



AUTHORIZED **Disney**
VACATI ON PLANNER

Not an agent of The Walt Disney Company or its affiliates



WE'VE
GOT
OUR EARS
OUT
FOR YOU.





WE'RE NOW
YOUR
PREM^EAR
TRAVEL
AGENCY FOR
DISNEY
VACATIONS!



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YOU KNOW
YOU'RE A TOP SELLER OF THE
Disney PRODUCT

WE KNOW
YOU'RE A TOP SELLER OF THE
Disney PRODUCT

Now EVERYONE ELSE CAN KNOW IT, TOO!

INTRODUCING DISNEY'S EAR^MARKED™ PROGRAM

This innovative new program for high-performing travel agencies identifies you and other travel agencies in this program as the place to go to book a Disney Vacation. We want to build on the already solid working relationship we have with you. So, we've designed this program to give you and other travel agencies in this program a special designation – *Authorized Disney Vacation Planner* – and access to valuable information and resources that we believe will bring new clients your way.

HERE ARE JUST A FEW OF THE MANY BENEFITS AND ADVANTAGES YOU'LL RECEIVE AS AN **AUTHORIZED DISNEY VACATION PLANNER!**

- Unique designation and logo that you can use in your advertising and promotional efforts of Disney products
- An exclusive promotional/décor kit
- Suggested Disney content for your agency's website
- Advance notification of Agent Education Programs
- Preferred *Disney Cruise Lines* commission tiers
- Special telephone reservation lines
- *Walt Disney World* Resort or *Disneyland* Resort Theme Park Tickets for travel professionals in your office
- And more!

Each travel agency desiring to participate in Disney's EarMarked™ Program will be required to enter into a formal written agreement as to this Program with *Walt Disney Travel Company* and *Walt Disney Parks and Resorts*. ("Disney", "we", "us", or "our") that will spell out the details, restrictions, limitations, restrictions and exclusions of this Program applicable to the travel agency. *See back cover.

IN RETURN, WE'LL ASK THAT YOU:

- Use the *Authorized Disney Vacation Planner* designation (subject to agreement guidelines)
- Offer Disney Destinations first when you're asked to suggest a family vacation
- Commit to not "off-sell" clients to another destination when they specifically ask about a Disney Vacation
- Maintain a minimum level of participation in the *College of Disney Knowledge*
- Conduct a minimum of six (6) promotions a year in which the primary message relates to *Walt Disney Travel Company* or *Disney Cruise Lines* packages
- Commit to use reasonable efforts in order to accomplish revenue growth of at least 10% for each of the following: *Walt Disney World* Resort, *Walt Disney Travel Company* packages to the *Disneyland* Resort and *Disney Cruise Lines* packages
- And a few others

This exclusive designation on your door, on your website, in your ads and in your commercials will let your clients (and your potential clients) know immediately that you're an *Authorized Disney Vacation Planner*.



WE'RE
CELEBRATING
HAPPY NEW
EARS!



AUTHORIZED **Disney**
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WE'D LIKE
YOU TO MEET
OUR NEWEST
TRAVEL
PROFESSIONAL.



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WHEN YOU
WANT A
DISNEY
VACATION,
WE'RE ALL
EARS!



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