
GREENING YOUR DESTINATION: A COMPETITIVE ADVANTAGE

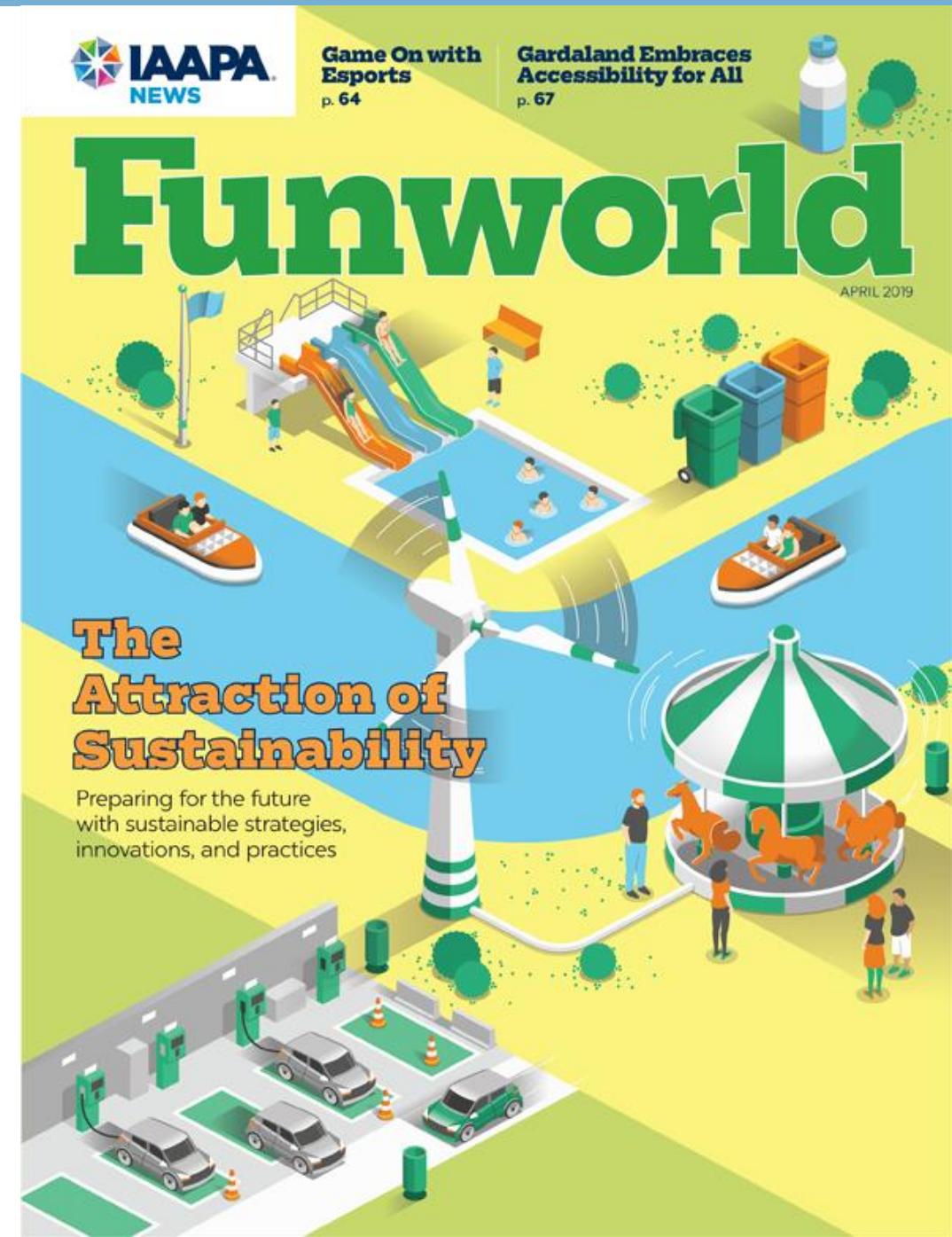
David Rosenberg
Vice President, Monterey Bay Aquarium
IAAPA Chairman of the Board

Food for thought:
Are we doing everything we
can to meet the changing
expectations of today's visitors?



International Association of Amusement Parks and Attractions (IAAPA)

Facilities collectively serve 1 billion guests annually in 99 countries on six continents



Six Flags Great Adventure rides now powered completely by solar energy

by Frank Kummer, Updated: June 12, 2019

Amusement parks jump to the front of the line with green energy

6 April 2018 — Article by JLL Staff Reporter

Disney Will Phase Plastic Straws Out Of Nearly All Its Parks By Mid-2019, Along With Taking Other Environmentally-Friendly Steps

By [JAMES LOKE HALE](#) | July 27 2018 | 

Disney World's new solar farm is twice the size of the Magic Kingdom



By GABRIELLE RUSSON | ORLANDO SENTINEL | APR 18, 2019 | 2:40 PM



Monterey Bay
Aquarium

MontereyBayAquarium.org



Xcaret: A Competitive Advantage

- Aligns with guest's values
- Meets changing expectations
- Demonstrates corporate social responsibility
- Reinforces the feeling that guests made a good choice



Attitudes and usage

What is the primary benefit of membership to the Monterey Bay Aquarium?

