

## *putting the “e” into your visitor experience!*

Kia Ora and welcome to the Winter 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!

### **research**

The art of gaining visitors attention is the art of taking possession of their minds - all be it for a few seconds or a couple of minutes. It also implies that visitors need to pull back from other issues, to effectively deal with whatever it is that is seeking their attention.

Recent research on designing effective interpretive text, suggests the success factors include getting the big picture (i.e. the theme) across, and the ensuring smaller interpretive labels gain attention.

Key success factors in measuring how visitors interact with interpretive labels include:

- attracting power - how many visitors stop...
- holding power - how long they stop...
- behaviour power - social interaction/pointing ...
- communication power - knowledge, attitudes, reasoning...

Many of these findings can also be applied to any form of written interaction with visitors. To find out more about the major factors you can use to influence and gain visitor’s attention go to:

<http://www.interpretationnz.co.nz/documents/Research-highlights-May08.pdf>

### **current work**

Malcolm is currently working, in conjunction with the Tourism and Leisure Group, on two major feasibility studies relating to two new attractions. Both are exciting potential ventures which, if they proceed, will use state of the art interpretation as corner-pieces.

A new project is about to commence on integrating visitor information with technology. This will ensure visitors are able to access information from a number of key locations around a District. The process will be designed to allow easy client updating of material, regular monitoring of use and direct visitor feedback.

Malcolm continues to work on developing a major national concession and resource consent application for a client.

## what's hot?

Looking to immerse your visitors in high quality stories, music, poetry and prose of your place?

Using state of the art GPS technology, Interpretation NZ has developed an in car process which seamlessly delivers high quality audio, images and video to the units 4" screens.

The uses of the units are wide ranging: interpreting and informing independent visitors, interpreting to guided coach tours and coach driver training, are but a few examples.

The current version is designed for in car use only. However Interpretation New Zealand is currently developing an all weather model which will be able to be used in external situations.

We can now offer a variety of solutions to best match your situation. Contact us now for a no obligation discussion...



## 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 - until we meet again.

*Malcolm and Carol*

*quote of the year... Linda Kaplan Thaler 2007*

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



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