

ZOOS & FAMILY ATTRACTIONS

Make a big day out feel a little more looked after.

Give visiting families a simple way to reconnect if they get separated—and an optional invitation to enjoy more of what your attraction offers.

THE TAG, SIMPLY

A small tag someone can tap with a phone to find a parent's contact number. A parent adds an emergency contact to activate it. No app, battery or tracking. Families can use the safety feature without accepting marketing.

Why consider it?

Support families across the site.

A simple contact page when families become separated.

Give a partner something practical to support.

A practical contribution tied to the visitor experience.

Make the next visit easier to imagine.

Optional seasonal activities, membership news or return visits.

A manageable first pilot

YOUR TEAM

- Choose a trial day, weekend or visitor group.
- Identify an admissions or guest-services distribution point.
- Approve attraction branding and any follow-up offer.

KINTAG PARTNERS

- Agree the tag design and setup.
- Prepare the family activation and optional follow-up flow.
- Agree support and what the trial will review.

One possible programme

A family activates a tag and chooses animal updates or an available postcard offer, giving them a reminder of their visit and a reason to return.

Sponsor-funded and free for participating families. Sponsorship is agreed before the event proceeds. Campaign items, costs and fulfilment are agreed separately; follow-up is always optional.

Start with a day at your attraction.

Start a conversation: partners@kintag.com