

Team 9

THE NEWPORT AQUARIUM

By: Elizabeth Martin

Overview



Research Goal

Increase ticket sales to the Newport Aquarium amongst Gen Z.

Research Objectives

- Measure frequency and percent of Gen Z currently visiting the Newport Aquarium
- Evaluate purchase intent of age restriction was introduced for some events, creating a coetaneous environment
- Explore likes and dislikes of different series of seasonal events at the Newport Aquarium



Hypothesis

If the Newport Aquarium created more events and established an age restriction for them, it would increase ticket sales.

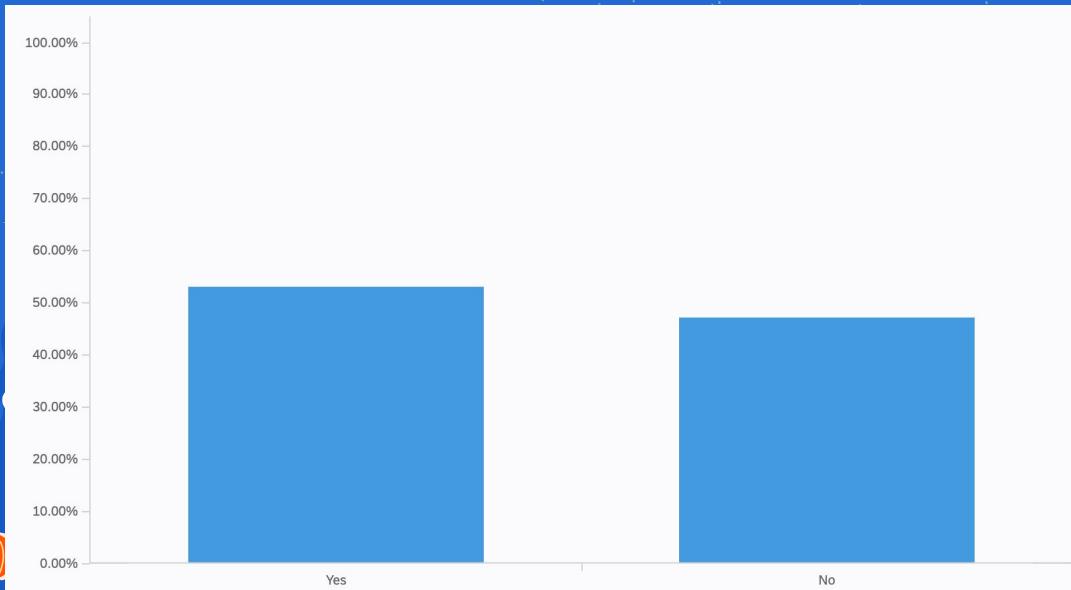


Methodology

- Data Collection Method
 - Qualtrics Survey Software was used to collect data.
 - Data was collected between March 29th and April 6th.
- Sample Selection Methodology and Sample Size
 - The target population is students 18 - 24
 - Class lists, organizations, friends, and family were used as sampling frames.
 - The total sample size was 600.
 - The response rate was 22% with 131 completed surveys.
- Qualtrics basic analytic tools were used to analyze the data.

Key Findings

Have you ever been to the Newport Aquarium?



54.23% of respondents have been to the Newport Aquarium.