AGE 35+

(lexical analysis, top five by descending frequency)

1. Free admission
2. Priority access
3. Members-only functions
4. Advance notice of upcoming activities
5. Member discounts

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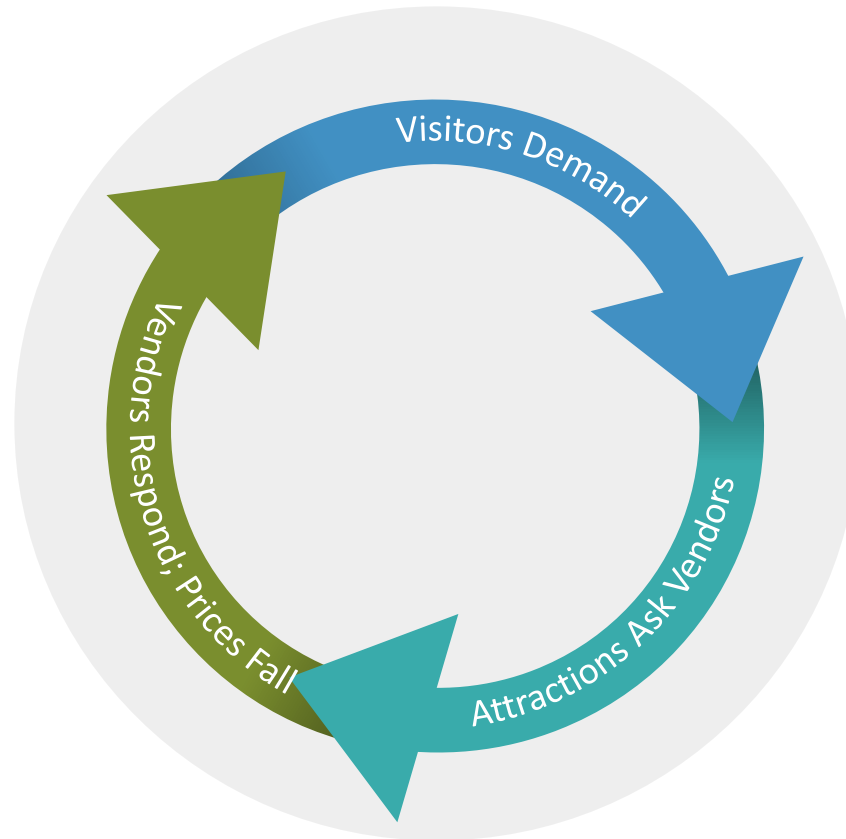
1. Free admission
2. Belonging to the Aquarium
3. Supporting the Aquarium
4. Supporting conservation
5. Making a positive impact on the ocean

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Changing values: How will we respond?



Changing Expectations

Our visitors increasingly expect us to model environmental responsibility.

Work to meet expectations

Ask businesses and vendors to update practices to be "greener" than before.

Visitors reward the change.

Visitors pay a premium to buy products that align with their values.



Case study: our
“bottled water journey”







Brand-new water bottle company was sourced;
now more profitable than before!



Annual Family Outing Each Summer

SAN DIEGO ZO



Disneyland®







Funworld

The official magazine of IAAPA

NOVEMBER 2018

The Guardian

From water park lifeguard to the first IAAPA chairman from the zoo and aquarium community, David Rosenberg stands ready lead the global attractions industry

**IAAPA'S New
President and CEO**

**Wild West Theme
Parks in Spain**

**Build a Social Media
Presence**

SPECIAL SECTIONS:

- Celebrate the Past
- Technology
- FECs











Monterey







Pasta Bella
RESTAURANT - COCKTAILS

White Rabbit

White Rabbit

“Is Clint Eastwood still
the mayor of Carmel?”



“Is Clint Eastwood still
the mayor of Carmel?”



Estas
Loco!

We welcome 2 million guests annually.



Our mission:
Inspire conservation of the ocean.



