

Partnering with attractions to create unforgettable experiences & drive sustainable growth.

A trusted senior executive leader across strategy, financial modelling, operations, pre-opening and experience development, focused on commercial results.

CAPABILITY

01 / 03

Twenty years of opening, operating & reimagining attractions globally, translating big-picture strategy into the operational detail that makes an attraction actually work.

Peta Wittig brings over 20 years of global tourism experience, having opened and operated high-profile attractions across multiple continents. Her expertise spans from launching start-up attractions to leading mature, high-performing destinations. She has held key leadership roles at world-class attractions including **Dubai Aquarium**, **The Green Planet** (Dubai), **Yas Waterworld Abu Dhabi**, the **St. Louis Aquarium**, and **Phillip Island Nature Parks**, demonstrating a proven ability to deliver exceptional guest experiences while driving revenue growth, operational efficiency, and long-term commercial success across diverse markets.

Alongside her consultancy work in Australia, Peta regularly sub-consults to larger international firms, with a significant body of work alongside U.S.-based **Canopy Strategic Partners**, a planning and consulting firm that supports mission-driven organisations such as zoos, aquariums, museums, gardens and conservation institutions to create a more sustainable future for leading tourist destinations and iconic natural landscapes, while ensuring protection of their environmental and cultural values.

\$M+

Multi-million dollar businesses

Hands-on experience managing multi-million dollar businesses, including start-up & long-term financial planning.

X attractions

Experience across various attractions

Comprehensive experience across zoos, aquariums, science centres, waterparks, ice rinks, theme parks, nature parks, visitor centres, heritage museums & farm experiences.

20+ years

Global tourism experience

Leading teams across several continents: Australia, United Kingdom, United Arab Emirates & the United States of America.

end-to-end

Commercially focused leader

Dynamic leader, with outcomes & achievements across all facets of strategy and business operation.

Services & Clients.

02 / 03 · CLIENTS

WHAT I DO

A practical, *operational lens* across the attraction lifecycle.

From pre-opening & established-attraction reinvention; drawing on twenty years of running attractions, not just advising on them.

Pre-Opening & Readiness	Operational planning, mobilisation & opening-day playbooks for new attractions.
Strategy & Business Planning	Five-year plans, growth strategy & commercial roadmaps grounded in operator reality.
Financial Modelling	Start-up & long-range models, benchmarking & sensitivity analysis.
Industry Pricing & Benchmarks	Industry trends & pricing analysis of comparable attractions.
Visitor Experience Design	Guest journey, accessibility, dwell & spend optimisation across the venue.
Commercial & Retail Strategy	F&B, retail, ticketing & yield strategy to lift per-capita performance.
Operations & Process Improvement	Procedures, SOPs & team development for safe, efficient daily delivery.
Coaching & Mentoring	Hands-on support for leaders, GMs & pre-opening teams under pressure.

PROJECTS

Clients I've worked with *since founding in 2023*.

2023 · ACTIVE



Canopy Strategic Partners

U.S.-based planning & consulting firm supporting mission-driven zoos, aquariums, gardens & conservation institutions. Operational planning, financial modeling & benchmark analysis across *Columbus Zoo, Kentucky Science Centre, National Geographic, Idaho Botanic Gardens, AZA, Fossil Rim Wildlife Centre, Mystic Aquarium* and a confidential aquarium feasibility study.

2024 · ACTIVE



Twelve Apostles Visitor Experience Centre

Commercial & tourism consulting with GORCAPA & Development Victoria: pre-opening planning, operational design, financial modelling & visitor experience.

2026



Strategy & Middle East

Subject-matter expert on a cultural-institution strategic plan; benchmarking & industry best practice.

2024



Dallas Children's Aquarium

Experience audits & procedure development for new attraction (zoOceanarium Group).

2023



Destination Phillip Island

Business case development for council grants & accessibility resources for members.

ATTRACTION EXPERIENCE

Aquariums · Zoos & Wildlife · Science Centres · Waterparks · Theme Parks · Nature Parks · Visitor Centres · Heritage & Museums · Ice Rinks · Farm Experiences

Industry *Leadership.*

BOARDS & COMMITTEES

An active industry leader, Peta is a member of **IAAPA** (International Association of Amusement Parks & Attractions) and a board member of the **Phillip Island Penguin Foundation**. Her commitment to environmental stewardship and driving financial sustainability through guest engagement earned her recognition in the **Blooloop Top 50 Zoo & Aquarium Influencers** for 2023.

Chair: IAAPA APAC Education Committee	2026 – ACTIVE
Member: IAAPA Global Professional Development Committee	2026 – ACTIVE
Member: IAAPA Asia Pacific Education Committee	2025 – 2026
Director: Penguin Foundation Board	2024 – ACTIVE
Member: IAAPA Asia Pacific Advisory Board	2023 – ACTIVE
Lost Dogs Home Finance & Audit Committee	2023 – 2026
Phillip Island Business Network Committee	2021 – 2023

PRE-OPENING EXPERIENCE

Melbourne Aquarium <i>Australia</i>	Dubai Aquarium <i>UAE</i>
Yas Waterworld Abu Dhabi <i>UAE</i>	The Green Planet Dubai <i>UAE</i>
St Louis Aquarium, Ropes Course & Mirror Maze <i>USA</i>	

GLOBAL SPEAKER

2026	IAAPA ASIA EXPO HONG KONG · WOMEN'S LEADERSHIP LUNCHEON Panel Moderator
2025	IAAPA ASIA EXPO SHANGHAI · BEYOND THE ORDINARY Global Innovations Shaping the Future of Attractions
2025	VTIC TOURISM SUMMIT · SHEPPARTON, AUSTRALIA Engaging the Traveller You'll Never Meet
2024	IAAPA ASIA EXPO BANGKOK Animal Interaction Trends & Guest Expectations
2024	IAAPA ASIA EXPO BANGKOK Fun For All: Unlocking Accessibility & Inclusion
2024	IAAPA WEBINAR · CASHLESS CONTINGENCIES Exploring the Benefits & Preparing for the Unexpected
2023	IAAPA ASIA LEADERSHIP SUMMIT · VIETNAM Why Accessibility is Good for Your Guests & Business
2023	ACCESSIBLE TOURISM CONFERENCE · GOLD COAST Making the Impossible Possible in Adventure Tourism
2018	IAAPA CONFERENCE · ORLANDO, USA Women in Leadership

Whilst theory, data, and desktop insights can form the foundation of planning, incorporating an operational lens from someone with practical experience can strengthen the outcome.