



Don't miss ZOOZ, or you'll lose!

Trade dollars will get you inside one of Niagara's best tourist attractions

By Leona Ens

The Sicilian donkeys aren't offering rides on trade, nor are the Blue and Gold Macaws posing for trade dollars. But a Niagara, Ontario zoo is benefiting from trade nonetheless.

Located in Stevensville about 10 minutes by car from Niagara Falls, ZOOZ is spread over 110 acres of land and boasts 400 exotic and domestic animals. It also has many other attractions, from a walkway through lushly landscaped and manicured gardens; to trolley tours, a play area, stocked ponds, original pieces of modern sculpture and numerous educational exhibits.

ZOOZ general manager Tim Tykolis—one of seven children of zoo founder, the late Stephen Tykolis—joined Tradebank this spring. So far Tim has used trade to print about 50,000 brochures, and at newsletter press time he was waiting for finalization on the purchase of two commercial stainless steel barbecues for use at special events.

A newcomer to trade, Tim is pleased with the prompt and professional service he's received from Kathryn Wild, a senior trade broker at Tradebank Niagara. Based on his good experiences to date, he looks forward to making more trade purchases—probably more printing, and possibly marketing services as well. In addition, he'd like to investigate the possibility of buying zoo supplies, such as fencing and animal feed, on trade.

If trade dollars are helping Tim save cash on zoo expenses during peak season from May to October, they'll also come in handy during off-season, when he intends to start using trade for personal expenses.

To accumulate trade dollars, ZOOZ offers day and season passes on trade. Like cash-paying guests, Tradebank visitors receive complimentary parking as part of their general admission. They can also enjoy the splash pad, interactive animal presentations, guided tours of the Silent Forest, fishing, kite flying and paddle boating.

Day passes, including tax, are priced at T\$13.15 for children age three to 12, T\$18.65 for persons age 13-64, and T\$16.45 for seniors age 65 and up. Children two and under are admitted free.

Season passes, including tax, are priced at T\$54.95 for single adults, T\$164.95 for families of two adults and two children, and T\$38.45 for each additional child.

Launched in 2002, ZOOZ has about 80 employees at peak season and attracts an average of 100,000 visitors per year. Not only is it affordable, but it also offers great family-oriented fun, and its location close to the Niagara Falls and U.S. border makes it easily accessible.



Don't miss ZOOZ, or you'll lose! (continued..)

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Anticipating a continued rise in popularity, with many markets still untapped, ZOOZ has acquired 200 acres for future growth. Proposed new features include a working Canadian farm, camping area, equestrian facilities and jungle adventures.

According to the ZOOZ website (www.zooz.ca), "travelers today are looking for new types of experiences. They want interactive experiences, and are seeking tourism services and products of increasing diversity and sophistication. They are increasingly interested in adventures that will allow them to learn new things. ZOOZ is uniquely positioned to provide this service and product to a fast-growing market."

Says Tim: "We're always looking for ways to improve ZOOZ, and we invite everyone to come check us out!"