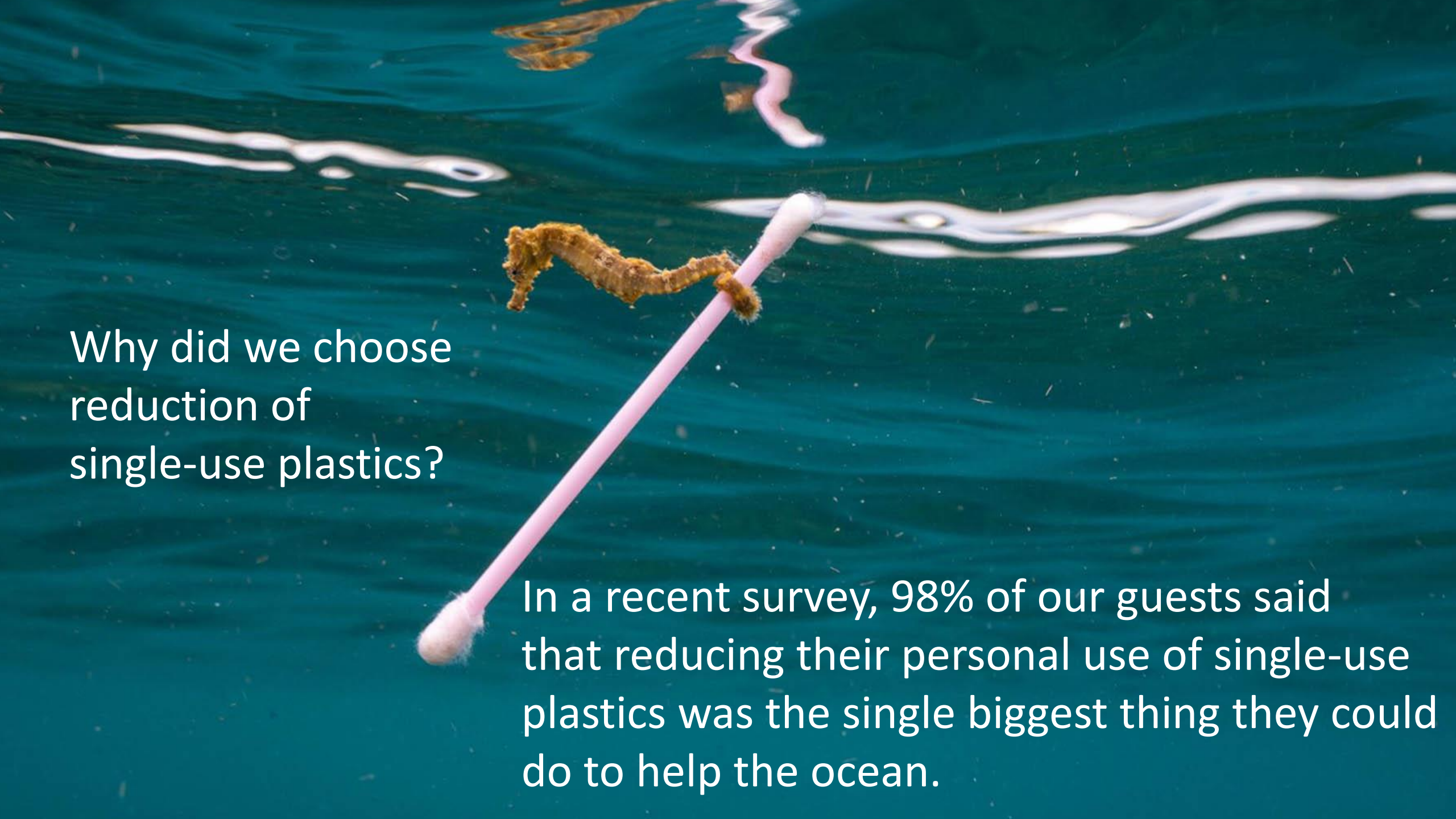
An underwater photograph looking up towards the surface of the ocean. Sunlight filters through the water, creating a bright, shimmering path of light that leads from the bottom of the frame towards the surface. The water is a deep blue color, and the surface is visible at the top with some ripples and reflections.

Case Study: Aquarium Conservation Partnership (ACP)

20 U.S. Aquariums



montereybayaquarium.org



Why did we choose
reduction of
single-use plastics?

In a recent survey, 98% of our guests said
that reducing their personal use of single-use
plastics was the single biggest thing they could
do to help the ocean.



Monterey Bay
Aquarium®





We reach millions.

How can we leverage collective buying power to meet changing consumer preferences?

1. Aquarium Strategy



**Listen/understand
Consumer preference**

2. Business Strategy



**Partner to leverage
collective power**

‘Green Sheep’ became ‘Open Water’;
ramped up to meet newfound demand



Our guests tell us they appreciate the
resealable cap and ample refill stations



Now the idea is
scaling further
& going mainstream.

Aluminum packaging is coming for your water as Coca-Cola's Dasani brand takes the plunge

Jonathan Shieber @jshieber / 10:28 am PDT • August 13, 2019

 Comment



[Coca-Cola's](#) Dasani brand is the latest company pitching bottled water to go the aluminum can route.

