UNIVERSAL PARKS & RESORTS VACATIONS

Official Travel Company of Universal Destinations & Experiences

TRAVEL INDUSTRY SALES

PARTNER PLAYBOOK

Travel Advisors' Ultimate Guide to Booking Unforgettable Universal Vacations





While Universal uses reasonable efforts to include up to date information on the Playbook and services, Universal makes no warranties or representations as to its accuracy, timeliness, reliability, completeness or otherwise.

Updated July 21, 2025

CONTENTS

04 Universal Parks and Resort Vacations

11 VAX VacationAccess

16 Universal Partner Community

25 Training Events Hub

30 Social Media

35 U-Preferred Partner Program

37 Directory & Resources

Click a subject above to go to that chapter.

OVERVIEW

Welcome to your essential guide for navigating the world of Universal Parks & Resorts Vacations.

This playbook provides you with everything you need to book unforgettable vacations for your clients, from where to register, to where to become a Universal Specialist, to exclusive benefits & perks, and more.

To start, every travel agency must be **registered** with:

Universal Parks & Resorts Vacations
Official Universal Travel Company; responsible for commission pay outs & vacation support.

VAX VacationAccess
Booking engine for UPRV vacation packages & tickets, includes all products information.

Universal Partner Community
Online training, sales tools, support, & Travel Advisor perks.



Official Travel Company of Universal Destinations & Experiences

UNIVERSAL PARKS & RESORTS VACATIONS (UPRV)

The best way to book unforgettable Universal vacations for your clients is through **Universal Parks & Resorts Vacations**, the official travel company of Universal Destinations & Experiences.

Whether your clients are visiting **Universal Orlando Resort** in Florida or **Universal Studios Hollywood** in California, Universal Parks & Resorts Vacations is your one-stop shop to book vacation packages tailored specifically to your clients needs. From hotel stays, to theme park admissions, vacation enhancements like VIP Experiences, airfare, transportation and more, UPRV has everything to make amazing vacations a reality.

EXCLUSIVE BENEFITS FOR ADVISORS



Ease and Convenience: completely customizable vacation packages with access to support from our Travel Advisor dedicated team at our award-winning Guest Contact Center.



Commission on a wide variety of products.



All UPRV sales contribute towards our **U-Preferred Partner Program**, where agencies gain additional perks and benefits.

EXCLUSIVE BENEFITS FOR CLIENTS



Bundle & Save up to $300: your clients get automatic savings when they book hotel accommodations and theme park tickets together in select vacation packages. Click here to learn more



Theme park perks and Universal Orlando Resort Hotel benefits.



Early Park Admission* to select theme parks and Universal Volcano Bay up to 1 hour prior to park opening. Click here to learn more



Vacation Enhancements: Access to vacation packages and enhancement products that are not available through any other supplier, including Cancel for Any Reason which allows your clients to cancel one time, up to 24 hours before their originally scheduled flight departure time or hotel check-in time for any reason, with no restrictions.



Wide selection of hotels with value to luxury accommodations and everything in between.

*Valid theme park admission required. Early Park Admission begins up to one (1) hour prior to regular scheduled park opening to: (a) Universal Studios Florida and/or Universal Islands of Adventure as determined by Universal Orlando; (b) Universal Volcano Bay (weather permitting); and/or (c) Universal Epic Universe. Valid at select attractions at each park. Park-to-Park admission required to board the Hogwarts™ Express. Benefit is non-transferable. Parks, attractions, operational times, and offerings for the Early Park Admission benefit may vary and are subject to substitutions, change, availability, capacity and/or cancellation without notice, and not guaranteed. Additional restrictions may apply.

POLICIES

To learn more about Universal Parks & Resorts Vacations policies, travel protection and terms & conditions, click a link from the list below:

Severe Weather Policy

Travel Protection (Cancel for Any Reason)

Terms & Conditions

POLICIES

Deposits & Payments

46 days or more - $50 per person deposit, plus cost of Airfare, Travel Protection and select add-ons due at time of reservation*

45-0 days - Full payment due at time of reservation. Packages booked earlier with a deposit will be automatically charged the remaining balance at 45 days *(restrictions apply).*

*Deposit amounts may vary by room type. For example, luxury suites have a $100 per person deposit.

