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SAN DIEGO ZOO GLOBAL.

# Special Zoo & Aquarium Edition

# Webinar will begin at 3:30 PM EDT.

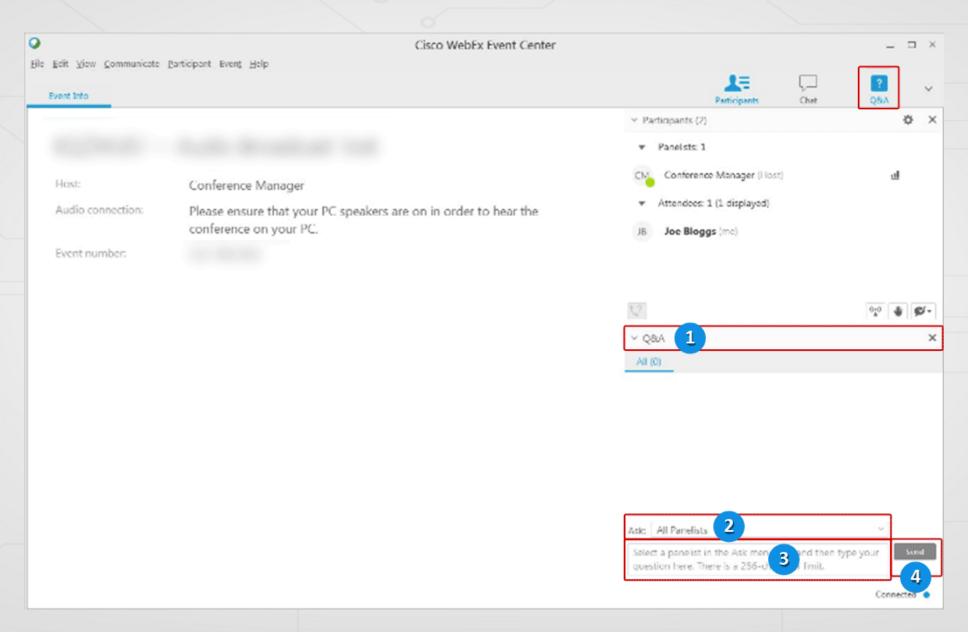




Join us for our next
Webinar on
Wednesday,
September 30<sup>th</sup> at
2:00 PM EDT.

https://www.gatewayticketing.com/community/

# **Asking Questions**



# Webinar Agenda

- 90 Minutes in length
- Community discussion and presentation of best practices
- Question and answers from the community
- Press & Public Viewing

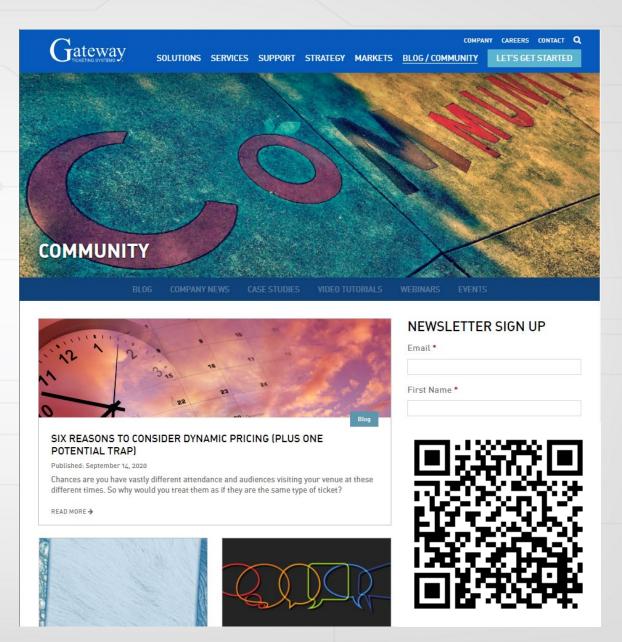
# Webinar Wednesdays

Bi-weekly gathering of attraction industry experts to discuss the current challenges and position our attractions for success.



