

 MyMagic+



UNLEASHING THE POWER OF AN
**INCREDIBLE
EXPERIENCE**

WALT DISNEY World®



For more information, contact your [Disney Sales or Services Representative](#).

Information in this brochure subject to change.
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To Our Valued Clients

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It's a thrill and an honor to invite you on one of the most important missions that we at Disney Destinations have ever undertaken. We're preparing for *MyMagic+*, which we're testing throughout 2013 and is scheduled to roll out in 2014. With it, we're revolutionizing our Guest experience, which means your attendees will have the most "incredible" *Walt Disney World*® imaginable experience.



MyMagic+ will make you a true superhero, giving you and your attendees the tools to unleash the power of an unparalleled Disney meeting. We want to give you every advantage in a competitive marketplace.

The long-ago words of Walt Disney ring loudly in our ears today: "Keep moving forward, open new doors and do new things." That's what we're doing with *MyMagic+*, and we're delighted to welcome you on the adventure.

A handwritten signature in black ink that reads "Randy".

Randy A. Garfield
Executive Vice President, Worldwide Sales & Travel Operations
Disney Destinations

MyMagic+

MyMagic+ takes a *Walt Disney World*® visit to an all-new level, unlocking a new dimension of experiences and giving attendees more opportunities to customize and personalize their time at *Walt Disney World*.

The goal of *MyMagic+* is to make it easier to create the dream Disney experience – from selecting a time to visit a favorite attraction in advance ... to a digital guide that simplifies how attendees move through the *Walt Disney World* Resort.

It's a super new way for attendees to make the most of their visit!



My Disney Experience

Attendees can start the fun and networking of their *Walt Disney World* visit before they even leave home, using the *My Disney Experience* website as their guide to the many options available. From their computer or electronic device, they can reserve access to select attractions and shows with *Disney FastPass+* service, book dining reservations and more. Offering everything from maps to videos to itinerary tools, *My Disney Experience* puts Disney information all in one place.

And there's a special gateway to this website. To start using *My Disney Experience*, tell your attendees to visit StartYourDisneyExperience.com.

There's even a free* *My Disney Experience* mobile app that allows attendees to update their plans – anywhere, anytime. Make sure they download it to their smartphone or tablet so they can stay connected to their itinerary while at the Resort.



Online registration required.
*Availability subject to device limitations and features may vary by device or service provider. Coverage not available everywhere.



Disney FastPass+ Service

Disney FASTPASS Service has always been a great way for all Guests to experience attractions with little or no wait. Now this service is getting even better with *Disney FastPass+* service, which allows them to reserve access to select attractions and entertainment experiences on the *My Disney Experience* website or mobile app before they leave home.

They can choose from more attractions than ever before, as well as select fireworks and parade viewing areas, shows, Disney Character meet and greets and more. Be sure to encourage your attendees to book early to unlock the ability to select *FastPass+* experiences before they arrive!

With *Disney FastPass+* service, attendees can spend less time waiting in line at the Parks and more time simply enjoying their visit.

Valid Theme Park admission required. *FastPass+* attractions and entertainment experiences, the number of selections you can make and available arrival windows are limited. Online registration required.

MagicBand & Card

Attendees can use their *MagicBand* or card to enter their Disney Resort hotel room, enter the Theme Parks, access *FastPass+* selections, and buy food and merchandise at select locations. *MagicBands*, designed for all Guests staying at select *Walt Disney World* Resort hotels, can be customized in advance on the *My Disney Experience* website, allowing each member of a group to select their own color preferences. Guests not staying at a *Walt Disney World* Resort hotel will get many of these same benefits, such as Park entry and *FastPass+* access, using a card.

MagicBands are available to Guests staying at select *Walt Disney World* Resort hotels. Credit card must be presented at Disney Resort hotel check-in for purchases made with *MagicBand*. Purchases are charged to the Guest's Disney Resort hotel account. Please visit MyDisneyExperience.com/privacy for information about privacy and data collection policies, including an option to select an RF card.



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MyMagic+ In Action

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Your Role in the Incredible New Experience

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Be sure to share all the great benefits of *MyMagic+* with your attendees and encourage them to log onto StartYourDisneyExperience.com, prior to arrival. This will help ensure they make the most out of the *My Disney Experience* website and have the best experience possible.

Your Attendee's Role in the Magic

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After booking their trip or confirming hotel reservations, your attendees should visit StartYourDisneyExperience.com. They'll begin by registering or logging in. Then they'll be prompted to link their reservation number and *Walt Disney World* Theme Park ticket and set up an account profile. Once they've completed these steps, they can select *FastPass+* experiences, customize *MagicBands* (if they're staying at a select *Walt Disney World* Resort hotel), make dining reservations and complete online check-in.

Before leaving home, your attendees can download the *My Disney Experience* mobile app to their smartphone or tablet and put on their *MagicBands* (if applicable) for their trip to the *Walt Disney World* Resort!

Disney's Role in the New Experience

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If your attendees are staying at a select *Walt Disney World*. Resort hotel, Disney makes your job even easier by delivering your attendees' *MagicBands* directly to their home delivery address (if applicable), as long as they customized their *MagicBand* and provided their information via the *My Disney Experience* website.



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MyMagic+ Resources
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Meeting Planners

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We will continue to provide updates and additional *MyMagic+* resources with a scheduled roll out in 2014.

Attendees

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When Guests are ready to begin their *MyMagic+* experience, they should visit StartYourDisneyExperience.com for more information.

