



FOR IMMEDIATE RELEASE

Busch Gardens Williamsburg Launches 2026 Membership with Best Benefits Ever: Unlimited Visits, Exclusive Perks and First-to-Ride Access to the All-New Verbolten: Forbidden Turn

On the reimagined Verbolten: Forbidden Turn, visitors will embark on a foreboding journey through the Black Forest, offering charm and folklore at every turn.

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WILLIAMSBURG, Va. (November 10, 2025) –Busch Gardens Williamsburg recently announced the launch of its 2026 Membership program, offering the most comprehensive benefits in the park's history. Starting at just \$11.75 per month, the 2026 Membership offers guests unlimited visits with no blackout dates, plus enhanced perks like free parking, guest tickets, Quick Queue access, discounts, and exclusive rewards.

More About Verbolten: Forbidden Turn

Reimagined with immersive storytelling and special effects, the family-friendly roller coaster delivers surprises at every turn. Debuting next year, Verbolten: Forbidden Turn will transport visitors through the Black Forest, soon discovering all is not what it seems.

Black Forest Motor Tours, now under new management, welcomes adventurers eager to explore Germany's legendary countryside. The drive promises charm and folklore at every turn, but what comes next is far from charming. Signs appear where they shouldn't, shadows move when they shouldn't, and whispers tell of something growing within the forest. What was once a whimsical land of fairy tales now feels darker, heavier, as though the woods themselves are watching. Guests are cautioned not to stray from the road, for one wrong turn could awaken forces long forgotten. On Verbolten: Forbidden Turn, the line between story and reality blurs, and escape is never certain.

More details are on the way, but this attraction is already shaping up to be an immersive journey like no other.

Best Way to Brave the Black Forest: Membership

The 2026 Membership program is designed to give guests flexibility and Basic, Unlimited, Premier and Platinum, each one allowing guests to choose the benefits that best fit their

lifestyle. Platinum Members receive access to all 11 United Parks & Resorts destinations nationwide, including SeaWorld parks, Busch Gardens Tampa Bay, Sesame Place and award-winning water parks such as Water Country USA. Memberships start at \$11.75 per month with no down payment and 0% APR.

Benefits Worth More Than \$2,500

Busch Gardens Williamsburg shows appreciation to its Members all year long with more monthly rewards than any other theme park. From unlimited visits and seasonal event access to exclusive freebies and savings, Members can expect:

- **FREE** guest tickets to share the fun with friends and family
- **FREE** parking and discounts on food, beverage, and merchandise.
- **FREE** Busch Bucks to spend in park
- Discounts on one-of-a-kind animal encounters, VIP Tours, and Youth Summer Camps
- Member-exclusive merchandise, festival-exclusive culinary offers, and more

For more information on Verbolten: Forbidden Turn and Membership, visit BuschGardens.com/Williamsburg and follow Busch Gardens on social media at @BuschGardensVA.

About Busch Gardens Williamsburg

Recognized by the National Amusement Park Historical Association as the Most Beautiful Park for 35 consecutive years, Busch Gardens® Williamsburg is a European-themed adventure park combining 17th-century charm with 21st-century thrills, featuring more than 50 rides and attractions, world-class coasters, and year-round events. Busch Gardens is a part of United Parks & Resorts Inc. (NYSE: PRKS). Learn more at UnitedParks.com.

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