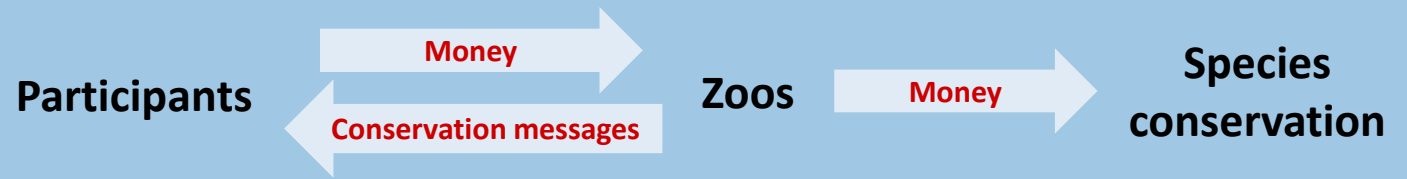
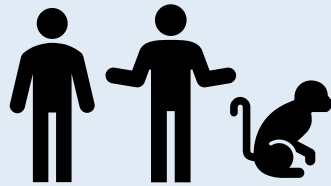


Paid interactions:

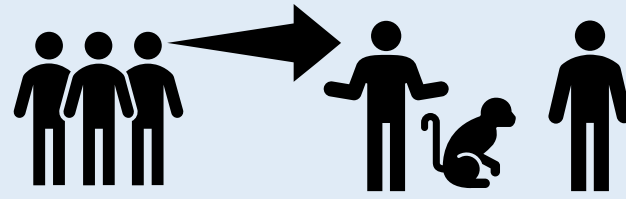
Additional cost to entrance fee for staff-led interaction with zoo animals



*Who does
 this impact?*



Participants engage with animal and with zoo staff



Observers can watch interactions without engaging with staff



Non-visitors see images on social media



How does proximity and physical contact with the animal affect perceptions?



How important is the interaction with staff?

What are the public's perceptions of paid interactions in zoos – do they help or hinder conservation?

