



Longneck Manor: Achieving a Deeper, More Connected Guest Experience and Sustainable Revenue

SSA partnered with Longneck Manor to expand its guest experience beyond a single day through immersive lodging and conservation awareness. By connecting overnight stays with on-site experiences, the team created a more seamless visit that deepened guest engagement and set the destination on a path to more sustainable growth.



The Challenge

As destinations expand their overnight accommodations, growth can come at the expense of the identity, pace, and trust that define their core guest experience and mission. SSA and Longneck Manor developed a plan to scale thoughtfully, keeping both the property's mission and its guests at the center of every decision.

Achieved

53%

YoY occupancy growth

Average daily rate of

\$1,200

The Objective

- ✓ Preserve the sense of intimacy that has defined the guest experience
- ✓ Build on guest feedback to shape future experiences
- ✓ Deliver new luxury lodging and offerings that uphold Longneck Manor's exclusive standards
- ✓ Create opportunities for guests to deepen their connection to wildlife during their stay

"Thank you for an amazing, informative, and immersive experience with such special animals! Truly a magical time, and we so appreciated the care and dedication of the LNM staff as well. The property is beautiful, the animals are so well taken care of, and the mission of conservation made this entire experience so impactful!"

— Amy and Danny Boko

The Approach

SSA Group's One Revenue Strategy is an approach that aligns every revenue-generating part of the guest journey, including admissions, reservations, marketing, membership, culinary, retail, catering, and technology, so they work as one connected experience rather than separate business functions.

Beyond business impact, the approach creates a more memorable and seamless guest experience.

Growing Without Growing Pains

Longneck Manor's marketing, admissions, experiences, and hospitality worked together to create a smooth visit, supporting **more than 8,000 annual day-tour guests alongside overnight visitation.**

Leading with Longneck Manor's Mission

Hands-on experiences and storytelling in small groups by the Longneck Manor team were woven in throughout the guests' stay, giving the right balance of mission and fun.

Connecting Lodging with Guest Experiences

Lodging was designed to extend the experience beyond a single-day visit, pairing overnight stays with wildlife encounters and educational programming.

Supporting Guest Experience and Revenue Performance

In just one year, the approach strengthened alignment between programming and performance across lodging and tours, leading to **65% annual occupancy and 27% tour revenue growth and the highest average room rate in the area.**

The Results

100%

5-star reviews on TripAdvisor across three consecutive years

99.9%

5-star Google Reviews



Recognized by Forbes as one of the Top 14 Wildlife Destinations in the World

53%

year-over-year increase in occupancy

\$1,200

per night Average Daily Rate (ADR) for overnight accommodations

The Impact

Zoos, aquariums, museums, and cultural attractions are increasingly designing for multi-day, immersive guest experiences. But memorable experiences that honor a destination's identity don't happen by accident. SSA's work with Longneck Manor shows that when hospitality and mission alignment are connected across the guest journey, **lodging naturally moves from an amenity to a key driver of guest engagement, satisfaction, and long-term growth.**

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