



How to Best Sell Universal Orlando® Resort

The following information will help you provide the best customer service to your guest by making recommendations to enhance their Orlando vacation experience

Destination Basics:

- **Universal Orlando® Resort is made up of TWO (2) theme parks: Universal Studios Florida® and Universal's Islands of Adventure®**
- **Universal Orlando® Resort has FOUR (4) On-Site Hotels on property:**
 - **Three (3) Deluxe Hotels: Loews Portofino Bay Hotel, Hard Rock Hotel and Loews Royal Pacific Resort.**
 - **One (1) Value/Moderate Hotel: Universal's Cabana Bay Beach Resort**
- Recommend a ***minimum of 2-3 well paced days*** at Universal Orlando. Three days will allow guests to enjoy both Universal Studios Florida and Islands of Adventure rides and attractions while still having flexibility to re-ride favorites and stop for meals, etc
- The two theme parks are located directly ***side-by-side*** so once your guest arrives from the parking garage; they will see both theme park entrances available to them. They will also be able to see rides in both parks even before entering.
- There is no need to shuttle, or take a transfer between parks as they are an easy walk of approximately 4 minutes from the entrance of Universal Studios to the entrance of Islands of Adventure, so guests can ***easily access both parks in the same day if they purchase a PARK TO PARK TICKET.***
- If guests are staying at any of the hotel properties it is only a 10-15 min walk. Or guests have access to the complimentary Water Taxi's or shuttle buses to the hotels.
- **What makes Universal's parks different from other theme parks?**
 - Universal is a place you can do along *WITH your children*, where other parks you may do FOR your children. This is especially good for *reconnecting as a family*. Rides and attractions the whole family can enjoy together.

On-Site Hotel Highlights:

EXCLUSIVE THEME PARK BENEFITS FOR ON-SITE HOTEL GUESTS

Stay in the Heart of the Excitement at ANY On-site Hotel and enjoy exclusive benefits to make the most of your vacation! It's the best way to experience all that Universal Orlando Resort has to offer!

Guests of ALL Universal Orlando On-site Hotels Enjoy:

- **Early Park Admission[†]** to The Wizarding World of Harry Potter™, one hour before the theme park opens (valid theme park admission required)
- **Complimentary shuttle busses** to and from both theme parks and CityWalk®, plus guided walking paths to make getting around the resort fast and easy so you can make the most of your time
- **Complimentary delivery of merchandise** purchased throughout the resort to your hotel
- **Resort-wide charging privileges** with your room key card
- **Complimentary scheduled transportation[◇]** to nearby Wet 'n Wild® water park, SeaWorld®, and Aquatica™
- **Universal Orlando character appearances** with some of your favorite theme park characters

- **Start your day with a wake-up** call from one of your favorite Universal Orlando characters
- **Golf Universal Orlando**® program, providing preferred tee times and complimentary transportation† to select area golf courses:
 - Windermere Country Club
 - Grand Cypress Golf Club

Upgrade your vacation and stay at one of our 3 AAA Four Diamond Award® deluxe resorts: **Loews Portofino Bay Hotel, Hard Rock Hotel**® or **Loews Royal Pacific Resort** and enjoy even more exclusive benefits!

- **SKIP THE REGULAR LINES** with Universal ExpressSM Unlimited ride access* in both theme parks - a FREE benefit worth up to \$89 per person, per day^ (valid theme park admission required)
- **Take the complimentary water taxis** along picturesque waterways or ride the shuttle bus directly to both theme parks and Universal CityWalk®.

Priority seating at select restaurants throughout both theme parks and enjoy first available seating at select Universal Orlando and CityWalk restaurants.

Theme Park Highlights:

