**Spoken Statement**

I am from the University of York and am carrying out research into visitor experience at Flamingo Land.

You have been randomly selected to take part in a questionnaire about your visit. Your responses are really valuable to us and will be used to help improve visitor experience and the impacts of zoos and aquariums.

In addition to this short **(approx. 2-3 minute)** survey, you will be sent a follow up survey, via email, at the end of your visit.

Please look out for and respond to our **follow up survey email** as your feedback and opinions really make a difference to future visitor experiences.

The data collected is part of PhD research and a multi-institution study on visitor impacts and experience. Data will be used for this and for any subsequent publications.

You have the right to withdraw from the study at any point during the questionnaire.

The data is being collected through ZooWise, Qualia Analytics, who are registered with the UK government’s Information Commissioner’s Office and are fully compliant with data protection protocols and data privacy standards.

**Written statement at start of questionnaire**

Thank you for taking part in our **research on visitor experience and impact**, your views are very important to us.

In addition to this short **(approx. 2-3 minute)** survey, you will be sent a follow up survey, via email, at the end of your visit.

Please look out for and respond to our **follow up survey email** as your feedback and opinions really make a difference to future visitor experiences.

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**Refusal statement:**

Thank you for your time,

Could we take your age, gender and reason for refusing this survey for our records.