

HAR Disney Resources:

What to Consider When Selling Disney



Communicating with the Disney Client

- Sell the magic, not the package
- Listen to the clients before bombarding them with Disney lingo and info!

Putting Together a Package

- Book on-site resorts directly through Disney rather than off-property lodging (if anything happens you can work directly with Disney)
- Do the math: Compare costs of different dining plans and resorts
- Book as far in advance as possible

Putting Together a Price Quote

- Be up front about vacation budget: Disney isn't cheap
- Give a detailed quote. Break it down into:
 - Service/Concierge Fee
 - Resort
 - Ticket package
 - Park Hopper (if applicable)
 - Disney Dining Plan
 - Memory Maker Photo Package
 - Insurance

Stay informed on Everything Disney

- Read up on Disney News & inform clients on changes
 - WDW News Today
 - Blogger, Kenny the Pirate
 - Touringplans.com
- Develop a Travel Agent community of Disney Agents

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Advanced Dining Reservations (ADR) Unlike conventional restaurant reservations, ADR is a guarantee that your client's party "will be seated" when the first available table opens up. Clients must arrive at the restaurant at their set time (preferably 15min. early). For clients staying on-property, ADRs can be made 180 days in advance.

College of Disney Knowledge (CDK) is a correspondent program for agents to learn Disneyland Resort, Walt Disney World Resort, Disney Cruise Line, Disney's Hilton Head Island Resort and Disney's Vero Beach Resort. Courses cover marketing fundamentals, features and benefits of the Disney Resorts and booking Disney Destinations. To qualify as a specialist, agents must pass five exams of 20 questions each and a final exam of 50 questions, taken with an open book, and agents will need to take continues classes to maintain certification. Agents that complete CDK have access to special agent rates for Disney, are eligible to take Agent Education Programming (AEPs) and qualify for other perks.

Disney Dining Plan (DDP) provides three-tiers of meal options for your Disney-bound clients. Through DDP, clients purchase a certain number of meals and snacks ahead of time based on a voucher system. Fees vary depending on age and DDP level. There are three different tiers:

- Quick Service Dining: 2 Quick Service Meals (counter service, as opposed to sit-down), 2 snacks, 1 refillable (all per person)
- Plus Dining: 1 Table service OR buffet, 1 Quick-Service Meal, 2 snacks, 1 refillable resort mug (all per person)
- Deluxe Dining Plan: 3 table service/full buffet OR quick-service meals, 2 snacks, 1 resort refillable mug (all per person)

No booze for anyone in any of the dining plans. Nope. Not even for grandma.

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Disney Vacation Club (DVC) is similar to owning a timeshare for Disney Vacation Club Resort. This is a “prepaid vacation plan” point system that allows guests to purchase points that can be exchanged for various Disney Resort Hotel accommodations, and offers priority booking for some accommodations.

Earmarked Agency: There are four different levels for Disney earmarked agencies (bronze, silver, gold and platinum). To qualify as an earmarked agency, the agent/agency must complete CDK and meet their sales goal (10% increase in Disney sales from previous year). Agencies receive points (depending on sales volume) that can be used for agent perks.

Extra Magic Hours: Certain theme parks have extended hours on certain days of the week. These hours can be in the morning prior to the official opening time or in the evening, after the official park closing time. Extra Magic Hours are only available to guests of official Walt Disney World Resort hotels.

Fastpass+: A system that allows guests to reserve an arrival time for some of Disney’s most popular rides up to 60 days in advance of their vacation (or 30 days if you’re staying off-property).

Magical Express: Bus transportation between Orlando International Airport and the Walt Disney World Resort. This is a free service offered by Disney to any official Walt Disney World Resort hotel.

Memory Maker: A photo package that can be added to a client’s Disney vacation reservation. Clients who purchase Memory Maker will have online access to any photos taken by a Disney PhotoPass Photographer throughout their trip. They can also view attraction photos and video. Memory Maker is slightly less expensive if purchased in advance of your Disney vacation, but it can be added at any point during your trip.

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My Disney Experience : A Disney app and website where guests can make and manage selections that relate to their trip. Guests can view their dining reservations and FastPass selections, as well as view menus for quick service dining options and see up-to-the-date wait times for attractions. Guests can also view maps to find character greeting locations and restrooms! You'll definitely want to remind your client to download the app before heading to the parks!

The Resort Loop: In Disney World, the resort loop offers Monorail service to these resorts: the Polynesian Village Resort, the Grand Floridian Resort and Spa, and the Contemporary Resort. Great for clients who might want to sneak out for a nap during the day.

The Ticket and Transportation Center (TTC) Guests can reach three of the four Magic Kingdom resorts, the Magic Kingdom, and Epcot from this transportation hub.