### www.gatewayticketing.com/community





# Moderator

Matthew Hoenstine

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Destinations Principal





### Moderator

Randy Josselyn

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Wildlife and Conservation Principal





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### Host

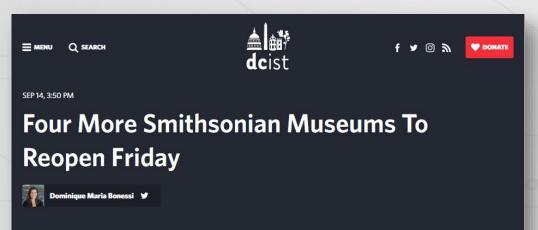
Bill D'Angelo
bdangelo@gatewayticketing.com
Product Communications Manager





# INDUSTRY UPDATE

# Additional Reopenings







### Admission and Timed-Entry Passes

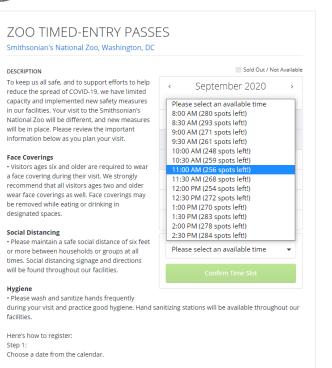
Visiting our museums and zoo



As we gradually reopen the Smithsonian, we're putting safety first with new measures in health. Free timed-entry passes are required for entry at most reopened locations.

As you plan your visit, please remember to review government travel guidelines or restr

### SMITHSONIAN'S NATIONAL ZOO & CONSERVATION BIOLOGY INSTITUTE



https://dcist.com/story/20/09/14/dc-smithsonian-to-reopen-four-more-museums-friday/

https://www.si.edu/visit/passes

https://www.etix.com/ticket/e/1014419/zoo-timed-entry-passes-washington-smithsonians-national-zoo

# **Exclusive Offerings**

t Topics Coronavirus



THEME PARKS - Published 17 hours ago

# Kentucky theme park is allowing families to rent out the entire space, go on unlimited rides

Beech Bend Amusement Park & Splash Lagoon in Bowling Green is putting its theme park up for rent



By Alexandra Deabler | Fox News

If your first thought was "literally anything else since <u>COVID has complicated visiting theme parks</u>," you're in luck because you can rent an entire park for just you and your family to go on all the unlimited rides that you want (within the rental window).

<u>Beech Bend Amusement Park & Splash Lagoon</u> in Bowling Green, Ky., is putting its theme park up for rent for families of six for up to eight hours, a release shared with Fox News states.

#### CLICK HERE TO SIGN UP FOR OUR LIFESTYLE NEWSLETTER



The starting rate for the rental is \$5,000 for two hours. (Beech Bend Amusement Park & Splash Lagoon)

# Pandemic's Lasting Impact



"You can't treat people like they are in a hospital," Sotto says, referring to the attempts to keep people safely apart at what are inherently social spaces and the practices that disconnect visitors from theme park magic. "It's a death spiral for the industry."

Sotto's radical solution? Only allow visitors through the turnstiles who have been cleared of infection. Then let them scream to their hearts' content aboard roller coasters and party like it's (pre-pandemic) 2019. No masks. No distancing.

# **Tough Times & Transparency**





We need your help to recover from over \$6 million lost when COVID-19 forced us to close our gates for two months.

Now through September 20th, we have a goal to raise a minimum of \$250,000 through the ZOO-A-THON. Every donation will not only help us feed and care for over 2,000 animals and over 1,000 plant species, but also maintain and advance our efforts as a recreation, education, and conservation resource for our community.