45.77% of respondents have never been to the Newport Aquarium

Key Findings

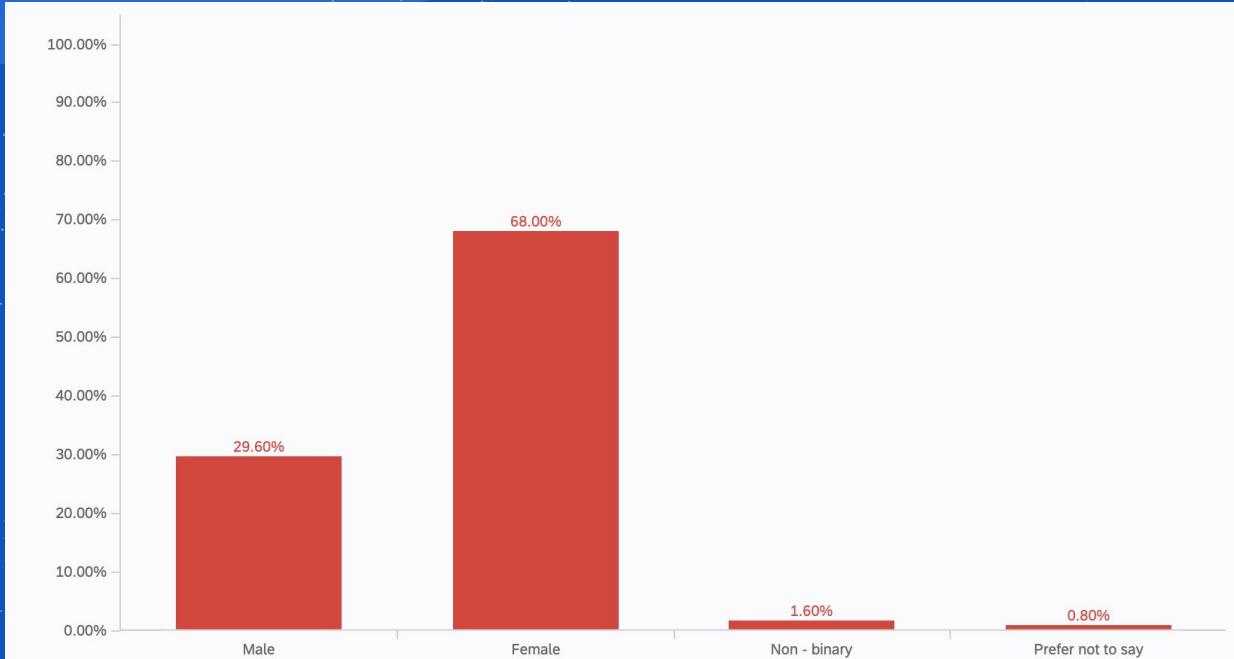
How do you identify?

68% of respondents identify as female

29.60% of respondents identify as male

1.60% of respondents identify as non-binary

0.80% of respondents referred not to say how they identify

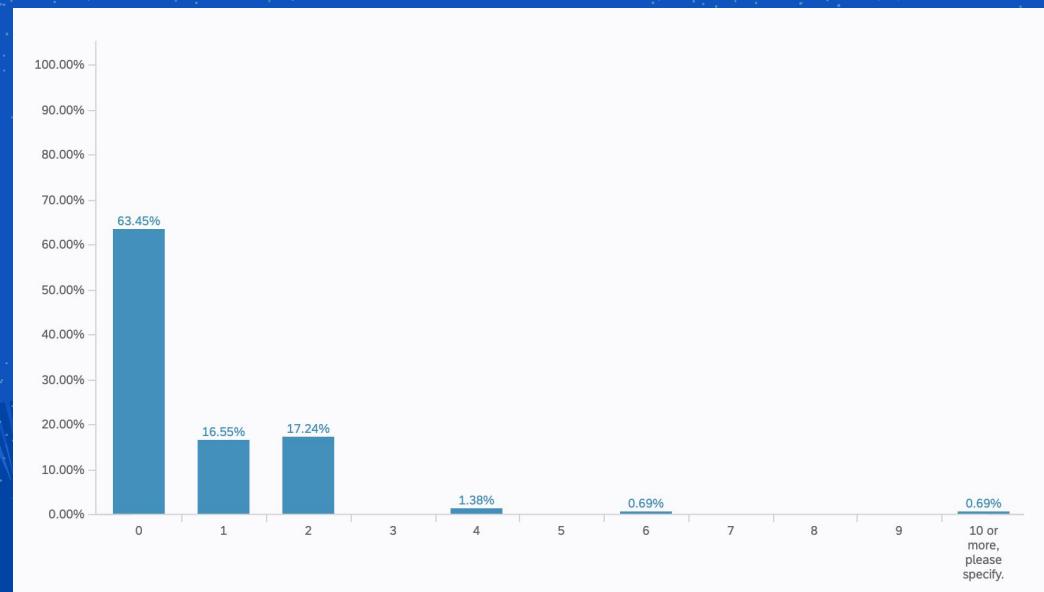


Key Findings

How many tickets do you plan on purchasing to the Newport Aquarium in the next 12 months?

