# At-a-Glance: MyMagic+

**WHAT:** Drawing on Disney's long history of innovation, *MyMagic+* is an exciting new way to experience even more of the magic of a Walt Disney World vacation. With *MyMagic+,* it's easier than ever for guests to create a Walt Disney World vacation that is personal and customized just for them. *MyMagic+* has the ability to connect nearly all aspects of the Walt Disney World vacation experience. Guests can start creating the magic right at home, choosing *FastPass+* selections for their "must-do" experiences in advance and customizing their very own *MagicBand*.

Worn on the wrist, the *MagicBand* is the key to unlocking the magic of a Walt Disney World vacation, connecting guests to all the choices they make online at *MyDisneyExperience.com*. The *MagicBand* serves as park admission, access to *FastPass+* experiences and *Disney PhotoPass* photo association – all rolled into one. For Walt Disney World Resort hotel guests, it also serves as a room key and optional payment method. One touch of the *MagicBand* at the colorful Mickey-shaped readers delivers guests' selected experiences. *MagicBands* store no personal information; they can be disabled remotely if lost.

**WHY:** *MyMagic+* is all about making a visit to Walt Disney World the best it can possibly be. *MyMagic+* was designed from the start with Disney's relentless goal of exceeding guests' expectations and taking their experience to the next level. Guests will enjoy a vacation that frees them up to better enjoy the parks – and each other – at a more leisurely pace, creating vacation memories that last a lifetime.

**WHEN:** All Walt Disney World guests can participate in *MyMagic+* including the *My Disney Experience* website and app, *FastPass+* and use of *MagicBands*. Like any new program, *MyMagic+* will continue to evolve and improve over time.

**START THE MAGIC AT HOME:** Guests have the opportunity to create their own personal guide to the magic at *MyDisneyExperience.com* – a new website and accompanying mobile app.

With this digital guide to the magic, guests will feel the fun of Walt Disney World on their very own custom web page as they explore and personalize it with favorite characters. Here's where parents and the kids can begin to personalize their *MagicBands* and reserve a time for their "must-do" attractions, shows or experiences in advance with *FastPass+*. For Walt Disney World vacation planners, *My Disney Experience* offers the convenience of having virtually everything in one place. *MyDisneyExperience.com* allows families to begin the Disney fun before they even leave home; they'll be ready to go when their *MagicBands* arrive in their mailbox.

**MAKE CHANGES ON THE GO:** With the free *My Disney Experience* mobile app and extensive complimentary Wi-Fi throughout Walt Disney World Resort, guests can have information at their fingertips throughout their visit. Information about Walt Disney World attractions, show times, dining and more is easier than ever to explore and access. New interactive maps simplify navigating the parks and finding nearby experiences. To make it even easier, guests have the option of modifying *FastPass+* choices or dining reservations while on the go at Disney, thanks to the app and in-park kiosks – or at Service Centers staffed by helpful Walt Disney World Cast Members.

**WHAT IT COSTS:** *MyMagic+* is offered at no additional cost.

**DISNEY PASSHOLDERS AND DAY GUESTS:** Day guests and Walt Disney World Resort Passholders (those not staying at a Walt Disney World Resort hotel) using *My Disney Experience* are able to make *FastPass+* selections 30 days in advance of their trip. As with all guests, Passholders and day guests can change their *FastPass+* selections thanks to in-park kiosks or through the *My Disney Experience* mobile app.

Disney Passholders receive a complimentary *MagicBand.* Day guests may use their RF-enabled theme park admission to enter the theme parks, link *PhotoPass* photos and redeem *FastPass+* selections or they may purchase a *MagicBand* ($12.95, plus tax, at merchandise locations in the parks and at Downtown Disney) and link their theme park admission to the *MagicBand*. Day guests do not have to purchase a *MagicBand* to enjoy the benefits of *MyMagic+.*

**UP TO GUESTS:** Guests choosing to not participate in *MyMagic+,* make *FastPass+* selections in advance or use *MagicBands* can still enjoy a park experience though they may not have access to all aspects of the program.

**QUOTABLE:** "*MyMagic+* is a fantastic new way for our guests to experience even more of the magic of a Walt Disney World vacation," said Tom Staggs, chairman, Walt Disney Parks and Resorts. "The Walt Disney Parks and Resorts vision is simple: To be the most trusted provider of shared family travel and leisure experiences throughout the world. And with *MyMagic+* we are taking that experience to a new level."

**AWARD-WINNING INNOVATION:** MyMagic+ received the top spot in the "Experience Design" category when Fast Company revealed the 10 best designs of the year at their annual "Innovation by Design" Awards in October 2014. According to Fast Company, "MyMagic+ was a rarity among judges in that it won in an immediate, unanimous decision. That's no doubt because it's a peek at a smarter, more automated future, with applications beyond the theme park."

**FOR MORE:** www.mydisneyexperience.com

###

ATAGLANCE: 11-12-14:am