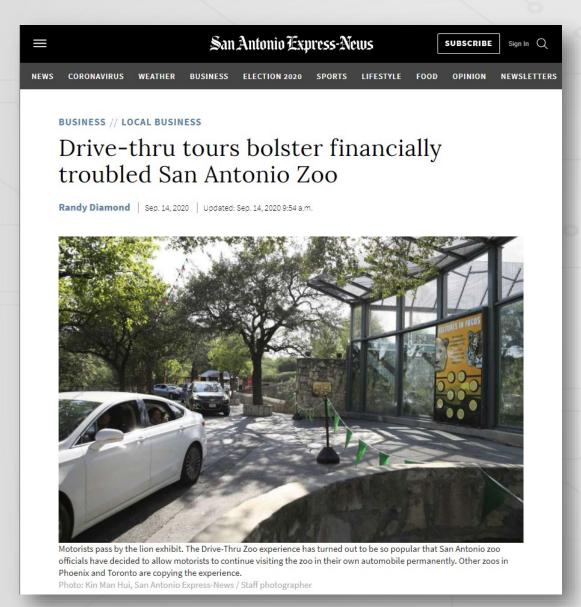
You can donate online today—even \$5 will make a difference!

### Mark your calendar for September 20, 6:30pm

That's when we go LIVE from Jacksonville Zoo and Gardens on WJXT Channel 4 for the one-hour finale!

https://www.actionnewsjax.com/news/local/duval-county/6-million-shortfall-jacksonville-zoo-gardens-struggling-feed-animals/3XQCRZUEHFEITAFMYW5FG42CWE/https://www.jacksonvillezoo.org/zoo-a-thon

### Results of Innovation



When officials announced the Drive-Thru Zoo in late April, tickets for the first tours sold out in 90 minutes, said Tim Morrow, the zoo's president and CEO. Since then, the tours have brought in more than \$1 million in revenue.

On May 1, opening day, 893 vehicles drove through the zoo, pausing to watch the bears, giraffes and other inhabitants. At that point, the zoo had been closed for six weeks because of stay-at-home orders aimed at stopping the spread of the coronavirus.

The 106-year-old zoo was in deep financial trouble, and it furloughed 400 of its 700 workers. The animals' only visitors were their caretakers.

But nearly 21,000 families toured the zoo in their vehicles in May, paying entrance fees of as much as \$65. The tours' success allowed the zoo to bring back all the furloughed employees.

### **Virtual Wild Wines 2020**

**Dates:** 9/24/2020 - 9/24/2020

Times: 7:00pm-8:00pm

#### Add to Calendar

Join us this year for Virtual Wild Wines from the com will be a virtual event featuring behind-the-scenes of great food and premium wine and beer. Our host, Ze lead you through a trip around the Zoo into areas no the comfort of your home, travel to visit penguins, el and learn about the high standard of care the anim receive and how you can get involved.

Click here for special Wild Wines deals on wines and packaged for attendees by our sponsor, O'Looney's! beer selections while you nibble on specially priced Red Robin, Cantina Laredo, Petit & Keet, and many of

Join us for a wine festival and fundraising event like Voted best fundraising event in the state by AY Mag year's Virtual Wild Wines will continue the tradition of supporting a great cause.

Register for the event by clicking --> here

Check out auction items by clicking --> here

To purchase exciting wine and beer packages to enj

Today's Hours: 8 a.m. to 4 p.m.



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ROANOKE ISLAND PINE KNOLL SHORES FORT FISHER JENNETTE'S PIER

### NCA RUN FOR THE PLANET



#### **NORTH CAROLINA AQUARIUMS RUN FOR THE PLANET**

SEPT. 12-20, 2020

VIRTUAL 1 MILE - 5K - 10K - 13.1 MILES

ITS MORE THAN A RACE.

IT'S MOVEMENT TO MAKE A DIFFERENCE FOR YOU, FOR THE NORTH CAROLINA AQUARIUMS AND FOR THE PLANET.

#### THINGS ARE DIFFERENT THIS YEAR.

The North Carolina Aquariums have been closed to the public for more than five months. But we won't let that stop us. We're growing an idea, making it virtual and taking it global.

