

The logo for SeaWorld Parks & Entertainment is located on the left side of the slide. It features a large, stylized green wave that curves around a white circular area. Inside this circle, the text "SEAWORLD PARKS & ENTERTAINMENT." is written in a serif font. Below the main text, there is a smaller, thin blue wave graphic.

SEAWORLD PARKS  
& ENTERTAINMENT.

# Creating Experiences that Matter: Explore, Inspire, Act

*Mike Price*  
*Zoological Operations*  
*SeaWorld San Diego*

# Experiences That Matter

SEAWORLD  
ENTERTAINMENT.

*We inspire people to protect animals  
and the wild wonders of our world*



EXPLORE



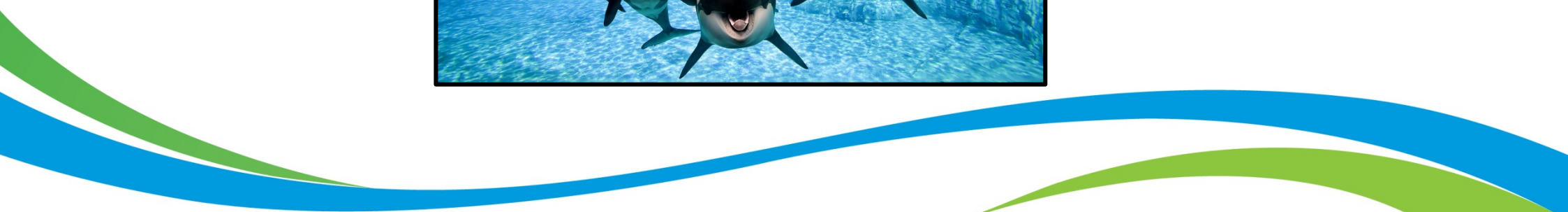
INSPIRE



ACT

# Overview

- **Innovating with the Guest Satisfaction Team**
- **Exploring, Inspiring, and Acting in Exhibit and Attraction Design**
- **Amazing and Real – Kidsiderate Experiences**



# Guest Satisfaction Team

## Multi-disciplined action team

- Consists of leadership ambassadors
- Gets “everyone in one room”
- Fosters “out-of-box” thinking
- Squashes “We can’t do that” culture



# Guest Satisfaction Team

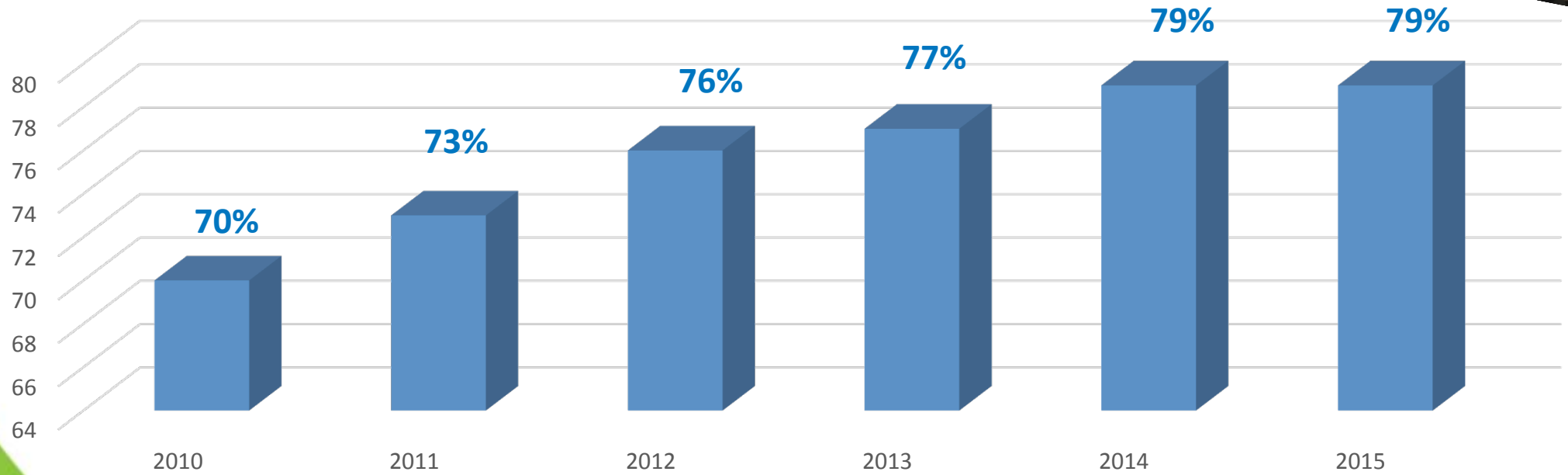
- **Successes**
  - Alignment between company orientation, departmental training, and the “front lines” in the park
  - Daily Splash
    - Guest courtesy guard rails
  - Leadership Guest Recovery Cards
  - Guest Courtesy Score communication and reinforcement
  - New for 2016: Park Pathway Push



