

# DISNEY'S ECONOMIC IMPACT ACROSS THE U.S.

## Empowering Small Businesses and Communities from Coast to Coast

Disney Parks & Resorts is one of the largest drivers of travel and tourism in the United States, generating nearly \$67 billion in annual economic impact and supporting more than 403,000 jobs across all 50 states. Through long-standing relationships with thousands of small businesses, from family farms in Ohio, to design firms in Missouri, to day cruise operators in Alaska, Disney's investment reaches far beyond its theme park gates and into communities from coast to coast. That nationwide footprint comes to life this summer with Soarin' Across America, a reimagined attraction that takes guests on an immersive flight over iconic U.S. landscapes and whose production drew on the same network of American businesses that help power Disney experiences every day. With \$30 billion in planned U.S. investment through 2033, Disney is doubling down on the communities, industries, and small businesses that make its story possible.

### 👉 BY THE NUMBERS 👈

#### \$67 Billion

Annual economic impact generated by Disney Parks & Resorts across the United States — nearly as much as U.S. consumers spent on Halloween, Valentine's Day, and Mother's Day combined

#### \$30 Billion

Planned U.S. capital investment through 2023 — the largest period of growth in the company's history

#### 403,000 Jobs

Direct and indirect jobs supported in California, Florida, and throughout the U.S.

#### #1 and #2

Magic Kingdom and Disneyland are the two most-visited theme parks in the world, drawing tens of millions of visitors annually and helping drive America's travel and tourism industry.

#### Thousands of Small Businesses

Disney works with small businesses in every state, spanning manufacturing, food & beverage, creative services, construction, and more

## REGIONAL IMPACT

### Disneyland Resort

Anaheim, California

#### \$16.1 Billion

in annual economic impact

#### ~1 out of 20 Jobs

in Orange County is attributable to Disney

#### 102,000 Jobs

Supported in the region

### Largest Single-Site Employer

in Orange County, California and Orange County, Florida

### Walt Disney World

Lake Buena Vista, Florida

#### \$40.3 Billion

in annual economic impact

#### ~1 out of 32 Jobs

in Central Florida is attributable to Disney

#### 263,000 Jobs

Supported statewide

# INVESTING IN AMERICA'S FUTURE

Disney's plan to accelerate growth at its domestic parks represents the largest expansion in the company's history, with plans to increase U.S. capital expenditures to \$30 billion through 2033, including:

- The largest-ever expansion of Magic Kingdom Park at Walt Disney World Resort in Florida
- A new Tropical Americas land in Disney's Animal Kingdom Theme Park at Walt Disney World Resort in Florida
- The first-ever land based on Pixar's Monsters, Inc. at Disney's Hollywood Studios at Walt Disney World Resort in Florida
- Doubling the size of the Avengers Campus inside Disney California Adventure at Disneyland Resort in California
- New attractions based on Disney and Pixar's Coco and Avatar at Disneyland Resort

THIS SUMMER

## SOARIN' ACROSS AMERICA



As part of Disney Celebrates America's 250th anniversary, the company debuts Soarin' Across America, a reimagined, coast-to-coast attraction experience celebrating the beauty and spirit of the nation. The attraction takes guests on an immersive flight over iconic U.S. landscapes from sea to shining sea.

- **Now open** at EPCOT, Walt Disney World Resort
- **Opening July 2** at Disney California Adventure, Disneyland Resort

The states and locations featured in the attraction offer a window into the behind-the-scenes business relationships that power Disney experiences connecting guests to the nationwide network of American businesses behind the magic.

*ABOUT THE DATA: Economic impact data is based on reports prepared by economists at Tourism Economics, a division of Oxford Economics. The reports analyze direct, indirect, and induced economic impacts of Disney's operations in Southern California (FY2024) and Florida (FY2022), combined with estimates of nationwide supplier activity across all 50 states.*

## • STRENGTHENING • LOCAL ECONOMIES ACROSS ALL 50 STATES

Behind those numbers are real businesses and real jobs. For many of the small businesses Disney works with, a long-term relationship means steady revenue that allows a company to hire more people, invest in new equipment, or expand into new markets; economic benefits that ripple through local communities.

- **Allen Marine Tours SITKA, ALASKA**

A family-owned day cruise operator whose work with Disney Cruise Line has helped grow tourism infrastructure and employment in a remote coastal community

- **Southeast Dairy Processors TAMPA, FL**

A 50-year Disney supplier whose steady business has supported dairy industry jobs across the Tampa Bay region

- **PGAV Destinations ST. LOUIS, MO**

A design firm whose Disney project work contributes to a creative economy in the Midwest, supporting architects, designers, and engineers far from either coast

- **Richloom NEW YORK, NY**

Creates custom furniture and fabrics for Disney properties, sustaining manufacturing and design jobs in the New York metro area

- **Rando Productions NORTH HOLLYWOOD, CA**

A longtime collaborator that has helped engineer Disney show pieces and parade floats, supporting skilled craft and fabrication jobs in the San Fernando Valley

- **Grand Canyon West AZ**

Helped our team uniquely capture the footage that brings one of the country's most recognizable landmarks to life on screen.

- **Y. Hata & Co., Ltd. HONOLULU, HI**

A family-owned foodservice distribution company that has supplied grocery items, frozen seafood, and paper supplies to the Aulani, A Disney Resort & Spa, in Hawaii since its opening day.