It's part of a broader rejiggering of the water brand's plans to use mostly recycled material for their water bottles by 2030.





**Upcycled Water Bottle
T-shirts**

- Made with recycled plastic bottles
- 100% renewable materials
- Trash. Shred. Spin. Wear.

© Monterey Bay Aquarium









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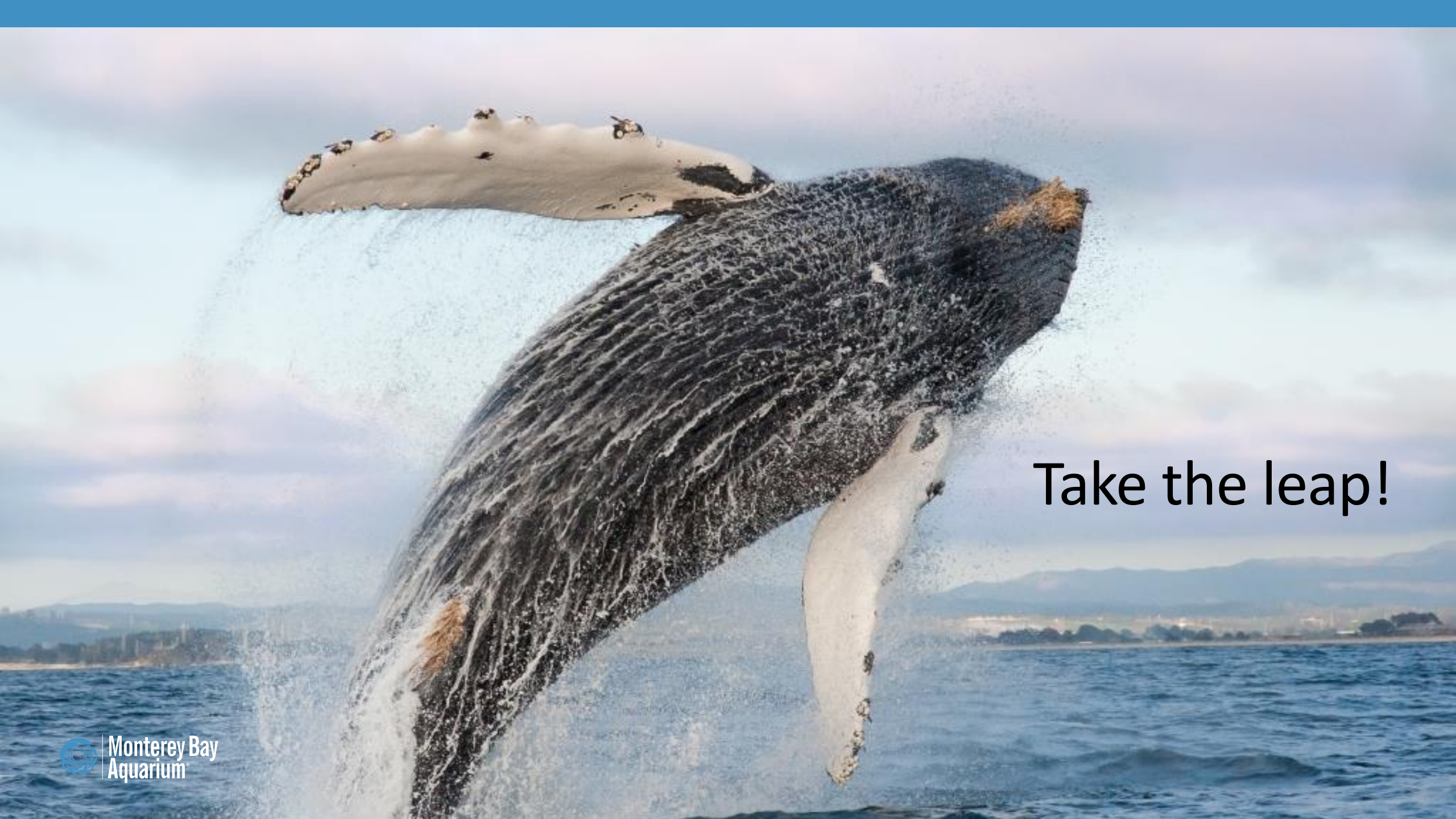
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Members spend 4 times as much as non-members annually!





Take the leap!

An aerial photograph of a large body of water, possibly a lake or bay, with a vibrant greenish-blue hue. The water's surface is textured with small waves and some darker patches. In the distance, a low, hazy shoreline is visible under a sky filled with heavy, dark, and dramatic clouds. The overall mood is serene yet powerful.

Key Take-aways

Being green is good for the bottom line!

**It's getting easier to be green every year
as markets shift and prices fall.**

**Align your business practices with
your visitor's values and expectations.**





Thank you.



Monterey Bay
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Thank you.

