



John Morey

Mr. Morey directs all Morey Group projects, including project design, strategic analysis, and final presentation. He specializes in audience acquisition, membership program design, visitor satisfaction, pricing optimization, and performance evaluations for visitor serving cultural attractions. Since 1995, he has worked with more than 400 cultural attractions throughout the US, Canada, and the UK on more than 3000 projects. Mr. Morey speaks at conferences serving museums, gardens, zoos, aquariums, and science centers annually and produces industry benchmark reports free of charge (similar to this one) as a contribution to culturals. He has served as the Southeastern Representative and Treasurer for AAM's Committee on Audience Research. He received a Bachelor of Arts in Political Science from the University of Wyoming.