

## **Visitor Relations and Visitor Bill of Rights**

We depend on our visitors to support our efforts. We must never lose sight of the fact that we are in the hospitality business. It is up to volunteers to help make sure that the public's experience visiting the zoo is a safe, fun, and pleasurable experience. Return visits and good word-of-mouth advertising are necessary for our continued success.

### **GREETING VISITORS**

Greeting the public is one of the simplest yet most effective ways you can promote visitor relations. When people visit a public place, they want to feel welcome and comfortable in their surroundings. The easiest way to make our visitors feel welcome is just to say "Hello" and ask something about their visit such as "Have you seen the baby animals yet?" Even if you are pressed for time or don't feel up to talking, don't underestimate the power of a smile. If you have the time and inclination, however, then answering questions can really personalize their zoo visit. We want our visitors to know that we appreciate them and that they are important to us. A little bit of friendliness really goes a long way.

### **SAYING THANK YOU**

Another simple yet highly effective visitor relations practice is simply thanking the guest for visiting the zoo. It helps let the guest know we appreciate their entrance fee.

### **BEING OBSERVANT AND PROACTIVE**

We've all seen the look on a parent's face when they suddenly discover they have been separated from their child. When you observe a guest in distress, be it mild or severe, take a moment to see if they need assistance. It can be something as simple as helping them with map directions or as important as reuniting them with that lost child. This shows our guest that we care whether they have a positive experience and that we'll do what we can to make it happen.

### **LOST AND FOUND:**

Articles are to be taken to the gift store. Tell the gift store staff when/where item was found.

### **COMPLAINTS:**

If anyone brings a complaint to your attention, please refer them to the red log cabin administration office or to the gift store. The staff at either location will complete a written "Complaint Form". Please reassure guests that ALL complaints are reviewed and investigated by the Superintendent.

### **SMILE!**

Nothing can affect public perception as much as whether visitors think you look like you enjoy being here and enjoy seeing their patronage.