



SUCCESS STORY

Buttonwood Park Zoological Society Chose Wattman for a Ride to Success!

How the Trackless Electrically-Powered Kiddie Train Strengthened the Zoo's Value by Generating Additional Revenues and Enhancing The Experience of its Visitors

The Buttonwood Park Zoological Society chose the Wattman Mini Express trackless train as a way to generate additional revenues for the zoo's business. After only two months of operation, the Mini Express is already showing exceptional revenues from the sales of tickets with \$12,000 of revenues (6,000 riders) in May only. This represents a ratio of \$0.50 per visitor. At this pace, the Buttonwood Park Zoo will recover the train's cost by the end of the summer and start generating revenues as soon as August 2004. This proves that even for a zoo the size of Buttonwood Park (approx. 200, 000 visitors a year), an investment in a Mini Express can be profitable. This case shows that it has the potential of generating revenues of \$100,000 annually.

The Buttonwood Park Zoo is located in New Bedford , Massachusetts (www.bpzoo.org). It was founded in 1894 and is the 12th oldest zoo in the United States . The Zoo is open year round and averages 24,000 visitors per month during the busiest season. In the industry, it is considered "one of the finest small zoos in the United States " (2003 AZA Report).

In early 2004, the zoo was ready to go ahead and buy a used trackless train when they received a marketing brochure from Wattman Trains & Trams. They were struck by the fine look and vibrant colors of the Mini Express, Wattman's kiddie trackless train. It looked like a real 19th century train.



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Mr. Dave Prentiss, Executive Director of the Buttonwood Park Zoological Society, says: "We used to rent a train in the past but did not find that it was cost effective".

"When we received the Wattman brochure by mail, we phoned their office in Montreal , Canada , and realized that the Mini Express was exactly what we were looking for: it had the right size, it would enhance our visitors experience and it had the potential of generating revenues with the sale of tickets."

Mr. Prentiss presented the opportunity to the zoo's board of directors and showed them the advantages of purchasing Wattman's Mini Express over the used train. The board was

quickly convinced that owning and operating the Mini Express could be extremely beneficial to the Zoo's operation.

The Mini Express was delivered at the beginning of May 2004. The zoo runs the train daily, in 5-minute circuits. The guests have an opportunity to quickly see the whole zoo's premises and the animals. They also run it occasionally for special events.

Mr. Prentiss continues: "In the first month, we have had 6,000 Mini Express riders. At \$2.00 a ticket, it generated \$12,000. With 24,000 visitors per month during our high peak season, the Mini Express generates \$0.50 per visitor. We will recover our cost this summer. Being a non-profit organization and a small zoo, I must admit that the money we make with the Mini Express is beyond what I had initially expected."

"We also like that it is electric so it is environmentally-friendly; that sends the right message at a zoo; also the quiet ride ensures that the operation does not disturb our visitors or our animals. Plus, I just love to see the kids excitement when the Mini Express passes by."

The electrically-powered trackless train is now delivering what the zoo's board was hoping for: additional revenues for the zoo's operation and the experience of an unforgettable ride for little visitors and their parents.

Wattman's Solution for Zoos

Wattman's Mini Express is an environmentally-friendly kiddie train that addresses the need for zoos to meet two important objectives: add enjoyment to their recreational environment and generate substantial revenues. Being trackless, the Mini Express can easily ride through the site and handle tight turns. It can accommodate both children and their parents by offering a non-intrusive, enchanting ride.



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Specifications:

- One locomotive and four cars
- Capacity of 24 children or 18 adults and children
- Electrically powered
- Batteries recharged in eight hours
- Turning radius of 10 feet
- Two sets of four batteries included for a total of 15 hours of use
- Width of wagon: 33 inches
- Length of train: 33 feet
- Speed: less than 4 mph

PLEASE CONTACT WATTMAN'S SALES OFFICE FOR MORE INFORMATION:

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