



## Cincinnati Zoo Integrates Ticketing, Retail, Food & Beverage with a Total Solution from Gateway Ticketing Systems and Partners

### Cincinnati Zoo

Location: Cincinnati, OH

#### Key Challenges

- Multiple point of sale systems limited their ability to effectively market and cross promote between the business segments
- Increase guest convenience and loyalty
- Increase guest spending in the Zoo

#### Solution

- Implement an integrated solution that features Gateway's Ticketing, Retail and Food and Beverage Point of Sale products
- Streamline the reporting to provide easy and fast access to sales and attendance data

#### Business Results

- Per cap spending nearly doubled in the first eight days after the project went live.

Cincinnati Zoo had recently worked with Gateway Ticketing Systems on a successful facility and system upgrade that resulted in an increase in attendance. The challenge – and opportunity – facing the Zoo was how to maximize that increase in attendance and raise the per cap spending. Having different systems for food, retail and ticketing, however, the Zoo found it difficult to effectively create cross promotions among those segments. With a unified solution, they would be able to leverage the enhanced business intelligence resulting from the integration and take advantage of the increase in attendance as well as optimize staff training.



Gateway immediately went to work with the Zoo's other partners to develop a solution. The Zoo's food and retail partner Service Systems Associates (SSA) will be implementing Galaxy at the food and retail locations to create a fully integrated system using Galaxy products running on PAR EverServ™ 6000 terminals (seven for retail and 18 for food and beverage operations). The Zoo's business intelligence partner, BrightStar Partners (BSP), will be implementing IBM's Cognos solution on top of the Galaxy transactional system to provide real-time reporting, analytics and event notification.

John Lucas, Director of Park Operations for Cincinnati Zoo and Botanical Gardens, explained the importance of the upgrade. "Having points of sale from

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Senior Vice President and COO, Service Systems Associates

different companies in food, retail, general admission and membership has hampered our ability to market and cross promote effectively between our business segments. In a time when competition for the leisure dollar is tougher than ever, the

Cincinnati Zoo, already an experienced Galaxy user, decided to take our business to the next level by moving all of our earned revenue onto the Galaxy platform. Partnering with BSP on the implementation of an IBM Cognos solu-

tion will allow the Zoo and SSA to make quick, accurate, profitable, and guest-centric decisions that are unparalleled in the industry,” Lucas continued.

Tim Brantley, Senior Vice President and COO at SSA, provided insight on their approach to this project. “We immediately saw the benefits of Cincinnati Zoo’s vision for an integrated point of sale and revenue management solution using the Galaxy platform. We believe that our culture and complete guest service offerings align well with both the Zoo and Gateway to make this vision a reality. This project allows SSA to continue to raise the “guest experience” bar by offering innovative food and retail services that are a win-win for both the guest and the Zoo.”

“Leveraging PAR EverServ 6000 terminals for all of the Cincinnati Zoo’s retail and food and beverage operations will enable staff to easily work in different areas as they won’t have to learn new technology,” said Peter Wolf, chief marketing officer, ParTech, Inc. “The EverServ 6000 provides all the durability ParTech is known for, with the flexibility and scalability and performance for any environment – from restaurants, to retail stores and any other hospitality format.”

Scott Lobaugh, Lead Inside Sales Representative for Gateway Ticketing Systems, conveyed his enthusiasm about the Zoo’s upgrade, “We are extremely excited to not only continue our long standing relationship with the Cincinnati Zoo, but to continue to provide them with solutions that help them be more innovative and successful. We have seen them benefit from their continual investment in their Galaxy solution, from adding eGalaxy Web Store for online ticketing, to the construction of a new front gate with turnstiles and outdoor kiosks.”

### Results: Improved Business Intelligence Helps Avoid Lost Sales

One of the programs the Zoo implemented was to leverage the packages feature in Galaxy to create the cross promotions they wanted between ticketing, food and retail. In the days immediately following the installation, Cincinnati Zoo noticed an immediate increase in the per cap spending. After just eight days, the spending increased from \$1.74 to \$2.85 in just their retail operations.

Lucas has also been able to take advantage of the data in Galaxy to get a total picture of park sales and attendance and make more informed operational decisions. In one example, he received a request to close a retail shop that was slow. Using recent historical data in Galaxy for that shop, he determined it was better to keep it open because of a consistent increase in sales in the late afternoon. The next day, he saw that the sales followed that trend. Over the course of a year, that could result in thousands of dollars in additional sales that the Zoo would not have received if they did not have the data.



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**-John Lucas,**  
*Director of Park Operations,*  
*Cincinnati Zoo*

#### For more information:

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