Is Technology the Key to a Greener Future?

Supercharge your sustainability strategy with these simple tips from Attractions.io & ZooTampa



Earth Day

The first Earth Day was held in 1970 in response to growing fears about:

- Over Consumption Pollution
- Fossil Fuels

EarthDay's founders believed we needed to reduce our activities to save the planet. Smart tech has another solution:



Technology is helping us become more sustainable. We haven't stopped travelling:

- we've developed green transport
- We haven't stopped consuming: we're developing green electricity

We haven't stopped

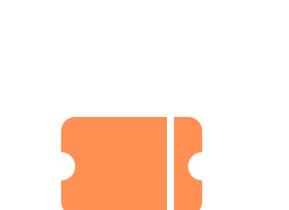
communicating: but technology has helped us go paperless!



How can attractions make a difference? No matter the size or type of attraction you run, we

can all make sustainable swaps.





400,000 printed tickets



membership cards



printed maps

By switching to a mobile platform for

Go Paperless

ticketing and wayfinding, they are reducing printed materials by 95% and expecting to save \$50,000 in yearly print costs. That's turtle-y awesome if you ask us! 읒

95% reduction in printed materials



Did you know? The metal used in our electronics can have devastating effects on

wildlife. Mining is a major cause of habitat loss for gorillas, okapis and bears. Whether you're a zoo, theme park or resort, you can help. In a single recycling drive

ZooTampa helped their local community recycle 3,700 pounds of e-waste!



Americans alone throw away 25 billion tonnes of styrofoam cups every year.

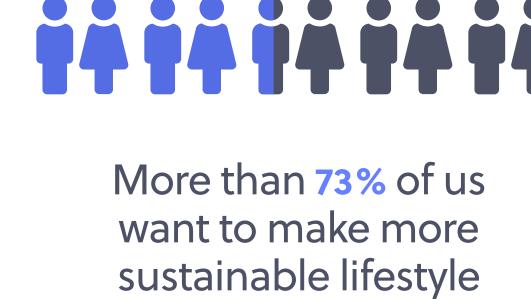
Ditch the plastic

By switching to recyclable aluminium cups and ditching plastic straws, ZooTampa is

helping guests make green choices on site.

Worried what your guests will think of

going digital? Don't be!



changes in 2021

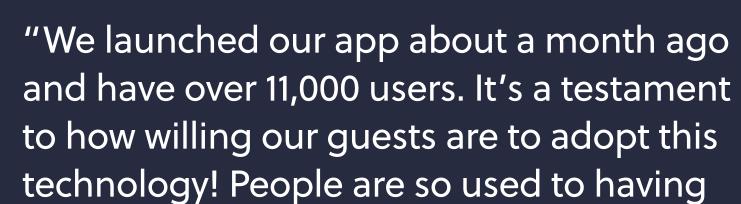




options

At ZooTampa, guests have welcomed

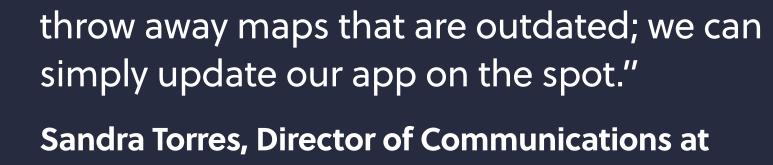
the sustainable initiatives:



needing to walk to a specific area on-site." **Steve Marsicano, Digital Marketing and Content** Manager at ZooTampa

an app now, and our guests wanted to have

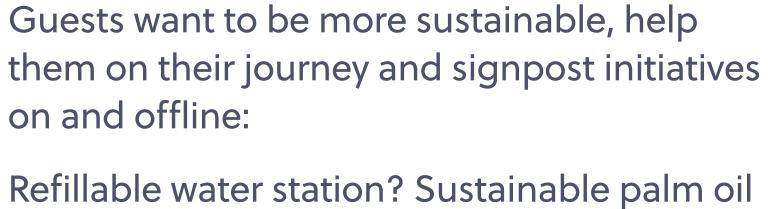
access to online maps and tools, without



