Digitising the

Zoo experience

By Hayden Zammit

ADELAIDE ZOO
adelaidezoo.com.au

How we connect

130,000 followers on social media

298 animals were born at Adelaide Zoo

125 animals were born at Monarto Zoo

$14 Million in free media coverage attracted

585,872 people visited Adelaide Zoo and Monarto Zoo

500 registered volunteers across both sites

$35,000 raised to build a habitat protection tower in Sumatra to create a safe haven for wild orangutans

Four most popular animals to adopt
- Greater Bilby
- Sumatran Orangutan
- Sumatran Tiger
- Meerkat

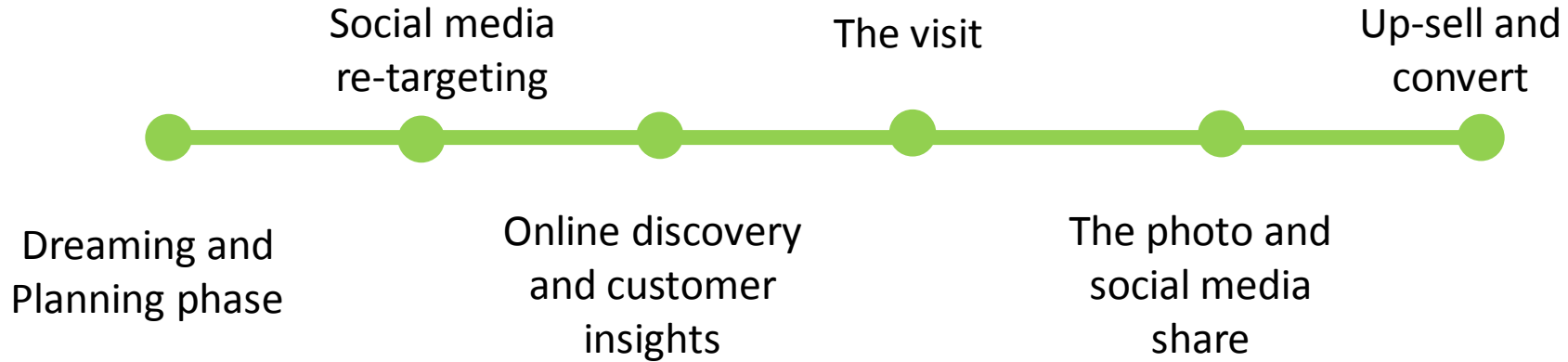**2,887** life members

41,565 annual members

11 international conservation projects were supported

7,225 native tubestock planted for the South-eastern Red-tailed Black Cockatoo

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The customer journey

Social media
re-targeting

The visit

Up-sell and
convert

Dreaming and
Planning phase

Online discovery
and customer
insights

The photo and
social media
share

Dreaming

- Curiosity and passion for animals

- Family day out

- Weather influence

- Building an 'ideal day'

- Exhibits and activations

- Experience diversification

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Nurturing

- Social media re-targeting
- Guiding the decision making process
- Reinforcing brand messages
- Highlighting conservation success and actions
- Influencing others to make a contribution

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The who

- Pixel tracking and customer identification
- Targeted approach for information sharing
- Detailed information sharing across platforms
- Customer intelligence and partnerships
- Path to purchase

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On site

- Ticketing automation
- Targeted up-sells based on activities online and purchases
- iBeacon technology
- Heat map and visitation statistics
- Retail and F&B reporting

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Social proof

- The signature 'Selfie'
- Peer reviews and social media
- The power of Trip Advisor
- Education and clear call to actions
- Influencing the actions of others

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Closing the loop

- Re-target and confirm
- Up-sell opportunities for increased customer value
- Cross-promote properties
- Charitable donation asks and requests
- Behind the Scenes encounters for a repeat visit

Adelaide Zoo iBeacon

Visitors can explore Adelaide Zoo with a keeper essentially in the palm of their hand.

- General Trail
- Threatened Species trail
- Zoo Careers Trail
- Chinese Trail

Welcome

Make the most of your day at
Adelaide Zoo.

Next

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Visitor experience

The exciting new technology will act as a personal tour guide during the visit to Adelaide Zoo, providing an interactive map featuring information about the zoo, its animals and conservation work at the touch of a button.

