

# DISNEYLAND PARIS

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Disneyland Paris, formerly Disneyland Resort Paris, is a recreational and holiday resort of 22.30 km<sup>2</sup> (2230 ha) located in Marne-la-Vallée, an agglomeration of communes in the department of Seine-et-Marne, east of Paris, France. The complex is located mostly in the commune of Chessy, 32 kilometers from the center of Paris.

The Disneyland Paris complex consists of two theme parks - Disneyland Park and Walt Disney Studios Park - a shopping and entertainment area - Disney Village - a golf course - Golf Disneyland - seven Disney official hotels and seven other partners. It opened to the public on April 12, 1992, being the second Disney resort to open outside the United States of America (after Tokyo Disney Resort), and the first owned and operated by Disney. With 14.5 million visitors in 2007, it is one of the most important tourist destinations in Europe.

The perspective of a Disney park in France was a subject of debate and controversy. Critics, including prominent French intellectuals, denounced what they considered to be cultural imperialism, or the neo-pro-capitalism of Euro Disney, and that this would promote in France an unhealthy type of American consumerism. For others, the Euro Disney became a symbol of the United States within France. On June 28, 1992 a group of French farmers blocked Euro Disney in protest of the agrarian policies that the United States supported at that time. A journalist from the French newspaper Le Figaro wrote: "I wish with all my heart that the rebels set fire to Euro Disneyland." 9 Ariane Mnouchkine, a Parisian art director, called it "cultural Chernobyl"; 10 a phrase from which The media echoed and grew as synonymous with Euro Disney during the first years.



