

# Canada's Wonderland

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Canada's  
**Wonderland**

**“Celebrate  
diversity and look  
for opportunities to  
include everyone.”**

Dineen Beaven  
Manager of Public Relations  
Canada's Wonderland

## Our Side of The Story

Canada's Wonderland is Canada's premier amusement park and features over 200 attractions, more than 65 thrilling rides, North America's greatest variety of roller coasters, and Splash Works, a 20-acre water park. Celebrating its 30<sup>th</sup> season, Canada's Wonderland has also set precedence by integrating accessible customer service practices throughout its many attractions and departments.

“We strive to provide outstanding guest services to employees, patrons, and vendors, including providing dignity and independence for people with disabilities”, says Dineen Beaven, Manager of Public Relations for Canada's Wonderland. “For example, our rider program for people with disabilities has been in place since the early 1990's.”

Canada's Wonderland welcomes customer feedback and has teamed up with disability organizations when necessary to implement changes to their customer service practices.

“We continually revise policies using comments from our guests including individuals with disabilities”, says Ms. Beaven. “For example, we have worked with Autism Ontario to revise policies to respond to the needs of guests with Autism and as a result have received repeat visitors and very positive reactions from our patrons. Also, very recently, we received feedback from a visitor with a severe food allergy who was elated to find gluten free pizza was offered in the park.”

## Our Quick Tips

- **Staff Training at All Levels and With All departments is Key**
- **Buddy Up – Partner With Disability Organization**

All of Canada's Wonderland departments such as Guest Services, Food Services, and Security, have specific policies to assist visitors. Security is also specially trained to look for people who need assistance in specific situations such as crowds and noise.

“All of our new and returning employees (4,000 in total), receive customer service training at a minimum once per year,” says Ms. Beaven. “Accessible customer service is a part of our overall program and we have included AODA customer service training in our new employee orientation this year. We see this new legislation as providing the opportunity for us to further enhance our guests' experiences.”

As a large entertainment facility Canada's Wonderland strives to provide a safe and fun experience for all of their guests. They assess and evolve their services regularly so that everyone feels welcome.

“Celebrate diversity, and look for opportunities to include everyone”, says Ms. Beaven. “Incorporating accessible customer service policies will ultimately help you grow your business and establish a positive impression with your guests and employees.”



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