



It's the story - right!

Kia Ora and welcome to the Autumn edition of *It's the story - right!* This newsletter 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 lift your story telling to new heights!

research

Just what makes a successful interpretation experience? Recent research attempted to identify key themes associated with successful interpretation. Key findings outline four elements in implementing innovative techniques... More at

<http://www.interpretationnz.co.nz/documents/Research-highlights-May-07.pdf>

Why should you be interested in the 'experience economy'? Research out of North America suggests that businesses involved in the experience economy will base their future development on four key interpretive traits. More at....

<http://www.interpretationnz.co.nz/documents/Research-highlights-May-07.pdf>

If you would like to know more about any of these research findings please feel free to contact us so we can discuss how you can use the findings to improve your business.

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 potentially involve a range of media including; in car interpretation, audio via cell phones, interactive kiosks, panels and brochures.

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

With the Overlander successfully re-instated on its route through the Central North Island **Tranz Scenic** began looking at how they could add value to their passengers. As part of this process they approached INZ to design an interpretive training session for their key staff.

Facilitated by Malcolm the one day session focused on delivering stories in an entertaining, relevant, organised and themed way. Part of the programme also involved a number of sessions on correct pronunciation of the myriad of place names along the Overlander's route.

More details on the **Overlander** at:

<http://www.tranzscenic.co.nz/services/overlander.aspx>

Malcolm continues to put the best interpretation theories into practise. This summer he joined the **Oceanic Discoverer** as a guest a guest lecturer on two journeys to the Bay of Islands and a 12 day expedition from Auckland to Fiordland.

The series of cruises also gave Malcolm the opportunity to see a wide range of New Zealand tourism operators in action. Highlights for most of the visitors were: Whangaroa, White Island, Akaroa and Fiordland.

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

Interpretation New Zealand recently attended the **Museums Aotearoa** Conference in Auckland. Everyone who visited INZ's stand at the conference went into a draw to win a free interpretation assessment. This years winner is **Whangarei Museum and Heritage Park**. More details at: <http://www.whangareimuseum.co.nz>

what's hot?

Looking to involve your visitors in high quality interactive experiences? The C4 was designed to provide interactive guided tours while opening the possibility for unique applications not possible before.

It integrates a Direct Audio Streaming system allowing for live service messages, group tours, a virtually unlimited sound capacity and image clips.

It also offers effortless Wireless Statistics Collection, a Navigation System, complete interaction with PC applications (Kiosks), and an AutoPause[®] feature that allows visitors to enjoy their visit at their leisure.



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, want an independent interpretive review of your product, are seeking to redefine your visitor experience or want to look at the feasibility of some new development, feel free to contact us for a no obligation discussion.

We would also be delighted to discuss any comments in this newsletter, or discuss ways in which we can add value to your visitor business.

Ka kite ano

Malcolm and Carol

quote of the moment...

“success is a state of mind that allows you to achieve whatever it is you want”