

# Georgia Aquarium Overview

- Gift of \$250,000,000 from Bernie Marcus
- Total project \$294,000,000
- With land donation over \$300,000,000
- 120,000 animals
- Over 8 million gallons of water
- 550,000 square feet
- Over 3,400,000 guests so far



# Ticketing/Donation

- 70% of Tickets Sold on-line
- Over 2,100,000 tickets sold on-line
- Over \$2 million raised through Fish Scales and 4Rs
- Over 290,000 Annual Pass Members
- Annual Pass Members from 49 states

# Design Goals

- Customer convenience
- Crowd control
- Call Center transformed into a help desk
- Flexibility for an evolving business model

# Customer Convenience

- Print at home tickets – no waiting in line
- On-line reservations – no waiting in line



GEORGIA AQUARIUM  
at Pemberton Place

HOME | ABOUT US | NEWSROOM | CONTACT US | DIRECTIONS

VIEW CART MY ACCOUNT CHECKOUT

VISIT US EXPLORE THE AQUARIUM BOOK YOUR EVENT SUPPORT US TEACHERS & KIDS CONSERVATION

Tickets > Daily Ticket

### Daily Ticket

Number of Reservations :

<b>Adult</b>	\$22.75	<input type="text"/>	<b>Child (ages 3-12)</b>	\$17.00	<input type="text"/>	<b>Senior (age 55 and up)</b>	\$19.50	<input type="text"/>
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**April 2006**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**May 2006**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**June 2006**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

[More Dates >>](#)

Enhance your experience with 4D Theater and Behind The Scenes Tour Tickets

- Add 4D Theater (\$5.50) [Learn More..](#)
- Add Behind The Scenes (\$50) [Learn More..](#)

#### Wednesday, May 03, 2006

● 8am to 9am	100+ Available
● 9am to 10am	100+ Available
○ 10am to 11am	0 Available
● 11am to noon	100+ Available
● noon to 1pm	100+ Available
● 1pm to 2pm	100+ Available
● 2pm to 3pm	100+ Available
● 3pm to 4pm	100+ Available
● 4pm to 5pm	100+ Available

### SUPPORT US

- > 4R Program
- > 4R Levels
- > Make A Donation
- > Honor/Memorial Gifts
- > Events
- > Founder's Pass
- > Presenting Sponsors
- > Corporate Sponsors

### SITE SEARCH

Powered by: [Google](#)

