



NEWS RELEASE

# Busch Gardens Launches 2026 Annual Pass with Best Benefits Ever: Unlimited Visits, Exclusive Perks, and First Access to Landmark New Attractions and Events

2025-09-25

Pass Members unlock Busch Gardens' most valuable program in history, with unlimited visits, free parking, free guest tickets, exclusive monthly rewards, and more. In 2026, Pass Members will also get first access to landmark new attractions and expanded seasonal festivals, making it the biggest year yet at Busch Gardens Williamsburg and Busch Gardens Tampa Bay.

WILLIAMSBURG, Va. and TAMPA, Fla., Sept. 25, 2025 /PRNewswire/ -- Busch Gardens today announced its 2026 Annual Pass program, delivering more value and more unforgettable experiences than ever before. With no blackout dates and the most benefits in park history, Pass Members enjoy unlimited admission, exclusive perks, and first access to new rides, habitats, and fan-favorite events returning bigger than ever. As part of a limited-time introductory offer, Pass Members can also receive up to \$100 in promotional cards for in-park purchases.

"With our 2026 Annual Pass, Busch Gardens guests can unlock unlimited thrills, unforgettable animal encounters, and the biggest calendar of events we've ever offered," said Marc Swanson, CEO of United Parks & Resorts. "From landmark new attractions to family traditions like Howl-O-Scream and Christmas Town, our Pass Members will be the first to experience every exciting moment."

## Best Benefits Ever \*

- Unlimited admission for 12 months with no blackout dates
- FREE guest tickets to share the fun with friends and family
- FREE parking and in-park discounts on food, beverage, and merchandise
- FREE animal feeding experiences
- Exclusive monthly rewards and Busch Bucks
- Discounts on animal encounters, VIP Tours, and Youth Summer Camps
- Member-only offers during festivals and events
- Up to \$100 in promotional cards – for a limited time

## NEW for 2026:

- First access to landmark new attractions and habitats
- FREE Quick Queue access on select passes
- Quarterly in-park credits
- Expanded seasonal festivals with new culinary cabins, concerts, and entertainment

## All-New in 2026: Seasonal Events and Festivals \*\*

2026 marks a milestone year for Busch Gardens, with Williamsburg and Tampa Bay delivering the most ambitious calendar of events ever:

- **Williamsburg:** Mardi Gras; Food & Wine Festival; Concert Series; All-New Summer Entertainment lineup; Bier Fest Brews & BBQ; Halloween Spooktacular; Howl-O-Scream with new haunted houses and shows; Christmas Town with millions of lights and all-new experiences.
- **Tampa Bay:** Landmark new animal habitat — the park's largest expansion in over a decade; Kids' Weekends with Sesame Street friends; Food, Wine & Garden Festival with rotating global cabins and multi-genre concerts; Glory in the Gardens (Christian music and spring festival); Military Appreciation Month; Wild Oasis Kids Weekend; Howl-O-Scream; Christmas Town with dazzling lights and holiday cheer.

## Added Value for 2025

Guests who purchase now can also enjoy the remainder of the 2025 season, including seasonal celebrations like Howl-O-Scream and Christmas Town, while locking in access to 2026's biggest attractions and events.

## Where to Get Passes Now

The 2026 Busch Gardens Annual Pass is available now at a limited-time introductory price, including up to \$100 in promotional cards. Visit **BuschGardens.com** to secure first access to landmark new attractions, unforgettable events, and exclusive perks all year long.

\* Benefits may vary based on the applicable pass tier.

\*\*Event calendar may be subject to change.

## About Busch Gardens

Busch Gardens® is a premier family destination offering world-class coasters, immersive animal habitats, award-winning seasonal festivals, and year-round entertainment. With parks in Williamsburg, Virginia, and Tampa Bay, Florida, Busch Gardens is known for its blend of thrilling rides, enriching animal encounters, and unforgettable live entertainment. Both parks are accredited by the Association of Zoos and Aquariums (AZA) and Humane Certified by American Humane, reflecting the company's commitment to animal welfare and conservation. Busch Gardens is part of the United Parks & Resorts Inc. (NYSE: PRKS) portfolio of theme park brands. For more information, visit **BuschGardens.com**.

## Media Contacts:

**BuschGardensWilliamsburg.PR@BuschGardens.com**

**BGTPublic.Relations@BuschGardens.com**

View original content to download multimedia:<https://www.prnewswire.com/news-releases/busch-gardens-launches-2026-annual-pass-with-best-benefits-ever-unlimited-visits-exclusive-perks-and-first-access-to-landmark-new-attractions-and-events-302566738.html>

SOURCE United Parks and Resorts Inc.