Cancellations & Refunds

46 days or more - Full refund.^

45-0 days - $200 fee per reservation, plus fees imposed by hotel, airline and/or other components.^

Please allow 5-6 weeks for processing refunds. Refunds must be processed to the same credit card used for the original transaction.

Additional Terms & Conditions apply regarding transactions including air travel and Travel Protection (*non-refundable once any payment is applied to reservation*).

COMMISSION

UPRV reservations' commissions are processed 30 days after travel has completed. Please allow additional time to receive the check via the mail.

The fastest way to receive commission is to sign up for Automated Clearing House (ACH). This is a free service that allows Universal to submit payments directly into Travel Advisors designated United States based bank account (*U.S. Travel Advisors only*). Upon being processed in our accounting system, a verification e-mail will be sent followed by payment to the Travel Advisors' designated bank account within 1-2 business days.

For assistance with commissions, please create a Support Case in the Universal Partner Community, OR email AgencyRegistrations@UniversalOrlando.com

Please note: one commission check can include payments for multiple reservations if travel is around the same timeframe.

Room only bookings through Loews Hotels directly are paid 4-6 weeks after travel has completed.

For assistance with commissions from a Loews direct booking, email lkwgstsrvctcommission@loewshotels.com or call 888-444-2131.

Universal Orlando Resort – Commission Guide
(*2nd bullet under 'Advisor Benefits' section*)

Universal Studios Hollywood – Commission Guide
(*click 'Resources' on top right of page, then 'Commission Guide'*)

Universal Kids Resort – Commission Guide
(*click 'Resources' on top right of page, then 'Commission Guide'*)



Trisept/Solutions

VacationAccess

INTRODUCTION

VAXVACATIONACCESS.COM



Advisors have access to the **best products** from every sector of the travel industry



Award-winning **booking platform** and wealth of travel content and resources are tailored to, and made available exclusively for Travel Advisors



Booking vacation packages with 65+ leisure travel brands. Create personalized vacations for your clients with hotel, car, attractions, and in-destination features from leading travel brands.



Education and resources designed for Travel Advisors. From live-webinars to training programs, sharpen your skills, and become well-versed in the industry you love.



The latest in **travel industry information** and insights

REGISTRATION

Travel Agency Owners can register their agency with VAX VacationAccess **HERE**.

The VAX administrator for your agency, typically the Agency Owner, will register individual Travel Advisors in VAX VacationAccess.

Once the Travel Agency and Travel Advisors are registered with VAX & UPRV, Advisors can book our vacation packages and products directly in VAX.

SUPPLIER SHOWCASES

Supplier Showcases in VAX are dedicated pages for Universal Orlando Resort and Universal Studios Hollywood with information on everything UPRV sells for each respective destination.

These pages are updated regularly with the newest vacation package and ticket offers. There's also details on our Universal Hotels, Partner Hotels, vacation enhancements, UPRV policies & benefits, as well as VAX educational videos.

Click a logo below to view that destinations' Supplier Showcase.







EDUCATION

UPRV is the only supplier in VAX with an educational series on how to use the platform. This series will provide you with detailed step by step instructions on how to book a Create Your Own Vacation Package, how to modify packages, as well as information on UPRV.

VAX Educational Series



Introduction to Universal Parks & Resorts Vacations™

Three Theme Parks. Spectacular Hotels. Unforgettable Dining and Incredible Entertainment. Nobody knows Universal Orlando Resort like we do.

LEARN MORE



Create Your Own Vacation Package

Compare hotels, theme park tickets, transportation options, flights and more. Our Best Price Guarantee means you'll enjoy the best package selection and value based on your travel dates and party size.

WATCH



Modifications

Learn more about modifying your Universal Parks and Resorts Vacations reservations.