### PURCHASE TICKETS

# of Adult Tickets

# of Child Tickets (age 3-12)

# of Senior Tickets (age 55+)

- > LOG INTO MY ACCOUNT
- > ANNUAL PASS RESERVATIONS
- > INFORMATION ON GROUP TICKETS

### SUPPORT OUR MISSION

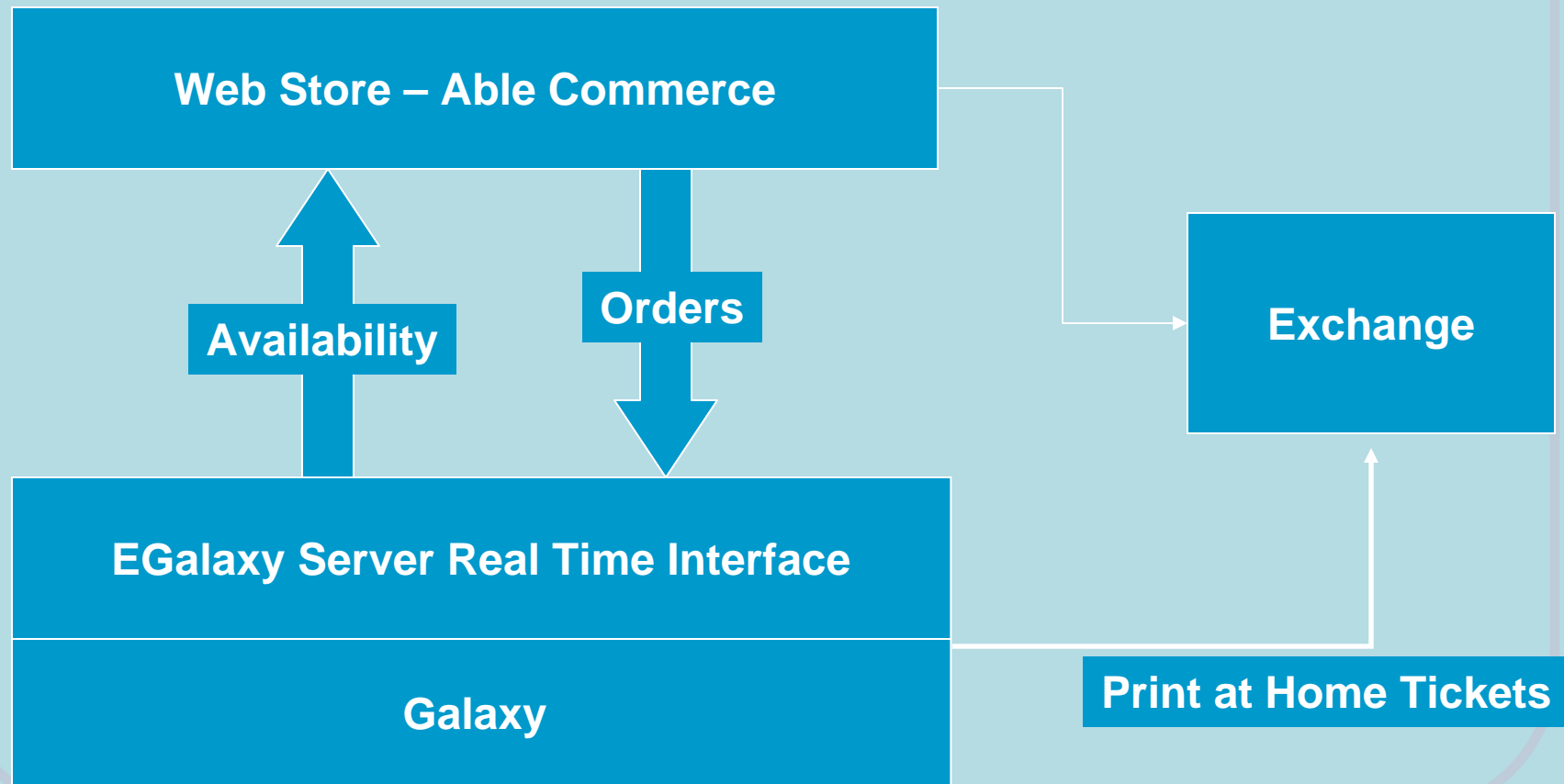
#### DONOR PROGRAM

You can help the Georgia Aquarium be a leading facility for aquatic animal conservation



To make your visit more enjoyable we ask that you make a reservation. Select the number of people in your party then select an available date from the