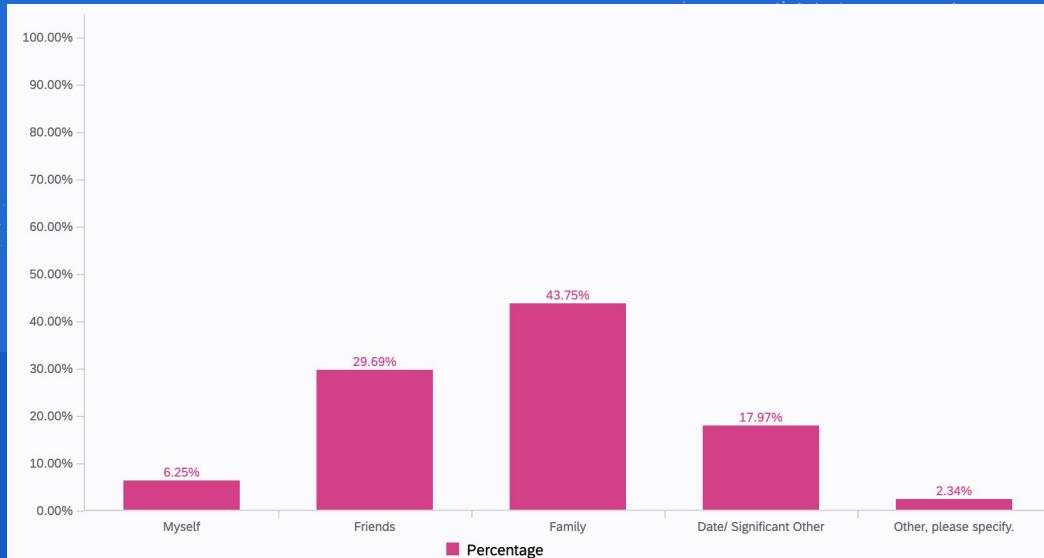
Mean: 1.7

Over 63% (87/139) of participants in this survey said that they would purchase 0 tickets to the aquarium in the next 12 months, before learning about our concepts to improve ticket sales.



Key Findings

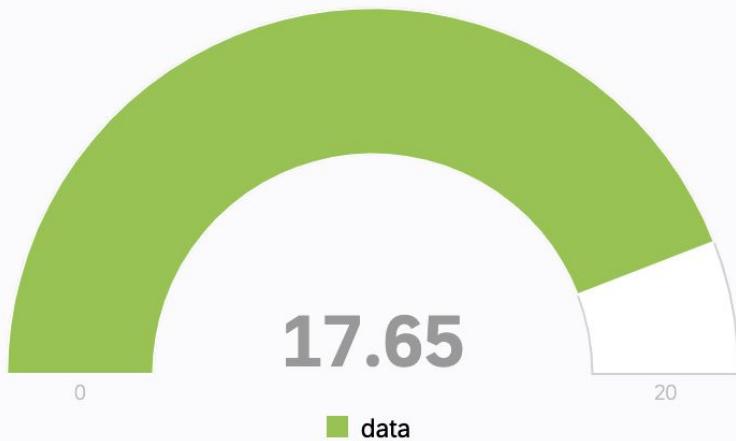
Who do you usually attend the Newport Aquarium with?



The majority (43%) of respondents stated that the Newport Aquarium is a place that they attend mostly with their family.

Key Findings

How much are you willing to pay to visit the Newport Aquarium for general admission?

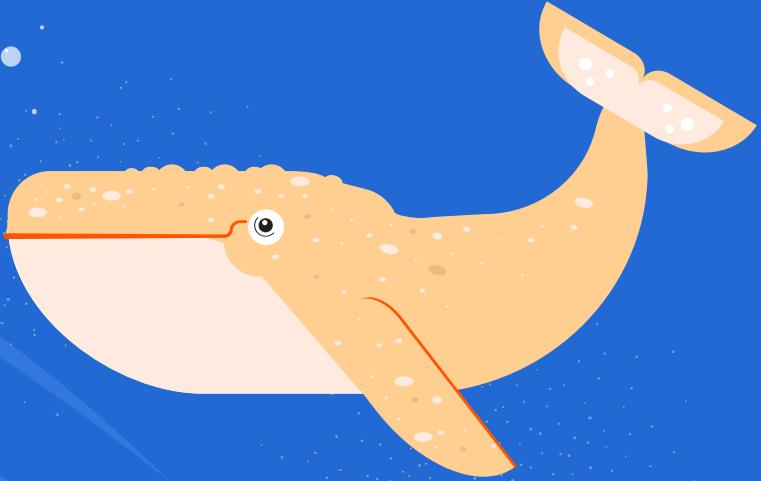


When asked the following question. The average cost that the respondents are willing to spend on a general admission ticket to the Newport Aquarium is around \$17-\$18. The minimum price that the respondents are willing to spend is \$5, and the maximum price that the respondents are willing to spend is \$35 on a general admission ticket.

