

### DESCRIBE PRODUCT AND SERVICE

1. BCAA offers customers 3 distinct attraction ticket offers: 3-day park hopper passes for adult and children, 5-day park hopper passes for adult and children and the California City Pass for adult and children.
2. A park hopper pass is a value-priced multi-day ticket entitling guests to admittance to both Disneyland Resort and California Adventure theme parks over a specified number of days (3 or 5 day duration), including visits to both theme parks on the same day.
3. California City Pass is a value priced ticket booklet that provides admission to major California attractions. The California City pass includes 1-day admission to Universal Studios, SeaWorld, the customers choice of the San Diego Zoo or the Wild Animal Park and a 3-day Park hopper pass to Disneyland.
4. Disneyland park hopper passes and California City Pass are available to both Members and Non-members. Members do not receive an additional discount over the non-member price due to the competitive nature of attraction ticket sales; all prices are in US dollars.



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### IDEAL MEMBER PROFILES

1. Customer is planning a road or air trip to California.
2. Customer has a young family.
3. Customer is on vacation for at least 3 days; has leisure time and wants the convenience of purchasing tickets before they leave on their trip.
4. Customer is visiting many attractions on multiple days.
5. Customer plans to spend time in multiple Californian cities (i.e. San Diego, Anaheim, LA)



### PRODUCT/SERVICE FEATURES & BENEFITS

1. Feature: Disneyland park hopper passes include free parking at Mickey and Friends parking lot or other designated onsite Disneyland parking lot. (not available with California City Pass)  
Benefit: Free in and out parking privileges at an onsite lot by showing admission ticket purchased at BCAA
2. Feature: Disney Magic morning included in ticket price for Park Hopper and California City Pass.  
Benefit: Early entry into park 1 hour before it opens to the public.
3. Feature: 2 Disneyland park-hopper ticket options for adult and children  
Benefit: 3-day admission to two Disney parks in a single ticket; 5-day admission to two Disney parks in a single ticket, eliminating the need to carry and purchase multiple tickets.
4. Feature: Convenience of purchasing actual tickets prior to leaving on their trip.  
Benefit: No need to wait in line to redeem travel voucher for Park Hopper or California City Pass. In the case of the California City Pass, customers' first visit can be to any attraction – not to Disneyland as required by a voucher ticket.
5. Feature: The California City Pass includes multi-attraction ticket offers  
Benefit: 4 attraction ticket admissions in a single ticket booklet.

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SERVICE

RELEVANCY

VALUE

GROWTH

ACQUIRE

RETAIN

### NEEDS IDENTIFICATION

1. Where do you plan to travel in California.
2. How long are you spending in each city?
3. Who in your family will be traveling with you and what are their ages?
4. Have you been to Disneyland/SeaWorld/Universal/SanDiegoZoo before?
5. What is the purpose of your trip?



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### TYPICAL MEMBER QUESTIONS

1. What is included in the California City Pass?
2. What if I want to spend more/less days in each attraction?
3. How much is it?
4. What's the difference between BCAA tickets and competitors'?
5. What is the difference between Disneyland Resort and the California Adventure Park?



### TYPICAL OBJECTIONS



#### Objection

1. I can get the tickets cheaper from a competitor.
2. Why are your tickets priced in US dollars?
3. I don't need that many days /attractions/I'm not visiting all of those cities.
4. I'm concerned the tickets are non-refundable.
5. My kids are too young/too old. (Kids aged 10 and up are considered adults and ages 3 – 9 is the age for child admission)

#### Response

1. There are many ticket options out there and our competitors do not include some of the perks and convenience that come with a BCAA ticket, such as free parking, a free magic morning and the elimination of line waits to redeem travel vouchers at the park.
2. We price our tickets in US dollars to avoid changes in price due to exchange rate fluctuations.
3. How many days/attractions do you think you will be visiting?
4. Can you tell me more about your concern? Is there a reason you may not be able to use the tickets after they are purchased? Travel insurance will absorb the costs if your trip is cancelled under a covered condition.
5. There are plenty of things to do for children of all ages. Older children prefer the thrilling amusement rides, while character greetings and rides designed for small children keep the little ones entertained.

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### IDENTIFY POSSIBLE CLOSING QUESTIONS

1. How many tickets would you like to purchase?
2. What additional needs such as hotel or travel arrangements can I help you with?
3. What other questions can I answer for you about the attraction tickets?
4. Would you like to purchase the attraction tickets now?