LEARN MORE



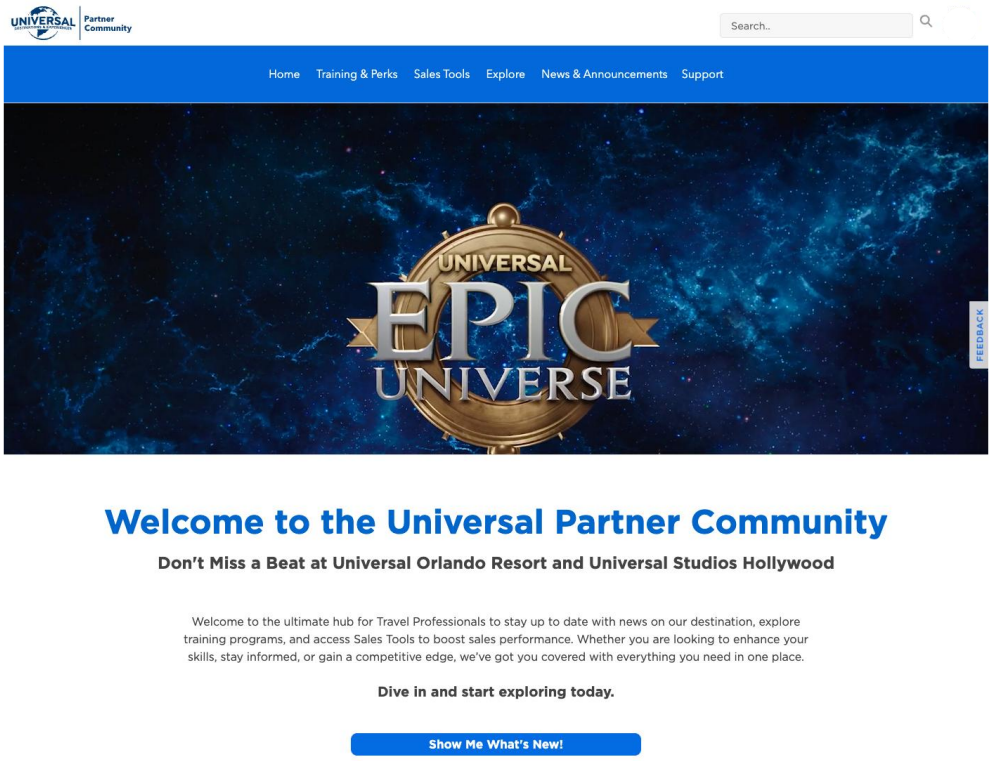
Partner Community

UNIVERSAL PARTNER COMMUNITY

Your resource for all things Universal Destinations & Experiences!

This online resource is a centralized place for you to get up-to-date news, receive exclusive content, ask questions, and connect with other travel professionals. It's also the home of our **UNIVERSAL**AND**U** Sales Training Program. Plus, you'll have access to sales tools, downloadable marketing materials, Partner Perks, and more.

We've made selling Universal Orlando Resort, Universal Studios Hollywood and Universal Kids Resort easier than ever!

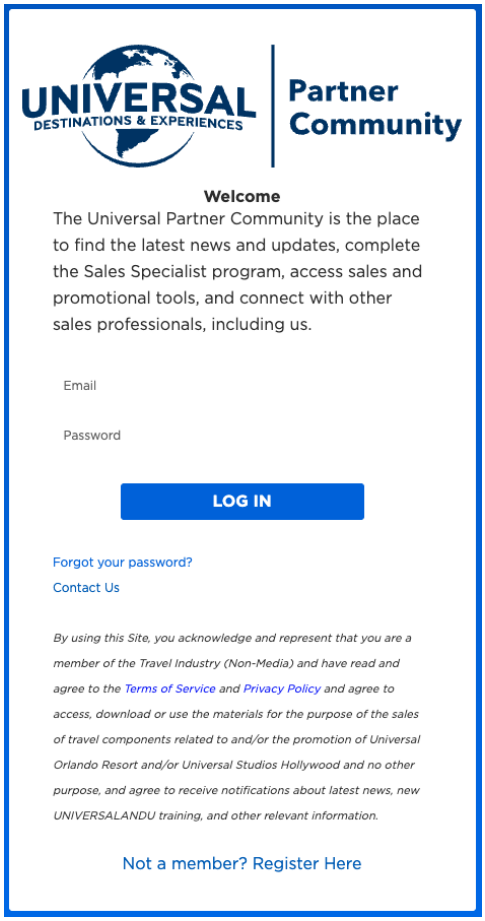


REGISTRATION

To register, visit UniversalPartnerCommunity.com

Please allow 3-5 business days for your registration to be confirmed. Keep an eye on your email inbox in case a Universal Representative contacts you.

