



Central Park Conservancy Institute for Urban Parks

Statement of Purpose

Central Park Conservancy Institute for Urban Parks is the *educational arm* of the Conservancy.

The Institute develops programs that *foster a deeper appreciation* for urban parks and *share the Conservancy's world-class management practices*, both locally and globally.

The Visitor Experience

Fostering a Strong Customer Service Team

February 26, 2015

The mission of Central Park Conservancy is to restore, manage, and enhance Central Park in partnership with the public.

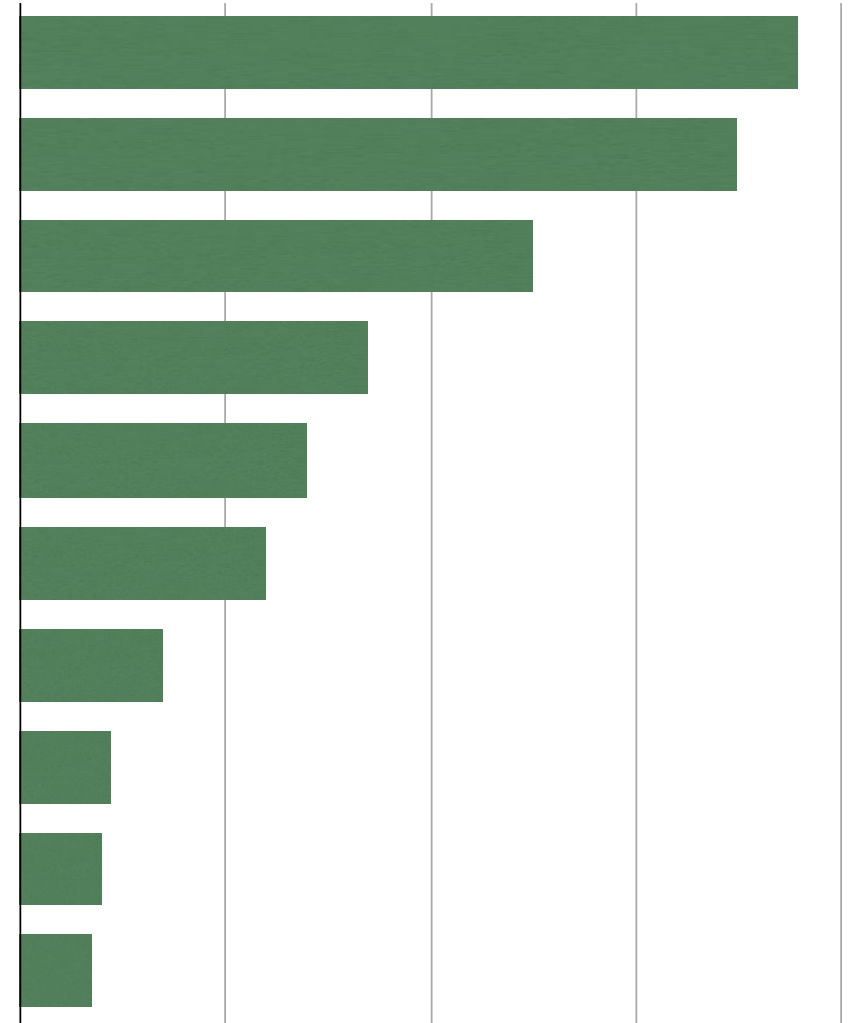


Restore and
Maintain
Central Park

Elevate the
Visitor
Experience

Annual Visits – Tourist Destinations

Central Park	40 million
Times Square (tourists)	36 million
National Mall & Memorials	25 million
Disneyworld (Magic Kingdom)	17 million
Niagara Falls	14 million
Broadway Theaters	12 million
Eiffel Tower	6 – 7 million
Metropolitan Museum of Art	4.5 million
Statue of Liberty	4 million
Yosemite	3.5 million



