



CASE STUDY

Growing Admissions & Expanding Digital Capabilities at Sedgwick County Zoo

Sedgwick County Zoo expanded its partnership with SSA in 2021 to include Admissions alongside the launch of a new entry complex. Through a combination of system updates, expanded online capabilities, and targeted marketing efforts, SSA helped modernize operations and significantly grow both admissions revenue and online sales.

The result is a more efficient, insight-driven approach that continues to drive revenue even as attendance stabilizes.



The Challenge

Before expanding its partnership with SSA, Sedgwick County Zoo managed admissions on its own, with limited digital tools and systems that weren't fully connected.

The Zoo needed to:

- Modernize admissions operations during a major facility upgrade
- Reduce reliance on attendance growth for revenue
- Address gaps in online ticketing and pre-arrival sales
- Improve visibility into performance and reporting
- Maintain a strong guest experience during operational changes

The Objective

- ✓ Grow admissions revenue and overall profitability
- ✓ Increase digital adoption and online ticket sales
- ✓ Improve entry operations for greater efficiency
- ✓ Leverage marketing campaigns to boost attendance and engagement
- ✓ Build a scalable, integrated system across departments

"SSA has been a true partner—the one word that comes to mind over and over is collaborative."
Sara Jantz, Chief Financial Officer, Sedgwick County Zoo

The Approach

Unified POS System

SSA rolled out a single point-of-sale system across Admissions, Food, and Retail, removing silos and creating a more seamless experience for guests.

Improving the Entry Experience

Updates at the new entry complex helped move guests through more efficiently, reducing friction and improving overall flow.

Growing Online Ticket Sales

SSA introduced and expanded online ticketing, taking the Zoo from no online sales in 2019 to a meaningful share of total transactions.

Better Data and Reporting

New reporting tools gave Zoo leadership clearer visibility into performance and helped inform smarter decisions.



Membership and Promotional Campaigns

Targeted campaigns — like the Asian Lantern Festival and holiday promotions — helped boost attendance, engagement, and revenue.

Strategic Marketing Execution

Targeted email campaigns were executed and closely monitored to improve performance and drive more conversions.

The Impact

This partnership shows how digital transformation and connected operations can drive meaningful revenue growth without relying solely on increased attendance. By combining system improvements, marketing strategy, and data-driven insights, SSA helped Sedgwick County Zoo unlock new revenue opportunities while enhancing the guest experience.



The Results

- ✓ 35% total revenue increase from 2019 to 2021 after transitioning to SSA
- ✓ Admissions revenue grew from \$546,757 in 2019 to \$746,614 in 2021 and \$904,483 in 2023
- ✓ Online sales grew from 0% in 2019 to 34% of total sales in 2021
- ✓ Attendance increased from 518,446 in 2019 to 613,336 in 2023
- ✓ 20% attendance increase driven by the Asian Lantern Festival campaign in 2023
- ✓ **Holiday email campaign results:**
 - 60,459 recipients
 - 99% delivery rate
 - 37% open rate
 - 635 transactions
 - \$76,589 in revenue generated
- ✓ Admissions revenue continued to grow even as attendance stabilized

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