If you have any further questions about registration, please click the **Contact Us** link just below the Log In button.



OVERVIEW

Everything you need to plan your client's Orlando and Hollywood vacation will be at your fingertips:



TRAINING – Complete the **UNIVERSAL**AND**U** Sales Training Program for Universal Orlando Resort and Universal Studios Hollywood to become a certified specialist for both destinations. Once complete, it will unlock your Partner Perks. Renew your certification annually, making you eligible for your perks each year.



MARKETING TOOLS & UPDATES – Utilize collateral ordering, downloadable sales tools and customizable marketing materials to help you market Universal to your clients.



NEWS AND UPDATES – Our monthly email newsletter will keep you up-to-date on all our new products, attractions, announcements and more.



PACKAGES & FEATURED OFFERS – View details about our vacation packages and limited time offers with quick and easy access to book at VAXVacationAccess.com.



PARTNER PERKS – Once **UNIVERSAL**AND**U** training is complete, view and book special benefits for Travel Advisors including discounted tickets and hotel stays.



SUPPORT – Ask the community, check out of list of FAQs, or submit a support case.

PARTNER PERKS TICKETS

Once the **UNIVERSAL**AND**U** Sales Training Program for each destination is completed, discounted tickets for that destination will be unlocked. Valid for one year starting on the date you earned your certification.

Tickets requests must be made at least ten (10) days in advance of the desired visit date. All tickets are hard dated tickets (*a visit date must be selected at time of booking*).

(An IATA/CLIA card is not required to pick up tickets)

UNIVERSAL ORLANDO RESORT

Up to four (4) total tickets; price varies depending on date.

- 50% off - 2-Day Park-to-Park Ticket
- 32% off - 4-Day Park-to-Park w/ Volcano Bay

UNIVERSAL STUDIOS HOLLYWOOD

Up to four (4) discounted General Admission tickets

- 50% off - 1-Day Ticket

PARTNER PERKS HOTELS

Once the **UNIVERSAL**AND**U** Sales Training Program for Universal Orlando Resort is complete, discounted hotel rooms of up to 45% off the rack rates with a valid industry credential will be unlocked.

Please see the Partner Perks page to view available discounts by hotel and to book.

- Travel Advisors must present a valid and up-to-date **UNIVERSAL**AND**U** Universal Orlando Resort Specialist certificate, issued within the last 364 days. This certificate may be presented in either physical or digital format at the time of check-in. (Without a certificate at check-in, the discounted rate will be adjusted to the standard available rate).
- Travel Advisors are no longer required to present an IATA, CLIA, TRUE, or ARC card at check-in. However, it is still necessary to enter a valid IATA number when booking the hotel.
- Travel Advisors can book up to two (2) rooms per night for a seven (7) night maximum length of stay.
- Not combinable with any other discounts or programs
- Non-commissionable
- Travel Advisors must be registered guest of hotel for the duration of the stay
- Travel Advisor discounted rates are offered for all seasonal dates other than Holidays, subject to availability. Additional block-out dates may apply. Discounts subject to change at any time without notice.

QUICK LINKS

Universal Destinations & Experiences News and Announcements - The latest news, announcements from both Universal Orlando Resort, Universal Studios Hollywood and Universal Kids Resort.

Explore Universal Destinations & Experiences - Information on everything Universal Orlando Resort, Universal Studios Hollywood and Universal Kids Resort have to offer, including theme park & hotels impacts & closures.

UNIVERSALANDU Sales Training Program – Become a certified specialist for both Universal Orlando Resort and Universal Studios Hollywood. From where to stay to how to play, we'll help you become experts in awesome. Check back regularly for trainings on other specific topics, such as Universal Epic Universe and Halloween Horror Nights.

