



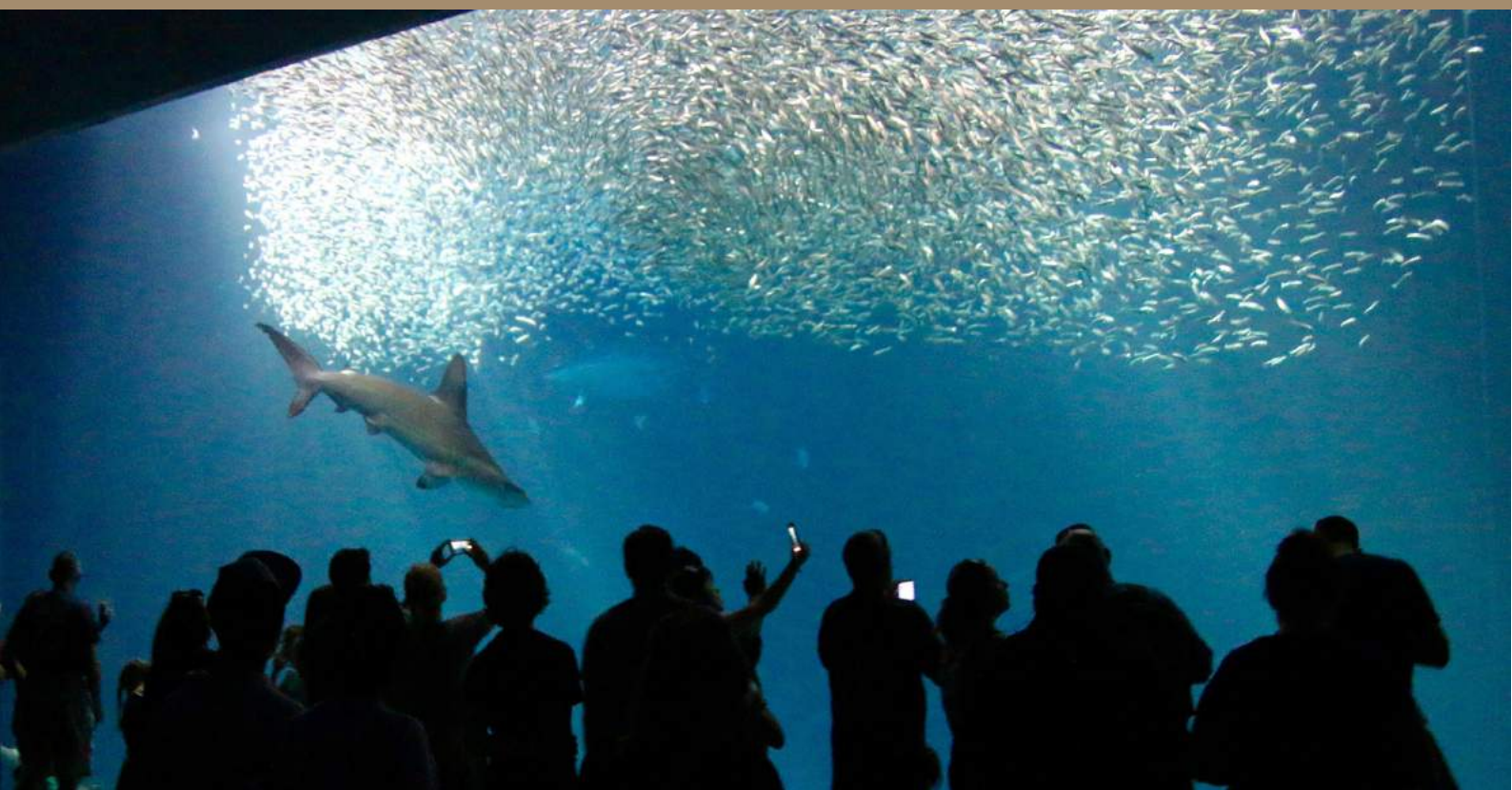
z o o w i s e

A GLOBAL RESEARCH PROJECT
FOR ZOOS AND AQUARIUMS

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ABOUT ZOOWISE

ZooWise is a global research project for zoos and aquariums that designs, delivers and analyzes standard measures for benchmarking within the sector in multiple languages. This benchmarking is initially focused on experiences and impacts for adult zoo and aquarium visitors around the world.



