

A promotional image for the EPCOT International Festival of the Elements. The background features the iconic Spaceship Earth geodesic sphere, illuminated with a gradient from orange on the left to blue on the right. In the foreground, there are futuristic, glowing structures with translucent panels and neon-like lights in green, blue, and purple. The overall scene is set at night with a dark sky and a grid pattern overlaid on the background.

# EPCOT International Festival of the Elements

A Seasonal Celebration of Culture, Connection, and the Elements

# Strategic Alignment: Expanding the EPCOT Festival Ecosystem



## Stories (IP Integration)

Leverages Pixar's Elemental without building new permanent ride infrastructure.

Introduces roaming characters utilizing WDI's latest reinforcement learning BD-X robotics.



## Scale (Infrastructure)

Utilizes the newly completed CommuniCore Hall & Plaza as the operational, high-margin indoor hub for the festival.



## Fans (Addressable Market)

Targets the 700M consumers with high Disney affinity, driving repeat seasonal visitation and increasing per-capita guest spending.

**Strategic Mandate:** Fills the critical seasonal gap in EPCOT's annual cycle, driving high-margin segment operating income as part of the \$60 Billion expansion plan.

# Park-Wide Spatial Alignment

## World Celebration (Air)

Elevated décor, wind-sculptures, and open-air atmospheric entertainment in the 5-ring planter hub.

## World Nature (Earth / Water)

Bioluminescent pathways integrating with Journey of Water and The Land pavilion.

## World Discovery (Fire)

High-energy lighting, smoke effects, and dynamic architectural up-lighting.

## World Showcase (Convergence)

Global elemental convergence. A glowing ring tying the distinct neighborhoods together authentically.

Convergence Map

# The Elemental F&B Sensory Matrix

## Flame & Ember

### Profile:

Spicy / Smoked / Bold

### Signature:

Charred skewers,  
chili-infused street food

### Beverage:

Smoked bourbon cocktails,  
glowing ember mocktails



## Tides & Tastes

### Profile:

Crisp / Refreshing / Chilled

### Signature:

Sustainable seafood,  
chilled ceviche

### Beverage:

Aqua-glowing cocktails,  
cascading dry-ice lemonades



## Rooted

### Profile:

Earthy / Plant-Forward / Rich

### Signature:

Truffle-roasted root  
vegetables, botanical breads

### Beverage:

Herb-infused gin tonics,  
matcha elixirs



## Skyline Sweets

### Profile:

Light / Whipped / Effervescent

### Signature:

Cotton candy clouds,  
aerated mousses

### Beverage:

Champagne flights,  
nitrogen-infused teas



# World Showcase IP Integration: Authentic Interpretations



## Mexico: Fire & Earth

Showcasing ancient volcanic stone cooking techniques and fire-roasted spices.



## Japan: Water & Air

Highlighting the precision of sushi preparation and the lightness of steam and tempura.



## France: Air

Focusing on the lift, aeration, and delicate architecture of classic patisserie.



## Germany: Fire

Focusing on the hearth, communal gathering, and fire-roasted hearty meats.

# The Guest Behavioral Loop: Scavenger Hunt & Digital Synergy



# Premium Merchandise Capabilities

## Illuminated Drinkware

Glowing elemental cups that sync with park lighting via infrared tech.



## District-Themed Ears

Four distinct ear designs representing the aesthetic of each elemental neighborhood.



## Thermochromic Apparel

Premium Spirit Jerseys featuring metallic foil, bioluminescent ink, and heat-reactive fabrics.



## Tiered Collectibles

A limited-edition pin collection driving repeat visits and trading across the festival dates.



# Next-Generation Interactive Environments

## Reinforcement Learning Robotics

Free-roaming, expressive elemental characters leveraging WDI's latest BD-X droid technology to interact directly with guests.



## HoloTile Stage Integration

Small-scale platforms utilizing omnidirectional HoloTile floors, allowing guests to safely interact with reactive projected particles like water ripples.

## Reactive Bioluminescence

LED-embedded pathways and water features in World Nature that respond to wristband proximity, glowing brighter as crowds gather.



## Elements: A Celebration of Connection

- **The Nighttime Spectacular**

A 360-degree lagoon show uniting Fire, Water, Earth, and Air to serve as the emotional climax of the guest journey.

