

Interpretation

NEW ZEALAND

Research Highlights from *"putting the e into your visitor experience!"*

key drivers for visitor attractions - Research May 10

Recent research suggests that when it comes to designing and developing visitor experiences, there are a number of key drivers which will be critical to the success of the enterprise. These include:

- clear way-finding processes
- entertaining written stories
- focus on fun and enjoyment
- focus on NZ heritage
- develop "only found here" themes
- incentive/reward front line staff
- categorize/research your markets
- incentives for return visitors
- offer more for "family" repeats
- seamless link parking/attraction

Attributes which increase effectiveness of the experience are simple but often overlooked in the planning or re-development process. The key simple attributes include:

- clear interpretive stories
- quality of service
- chance to discover something new
- discover local heritage
- quality time with friends/family

A range of important recommendations for managers and staff are outlined in the research. Contact malcolm@interpretationnz.co.nz for further information.

What's hot...

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 stories, 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 a variety of solutions to best match your situation. Contact us now for a no obligation discussion...



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"We are an entertainment -centric society, where the path of least resistance is the one that amuses or startles us the most " Linda Kapler Thaler