests on a musical journey through ten magical years at Shanghai Disney Resort, featuring a medley of iconic songs that represent some of the highlights in the resort's history, and paying tribute to all those who have helped create magic over the past ten years.





In a special milestone moment on stage, Bob Iger, former Chairman and Chief Executive Officer of The Walt Disney Company, and Josh D’Amaro, Chief Executive Officer of The Walt Disney Company, joined by honored guests, Mickey Mouse and Minnie Mouse, lit the Wishing Star on the castle stage, marking a heartfelt tribute to the resort’s first decade and its bright future ahead. The dazzling finale celebrated ten years of magic at Shanghai Disney Resort while looking ahead to even more magic, wonder and adventure in the years to come.



As Shanghai Disney Resort enters a new decade, the resort honors the 10th anniversary milestone with deep gratitude to its shareholders, partners, cast members, guests and fans for making the dream come true and shine over the past 10 years, as “With You, It’s Magic+!”

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