



NEWS RELEASE

SeaWorld Launches 2026 Annual Pass with Best Benefits Ever: Unlimited Visits, Exclusive Perks, and First Access to Record-Setting New Attractions

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Pass Members unlock SeaWorld's most valuable program in history: unlimited visits, free parking, free guest tickets, inspiring animal encounters, and more. In 2026, Pass Members will also get first access to record-setting new attractions and a blockbuster calendar of festivals, celebrations, and family fun.

ORLANDO, Fla. and SAN DIEGO and SAN ANTONIO, Sept. 25, 2025 /PRNewswire/ -- SeaWorld 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 company history, Pass Members enjoy unlimited admission, exclusive perks, and first access to record-setting new attractions debuting in 2026. 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, SeaWorld guests will unlock more unforgettable experiences than ever before, from one-of-a-kind animal encounters to iconic seasonal festivals," said Marc Swanson, CEO of United Parks & Resorts. "This is our most valuable pass program, and there's no better way to experience SeaWorld all year."

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
- FREE access to concerts
- Invitations to exclusive events and behind-the-scenes tours
- Discounts on one-of-a-kind animal encounters, VIP Tours, and Youth Summer Camps
- Pass Member-exclusive merchandise, festival-exclusive culinary offers, and discounts on separately ticketed events such as Howl-O-Scream

NEW for 2026:

- First access to 2026's newest attractions and events
- FREE Quick Queue to skip the lines
- FREE VIP Parking
- New animal encounters with exclusive access
- Quarterly in-park credits
- Up to \$100 in promotional cards – for a limited time

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

2026 marks the most ambitious year of seasonal celebrations in SeaWorld history, featuring expanded festivals, milestone anniversaries, and all-new experiences:

- **Orlando:** All-new Oceans of Fun family month; expanded Seven Seas Food Festival; new World Oceans Day celebration; enhanced summer celebration with record-breaking drone shows during Electric Ocean; all-new haunts during award-winning Howl-O-Scream; Christmas Celebration with new experiences; free access to over 40 concerts.
- **San Diego:** Enhanced summer celebration with all-new shows and concerts; expanded Seven Seas Food Festival and Bayside Brews & BBQ; monthly Military Appreciation Weekends; new San Diego Sports Days.
- **San Antonio:** New Kids' Weekends in February; 25th Anniversary of Howl-O-Scream with an all-new haunted house, thrilling new show, and returning fan favorites.

Added Value for 2025

Guests who purchase now can also enjoy the remainder of the 2025 season, including exclusive previews and seasonal events such as Spooktacular, Howl-O-Scream, and Christmas Celebration, while locking in access to 2026's biggest attractions and events.

Where to Get Passes Now

The 2026 SeaWorld Annual Pass is available now at a limited-time introductory price, including up to \$100 in

promotional cards. Visit **SeaWorld.com** to secure first access to record-setting new attractions, unforgettable festivals, and exclusive perks all year long.

* Benefits may vary based on the applicable pass tier.

**Event calendar may be subject to change.

About SeaWorld

SeaWorld is a leading marine life theme park and accredited zoo and aquarium that provides experiences that matter while educating and inspiring guests of all ages to care about marine life. Welcoming millions of guests every year, the parks offer fun and enriching experiences from up-close animal encounters and year-round educational programs to award-winning marine-life-themed rides and attractions, special events, and exciting entertainment. For more than 60 years, SeaWorld has advanced the conservation of marine life in and outside its parks through science, education, and exceptional animal care that is Humane Certified by American Humane and accredited by the Alliance of Marine Mammal Parks and Aquariums and the Association of Zoos and Aquariums. SeaWorld is one of the largest marine animal rescue organizations in the world, helping more than 42,000 animals to date. The SeaWorld Conservation Fund, a non-profit foundation established in 2003, has provided more than \$20 million to nearly 1,400 organizations to advance critical research on every continent. A portion of park proceeds goes toward supporting these longstanding conservation commitments. SeaWorld parks are in Orlando, San Antonio, San Diego, and Abu Dhabi, United Arab Emirates (UAE). SeaWorld is part of the United Parks & Resorts Inc. (NYSE: PRKS) portfolio of theme park brands. For more information, visit **SeaWorld.com**.

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