

Zoo Experience Project

Transforming a Day at the Zoo

To meet the demands of the future, our world-class zoo must seamlessly integrate its functions as a zoo, park, and experiential learning campus, creating a dynamic “safari of the senses” that connects people to wildlife and gives them the inspiration and resources to take action.

Our visitors know the zoo provides experiential learning at its best, much more powerfully than books or TV nature shows. A unique place where nearly 300 species of animals thrive among thousands of plants and trees, the zoo immerses people in an awesome, real-time safari of sights, sounds and smells. When we connect people to wildlife with these experiences, our guests are inspired to learn more, care more, and do more to save animals and their habitats in the Northwest and around the globe.

Meeting the needs of visitors in today's experience economy requires best-in-class amenities and interactive experiences aligned with how contemporary children and adults learn — such as seeing our animals up close as they hunt or forage for food, conversing directly with keepers and volunteers, and engaging in hands-on learning and conservation opportunities with family and friends.

As a mixed portfolio of visitor experience enhancements, the Zoo Experience Project powerfully combines innovative learning, technology, and social action theory to transform a day at the zoo into an even more contemporary and dynamic experience.

Closer contact with animals and keepers, along with cutting-edge interpretive programming linked to our biomes, will connect more visitors to opportunities to take direct conservation action. More modern visitor amenities and services will create exemplary guest experiences, while next-generation technology will personalize learning and engagement opportunities for all ages, allowing more convenient “anytime, anywhere” enjoyment of all the zoo has to offer. Welcome to the zoo of the future!

Above right: Close encounters. Whether two-legged, four-legged or many legged, getting up close with our zoo ambassadors captivates visitors' imagination and stirs their desire to help save wildlife.

**MORE WONDER.
MORE WILD.**



AT A GLANCE

HABITAT

A vibrant, urban oasis that connects people to wildlife and wild places

NUMBERS

More than one million visitors annually

OPPORTUNITY

You can help transform the visitor experience within and beyond the zoo's 92 acres through: closer encounters with wild animals, keepers and cultural interpreters (\$2.9 million); next-generation technology to customize and tailor guest experiences to specific learning styles and interests (\$1 million); and modern amenities along with enhanced guest services to ensure our visitors enjoy truly dynamic, customer-focused zoo experiences (\$2.5 million).

PRIVATE FUNDING GOAL

\$6.4 million



Up Close with Wild Animals

Our animals are ambassadors for their wild counterparts, some of which are endangered or threatened. Nothing is quite like seeing, smelling and hearing a wild animal up close. Such encounters inspire people to protect wildlife and habitats.

Hand-feed a giraffe and marvel at its 18-inch-long tongue. Feed a penguin its favorite fish meal, or feed an elephant and marvel at its dexterous trunk. Or get eye to eye with unusual small mammals and arthropods from faraway places. These are just a few of the interactions with animals we are increasing for our visitors, from tiny rain forest creatures to enormous mammals that roam the plains of Africa.

Keepers, Interpreters and their Stories

We also will create more diverse ways for guests to interact with staff. Meaningful zoo experiences are shaped by personal encounters with enthusiastic keepers who share compelling animal care stories — or spontaneous involvement with a keeper as she prepares animal meals, or peeking behind the scenes into the night quarters of a favorite animal. Cultural events and celebrations that showcase our animals' home ranges will draw in visitors from those countries and illustrate that saving cultures and animals go hand in hand.

Zoo of the Future = Zoo without Boundaries

Seattle is a world center for breakthrough technology. We are eager to use innovations to break through traditional zoo boundaries, customize visitors' experiences on grounds, extend the zoo experience to home or school, and streamline our operations. We want our city to have a “zoo without walls” and new technologies are the key.

With access to next-generation information systems that encourage learning and inspire change, guests will have more options for enriched zoo experiences on and beyond our 92 acres. Interactive devices will allow visitors to hear recordings in different languages, take a sustainability tour or learn about events featuring favorite animals on their smart phone. After a captivating zoo day, personalized “My Zoo” web pages will transform how visitors engage with the zoo and share exciting experiences with friends and family.



Modern Amenities for a Modern Zoo

The Zoo Experience Project will make our non-exhibit zones as engaging as our exhibits, with more resting areas, sustainable dining choices and modern lighting, signage and “wayfinding” so people can easily navigate this lush oasis. Much like our adored Historic Carousel, a new green corridors will surprise guests with discovery and delight — places to relax or play, animal sculptures to climb on, caves to crawl in or fountains to splash in.

Closer interaction with animals and keepers, modern amenities and the first zoo without walls — these enhancements are just the beginning of the transformation to ensure that Woodland Park Zoo remains a world-class institution for animals and visitors well into the future.

Above: Zoo 2.0! After a day of up-close encounters with animals and their keepers, kids of all ages will enjoy “zooing it” at home, school or wherever.

Left: A Maasai herdsman presents exciting public programs about the savanna of Kenya, with first-hand accounts of wildlife interaction, sustainable solutions to environmental challenges and traditional village life. Conservation success stories link visitors to actions that they can take to share habitat with animals.