Key Findings

Please indicate how strongly you agree or disagree with the following statements about the aquarium. The Newport Aquarium...

| Field | Mean |
|--|------|
| is somewhere I would go with friends | 5.35 |
| has the appropriate level of interactivity | 5.32 |
| is somewhere I would go by myself | 3.18 |
| offers good food and beverage options | 3.85 |
| offers a unique experience | 5.62 |



On average, respondents agreed that Newport Aquarium is somewhere they would go with friends, has the appropriate level of interactivity, and offers a unique experience.

Key Findings

Please rate the following factors on a scale of importance when it comes to deciding what to do for fun.

On average, the most important attributes among the respondents when it comes to deciding what to do for fun were something their friends would like to do and uniqueness of experience.

| Field | Mean |
|---------------------------------------|------|
| Something my friends would like to do | 3.74 |
| Something I could do by myself | 2.90 |
| Good food and beverage options | 2.88 |
| Interactive activities | 3.18 |
| Other people there in my age group | 3.15 |
| Unique experience | 3.53 |

5 point scale. 1=Not Important and 5=Extremely Important

New Concepts: Food & Drink Events

Taste of Cincinnati Event - Local restaurants host Food & Drink trucks outside the Aquarium.



Under the Sea Dinner Experience - Have a sit down meal in the Aquarium.



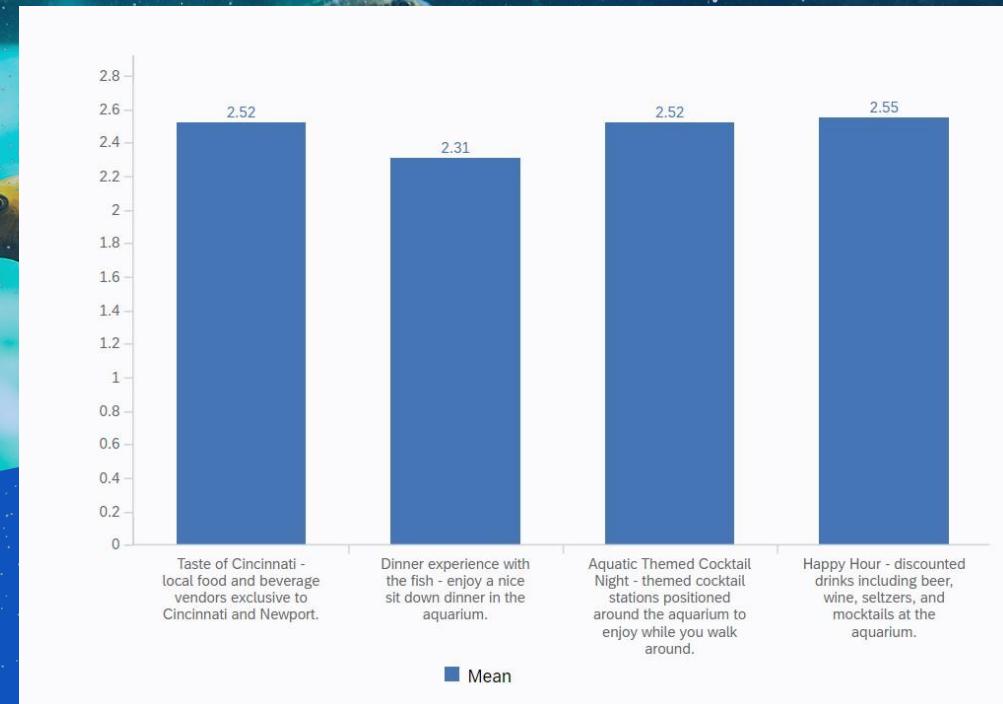
Aquatic Cocktail Night - Specialty marine life inspired cocktails



Happy Hour!! - Enjoy a discount on all alcoholic beverages while you tour the aquarium

