

# TAKING THE DISNEY GUEST EXPERIENCE TO THE NEXT LEVEL:



At Walt Disney Parks and Resorts we are always looking for ways to take what we do and do it even better. In the coming months we'll be testing and rolling out a collection of tools at the *Walt Disney World*® Resort called *MyMagic+* that will give Guests more opportunities to customize and personalize their entire visit.

The goal of *MyMagic+* is to make it easier for Guests to create the Disney experience they've been dreaming of — from securing a visit to a favorite attraction in advance ... to a digital guide that simplifies how they move through the *Walt Disney World* Resort hotels and Theme Parks ... to the touch of a *MagicBand* that seamlessly connects all their plans — allowing them to enjoy each moment like never before.

Here's a look at some of the key features of *MyMagic+*. We'll be sharing more information as these become available to your Guests over the coming year.

## My Disney Experience

## Disney FastPass+

## MagicBand

### Description

*My Disney Experience* (website and app) will simplify the online experience for our Guests, making it easy for them to plan their *Walt Disney World* experience in advance and navigate the Parks during their stay.

- Mobile app gives them access to current attraction wait times, allows them to update plans, provides helpful navigation, and offers tips and suggestions on things to do based on proximity
- One place to keep all their plans and preferences. They can plan as much or as little as they prefer, allowing for spontaneity and changes in plans throughout their trip
- Ability to connect and share their itinerary with family and friends online
- Easy to select their "must do" experiences from home and update on the go, such as reserving *Disney FastPass+* times in advance

*Disney's FASTPASS* Service has always been a great way for Guests to save their place in line. Now we're taking this service to the next level with *Disney FastPass+*, which allows Guests to reserve *Disney FastPass+* selections before they even leave home, enabling them to lock in the "must do" experiences at the Parks. The system is also flexible, allowing Guests to change their plans throughout their trip.

- For the first time ever Guests can select multiple *Disney FastPass+* selections for each day of their trip online before leaving home ... and they can update selections on the go
- Choose their favorite experiences or get started with FastPicks, a feature that automatically makes *Disney FastPass+* selection for each Guest, based on their preferences
- *Disney FastPass+* will expand to offer more options than ever, including:
  - Even More Attractions and Shows
  - More Character Meet & Greet Locations
  - Nighttime Spectaculars (New)
  - Parades (New)

The *MagicBand* will become Guests' key to the world. Touch to enter. Touch to pay. The *MagicBand* makes it that simple.

- All-in-one connection to:
  - Room Key
  - Theme Park Tickets/Entry
  - *Disney FastPass+* Service
  - *Disney PhotoPass+* Media
  - Touch to Pay Functionality (Food and Merchandise)
- *MagicBand* is fun and easy to use and a colorful keepsake
- Guests staying in a hotel that is not located within the *Walt Disney World* Resort will be issued a special RF card instead of the *MagicBand*