Visit / Plan Your Visit / Events / Byte Night: ZooFari

Share this page:

E 4

**e**NIGHT

O F A R I SPONSORED BY GEICO

Byte Night: ZooFari

https://www.littlerockzoo.com/events/virtual-wild-wines-2020/ https://nationalzoo.si.edu/events/byte-night-zoofari http://www.ncaquariums.com/NCA-Virtual-Run-for-the-Planet



https://www.jbzoo.org/wizardingweekends https://bronxzoo.com/boo-at-the-zoo https://www.nashvillezoo.org/boo http://rwpzoo.org/jols

### Festive Fun is Back!

We've adjusted Nashville's favorite Halloween event to provide families with a socially distanced, walk through experience, featuring many of your favorite activities plus a few new ones!

Event features: Pumpkin Town photo opps, Gourdon





TICKETS

THURSDAYS - SUNDAYS OCTOBER 1 - NOVEMBER 1

W Bronx Zoo

PLAN YOUR VISIT

DONATE MEMBERSHIP

E CART

INCLUDING MONDAY, OCTOBER 12

TICKETS ARE REQUIRED AND HUST BE RESERVED IN ADVANCE. FREE FOR HENBERS.

**GET TICKETS** 





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THINGS TO DO

### Zoo Miami is finally reopening. Here's what you need to do to see the animals again

#### BY CONNIE OGLE

SEPTEMBER 14, 2020 11:29 AM, UPDATED SEPTEMBER 14, 2020 03:39 PM



Zoo Miami gorilla Shango got tested for coronavirus on July 8, 2020. The test was given because Shango had a low-grade fever, but it came back negative. BY ZOO MIAMI



We're elated to see these people coming in. It's a step in the right direction."

https://www.miamiherald.com/miami-com/things-to-do/article245720610.html https://www.local10.com/news/local/2020/09/15/zoo-miami-reopens-to-public-following-two-month-closure/





We are pleased to announce that **WE ARE**OPEN! Due to limited capacity, one-day tickets
must be purchased online. Members and
Summer Savings Passholders must make
reservations prior to their visit.

