



Club 33, Royal Street, New Orleans Square, Disneyland



Club 33 Royal Street

NEW ORLEANS SQUARE
DISNEYLAND
1313 HARBOR BOULEVARD
ANAHEIM, CALIFORNIA 92803
U S A





Introduction To Club 33, Royal Street

To millions of people around the world, few words so symbolize the phrase "good host" as does the name Disneyland. The Disneyland way of making every guest feel welcome in the midst of masses of people is famed from the main streets across America to the royal palaces of Europe and Asia.

To a select few among more than 60 million guests, the Magic Kingdom has been even more than simply a "good host." To these Very Important People—Kings and Queens, Prime Ministers and Presidents of both nations and corporations—Disneyland is the embodiment of the hospitality that has been called "red carpet." No one who has known it will soon forget his day and his tour of Walt Disney's Magic Kingdom.

Now a new era has dawned in the entertaining of Very Important People in a Very Important Fashion at Disneyland. Now—for the first time—you and your company can participate in a new service that will cater exclusively to those visitors who merit your most courteous business care.

We call it CLUB 33, after the most exclusive address in all Disneyland: 33 Royal Street, New Orleans Square.

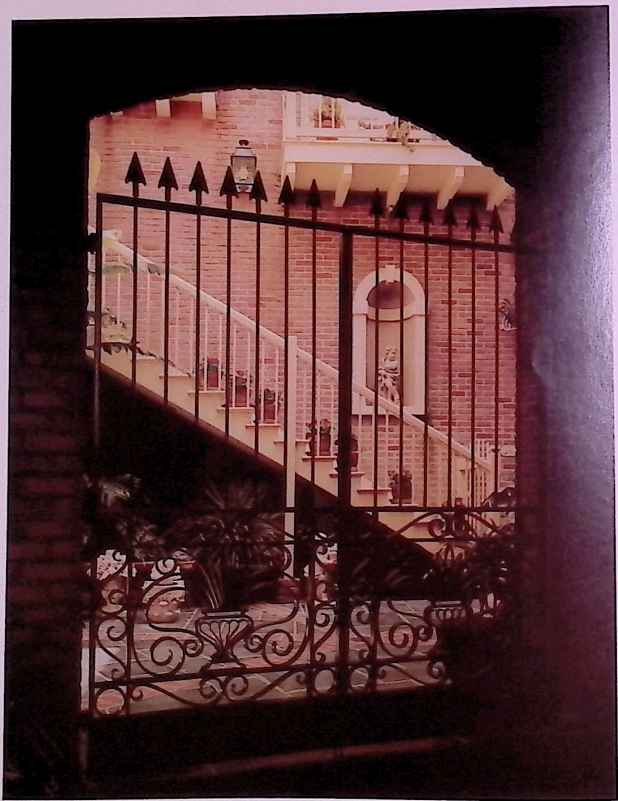


Of all the lands in Disneyland, New Orleans Square stands above all for sheer elegance of design and faithful re-creation of another age.

Along its winding streets and in sheltered courtyards are fine shops offering distinctive merchandise in distinguished settings. Antiques ranging to \$8,000 are offered for sale in "The One-Of-A-Kind Shop." Ladies blend their own fragrant scents in "Mlle. Antoinette's Parfumerie." Hand tooled charms and bracelets and rings are the rich bounty of "Laffite's Silver Shop." Tile murals, works of art, grace the walls of the French Market Restaurant.

From the shoe shine boys who wander its streets to the lacy iron grillwork of its balconies; from the daily sounds of a Dixieland jazz band to the constant sight of the majestic riverboat Mark Twain steaming 'round the bend at the foot of Royal Street, New Orleans Square recalls her namesake, the fabled "Queen of the Delta" as it was a century ago, when cotton was king and the steamboat ruled the Mississippi.







Entrance

Your personal key-card unlocks the ornate paneled door at 33 Royal Street, New Orleans Square.

Inside, a hostess welcomes you and leads your party to the French-style cage elevator standing nearby (it is one of perhaps half a dozen that still exist in Southern California today).

Within moments, aboard your Victorian-age lift, you have arrived in the private world of Club 33.



The Concept

High above the streets and courtyards of New Orleans Square, hidden from public view and the bustle of a typical day at Disneyland, is a page out of old New Orleans that even the proud Creole society might have chosen and cherished as its own.

