# Improving Our Animal Parks

## Presented by: Henry Nguyen, Marketing Vice President

# Our Goals

## Improve services for parents with young children

## Encourage families to return regularly

## Promote purchase of annual memberships

# Survey Conducted

## Who: Families visiting our animal parks

## When: The entire month of July

## How: Families completed a form

### Scale range from 1 to 10

### Rating scale used to assess:

## Best features of our parks

## Areas needing improvement

# General Survey Results

85% of families plan to return

20% of families surveyed have annual memberships

# Most Highly Rated Areas

## Staff

### Knowledgeable

### Friendly

## Park Maps

### Excellent quality

### Easy to navigate the park

### Option to feed some animals

### Misters (sprayers) for extremely hot days

### Special events and demonstrations

# Areas Needing the Most Improvement

Diaper changing stations

### Install in every restroom

### Varied dining options

### Healthy choices

More benches and outdoor seating

More exhibits aimed at preschoolers

# Planning for Change

Next meeting - August 16

To prepare:

Research costs for suggested improvements

### Prioritize the improvements

### Determine the purchases to fit within budget