Key Findings - Food & Drink Events

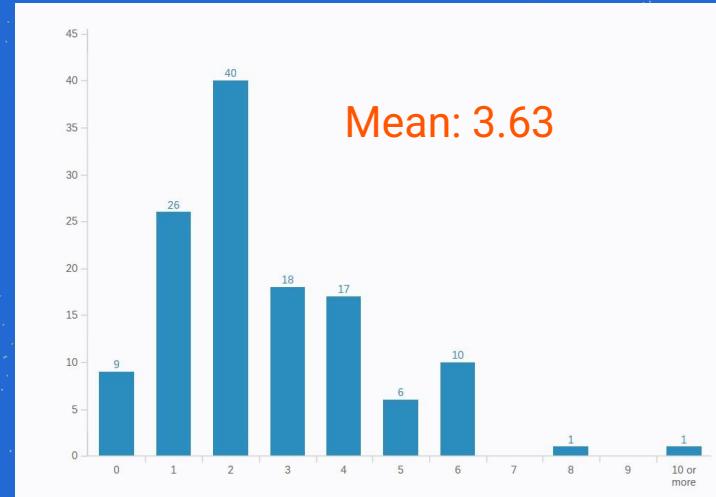
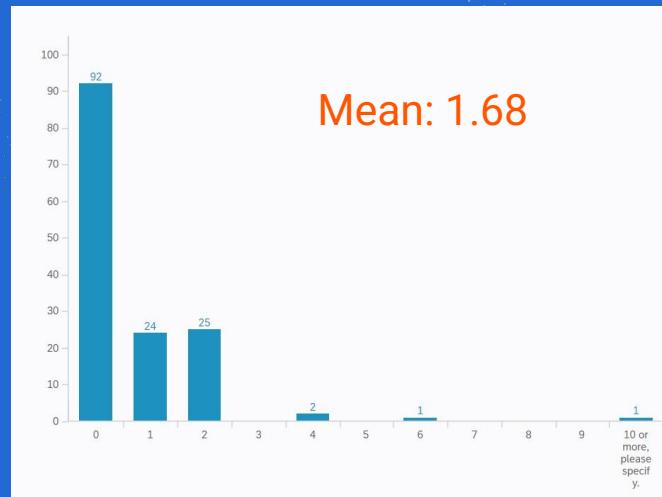
- Dinner with the fish will not increase ticket sales.
- The respondents are interested most in Happy Hour.



Key Findings - Food & Drink Events

The Food & Drink concepts show an increase in ticket sales.

56.51% of people would buy 2 - 4 tickets a year if these options were present.



New Concepts: After Hour Events

Fine Dining Experience



Night-Life: Cocktails & Mocktails



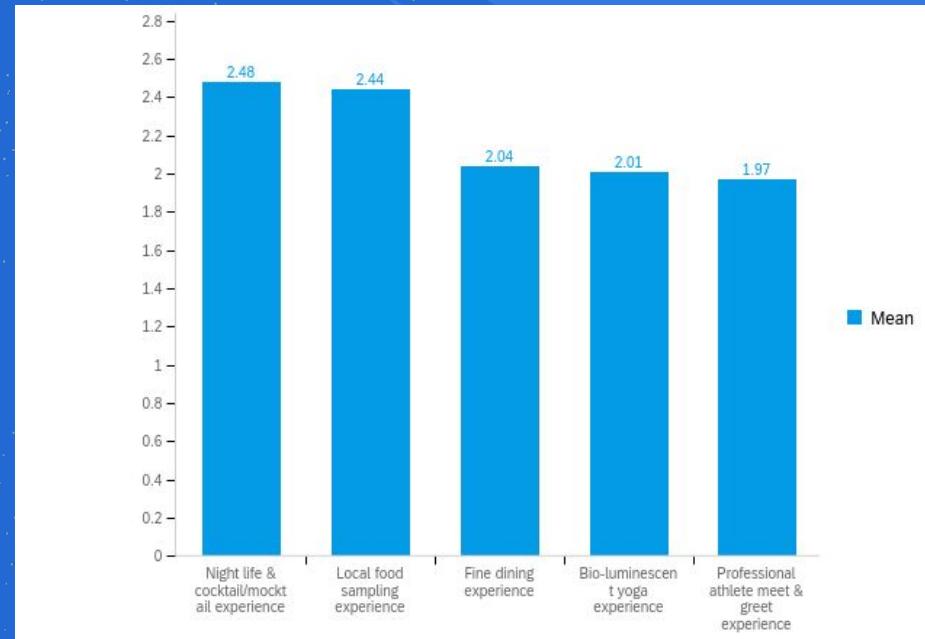
Local Food Sampling Experience



Key Findings

Please indicate how interested would you be in the following after-hour events?