Here French doors open onto balconies that overlook Disneyland's own muddy Mississippi, the Rivers of America. Here, in the tradition of the good host, Walt Disney and his staff planned and executed Disneyland's most exclusive setting—part elegant dining room, part relaxed refreshment center, part distinguished art gallery, part meeting room and part private showplace.

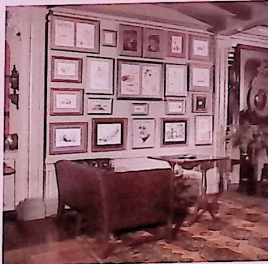
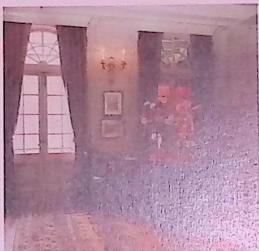
This was Walt Disney's concept—an elegant, exclusive club for Very Important People... a place for conversation, and in turn a conversation piece in its own right.

It was Walt's idea to create "a private show within a public show" with the opening of Club 33 in Disneyland.

Everything—from plush furnishings to crystal chandeliers, from original paintings and sketches to a personalized Audio-Animatronic show for members and guests only—has been chosen or specially created for Club 33, by the staff of WED Enterprises and by other Disney artisans.

Here, away from the general public, adult beverages will be available, including the finest of wines to match the food specialties of the house.

Nearly two years' time and artistic talent has gone into the creation of this private club service and convenience for you and your special guests.





Lounge Alley

Enter Club 33 by stepping into Lounge Alley, a broad vestibule serving as cocktail lounge, art gallery and a place where businessmen may discuss the day's events while watching the passing parade of people.

Near its entrance will be a Club 33 highlight, a gallery setting for the display of original paintings. It is planned that this rotating exhibit will feature the original private works of artists from the Disney Studio and WED Enterprises. Many of these paintings will be available for purchase by Club members and their guests.

For its premiere showing, however, and for periodic display thereafter, the gallery in Lounge Alley will present one of the world's largest collections of original pen and ink sketches by Heinrich Kley, one of the great cartoonists of modern times. These brilliant, satirical and sometimes bizarre cartoon sketches are from the private collection of the late Walt Disney. Never before have these Kley originals been exhibited.



The Banquet Room

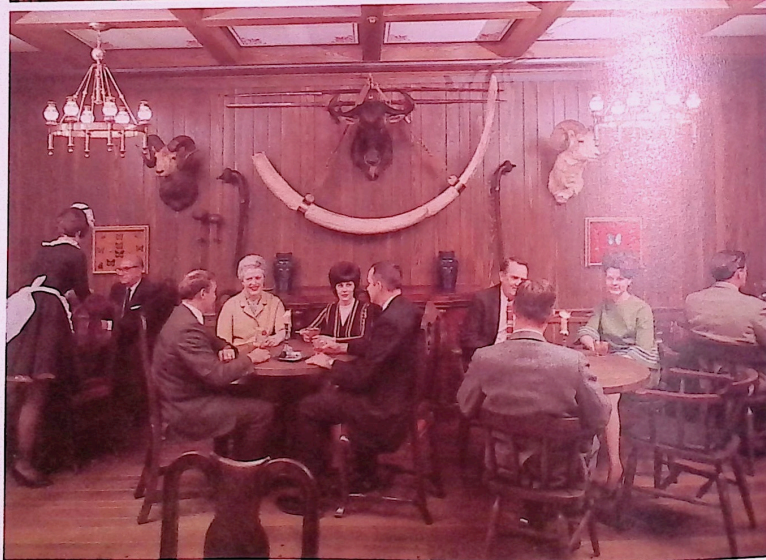
No expense has been spared in the creation of the Banquet Room, a setting of elegance where only 78 patrons will dine at any one time.

Its woods are the finest of natural grains. Its imported chairs are made to order, Napoleonic style, by Italian craftsmen. Its candelabras and other dressings are genuine antiques. Its three empire chandeliers are one-of-a-kind, handcrafted by the same artisans who created those that so dominate the interior of the Los Angeles Music Center.

Gracing the walls of the Banquet Room is a permanent collection of original art, created by artists at WED Enterprises in the design of New Orleans Square and (on a much lighter note) the idea sketches and paintings for the new Disneyland adventure, "Pirates of the Caribbean."