Sales Tools - Your top resource for Universal Orlando Resort, Universal Studios Hollywood and Universal Kids Resort tools such as brochures, adaptable flyers, guides, maps, images, and more. There's both digital downloads and physical collateral you can order complimentary.

Ask Universal - Have a general question about Universal Destinations & Experiences? Have a specific question about an upcoming trip for you or a client? Ask away and the Universal Team will make sure we find you the right answer. Do *you* know the answer? We welcome & encourage you to also answer.

FAQS

1. How do I earn Theme Park Perks?
Complete the **UNIVERSAL**AND**U** Training for Universal Orlando Resort and Universal Studios Hollywood to unlock the perks for each destination. Perks will be available immediately and will be valid for one year from the date you earned your certification.

2. How soon can I place my ticket order after earning my training certificate for the required destination?
Tickets are immediately available upon completion of the training and must be requested at least ten (10) days in advance of the desired visit date.

3. Where do I pay and pick up my discounted tickets at Universal Orlando Resort?
Tickets may be paid for and picked up at any ticket booth at either Universal Studios Florida, Universal Islands of Adventure, or Universal Volcano Bay with a valid photo I.D. The I.D. must match the name on the ticket order, and you must be present.

4. Where do I pay and pick up my discounted tickets at Universal Studios Hollywood?
Tickets may be paid for and picked up at the Guest Services ticket window located to the right of the park entrance with a valid photo I.D. The I.D. must match the name on the ticket order, and you must be present.

5. Can I change the date of my tickets after I order them?
You cannot change the date on an existing order; however, you may submit a **Support Case** to cancel your order, and then re-book the tickets for the new date.

6. What happens to my tickets if I order them but don't pick them up?
Submit a **Support Case** to cancel your tickets if you cannot pick them up on the selected date. You can then re-book them for a new date.

7. Can I exchange my tickets for another destination?
No, Partner Perk tickets are non-transferable.

FAQS

8. How do I earn Hotel Perks?
Hotel Perks are only available at Universal Orlando Resort after completing the **UNIVERSAL**AND**U** Training for that destination. To be eligible for special rates at one of our hotels, Travel Advisors must provide a valid IATA, CLIA, TRUE, or ARC card during booking AND at check-in (NO EXCEPTIONS).

9. When does my Universal Specialist Certificate expire?
Your certificate is active for 365 days from the date you completed it. When it's time to renew, we will also remind you. Please note that it could take up to 48 hours for the system to completely reset your learning path and certificate status. This certification must be obtained each year to unlock Partner Perks for that year.

10. I'm having a technical issue. How do I get help?
If you are experiencing technical problems, we recommend you first clear your cookies and cache. Then close and reopen your browser. If the problem persists, then please take a screenshot of the issue you are experiencing and submit a **Support Case** so our team may investigate the issue.

11. I completed my required learning path but did not get my certificate. What can I do?
If your certificate is not appearing, your learning path is not complete. Most often we see that learners forget to mark the final course in the learning path as complete. Please return to your learning path and ensure every course shows as complete. If they do show complete but still no certificate appears, please open a **Support Case.**