Overview

Visitor Services: an Organizational Standard

Visitor Experience Strategy

The CPC Brand

Discovery Guides

Visitor Centers as Launching Pads

Retail and Awareness

Staff Development

Challenges

Inform, Equip, Engage



Staff as Ambassadors



Visitor Services: Current Impact



5 Visitor Centers



4 Kiosks (1 staff, 3 vol.)

10 Discovery Guides

100 Volunteer Greeters

1 million Visitor Center visits

200,000 Discovery Guide interactions

250,000 Greeter interactions

100,000 Public Program participants

The CPC Brand





Visitor Centers as Launching Pads



Belvedere Castle



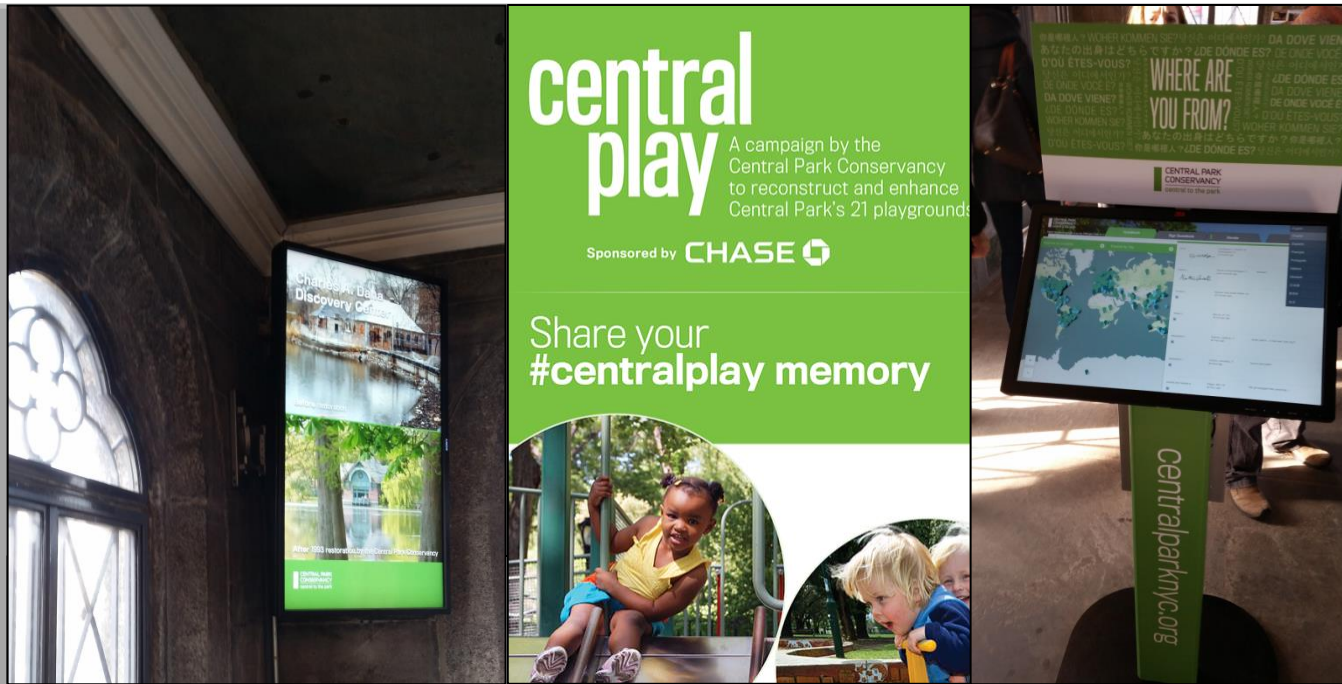
Dana Center



The Dairy



Technology



Retail and Awareness



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central to the park

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Staff Development



Challenges

Engaging Visitors at Entrances

Staff Development

Internal Communication

Dip Jars

Retail Awareness

The Visitor Experience

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