**Buy Tickets** 

**Member Reservations** 

**Summer Savings Pass Reservations** 

Learn More

Close

https://www.zoomiami.org/ https://www.youtube.com/watch?v=wFH4q8M53SM







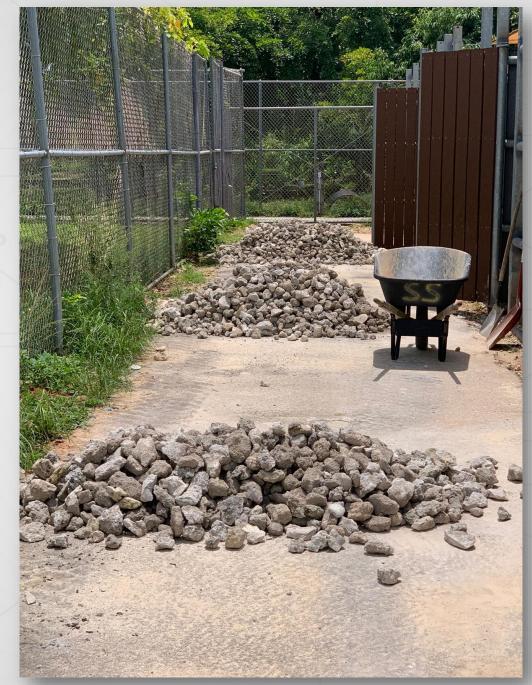














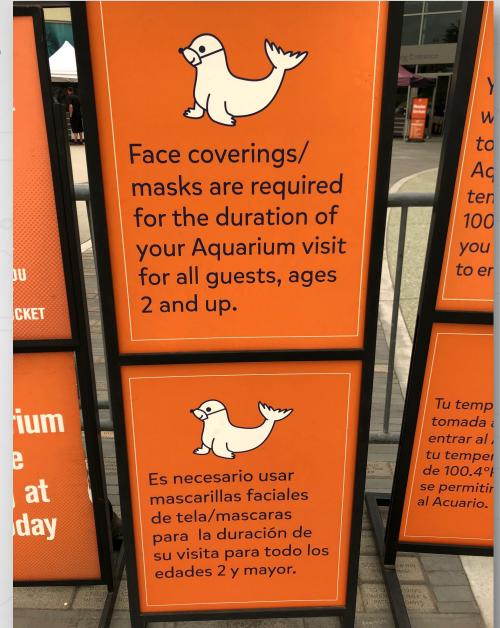








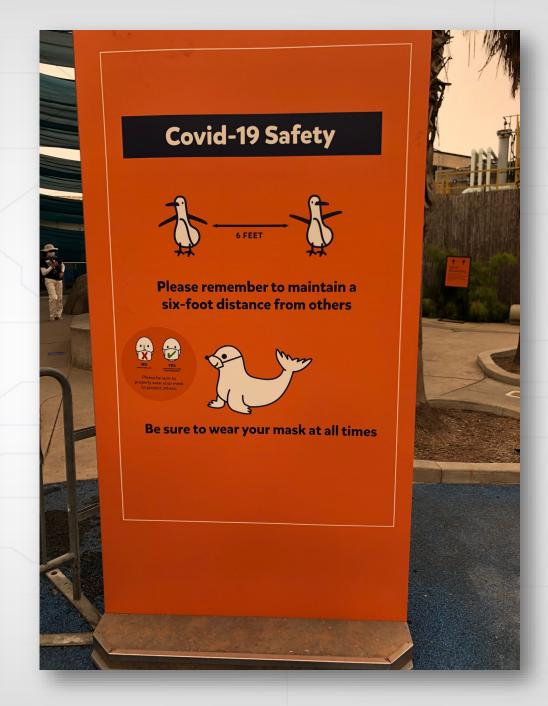








**ENTRANCE AVAILABLE** NOW FOR 4:00 TO ENSURE A PLEASANT **VIEWING EXPERIENCE YOU** WILL BE ADMITTED AT THE TIME STATE ON THE TICKET The Aquarium will be closing at Es n **6pm today** masc de te para su visi edade:





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AQUARIUM OF THE PACIFIC

TODAY'S HOURS: 9:00 AM - 6:00 PM Q ES DONATE





VISIT

**EXHIBITS** 

**EVENTS** 

LEARNING

SUSTAINABILITY FOR ALL

**SAVING SPECIES** 

### **Outdoor Admission**

Explore our outdoor exhibits, including sharks, penguins, seals and sea lions, lorikeets and the ray, moon jelly, sharks, and horseshoe crab touch areas.

ADVANCED RESERVATIONS REQUIRED. IMPORTANT SAFETY PROTOCOLS.





### **Aquarium of the Pacific** Safety

We welcome everyone back to the Aquarium of the Pacific! The Aquarium of the Pacific places safety as its highest priority.



To ensure we are meeting and exceeding all health and safety guidelines, we have set up the following protocols:



Everyone must have a timed ticket or online reservation before coming to the Aquarium.

PURCHASE A TICKET

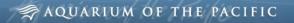
Already have a ticket or a coupon?

MAKE A FREE RESERVATION

- . Those with a coupon must present the coupon and pay at the ticket window upon arrival.
- We request that transactions be paid via card rather than cash.
- . If you are unable to visit at your designated time, your ticket will be good from one year from the date of purchase. When you are ready to return, you must make a free reservation.

#### Are you a member?

MAKE YOUR FREE MEMBER RESERVATION







**Aquarium Entry Time** 

### **Aquarium Entry Time**

### **Guests with Prepaid tickets,** Complimentary tickets, or a Discount coupon:

The Aquarium of the Pacific is now open!