ZooTampa

"If we have a new baby animal born or

there's a new experience, we don't have to



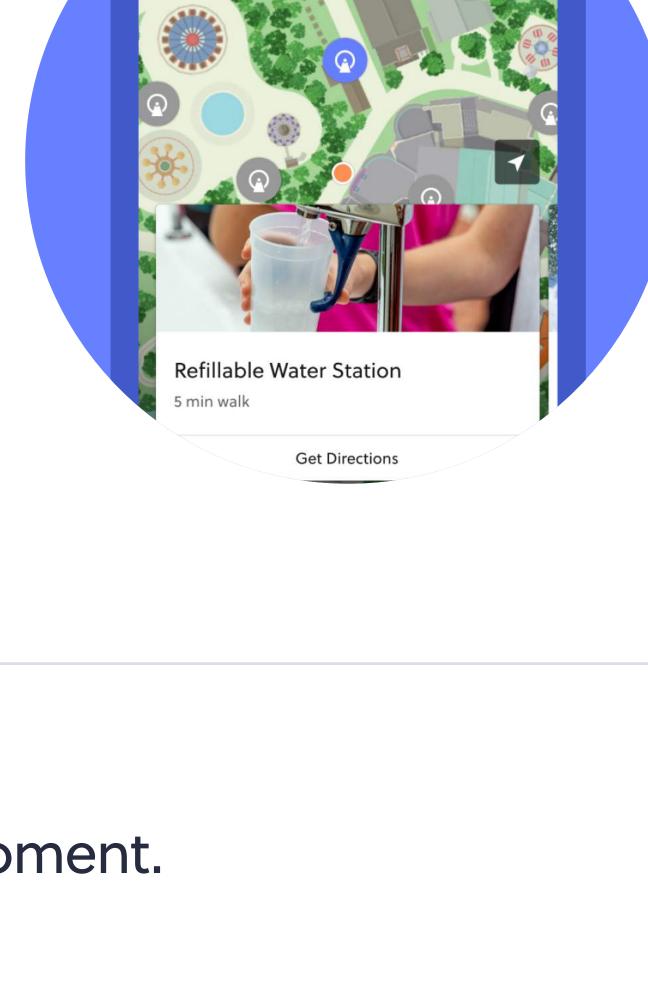
behaviours

you're focusing on.

campaign? No problem! Combine on-site signage and push notifications on your mobile app to raise awareness of the issues

Connect, inspire & change

Educate guests in the moment.



"When a guest is standing in front of the orangutan habitat, we can send a message

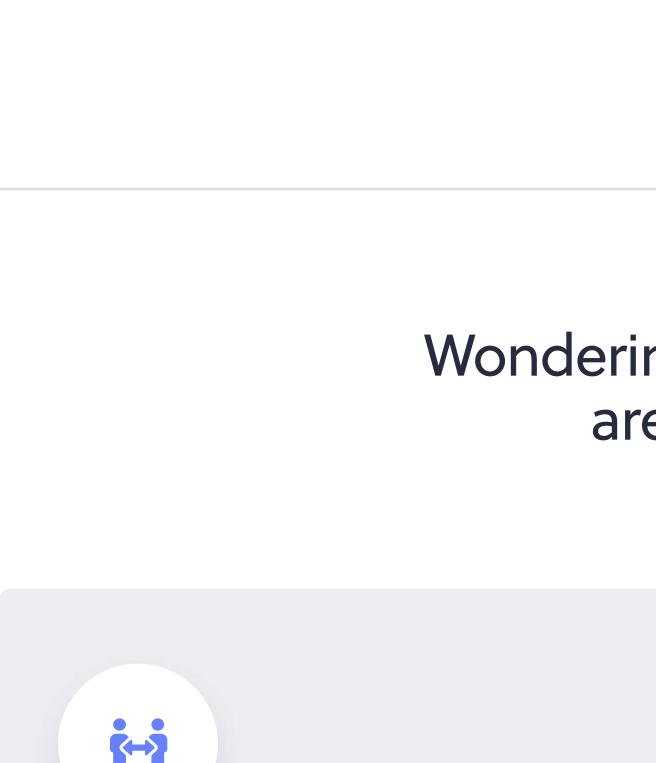
explaining how they can help these animals in the wild by buying sustainable products

and turn the physical connection with the animal into an actionable positive change"

Sandra Torres

Director of Communications at ZooTampa

Reinforce sustainable behaviours



Look to others for help

are ZooTampa's top tips:

Look at other attractions that have gone

guidance. We're in this together!

through the process already & reach out for



left the zoo!

Wondering how to get started? These

ZooTampa is working to reduce boat strikes

including safe boating tips on their website

and app, local residents are learning how to

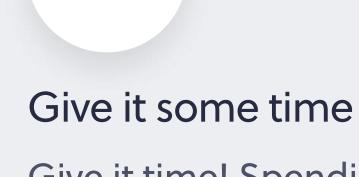
minimise their impact – even when they've

affecting Florida's native manatees. By

We think that's manatee-rrific e

Create a lean, mean green team! ZooTampa

has a five year vision to guide their actions



Give it time! Spending a few months planning your sustainable initiatives with vendor partners and thinking about messaging is ok.



Create a green team

over the next few years.

Do your research You don't have to handle your digital

transformation alone! Investigate existing

solutions that are already making a



difference.

anything to go by, we know technology has a vital role to play.

Above all else: Be open to new technology!

Whether it's augmented reality or AI, we don't know what the future holds. But if the past is



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Supercharge your sustainability

strategy with technology.