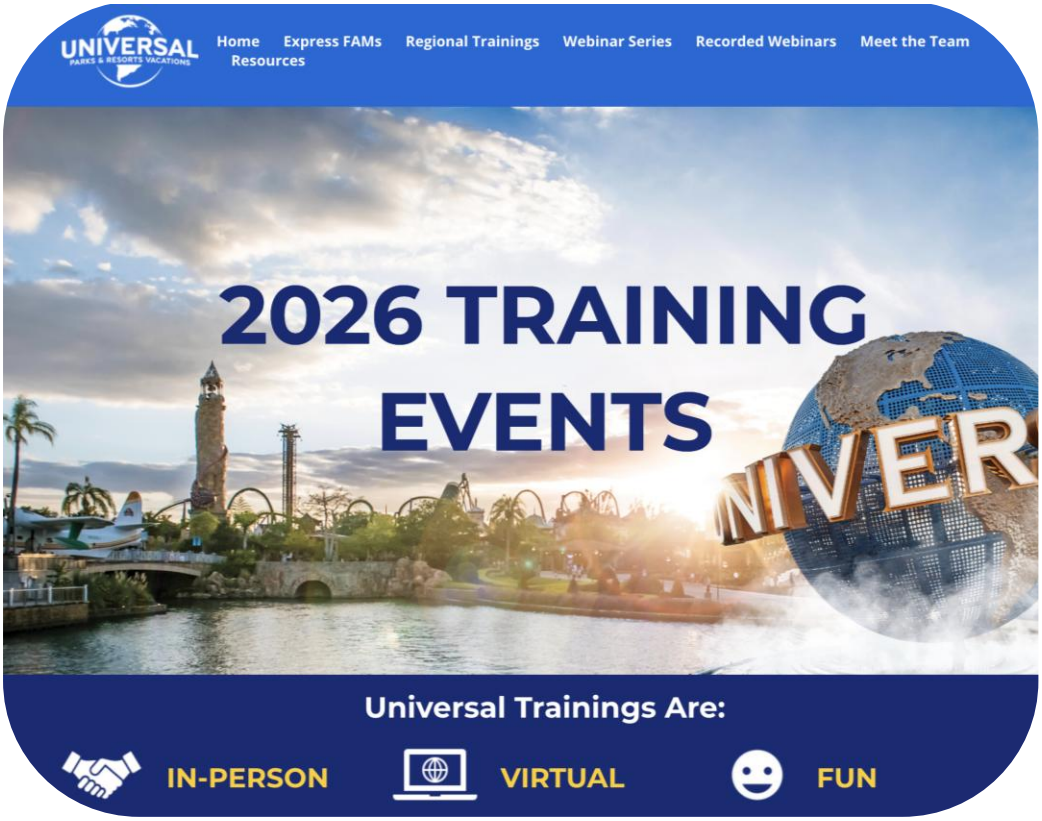
TRAINING EVENTS HUB

TRAINING EVENTS

Universal Parks & Resorts Vacations is proud to offer all Travel Advisors a plethora of ways to obtain Universal training*. Introducing the Training Events hub, where you can register for in-person trainings, such as FAMs and Regionals, as well as join live webinars and view pre-recorded ones.

We recommend bookmarking the site so you can check it regularly, as new events our added throughout the year.

Click the image below to open the hub.



*Content in these trainings will differ from the **UNIVERSAL**AND**U** Training in the Universal Partner Community*

EXPRESS FAMS

Bi-Monthly Express FAMs are offered in both **Foundations** and **Advanced** courses at Universal Orlando Resort. Take one or both courses the same week, but please be advised, only one Foundations training and one Advanced training is permitted per Travel Advisor in a calendar year.

Foundations is perfect for Travel Advisors who are just getting started selling Universal. Advanced is for Travel Advisors who have already passed the Foundations course and are veterans at selling Universal *(not required to complete Foundations before joining Advanced)*. Click the Express FAM links in the Training Events hub for further details, and to see what topics will be covered at each FAM.

Express FAMs are a one (1) day event for any Travel Advisors to attend. They consist of a 3-hour classroom training, lunch, hotel tours of select Universal Hotels (*Foundations only*), a theme park ticket and chances to win fun prizes!

REGIONALS

Regional trainings are put on all over the U.S. and Canada every year *(cities can differ from year to year)*. This is a great opportunity for any Travel Advisor to learn all about Universal, while connecting with our Business Development Managers.

These trainings in a city near you consist of a 3-hour Advanced training course to learn about our destinations, and how to market and sell them, and include lunch as well. You might get lucky and win a fun prize, or even better, a pair of Universal Orlando Resort theme park tickets!

Click a city in the Regional Trainings page to see exact location details and registration fee.

WEBINARS

If you can't make it to one of our in-person trainings, we also offer monthly Webinars on a myriad of different topics. Register in advance to see it live, or view one of our recorded webinars. Check back regularly to see when the next webinar will be and which topic we'll cover.