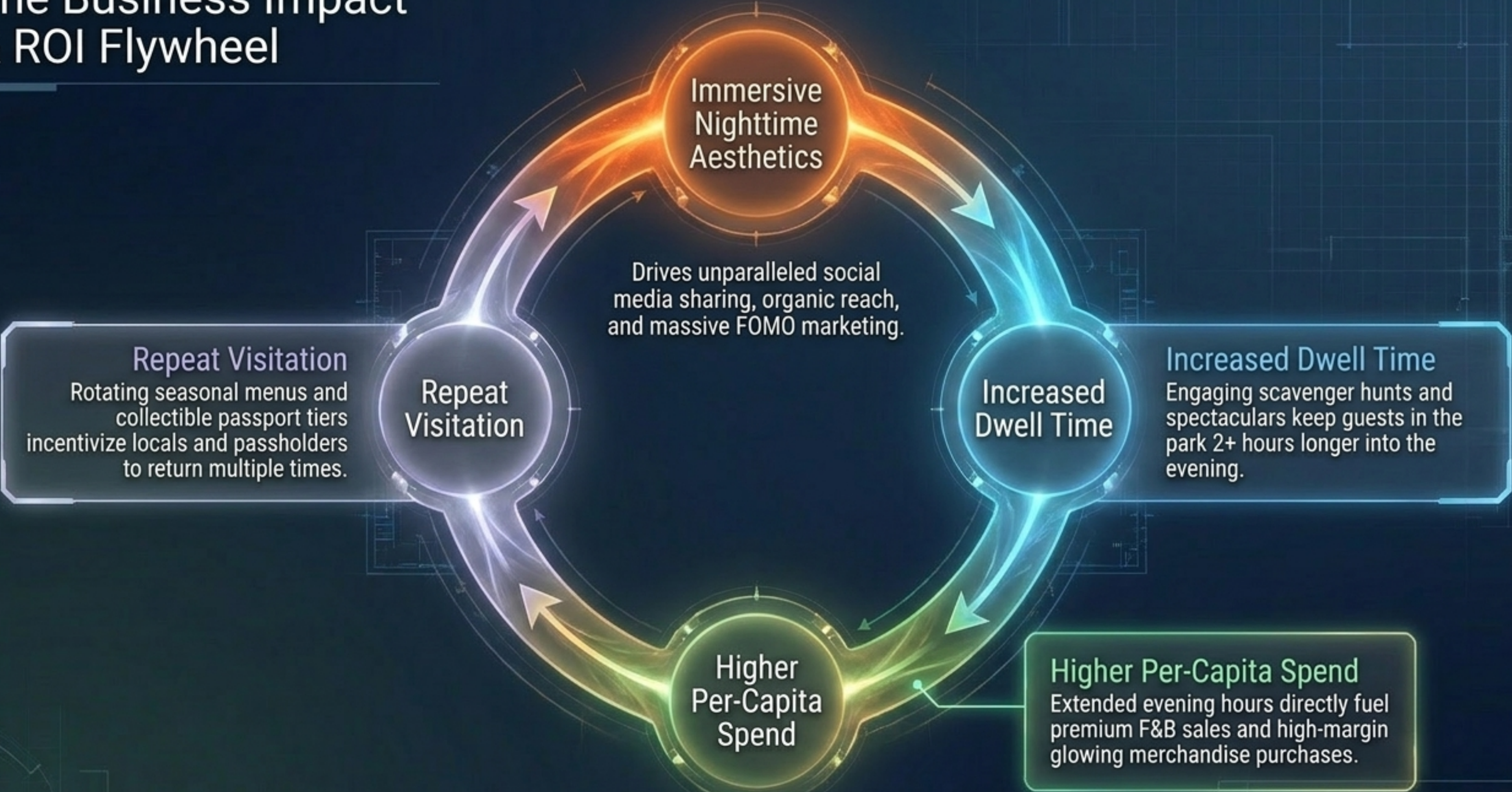
- **Advanced Tech Stack**

Synchronized water-drone swarms, high-altitude projection mapping on water screens, and choreographed pyrotechnics.

- **Thematic Core**

Synthesizing isolated neighborhood elements into a single story of cultural harmony, driving massive late-night guest retention.

# The Business Impact & ROI Flywheel





**Disney, Let's Bring the Elements to Life.**

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