As visitors walk around the zoo, the app will alert to points of interest and provide interesting and practical information such as species facts, the location of the closest facilities and educational tools.
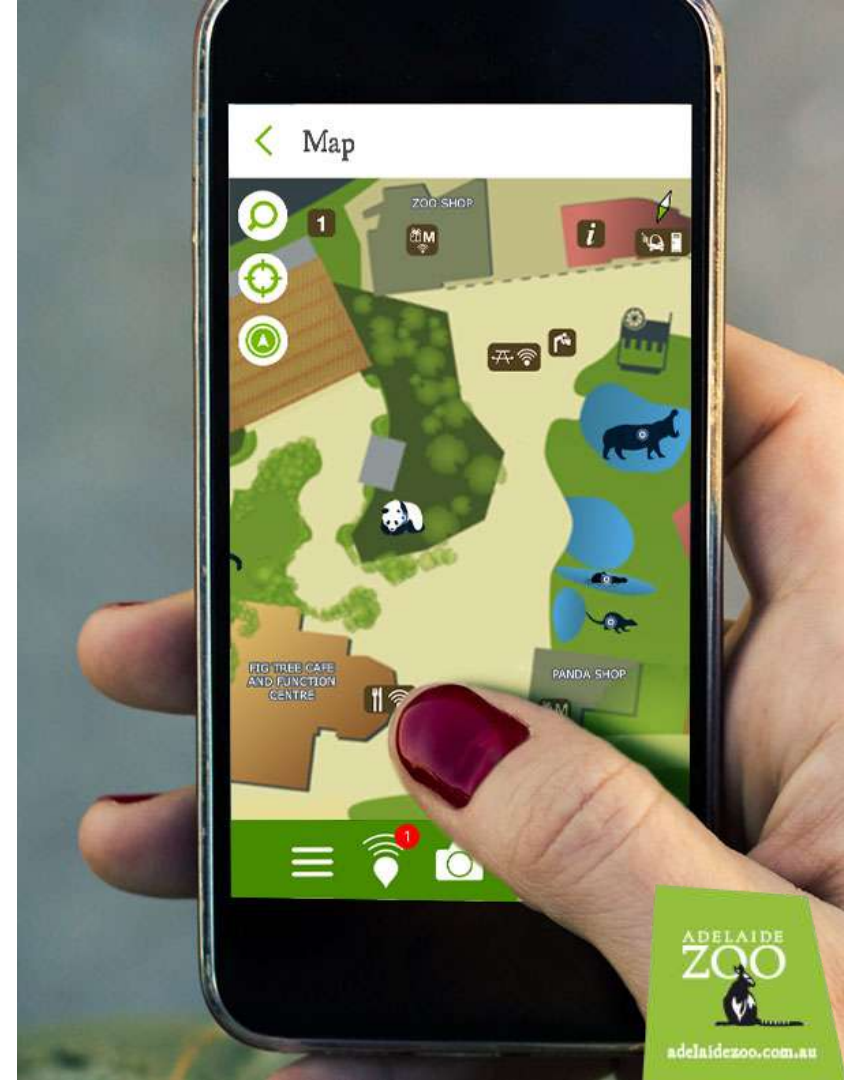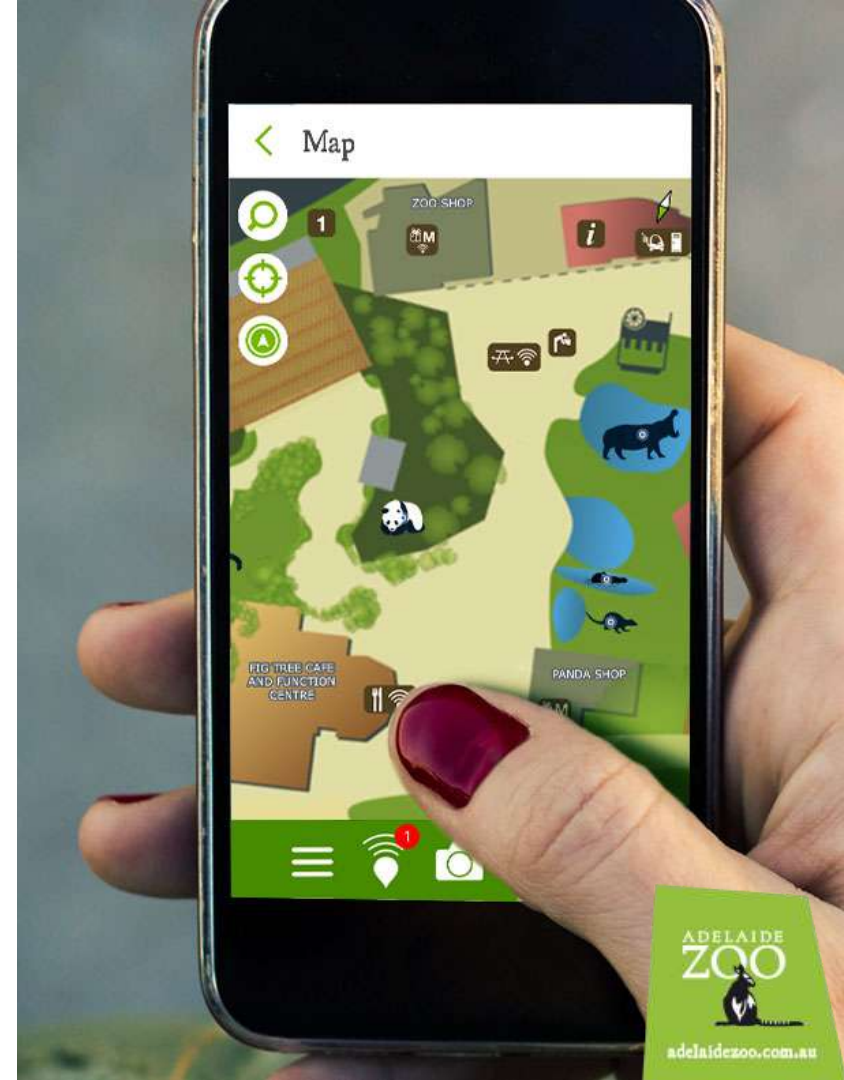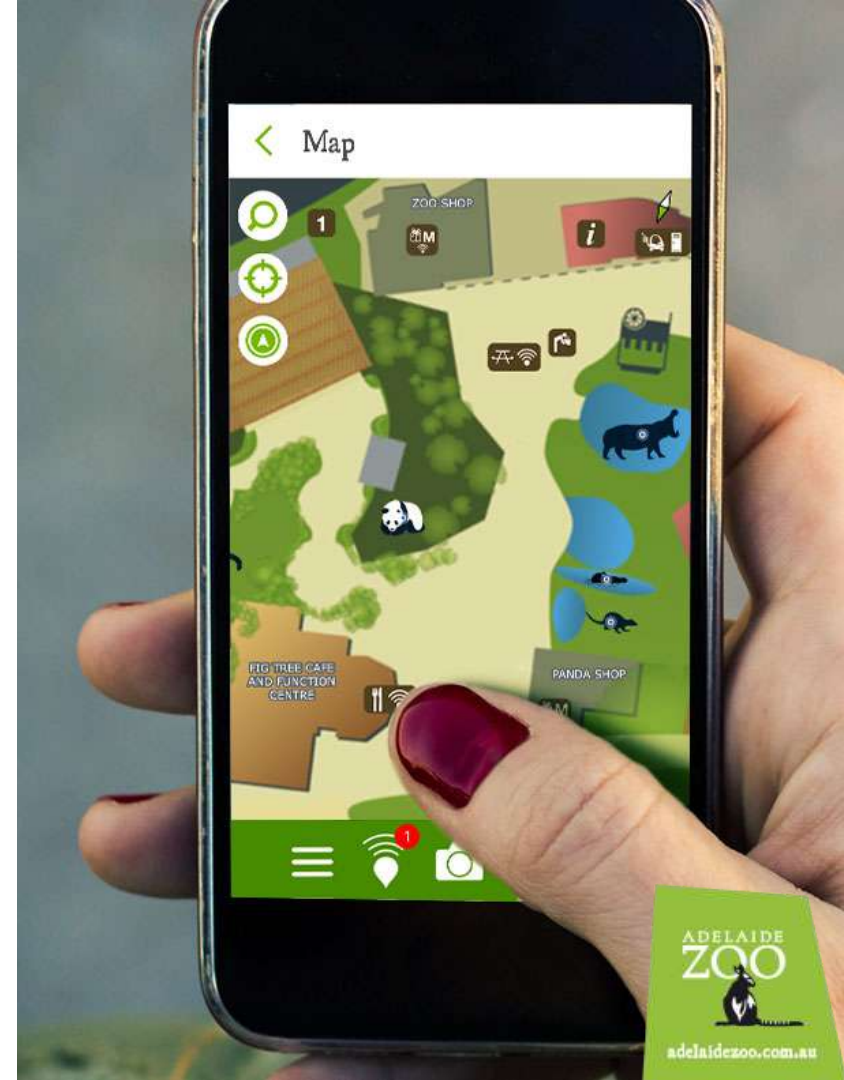
Visitor experience