Recorded webinars available to view anytime:

- VAX Basics & 2.0
- Universal Epic Universe
- Universal Orlando's VIP Experience
- Universal Orlando's Halloween Horror Nights
- Social Media
- Universal Studios Hollywood
- Universal Kids Resort



SOCIAL MEDIA

SOCIAL MEDIA

Be sure to follow the **Universal Destinations And Experiences Travel Professionals** Facebook page, designed just for Travel Advisors to stay up to date on everything Universal Orlando Resort, Universal Studios Hollywood and Universal Kids Resort.

Click one of the social media icons to view that destination's page







GUIDELINES

PLANNED/SALES CONTENT

- For sales content including sales messages, offers or a call to action, plan your posts annually and align with your Universal representative.
- Universal to provide copy/photo assets after alignment.
- Do not modify Universal assets in any way.
- This type of content requires advance approvals from Universal.

ANNOUNCEMENTS

- You may share any official Universal news from Universal's social channels or press releases. Do not save, share and/or edit the image or copy. Sharing of an "official" Universal post or press release does not require approval, however, do not modify or add a sales message, offer, call to action, or include a link to your ticket or hotel pages.
- To avoid rumor and speculation regarding new products, attraction openings, park openings, and closures, you may not share any news or media assets until an official press release has been released by Universal or you've received approval from your Universal Sales Representative or Universal Marketing Representative.
- Do not use any logos or content downloaded from the internet.
- Following the guidelines outlined above will mean that approvals are not needed.

GUIDELINES

EDITORIAL/REAL TIME

- Please feel free to share content that a park or hotel guest could share as long as there is no sales message, offer inclusion, call to action or link to your website.
- Any media outreach or participation in another media outlet's editorial piece related to Universal Orlando must be vetted through your Universal representative.
- If capturing content while in the park, do not interfere with guests and Team Members in the park. Capturing content should not hinder the experience of the guests in the park.
- Do not capture content in Team Member only areas and/or behind the scenes.
- Following the guidelines outlined above will mean that approvals are not needed.

BEST PRACTICES

- When creating posts for social media, please be sure to tag the official Universal social profiles.
- Use of hashtags and emojis are also recommended for social media posts.
- Show YOURSELF enjoying the parks!

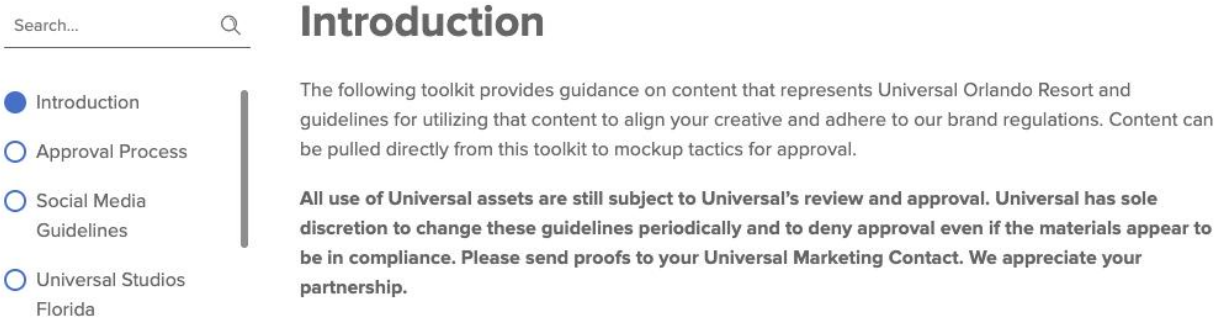
TOOLKIT

SOCIAL MEDIA TOOLKIT – CLICK HERE

The toolkit provides guidance on content that represents Universal Orlando Resort and guidelines for utilizing that content to align your creative and adhere to our brand regulations.

The pre-approved images and copy cannot be modified in any way.






U-PREFERRED
UNIVERSAL
PARKS & RESORTS VACATIONS
PARTNER PROGRAM

U-PREFERRED

Introducing UPRV's **U-Preferred Partner Program**.

We've created this exclusive program to recognize and reward our top-selling agencies. Enrollment is based upon qualifying* annual revenue of UPRV's products and completion of **UNIVERSAL**AND**U** training. As a U-Preferred Agency you'll belong to one of five tiers, each with its own benefits. And we're not talking key chains and t-shirts.