show/schedules	attractions/ride/info	general/info
<p>5.1 B</p> <p><b>Killer Whale Education</b> Presentation: 11:30</p> <p><b>Shamu One Ocean:</b> 2:00</p> <p><b>Dolphin Days:</b> 12:45 - 4:00</p> <p><b>Sea Lions Live:</b> 11:00 2:45</p> <p><b>Pets Rule:</b> 1:00</p> <p><b>Education Presentation</b> Locations: Shamu Stadium Time: 11:30am Attd: 2202 Groups: 19</p> <p><b>Chargers Draft Party</b> Dolphin Days: 6:15</p> <p><b>Sea Lions Live:</b> 7:00</p> <p><b>NFL Draft Viewing</b> at Shamu Stadium: 5:00-8:00</p>	<p>Manta (48") 10:00 5:00 *9:00</p> <p>Journey To Atlantis (42") 10:00 5:00 *9:00</p> <p>Shipwreck Rapids (42") 10:00 5:00 *9:00</p> <p>Skytower 9:30 5:00 *9:00</p> <p>Skyride 11:00 5:00 *9:00</p> <p>Wild Arctic (42") 10:00 5:00 *9:00</p> <p>Riptide Rescue (45") 10:00 5:00 *9:00</p> <p>Bay of Play (Toddlers must be able to walk unassisted to ride) 10:00 5:00 -</p> <p><i>*Night Party Only - Manta will be closed 5:30-6:30</i></p> <p><b>unique opportunities</b> <b>Animal Experiences</b> Dolphin Connections: 10:30 1:30 3:45 Otter Outlook: 10:15 1:15 Penguin Presentations: 11:30 3:00 Penguin Keeper Talk: 12:45 Piranha Feeding (Aquaria): 11:30 Flamingo Keeper Talks: 10:30 Flamingo Parade (FOP): 2:00 Pinniped Dress-Up (Pacific Pt): 2:30</p> <p><b>Costume Character Interactions:</b> Mermaid Photo Op: 11:00 12:30 2:15 (Discoveries) 3:25</p>	<p>Date: Thursday, April 28, 2016 Park Hours: 10:00am-5:00pm FG Expansion: 9:30am Weather: Mostly Cloudy Hi: 64° Lo: 55° Park Perks: 7:00am until half hour after park close Vehicles must be out of the park by 8:30am</p> <p><b>Essential Extensions:</b> Park Emergency: x4911 Security: x2222 General Park Information: x4411 Wheelchair/Stroller Rentals: x2282 • Strollers: Single-\$15.00 / Double-\$20.00 • Wheelchair: Manual-\$15.00 / ECV-\$59.40</p> <p><b>team member dining</b> Café West &amp; Café East are open 24 hrs. as a break area with vending &amp; complimentary beverages. <b>Café West:</b> 7:30am until 90min prior to park close Daily salad bar, grill and entrée specials. <b>Today's Entrées:</b> Three Cheese Tortellini Italian Vegetables, Breadstick Roll &amp; Butter, Soup Du Jour</p> <p><b>Café East:</b> Closed Open 24hrs as a break area with vending &amp; complimentary beverages</p>