Visitors can also hear from our keepers directly as you explore Adelaide zoo and learn about the more than 3,000 animals that call the zoo home.

Education

Students can currently undertake two self-guided learning trails; Careers or Threatened Species. Content includes keeper audio recordings, IUCN RedList ratings, photos, important conservation messages and more. Students can take photos, videos or respond to questions using text that is stored in the App as a lasting memory of their Adelaide Zoo experience.

Save

Ring-tailed Lemur

❚❚ ─────────●──────────

Genus: *Lemur*
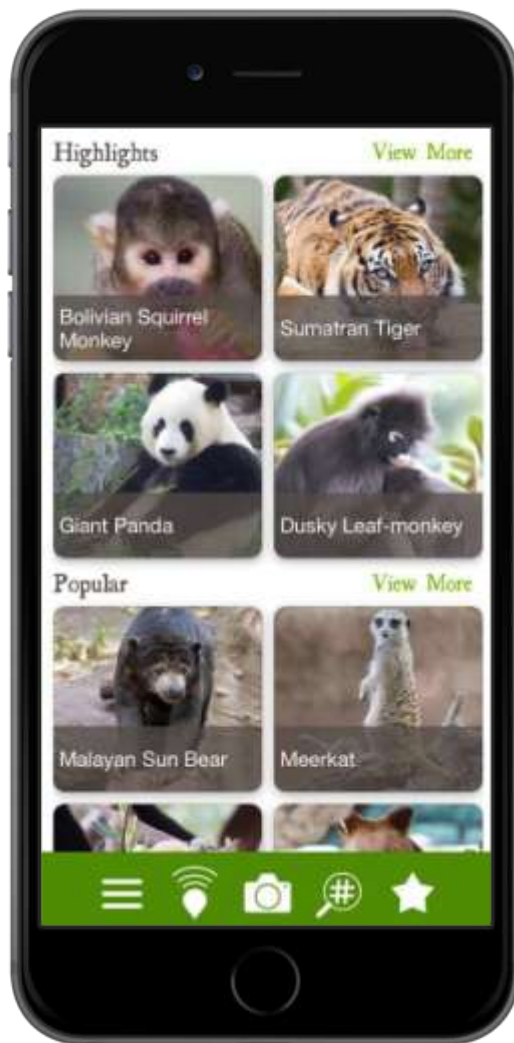
Species: *Lemur catta*

Meet our leaping lemurs!

Adelaide Zoo is home to a bachelor group of five Ring-tailed Lemurs. Top lemur, Little Joe, was born on 12 September 1990 at Taronga Zoo, arriving at Adelaide Zoo in November 1997. Belo, Ejeda, Sambava and Benoky arrived as a group from Auckland Zoo in December 1998. Sambava is the smallest and cheekiest of the group and likes to test the boundaries. On cold

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✕ Conservation Status

Known only to survive in captivity, or as a naturalized population outside its historic range.

Extremely high risk of extinction in the wild.

High risk of extinction in the wild

High risk of endangerment in the wild.

Likely to become endangered in the near future.

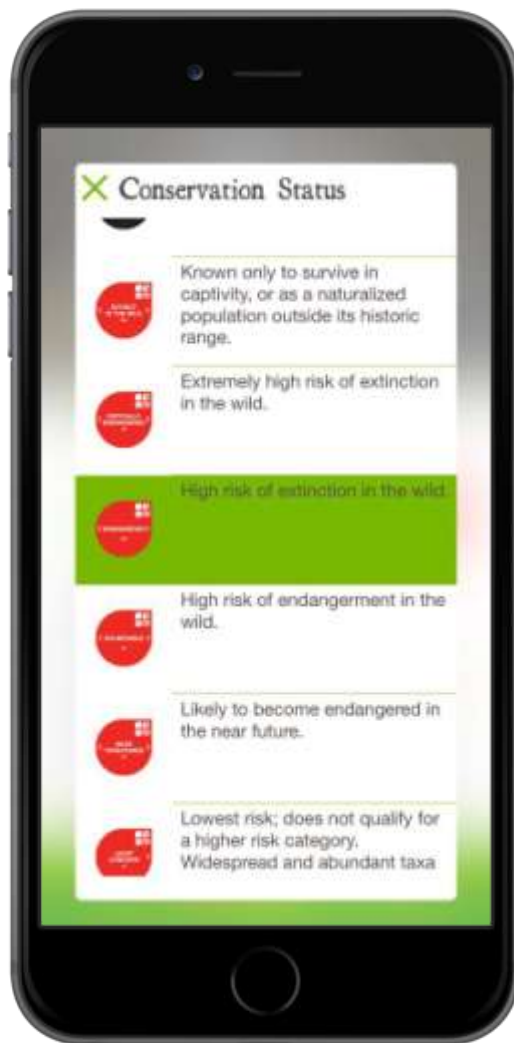Lowest risk; does not qualify for a higher risk category. Widespread and abundant taxa

