

Project: Dynamic Pricing, Tiered Pricing, and Further Visitor Options: Evaluations & Recommendations for the Indianapolis Zoo

Client: Indianapolis Zoo

Term: Spring 2015

Faculty Mentor: Professors Beth Cate & Justin Ross

Summary:

The SPEA Capstone team conducted three analyses to provide recommendations on programming and pricing initiatives being considered by the Indianapolis Zoo in Indianapolis, Indiana. The three organizational aspects of the Zoo that required analyses included pricing structure, membership options, and mission delivery. The group collected quantitative data and survey responses to determine the impact of admission price, membership package, and demographic data and determined that the Zoo's tiered pricing strategy targets attendance without adversely affecting access to demographic groups with low records of attendance. In order to recommend practices to increase membership programs, the group used best practices as a benchmark for recommending policy changes to the Indianapolis Zoo. The recommendations include: implementing data collection via online membership registration, enhancing low-income access through change to the Greater Opportunity Membership, and increasing marketing efforts that promote the benefits of membership. Finally, to address the Zoo's mission delivery goals, the team recommended tracking data on programming and using surveys to better determine the effectiveness of mission goals.