

Super Greeters Enhance the Experience for Latin American Guests

LAKE BUENA VISTA, Fla., July 23, 2012 – With the international tour group season in full swing, Walt Disney World Resort is on pace to exceed last year’s record for guest visitation from Brazil.

A big part of the success with international tour groups from Latin America – and Brazil in particular – has been the 80 “Super Greeters” stationed throughout Walt Disney World Resort this summer. The program continues to grow since it began, up from about 30 Super Greeters in 2009.

This year’s Super Greeters from Brazil are mostly alumni of the Walt Disney World Resort International College Program who were already well-trained in delivering an exceptional guest experience. All of them are fluent in Portuguese and many also speak Spanish.

As cultural representatives, Super Greeters assist international tour groups in their common language with tips for visiting Disney Parks and Resorts and engage in conversation to share their culture with guests from all over the world. Besides delivering an amazing guest experience that leads to tour groups coming back to Walt Disney World Resort, Super Greeters” help deliver record-breaking business results.

“Brazil is a very important market to us and over the past few years we’ve seen an opportunity to grow our business and visitation to Central Florida through our legendary guest service,” said Dan Cockerell, vice president of Disney’s Hollywood Studios. “The innovative approach we take to welcoming guests with ‘Super Greeters’ from Latin America plays an important part in making our Guests from Brazil feel welcome in our region when they visit. This summer we expect to set another record in the number of Brazilian guests visiting Central Florida.”

Cast Members serving as Super Greeters assist international tour groups and share facts about their culture with guests at all four of theme parks, both water parks, Downtown Disney, and several resort hotels, including Disney’s All-Star Resort, Disney’s Port Orleans Resort, and Disney’s Coronado Springs Resort.