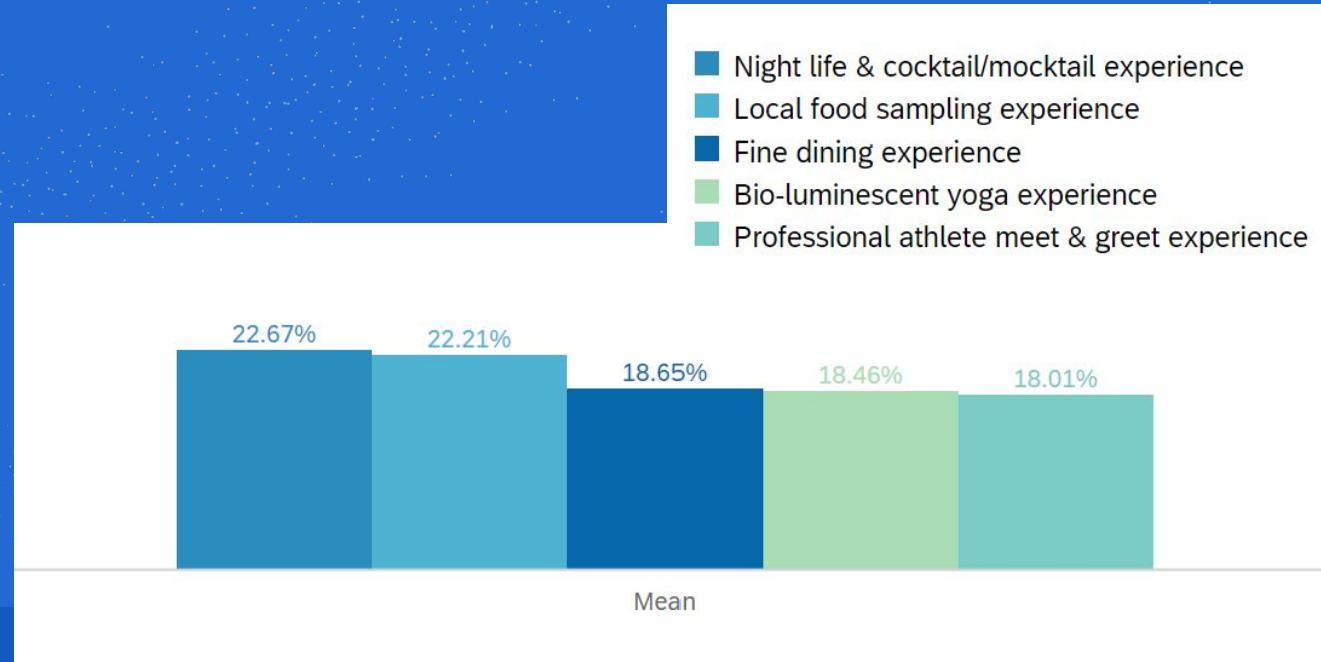
Respondents were the most interested in a Nightlife cocktail/mocktail experience (2.48) and a local food sampling event (2.44). These events would increase ticket sales.



