

Coral World Ocean Park selects **Wildlife Trading Company**



Wildlife Trading Company (WTC) is excited to announce that Coral World Ocean Park has partnered with WTC to manage the retail operations at the park. WTC's professional retail staff and history of maximizing revenue and exceeding expectations were the core reasons Coral World chose WTC to operate their stores.

As with all of WTC's partners, WTC plans to invest the necessary time and resources to design and operate a first class retail store with the shopping experience matching the high quality visitor experience of the attraction.

Wildlife Trading Company manages retail operations at zoos, aquariums, museums, botanic gardens and other leisure attractions in the United States. WTC is recognized as the leader in retail operations for cultural attractions by developing the highest quality retail experiences. With a highly experienced retail staff, WTC continues to be the innovator in store design, product development, operations and customer service; achieving an average increase of over 100% in per capita revenues. Wildlife Trading Company is celebrating over 35 years of service in leisure attraction retail. For more information, please visit the website at www.wildlifetradingcompany.com.

Coral World Ocean Park, located in St. Thomas, US Virgin Islands, is a marine life park with an underwater observatory, animal encounter experiences and entertaining and educational exhibits. www.coralworldvi.com.



6 Trowbridge Drive

Bethel, CT 06801-2858

Tel: 203.797.8818

www.wildlifetradingcompany.com