The tall French doors of the Banquet Room open onto small balconies that afford one of the most exciting views in all Disneyland—the streets of New Orleans Square below, and beyond, the bustling Rivers of America and the "Mark Twain" stern-wheeler.





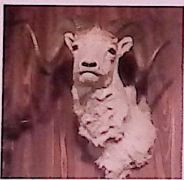
The Trophy Room

No British men's club ever enjoyed a more masculine atmosphere than the Trophy Room. And the stories spun here are likely to be taller by far than those that fill a big game hunter's den.

The walls of the Trophy Room (the rich wood look and touch of natural finish cypress) are lined with samples of the hunter's skill. Over a period of years, friends of Walt Disney had given him a prize collection of princely value: African antelope, mountain goat, native spears, masks and plumes. And the room's most valuable decorative showpiece, a nine-foot long, solid ivory mammoth tusk.

Forty-two guests dining at pub-like, natural oak tables will find their attention drawn not only to these treasures, but to several other seemingly passive birds and animals around the room. Above the fireplace, an owl and two magpies. Nearby, a raccoon. Across the room, a leering, hungry vulture.

This is no ordinary menagerie. For when the feathers begin to fly, and the tall tales are spun back and forth across the Trophy Room, the voices may not be those of your luncheon companions alone. To the contrary: these Audio-Animatronic performers are as talented as the marvelous Macaws in the Enchanted Tiki Room, and as talkative as "Mother" in the General Electric Carousel of Progress. And the wise old owl on his fireplace perch has one more extraordinary talent; for a tuppence or two, he can talk directly for you. He may even know your guests by name!





Membership

A limited number of charter and associate memberships are now available in Club 33. These memberships are limited by several important factors:

First, the desire to create an exclusive private club service for top level VIP's and their important guests.

Second, the restrictions of size. At any one time, only 145 diners may enjoy luncheon or dinner at Club 33.

Third, the anticipated demand for private party usage. Membership in Club 33 will include the privilege of reserving individual rooms or, at certain times, the entire club for business or personal occasions. The Trophy Room, with its one-of-a-kind private show that can be tailored to suit any audience, was in fact conceived as a private meeting room for luncheon and dinner gatherings.

In service and convenience to members and guests, Club 33 will operate in the tradition of the finest private clubs. For your convenience, all charges will be made to your membership card number; no cash will be exchanged. A private PBX operator will be available to place your local and long distance calls.

A professional management, working in concert with the Disney staff, will provide services and privileges in Club 33 never before available within Disneyland park.





*Now
You Can Play
Good Host
The
Disneyland
Way*

Club 33 is Disneyland's new "center for VIP guest relations." With its opening, many of Disneyland's traditional red carpet services for Very Important People—including guests of the United States Department of State and the clients and key executives of companies represented in Disneyland—will revolve around this distinguished address: 33 Royal Street, New Orleans Square.

*One Call
Covers
Everything*

Disneyland's Red Carpet Program grew in response to the requests of major companies for a way that they—although not present in person—might welcome and entertain important customers or key executives. For many leading companies, playing the "good host" at Disneyland has become an effective and important business relations tool.

Today Disneyland maintains a staff of hostesses skilled in the Disney way of welcoming and entertaining these high level guests. The list of Very Important People who have toured Disneyland under their guidance reads like a global who's who: kings and queens, presidents and prime ministers, ambassadors, senators, governors, motion picture stars, chairmen of the board.

Now, for your convenience in using the services of this Disney staff, "one call covers everything." You may choose from a variety of guest relations services arranged to suit the particular group or individuals your company is entertaining.

For some guests, you may simply wish to have a hostess greet them on your behalf, present ticket books with your compliments, and orient them to the Magic Kingdom.

For others, your choice may be to add luncheon at Club 33 or reservations at the Golden Horseshoe show.

And for others, your Red Carpet may include an entire visit planned around the time they have available. A hostess may meet your VIP guests at the Disneyland Hotel Heliport, spend part or all day touring them around Disneyland, dine with your guests at Club 33, and even provide souvenir merchandise with your compliments.

For Very Important People, Disneyland's guest relations hostesses are trained experts in the art of representing you and your company in a Very Important Fashion.