Nocturnal House

a Hoffmann's Two-Toed Sloth, was born at Adelaide Zoo on 20 February 1974. The average life expectancy of a sloth in the wild is only 10-12 years old and in captivity approximately 30, so our dear old girl is a true senior citizen and a testament to the wonderful care from our keepers! She's a sweet girl that loves to nap. In fact, she's happy to sleep just about anywhere and can commonly be found in the morning asleep in her food bowl! One of Miss C's favourite treats is grapes along with hard boiled eggs.

Remember, our nocturnal animal friends prefer the dark and quiet, so please don't use camera flashes and keep noise to a minimum.

Look closely at each habitat, you might just find a pair of eyes looking right back at you!

Launch promotion

Banner on Adelaide
Zoo website

Landing page

DL Flyer

Onsite poster

Launch promotion

All zoo's animals now in palm of your hand

A FAMILY trip to the Adelaide Zoo is full of questions about the eating, sleeping and predatory habits of all creatures great and small.

Now, the answers are readily to hand with the zoo providing "tour guide" apps, right, using iBeacon and Bluetooth technology. Visitors can download the free app, which will push location-specific information and share stories about the zoo and more than 3000 animals.

The app will work on iPhone and Android devices during zoo visits.

Zoos SA tourism and digital marketing co-ordinator Hayden Zammit said the app also would allow visitors to hear from keepers. "We are essentially putting a keeper in the palm of every visitor's hand ... making information more accessible," he said.

Beacons around the zoo will trigger messages on visitor's devices, alerting them to points of interest.

Adelaide Zoo has become the first Australian zoo to utilise this interactive technology which will enhance visitor experience and share the stories behind one of Adelaide's most iconic attractions.

After months of development, and thanks to sponsorship from Beach Energy, the exciting new technology will act as a personal tour guide for visitors to Adelaide Zoo, providing location-specific information about the zoo, its animals and conservation work at the touch of a button.

iBeacon technology provides location-specific content to visitors through the use of Bluetooth technology via 65 'beacons' distributed throughout the Adelaide Zoo site.

Choose your trail

http://www.glamadelaide.com.au/main/adelaide-zoo-leads-the-way-nationally-with-new-technology/

iBeacon shows t[he]

16 December 2016 | Written by

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Adelaide Zoo is using Apple's iBeacon interactive technology that pushes information straight to an iPhone or iPad, to enhance visitor experience at the zoo.

The technology will act as a personal tour guide for visitors to the zoo, providing location-specific information about the zoo, its animals and conservation work, at the touch of a button.

The zoo, which claims it is the first zoo in Australia to use iBeacon technology, has developed the app with sponsorship from Beach Energy and technology partner Specialist Apps.

Zoos SA tourism and digital marketing coordinator, Hayden Zammit, says visitors will download the mobile application to hear from keepers directly as they explore the zoo with interactive maps and learn about the more than 3000 animals housed at the zoo.

http://www.itwire.com/apps/76227-ibeacon-shows-the-way-for-visitors-to-adelaide-zoo.html

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Beacon tracking/hotspots

Snapshot of beacon usage

Bamboo Forest 2	356	Zoo Entrance 1	391
Bamboo Forrest 3	183	Zoo Entrance 2	146
Birds 1	396	Ticket Office	734
Birds 2	579	Mural	87
Native Birds	342	Main Retail Shop	734
Cassowary	314	Orientation Zone 1	826
Flamingo	267	Orientation Zone 2	767
Minchin House	223	Natures Playground	613
Envirodome	462	Reptile House 1	123
Education Centre	459	Reptile House 3	533
Animal Health Centre	151	Reptile House 2	513
Kids Zoo	88	Hippos 1	737
Penguins	296	Hippos 2	667
Native Animal Contact	248	Panda Shop 1	414
Barn	165		
Sea Lions	350		
Gibbons	91		
Orangs/tiger 1	310		
Orangs/tiger 2	125		
Mandrill	127		
Central Lawn 1	630		

Ongoing promotion

The app is now a standard element on all visitor handouts, brochures, maps and tourism brochures.

Market demands

- Retail integrations
- Smart navigation
- Up-sell sales opportunities
- Heritage trail
- Indigenous history
- Mandarin translation
- Accessible trail selections