- **Islands of Adventure**™ theme park is the home of our most popular themed area-**The Wizarding World of Harry Potter**™- **Hogsmeade**. It is not an additional cost but included in the park admission. An insider tip is to suggest they visit this area of the park later in the day as crowds tend to thin out. **This area can take a half day or longer alone just to visit the numerous attractions and shops.**
- Ask if they like characters such as Spiderman, Hulk, Marvel X-men, Dr. Seuss/Cat in the Hat, Jurassic Park, or classics like Popeye and Dudley Do-Right? Then don't miss the other 5 themed areas of Islands of Adventure too!
- **Universal Studios**® Florida is where you find rides & shows based off of movies and TV series.
 - **Transformers: The Ride 3-D!** A 3-D experience like no other!
 - **Despicable Me Minion Mayhem**-an incredible family friendly 3-D experience!
 - **Universal's Superstar Parade** –a daily parade featuring larger than life floats, and energetic street performers. Guests will sing and dance along with favorite characters like the minions, EB from HOP, Nickelodeon's Dora & Diego, and SpongeBob SquarePants™ and friends!
 - **Universal's Cinematic Spectacular** -100 Years of Movie Memories. This nighttime show celebrates the most powerful and emotional moments of Universal Pictures on cutting edge waterfall screens in the Universal Studios lagoon and surrounded by colorful fountains and pyrotechnics.
 - Other highlights in Universal Studios include **Shrek**® 4D, **Simpsons**, **Men in Black Alien Attack**, **Rock It-Roller Coaster**, **Revenge of the Mummy** and more!
 - **Coming Summer 2014-** **The Wizarding World of Harry Potter- Diagon Alley.**
- **Which theme park is better than the other?**
 - Universal truly offers something for everyone in the group and even varying levels of adventure or thrills. BOTH theme parks offer attractions that vary from small children friendly to thrilling roller coasters; plus entertaining shows for those that may not be riders at all!
- **Should I wait until my kids are older to visit Universal?**
 - Universal does offers rides and attractions for all ages so a good way to gauge for smaller children is to go by height requirements. At 42 inches they can do all the rides with parents except for the those large, fast and furious roller coasters which you must be 54 inches.
 - Each park has specific areas or Kids Zone's for small children that are too small for rides. Jurassic Park Discovery Center where a huge play area is available along with even the hatching of a real Dinosaur egg to Woody Woodpecker's Kids Zone.

Vacation Package Recommendations:

- **Take 2 Transfer Ticket**
 - Provide your guests the opportunity to have the Complete Central Florida Vacation.
 - Book your clients a vacation package at Universal Orlando and add on the Take 2 Transfer Ticket. We will pick up your guests at their WDW hotel, bring them to our On-site hotels for a vacation with us for a few days and then take them to the airport when vacation is done.
 - Your guests can still utilize the Magical Express. They can spend a few days at WDW on vacation, then come over to Universal Orlando and enjoy all the great benefits of our on-site hotels (Skip the lines, Early Park Admission) and all the new and cutting edge rides we have at both theme parks!
 - If your clients want to have vacation with Universal Orlando first, the Take 2 transfer ticket can go the opposite way as well. Pick up at Orlando International Airport, Transfer to our on-site hotels, then transfer to WDW hotels, guests can then take the Magical Express back to the airport when their vacation is over.
 - Give your clients the opportunity to take 2 vacations while in Central Florida!

Ticket Recommendations:

- **Why should your clients buy in advance directly from you?**
 - Both gate and on-line prices do not include sales tax and therefore are higher at the gate.
 - Save Time! Clients go directly to the Kiosk and bypass the lines for ticket purchase.
- **Always recommend Park to Park tickets because:**
 - The theme parks are right next to each other.
 - They allow your clients to experience our free Special Events held throughout the year spanning both theme parks. Examples of these events are Mardi Gras Concerts/Parades, The Summer Concert Series, The Superstar Parade, The Cinematic Spectacular, Grinchmas, and the Macy's Holiday Parade.
- **The Best Value is the 3 Park Unlimited ticket-**it offers both Universal Studios Florida, Islands of Adventure and the 3rd park is Wet N Wild right across from Universal. The ticket is valid for any number of days from 1-14 (total) so guests can go back and forth during their entire Orlando vacation for only pennies per day!
- **Recommend a *minimum* 2 Day Park to Park ticket** for the best experience at a good pace including stopping for meals. The 2 Day ticket offers the best discount, 2 parks per day for hopping
- **All multi day tickets of 2 days or longer include the CityWalk Party Pass** valid for up to 14 nights of night club admission. This is an average savings of \$8-10 per club/night. (Must be 21 or older)
- **All multi-day tickets of 2 days or longer can be used within a flexible 14 day period.** So guests do not have to use them on consecutive days (in a row). Any unused days will expire after the 14 day period.

Guests that only want a 1 Day Ticket:

- **Remember if a guest states that they just want to see the Harry Potter area and only want a 1 Day ticket, educate them that the typical Harry Potter fan will take 5-6 hrs to go through that area.**
- If you want to see any of the other rides/attractions at our resort a 2 Day Park to Park ticket is highly recommended. And if you wait to upgrade at the front gate, it will cost you considerably more money!