

# Meet RUSSELL MEARS

Hi, my name is Russell Mears and I am the Disney Business Development Executive for the North, including Scotland.

When spreading the magic, no day is ever the same, and the range of ways we at Disney can help you increase profit and knowledge across the Disneyland® Paris, Walt Disney World Resort in Florida and Disney Cruise Line brands really does differ with every agent.

Walt Disney said "You can design and create the most wonderful place in the world, but it takes people to make the dream a reality" and this is so true when it comes to selling Disney. You can actually make dreams come true! Whether it be a once in a lifetime family holiday or a happy couple on their Honeymoon, by recommending a Disney holiday to your customer, you can be part of making memories that last a lifetime.



**Location:** Preston, Lancashire

**Car:** Vauxhall Insignia

**Favourite Disney film:** Big Hero 6

**Favourite attraction:** AVATAR Flight of Passage

**Magical Moment:** Taking my son for his first haircut, aged 14 months, on Main Street, U.S.A. at the Harmony Barber Shop!

## RUSSELL'S TOP TIPS

• **Dining at Disneyland® Paris:** The Meal Plans are great value, and very customisable. Lead in with the Plus Meal Plan, as it covers more than 15 restaurants, including Bistrot Chez Rémy. The Premium Meal Plan offers more magic, adding Character dining and Buffalo Bill's Wild West Show... with Mickey and Friends!

• **Upgrades:** A great way to make the most of the time at Disneyland® Paris is by upgrading to a Club room. Guests get a Hotel FASTPASS® per person per day, breakfast at their Disney® Hotel, and a private reception desk plus plenty of VIP perks.

• **My Disney Experience:** Set up your own account so you can show how Disney Tickets and Resort Hotels are linked. Dining reservations and Disney FastPass+ bookings can also be made from the site—suggest your customers make a note to book 180 days ahead for dining, and up to 60 days ahead for Disney FastPass+.

• **Disney's Ultimate Ticket:** Show your customers the amazing value by breaking down the price per day, and use Disney's Animal Kingdom Theme Park as a showcase. Where else could you go on safari, see two Broadway-style musicals, journey to Everest and fly on the back of a banshee, all in one day?

• **Disney Cruise Line value:** A lot of people think a Disney cruise is expensive—until you show exactly how much is included in the price! No other cruise line is owned by entertainment experts, so best-in-class entertainment is guaranteed. Then there are all the amazing facilities, kids' clubs, dining options, and more. It really is incredible when you add it all up!

• **Cross-selling:** There are still lots of people who don't even know Disney Cruise Line exists, so just asking 'Have you ever thought about adding a Disney cruise on to your stay?' will open up the market to more guests!

## WHAT WE CAN DO FOR YOU...

- Disney information and advice
- Breakfast training or pizza evening
- 1-2-1 in-store training
- Order extra POS
- Conference calls & webinars
- Store visits
- Share success stories
- Plus, lots more... so give us a shout!

## HOW TO GET IN TOUCH

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