Advance reservations are required for everyone. If you already have a ticket or wish to use a coupon, you must make a free online reservation for a specific date and time of your visit. You will be required to present this online reservation along with your ticket or for those with a coupon, when you purchase admission at the ticket window.

Please visit our Aquarium Safety page for more details and our safety

Please remember to reserve space for everyone in your party (max of 6). We will only admit the number of guests you reserve space for. Thank

¿ Complete Ticket Details

Select Date/Time for: Aquarium Entry Time-Ticket holder

**Entry time - Previous Ticket** Holder/Comp/Discount Coupon Holder

Requires Date/Time

\$0.00 - 0 +



















#### LATEST UPDATES: Tracking COVID-19 | Racial Justice

#### San Diego Zoo Global Shifts **Conservation Focus**

Monday, September 14, 2020 By Erik Anderson



Above: Senior keeper Mindy Albright watches the herd of African Elephants living at the San Diego Zoo Safari Park on Aug. 28, 2020.

San Diego Zoo Global — the nonprofit that operates all zoo parks and organization — is shifting the focus of its conservation efforts to take a more holistic approach to help threatened species.

The concept is playing out at the San Diego Zoo Safari Park, where on a recent morning, the park's herd of nine African elephants sought out shade ahead of the midday heat.

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Throughout October, children 11 years and younger receive free admission—no ticket is required when accompanied by an adult with a valid form of admission.

#### **CALLING ALL KIDS!**

One paying adult can bring up to 5 children (ages 11 and under) free all month long.

Click here to find out what you need to know before you arrive. We want to thank you in advance for your cooperation in practicing vital preventive measures to maintain a safe environment during your visit.

It's a great time of year for kids to enjoy the wonders of nature and discover wildlife of all sizes, shapes, and types. There's so much to experience within the Zoo's 100 acres—join the fun! Bring your wild ones to meet ours during Kids Free presented by Mission Fed!

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#### WHAT TO EXPECT AT THE SAFARI PARK

While visiting the Safari Park, you will see signs like these in orange. Watch for them throughout your Safari Park visit to remind you of safe practices, and how to navigate the grounds.



## **Safari Tours**

- Caravans and cart tours for household groups only
- Plexiglass separating drivers/tour guides from guests on carts
- Private tours can be booked directly through Reservation Sales: 619-718-3000







# San Diego Zoo Admissions Procedure





#### REOPENING FAQ

#### WHAT'S DIFFERENT AT THE ZOO AND SAFARI PARK?

Do I need to wear a cloth facial covering to visit?

Yes, Per mandate from San Diego County and the California Department of Public Health, ALL Zoo team members and guests ages two and older will be required to wear aloth facial coverings—without holes or vents—that cover the nose and mouth for the duration of their visits (except while dining). Please refer to the following link for more detail on San Diego County and State of California guidelines and requirements:

https://www.sandiagocounty.gov/content/sdo/hhsa/programs/phs/community\_epidemiology/do/2019-nCoV/face-coverings.html.

What are the operating hours of the Zoo and Safari Park?

Check here for current Zoo hours and current Safari Park hours. Entrance is subject to temporary daily on-grounds attendance limits.

Will parking be restricted?

During our initial reopening, Zoo parking will be limited. At the Safari Park, beginning Saturday, June 27, general parking is \$15 per vehicle and \$20 for RV parking. Preferred parking is temporarily unavailable.

Are there limits to the numbers of visitors allowed into the Zoo and Safari Park each day?

Yes, For the safety of our guests and team members, and to comply with mandated social distancing requirements, we limit the number of guests. Entry to our parks will be on a first-come, first-served basis until we reach our daily reduced on-grounds attendance limit. Once the on-grounds attendance limit. Once the on-grounds attendance limit is reached, as guests exit the parks, waiting guests will be admitted.

How will guests be admitted each day?