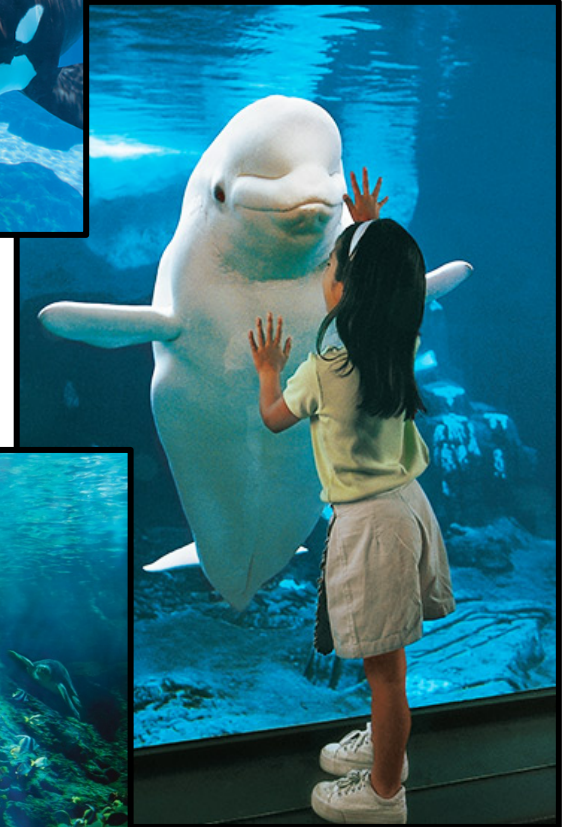
# Courtesy Performance

Ambassador Courtesy % Excellent



# Exhibit Design

- *How can we create exploration?*
- *Will it inspire our guests?*
- *Can we motivate them to act?*



# Exhibit Design

## Explorer's Reef

- Part of a new arrival experience
- Four interactive pools
- First act is to dive into a reef
- Get hands wet meeting sharks, rays, cleaner fish up close

**EXPLORING** the reef, **INSPIRED** by the animals to **ACT** to protect coral reefs





# Exhibit specifics



# Exhibit Design

## Dolphin Point

- Existing attraction in park
- Made adjustments to create a more powerful experience
  - Facilitated guest interactions with dolphins
  - Told our care story with training, enrichment, and play sessions
  - Upsell opportunities for more up close dolphin experiences

**Result: A substantial guest satisfaction increase occurred with smart and creative adjustments to how guests experience the dolphins**



# Exhibit Design

- **SeaWorld Orlando**
  - **Antarctica: Empire of the Penguin**
  - **Manatee Rehabilitation Area**



# Kidsiderate Experiences

## What is a Kidsiderate Experience?

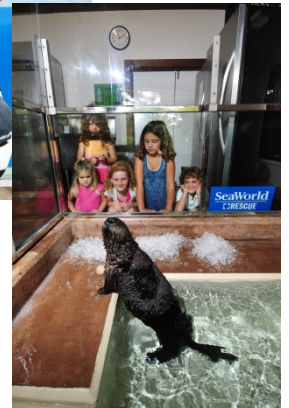
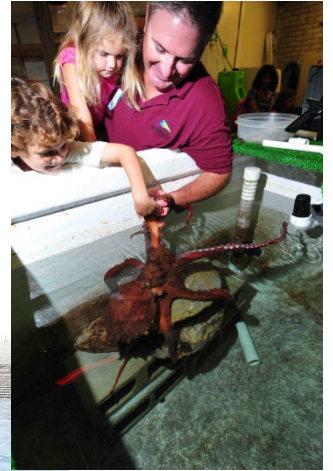
- Spontaneous animal experiences thru-out Zoo Operations in park
- Directed towards families with kids
- Opportunity to exceed guests expectations and share SeaWorld Cares message

## Kidsiderate experiences allow us to

- Promote family experiences that explore a new aspect of the park
- Inspire through behind-the-scenes experiences
- Foster learning and encourage action through our SeaWorld Cares message



# Kidsiderate Experiences



# Kidsiderate Experiences

## 2014 & 2015 Kidsiderate Experiences Fish Team

- Over 3000 interactive family experiences
- Experiences that matter for over 12,000 guests
- Increased number of guest letters & positive comments demonstrated increased guest satisfaction

## 2016 Zoo Operations team so far...

- Close to a 1000 interactive family experiences
- Experiences that matter for over 10,000 guests
- Continued positive feedback through guest letters and comments



# Experiences That Matter

SEAWORLD  
ENTERTAINMENT.

*We inspire people to protect animals  
and the wild wonders of our world*



EXPLORE



INSPIRE



ACT

SEAWORLD PARKS & ENTERTAINMENT



*Questions...*