As a qualified agency you receive:



Status in one of six tiers Blue Diamond, Diamond, Platinum, Gold, Silver or Bronze – each with its own valuable benefits and privileges.



Special rewards and exclusive opportunities throughout Universal Orlando Resort & Universal Studios Hollywood.



Dedicated U-Preferred Agency marketing materials as a top seller of Universal Parks & Resorts Vacations packages and tickets.



A special U-Preferred Travel Agency logo to attach to your agency's own marketing and advertising materials (*usage restrictions apply*), designating your company as an elite agency in booking Universal Orlando Resort & Universal Studios Hollywood.

**Universal's Travel Industry Sales Team proactively contacts qualifying agencies.*

DIRECTORY & RESOURCES

DIRECTORY

Universal Parks & Resorts Vacations
Dedicated Travel Advisor Team
(Vacation Packages/Tickets/Room Only/General Questions for both Orlando and Hollywood)
Daily: 8:30am – 9:00pm EST
Additional Hours of Operation for Regular Call Center
Monday - Friday 7:30am - 12:00am EST
Saturday 7:30am - 10:00pm EST
Sunday 7:30am - 9:00pm EST

(800) 224-3838

Guest Services – Orlando
opt. 5 then:
- opt. 1: Planning a visit
- opt. 2: ADA information
- opt. 3: Provide feedback
- opt. 4: Lost & Found

Daily: 8:30am – 7:00pm EST

(407) 224-4233

Groups - Orlando
Tickets: *(15+ Tickets for Leisure/Family)*
Packages: *(10+ Rooms & Corporate/Youth/Church/School/HHN/RTU Tickets)*
Daily: 9:00am – 5:30pm EST

(407) 817-8017
(407) 363-8182

Universal Orlando Resort Capacity Hotline

(407) 817-8317

Universal Orlando Guest Accessibility Team
Daily: 8:30am – 8:00pm EST

(407) 817-8349

DIRECTORY

VIP Experience - Orlando (866) 346-9350
Daily: 9:00am – 7:00pm EST

Universal Studios Hollywood (800) 864-8377
(General Questions/VIP Experience/Group Sales)
Daily: 10:00am – 10:00pm EST

VAX VacationAccess Support (414) 934-2900
VAX VacationAccess Help Center

Universal Partner Community
Support
General & UPC system support including online training, commission questions
Monday-Friday 9:00am - 7:00pm EST

Text Us 32281
Daily: 10:00am - 7:00pm EST

Email Us
TravelAgentSupport@UniversalOrlando.com
General questions & support
(Please contact the Dedicated Travel Advisor Team for questions on client's vacation packages and ticket orders)

AgencyRegistrations@UniversalOrlando.com
Agency registration & commission questions

DIRECTORY

Loews Portofino Bay Hotel	(407) 503-1000
Hard Rock Hotel®	(407) 503-2000
Loews Royal Pacific Resort	(407) 503-3000
Loews Sapphire Falls Resort	(407) 503-5000
Universal Aventura Hotel	(407) 503-6000
Universal Cabana Bay Beach Resort	(407) 503-4000
Universal Endless Summer Resort – Surfside Inn and Suites	(407) 503-7000
Universal Endless Summer Resort – Dockside Inn and Suites	(407) 503-8000
Universal Kids Resort	(214) 872-8001

**Loews Hotels phone numbers should only be contacted directly for early or late arrivals, ordering amenities and/or operational questions.*

For ANY questions with a UPRV booking or to book, please call the Travel Advisor Dedicated team at (800) 224-3838.

RESOURCES

VAX VacationAccess

Universal Orlando Resort Commission Guide
(*2nd bullet under 'Advisor Benefits' section*)

Universal Studios Hollywood Commission Guide
(*click 'Resources' on top right of page, then 'Commission Guide'*)

Universal Kids Resort Commission Guide
(click 'Resources' on top right of page, then 'Commission Guide')

Universal Partner Community

Explore Universal Destinations & Experiences

Training Events Hub

Discover Universal Blog

UNIVERSAL
PARKS & RESORTS VACATIONS



TRAVEL *advisors*

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