All guests must show valid tickets or valid membership cards, along with a picture ID, to be admitted on a first-come, first-served basis until the daily on-grounds attendance limit is reached. Then, as guests exit the parks, waiting guests will be admitted.

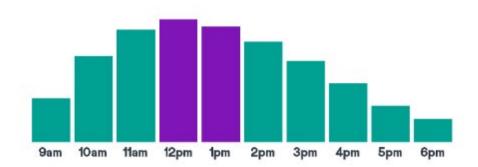






Current estimated wait time: 5 minutes

WEEK DAYS WEEKENDS



#### Plan Your Visit

The Zoo is temporarily operating at less than half of normal capacity. To minimize your wait time to enter the Zoo, please consider arriving during less busy times indicated in green above.



# San Diego Zoo Marketing Strategy



San Diego	78%	San Diego	34%	44%
Los Angeles	13%	Los Angeles	16%	-3%
Phoenix	1%	Phoenix	3%	-2%
San Francisco/Oakland/San Jose	1%	San Francisco/Oakland/San Jose	3%	-2%
Dallas/Fort Worth	0%	Dallas/Fort Worth	2%	-2%
Sacramento/Stockton/Modesto	1%	Sacramento/Stockton/Modesto	2%	-1%
Fresno/Visalia	1%	Houston	2%	-1%
Seattle/Tacoma	1%	Las Vegas	1%	0%
Washington DC	1%	New York	1%	0%
Yuma/El Centro	1%	Salt Lake City	1%	0%
Other	2%	Other	35%	-33%
Average time in Zoo	3 Hours, 32 Minutes	Average time in Zoo	4 Hours, 13 Minutes	- 41 minutes
Safari Park June 2020		Safari Park June 2019		Variance
San Diego	76%	San Diego	41%	35%
Los Angeles	20%	Los Angeles	24%	-4%
Sacramento/Stockton/Modesto	1%	San Francisco/Oakland/San Jose	3%	-2%
San Francisco/Oakland/San Jose	1%	Sacramento/Stockton/Modesto	2%	-1%
Palm Springs	0%	Phoenix	2%	-2%
Austin-Tx	0%	Las Vegas	2%	-2%
Harrisonburg	0%	Houston	1%	-1%
Phoenix	0%	Dallas/Fort Worth	1%	-1%
Seattle/Tacoma	0%	New York	1%	-1%
Eugene	0%	Atlanta	1%	-1%
Other	2%	Other	22%	-20%
Average time in Park	3 Hours, 38 Minutes	Average time in Park	3 Hours, 55 Minutes	-17 minutes

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Bulletin - Outfront Media



Bulletin - Clear Channel



## **Catamaran Resort Hotel**

i Travel Update: Frequently Asked Questions



ROOMS & SUITES DINE SPA WEDDINGS MEETINGS LIVE CAM



**BOOK NOW** 



### San Diego Zoo Safari Park Package

Ideal for adventurers and animal lovers, the San Diego Zoo Safari Park is the ultimate way to witness exotic animals such as cheetahs, giraffes and elephants. Create unforgettable memories with this unique San Diego safari. Enjoy up to 20% off\* your selected guest room with the purchase of a San Diego Zoo Safari attraction ticket, with the option to purchase additional tickets.

BOOK NOW

VIEW LESS

\*Book this package and receive up to 20% off room rate. Offer may be modified or discontinued at any time. Requires advance booking directly with hotel. May not be combined with any other discount offer, special, or promotion. Offer has no cash value, is not refundable or redeemable for cash, and is subject to availability. Blackout dates, minimum night stay, and other restrictions may apply.

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<a href="mailto:marketing@gatewayticketing.com">marketing@gatewayticketing.com</a>

Or, just register for our newsletter distribution list here:

GatewayTicketing.com/community

P.S. Please fill out the webinar survey. They help a ton. Check your inbox!



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Or visit: https://www.gatewayticketing.com/community/

