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

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

General Survey Results

85% of families plan to return

20% of families surveyed have annual memberships