



FOSTERING
INNOVATION



TOURISM
EXCELLENCE

Zoos Victoria

Behind the Scenes Encounters

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Zoos Victoria is entering an exciting new era, with an even stronger focus on conservation, and are inviting visitors to join them on this exciting journey.

Through the identification of niche markets within their broader target markets, Zoos Victoria has been able to classify a specific group of people who share its goal and are dedicated to the conservation and preservation of the natural world.

It has been identified that these people are interested in more than just a one-off visit to one of the Zoos Victoria properties, but they are seeking a unique experience that will help them understand more about the amazing wildlife at Melbourne Zoo, Healesville Sanctuary or Werribee Open Range Zoo.

To better cater for their experiential needs, product development has taken place at all three sites as the first step of the journey. Zoos Victoria now provides behind-the-scenes tours. They are up-close and personal, educative and experiential encounters.

Melbourne Zoo offers a Tree Kangaroo & Koala Experience – a mix of a rare and endangered exotic species alongside an Australian icon. The tour not only introduces visitors to these beautiful animals, but also provides the opportunity to inform them about one of Zoos Victoria's most important international conservation programs. The inclusion of an iconic Australian animal provides the opportunity to highlight the general conservation ideals.

Werribee Open Range Zoo offers an exciting African Safari experience through the Open Vehicle Adventure tours: a product available to small numbers, providing an even closer experience with such animals as the Rhinoceros, Zebra, Giraffe - all living together on the savannah, as they would in the wild.



Healesville Sanctuary, as Zoos Victoria's Australian Bush experience, informs visitors about the plight of some of our own endangered species.

The Night Creatures and Birds of Prey encounters explore such creatures as possums, eagles and falcons. The visitor discovers how many of our own native species are impacted by urbanisation, natural disasters such as bushfires and feral predators.

Key Findings:

- Greater understanding of the Zoos Victoria market demographic.
- Ability to use research to develop new product experiences.
- Meeting market demand for experiential product.