Two of Disneyland's most popular entertainment and dining areas are also available for special private party reservations.

THE BLUE BAYOU TERRACE is a world that knows no day; moonlight shines there all day long. In a setting that recreates the water wonderland of the Louisiana bayous, guests dine on the patio of a graceful antebellum mansion, looking out over the mysterious bayous where Spanish moss drapes the live oak trees and shrimp boats hide amongst the tall cypress.

The Blue Bayou Terrace is an adventure in entertainment as well as moonlight dining. The Terrace includes two "stages," one a bandstand on the patio floor, the other a balcony of the old plantation house. With dinner seating for 205, the Blue Bayou Terrace is uniquely suited for entertaining in combination with Club 33; a separate exit from the Club leads directly onto the Terrace.

THE TAHITIAN TERRACE at the edge of Adventureland, is an atmosphere entirely distant in mood and time from old New Orleans. This is the warm and wonderful realm of Polynesia, with its matchless setting for tropical dinners and shows.

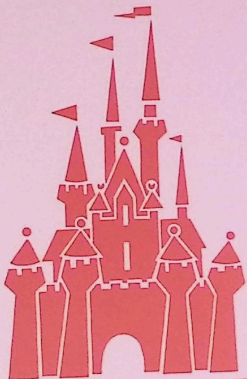
The "stage" is nestled beneath a tumbling waterfall... its "curtain" is a cascade of water that magically draws aside to reveal the performers... and its "footlights" are leaping flames of fire burning on the water itself. Here, sarong-clad natives step out from behind the waterfall to perform the swaying rhythms and rituals of the distant Pacific islands.

In this unique amphitheater, 290 guests may dine and dance and watch the exciting South Seas show.

These unique Disneyland settings are available to companies on a private party arrangement that may include both food and entertainment.



Large Party Reservations



Disneyland cordially invites your participation in these special programs and services of interest to business and industry. For information about...

Club 33

The Red Carpet Program

Special Party Facilities

please contact:

Lessee Relations Division

Disneyland

1313 Harbor Blvd.

Anaheim, California

Tel: 533-4456

MAAdison 6-8605



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ANAHEIM, CALIFORNIA 92803

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"The Royal Suite" Club 33, Disneyland, U.S.A.



Grand Suite

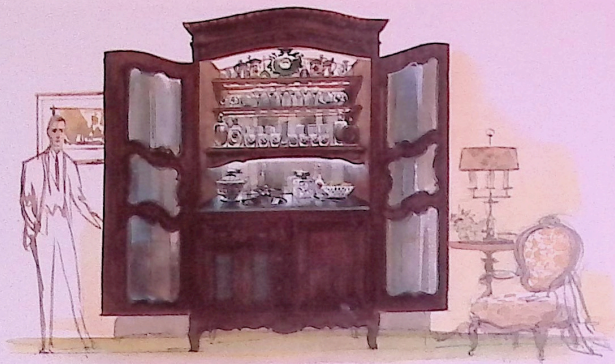
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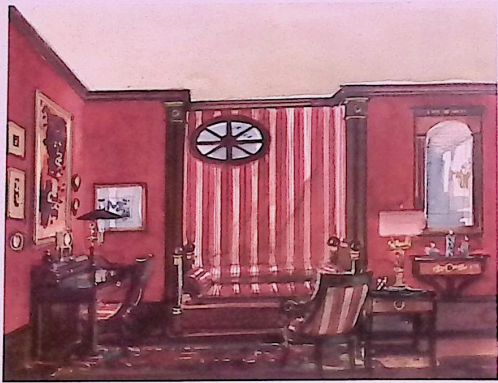
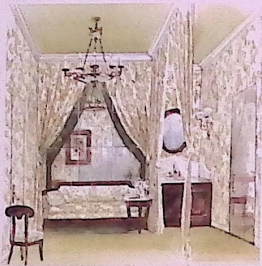
"The Royal Suite" Club 33, Disneyland, U.S.A.

Space has been provided for expansion of Club 33 at some future date, dependent upon the use of present facilities by patrons and their guests. In concept, this area has been called "The Royal Suite."

These artists' renderings visualize some of the ideas for decor and atmosphere in "The Royal Suite."



The Royal Suite







Club 33 Disneyland