

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

Peta Wittig
Consulting

\$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.

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.

A trusted and experienced senior executive leader offering comprehensive services in strategy, financial modeling, operations development, pre-opening assistance, process improvement and experience development whilst building commercial success.

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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.

<p>+ Pre-Opening & Readiness Operational planning, mobilisation & opening-day playbooks for new attractions.</p>	<p>+ Strategy & Business Planning Five-year plans, growth strategy & commercial roadmaps grounded in operator reality.</p>
<p>+ Financial Modelling Start-up & long-range models, benchmarking & sensitivity analysis.</p>	<p>+ Feasibility & Business Cases Council, government & investor-grade business cases backed by industry benchmarks.</p>
<p>+ Visitor Experience Design Guest journey, accessibility, dwell & spend optimisation across the venue.</p>	<p>+ Commercial & Retail Strategy F&B, retail, ticketing & yield strategy to lift per-capita performance.</p>
<p>+ Operations & Process Improvement Procedures, SOPs & team development for safe, efficient daily delivery.</p>	<p>+ Coaching & Mentoring Hands-on support for leaders, GMs & pre-opening teams under pressure.</p>

ATTRACTION EXPERIENCE

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

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.



2023

Destination Phillip Island
Business case development for council grants & accessibility resources for members.



2024

Dallas Children's Aquarium
Experience audits & procedure development for new attraction (zoOceanarium Group).



2026 - ACTIVE

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

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 **Bloolooop 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 *Australia*
- Yas Waterworld Abu Dhabi *UAE*
- St Louis Aquarium, Ropes Course & Mirror Maze *USA*
- Dubai Aquarium *UAE*
- The Green Planet Dubai *UAE*

GLOBAL SPEAKER

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.