

putting the “e” into your visitor experience!

Kia Ora and welcome to the Summer edition of *“putting the ‘e’ into your visitor experience!”* This update is designed to keep you informed of some of the exciting work Interpretation New Zealand is currently involved in, and to share with you some of the most recent interpretive thinking from around the world and New Zealand. We welcome feedback and look forward to working with you to lifting your visitor experience to new heights!

what’s hot - have cell phone get audio story!

Looking to involve your visitors in high quality interactive experiences using something they already carry?

Interpretation NZ now has the ability to work with you to deliver high quality audio , and in some cases video, direct to your visitor’s cell phones.

Advantages of visitors using their own cell phones are numerous; both for the visitor and for those hosting the experience.

We can now offer an exciting variety of solutions to best match your situation. Contact us now



research

Just how defining and long lasting is your interpretation? Research two years after an interpretive experience attempted to identify what components of the interpretation were the most effective. Key findings outline four themes which were the most effective in engaging visitor’s minds-two years after the event. More at.....

<http://www.interpretationnz.co.nz/documents/research-highlights-nov-07.pdf>

current work

One of Malcolm’s current projects is on behalf of **Banks Peninsula Tourism**. Visitors’ to Banks Peninsula will soon be able to engage with the stories and information of the region in an entertaining, timely and inspirational manner.

The project is focused on some exciting opportunities involving the use of **technology** to share the stories of Banks Peninsula with visitors. Rather than simply providing a passive experience, the project seeks to engage visitors in a number of

different, interactive ways. These involve a range of media including; in-car interpretation using screen based gps, audio via cell phones and interactive panels.

More details on Banks Peninsula at: www.bankspeninsula.info

Malcolm continues to put the best interpretation theories into practise. This summer he will again be joining the **Oceanic Discoverer** as a guest lecturer on several expeditions to the Bay of Islands.

More detail on cruising New Zealand's best kept secrets with the Oceanic Discoverer at <http://www.coralprincess.com.au/newzealand.html>

Malcolm was recently part of a multi-disciplinary team involved in looking at the future of tourism related activities at **Punakaiki**. The Tourism Recreation project is part of a number of tourism related projects. Managed by the West Coast Development Trust the projects formed part of a Major Regional Tourism Initiative based on tourism. Malcolm's role was to review the current visitor experience and suggest innovative ways future visitors might engage with the place.

More details on Punakaiki at www.punakakai.co.nz

You may have seen the announcement of significant funding and tourism developments at Waihi - New Zealand's heart of gold. Malcolm was recently asked to develop an Interpretation Options paper for a number of external interpretive sites around the perimeter of the Martha Mine. This is an exciting project and the community driven ideas for interpreting the open pit mine are certainly innovative.

More details on Waihi and the community based approach to this development at www.waihi.org.nz

research

Just how defining and long lasting is your interpretation? Recent research two years after an interpretive experience attempted to identify what components of the interpretation were the most effective. Key findings outline four themes which were the most effective in engaging visitor's minds - two years after the event. Check out <http://www.interpretationnz.co.nz/documents/research-highlights-nov-07.pdf>

are you involved in the experience economy?

If you are in the visitor industry then your answer should be yes! If you are looking at:

- new ways to interact with your visitors
- would like an independent interpretive review of your product
- are seeking to re-define your visitor experience
- look at the feasibility of some new development

then feel free to contact us.

Ka kite ano and have a great Christmas
Malcolm and Carol

quote of the moment...

“we have become an entertainment-centric society, where the path of least resistance is the one that amuses or startles us the most”

Linda Kaplan Thaler 2007