5 point scale: 1 = Not Interested and 5 = Very Interested

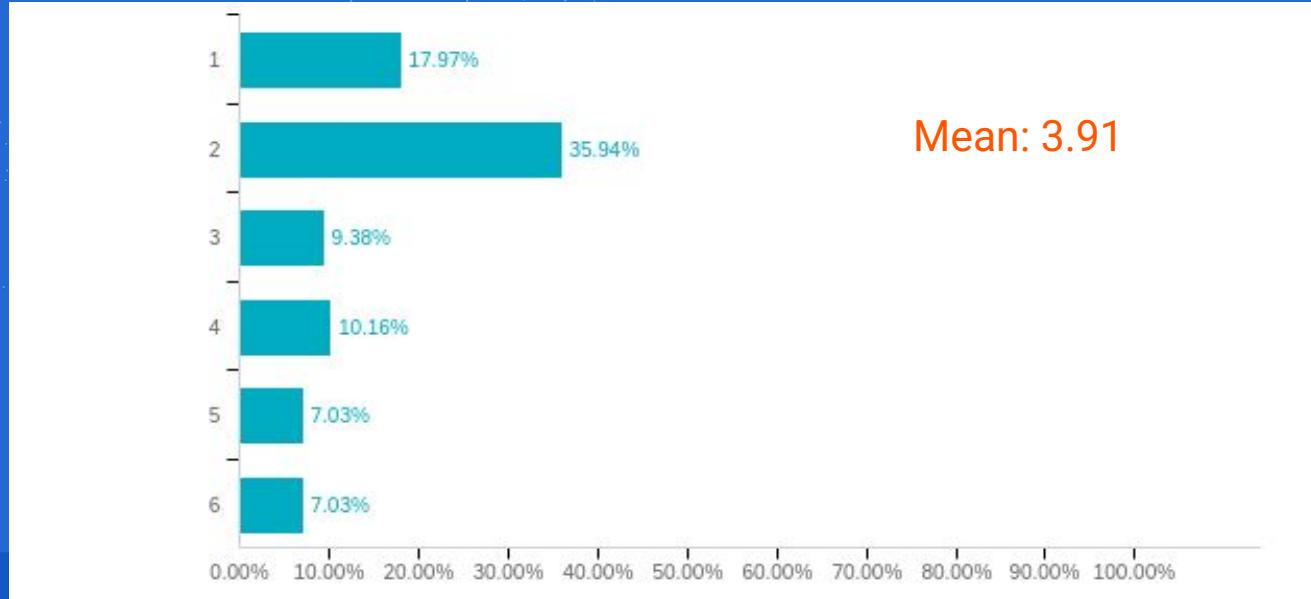
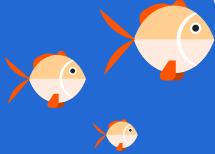
Key Findings - After Hour Events

Survey results show that after considering After Hour events offered at the Newport Aquarium, people would consider purchasing roughly 4 tickets each (3.91), on average, for the next 12 months, with the nightlife experience being most popular.



Key Findings - After Hour Events

After respondents completed the survey, the number of tickets someone would purchase to the Newport Aquarium in the next 12 months raised significantly to a mean of 3.91 compared to when asked in the benchmark where the mean was 1.68.



Key Findings - After Hour Events

The Newport Aquarium will want to target their advertising for each event specifically to the gender in which the event was significantly favored. In doing so, the events will appeal to the intended audience and ultimately increase ticket sales.

After Hour Events





New Concepts: Seasonal Events

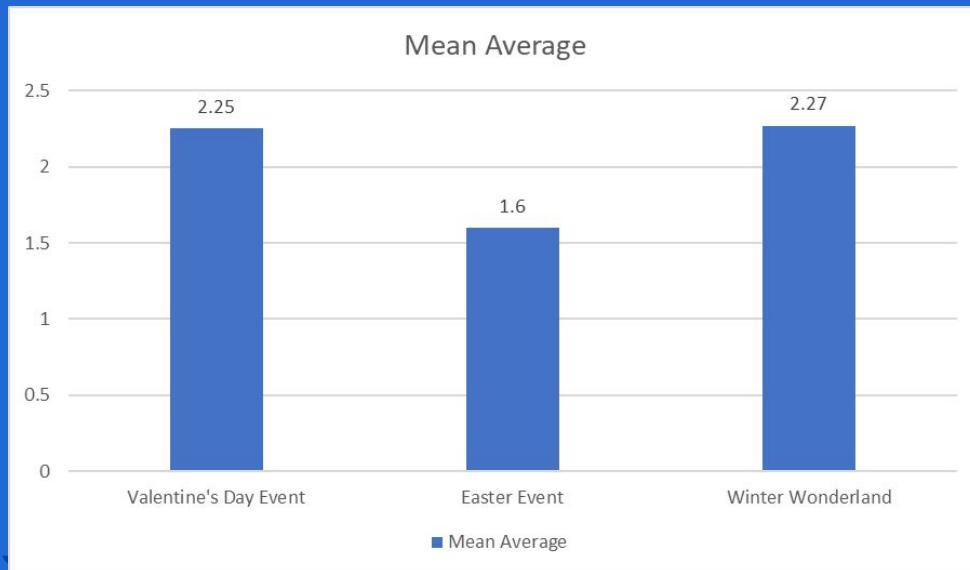
Valentine's Day: Enjoy special events such as a Wine & Walk Around, and an exhibit where you can name a minnow after your ~~EX~~ and feed it to the fish.