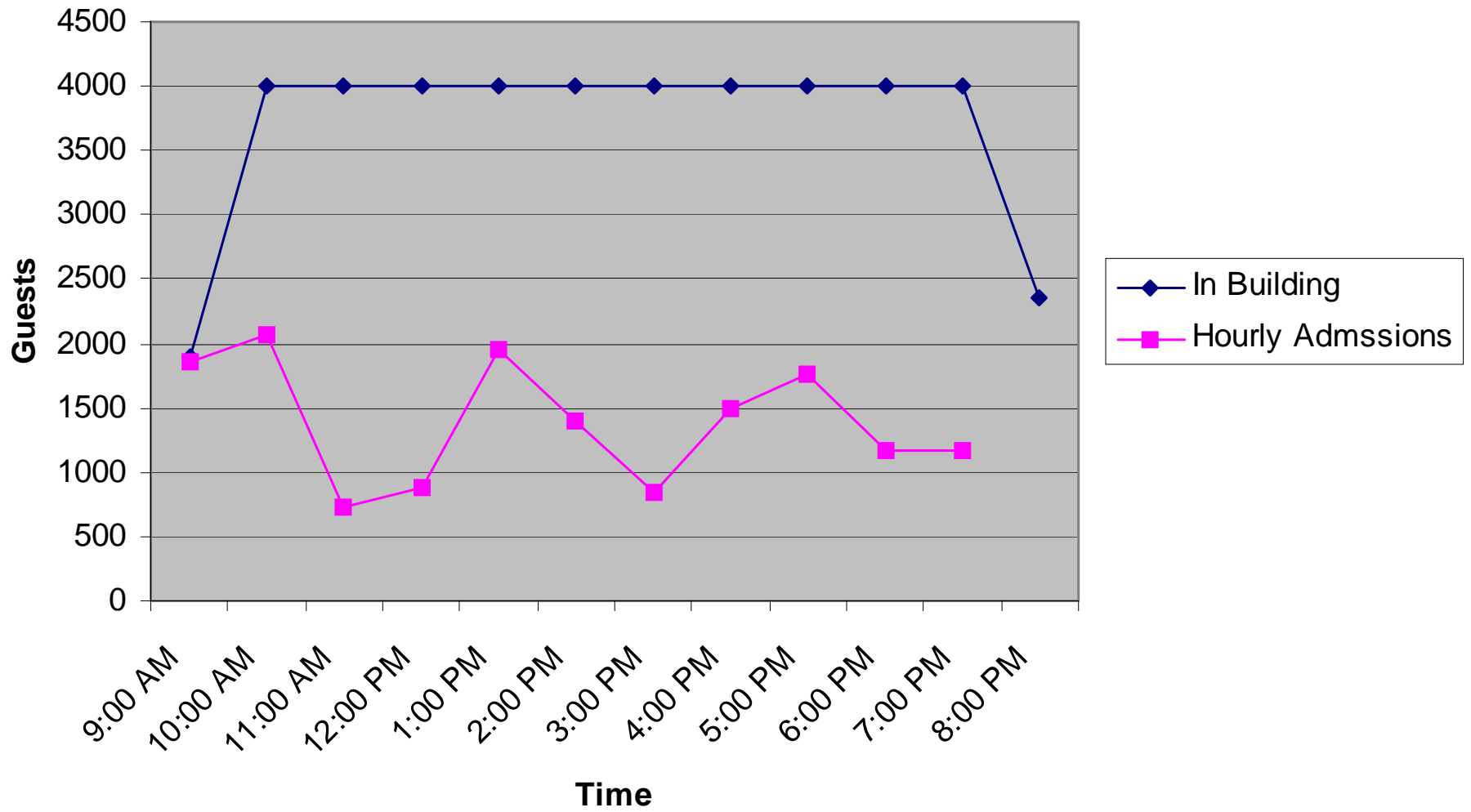
# On-line Structure



# Crowd Control

- “Loading” model
- Moves guests to less crowded time
- Fewer guests in building means better guest experience and better turnover
- Original model 6000 – 18000 guests per day
- Current model 4000 – 16000 guests per day

## Loading Model





# Call Center

- Became more of a help desk
- Assisted in online account
- Added to booking
- Adjusted order we over booked

# Flexibility for an Evolving Business Model

- Retail Sales
- Gift Cards
- Annual Pass Picture Submission
- Marketing and promotional offers
- Allowed for a conservative staffing plan

# Trade-offs

## Pros

- More flexible
- Better integration with non-ticketing functions
- Quicker response to changing business conditions

## Cons

- Higher cost
- Higher risk

# Business Case

- Higher cost for web site
- Lower head count in crowd control and ticketing
- Much higher revenue due to early building loading
- We keep convenience fees
- Better information about our guests
- 400,000 e-mail addresses for direct marketing

# Lessons Learned

- Publicity is key to success
- Marketing and IT must be in sync
- Integration is key