PROJECT FEATURES

Participating institutions will gain a more accurate insight into visitor experience through automated impact evaluation for their zoo or aquarium.



Survey
Design



Data
Collection



Data
Analysis



Data
Management



Data
Reporting

GOAL OF BENCHMARKING

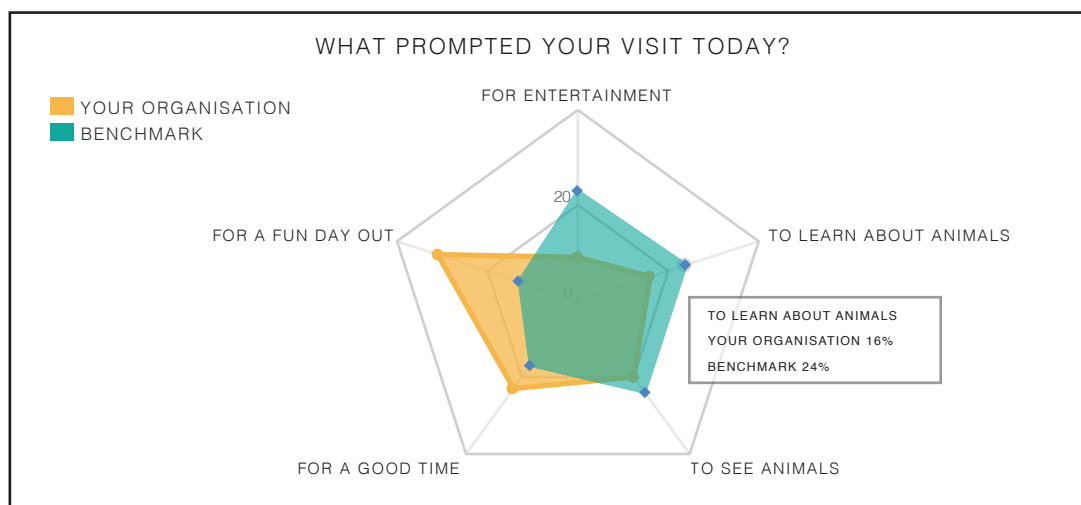
An underlying goal of benchmarking is the pursuit and discovery of good practice. The ZooWise research project aims to bring cooperative and supportive institutions towards common goals into a improvement-oriented ecosystem.

Benchmarking in the ZooWise research project aims to provide an indication of how individual zoos and aquariums are doing relative to national and international averages in Key Benchmarking Areas.

As well as self-monitoring performance over time and assisting in goal setting, this research project envisions that collaboration and sharing among zoos and aquariums will encourage institutions to collectively improve in order to meet or raise the overall quality of zoo and aquarium visitor experiences globally.

ANALYSING QUESTIONS

Information provided by visitors will be analysed automatically in dashboards provided to each institution participating in this research project. Below is an example of a chart visualisation available from the project dashboard.



Each zoo and aquarium will be provided with benchmark scores within its comparison groups. This information is available for individual organisations within the zoo and aquarium sector globally.

PROJECT STAKEHOLDERS

The ZooWise data collection and real-time analysis system produces results that can be used by staff in participating zoos and aquariums and the broader sector:

Individual zoos and aquariums participating in the project.

The project tools will give individual institutions the ability to monitor visitor experience and impacts in real-time, with relevant benchmarks based on aggregate results from other participating institutions and prior research. The ongoing evaluation results will provide insights of immediate value across zoo and aquarium operations including:



Education



Public Events



Retail



Marketing



Catering



Visitor Services



Fundraising



PROJECT ENGAGEMENT



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INTERESTED REPRESENTATIVES FROM ZOO OR AQUARIUM INSTITUTIONS & ASSOCIATIONS CAN JOIN THE PROJECT. "SOFT LAUNCH" BEGINS NOW.

INQUIRIES ABOUT ZOOWISE PARTICIPATION CAN BE SENT TO

RESEARCH@ZOOWISE.ORG



INTERESTED ZOO & AQUARIUM INSTITUTIONS CAN REGISTER FOR THE ZOOWISE RESEARCH PROJECT AT

WWW.ZOOWISE.ORG



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