Winter Wonderland: Enjoy specialty light displays and cheerful decorations, as well as a limited time bioluminescent fish exhibit.



Key Findings - Seasonal Events

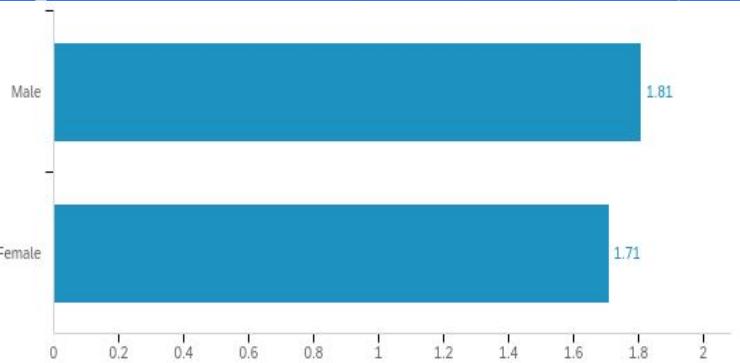


- The Easter Egg hunt with live music will not increase ticket sales
- Winter Wonderland was the highest with an interest rate of 88.89%
- Valentine's Day was a close second at 76.19% of participants interested

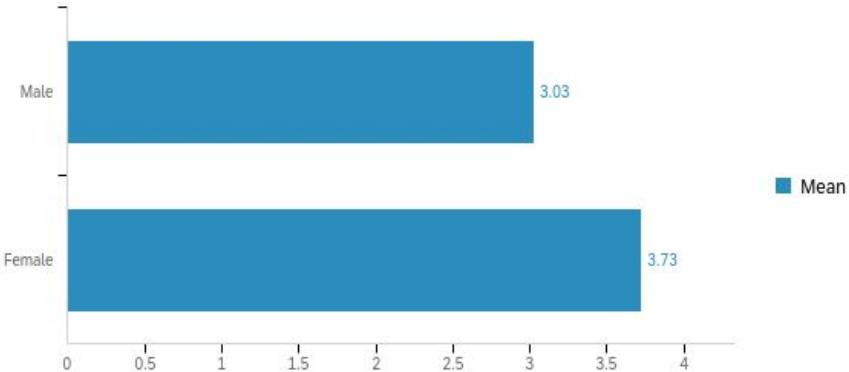
Key Findings - Seasonal Events

Both male and female respondents indicated that they would purchase an average of about 3 tickets in the next 12 months after learning about the seasonal events. There was no significant difference between males and females.

Benchmark



New Seasonal Events Concept



Summary of Key Findings



- Respondents indicated that the most important attributes when deciding what to do for fun were uniqueness of experience and something their friends would like to do, which they agreed the aquarium already offers. It is possible that other variables may affect ticket sales to Gen Z.
 - Students don't have a lot of free time or spending money. When asking respondents what keeps them from going to the aquarium, the most common words used in their responses were price and (lack of) time.
- Benchmark: The average number of tickets respondents intended to purchase in the next 12 months was 1.68 before any new concepts were introduced.
- The average number of tickets respondents intended to purchase in the next 12 months if the seasonal event concepts were offered was 3.55 tickets (111% increase).
- If the proposed food and beverage events were offered, respondents would buy an average of 3.61 tickets in the next 12 months (115% increase).
- If the aquarium offered the after hours events proposed, respondents intended to purchase an average of 3.91 tickets in the next 12 months (133% increase).

Study Limitations

- 68% of the participants identify as female, which may have affected the results.
- Most survey respondents were University of Cincinnati college students. Getting responses from students at other colleges may be necessary.

Recommendations



- We recommend testing among a larger, more diverse projectable sample. Results were obtained from a limited sample.
- We recommend the Newport Aquarium do additional research into after-hour events. The proposed happy hour, nightlife cocktail/mocktail experience and a local food sampling experience were key drivers in increasing ticket sales.
- We recommend doing additional research into seasonal events. The Valentine's Day events and Winter Wonderland experience were key drivers in increasing ticket sales.
 - The average number of tickets respondents would purchase in the next 12 months increased by 111% or more when the proposed seasonal events, food and drink events, and after hours events were offered.



THANK YOU!

QUESTIONS?

