

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

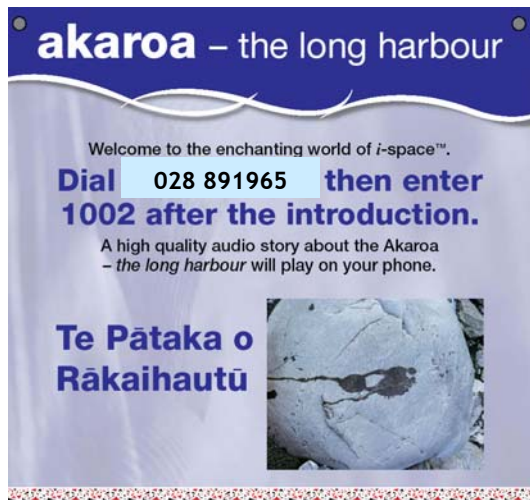
Kia Ora and welcome to the Autumn edition of “*putting the ‘e’ into your visitor experience!*” This update is designed to keep you informed of some of the exciting work Interpretation New Zealand is currently involved in, and to share with you some of the most recent interpretive thinking from around 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?

This is. *i-space*™ combines high quality audio, music and sounds. Mixed with tightly scripted stories, the experience is delivered directly to the users cell phone with visitors experiencing multi dimensional stories in situ.

The final shape of the *i-space*™ component is flexible, depending on your needs. It can be ‘driven’ from small panels, collateral, or randomly accessed via Bluetooth. The use of *i-space*™ can be paid for either by the user (normal cell phone rates apply) or hosted by the client. The system is backed up by a user friendly, client driven web interface. This allows easy access to statistics, uploading of new stories, reviewing usage etc.

To experience *i-space*™, dial 028 891965 and enter either of the codes on the mock up panels below. You can listen to further *i-space*™ experiences. Simply dial the 028 number again and enter any code between 1001 and 1023.




**akaroa – the long harbour**

Welcome to the enchanting world of *i-space*™.

**Dial 028 891965 then enter 1002 after the introduction.**

A high quality audio story about the Akaroa – the long harbour will play on your phone.

**Te Pātaka o Rākaihautū**



**akaroa – the long harbour**

Welcome to the enchanting world of *i-space*™.

**Dial 028 891965 then enter 1014 after the introduction.**

A high quality audio story about the Akaroa – the long harbour will play on your phone.

**beach tents and union jacks**



We hope you enjoyed your *i-spaces*™ experience. Want to know more about how you can use *i-spaces*™ in your situation? Talk to us now!

Watch this space for an upcoming release of another version of *i-spaces*™ which can deliver high quality audio, images and video straight to your cell phone.

## current work

Malcolm recently completed, in conjunction with the Tourism and Leisure Group ([www.tourismleisuregroup.co.nz](http://www.tourismleisuregroup.co.nz)) major feasibility study for a potential new attraction at Ohakea Air Force Base. The former Museum was closed in 2007, and a key question was how visitors would view a re-developed attraction adjacent to the current base.

This comprehensive study included: development of three different concepts with one being market tested with domestic and international visitors, an assessment of Manawatu as a tourism destination, and the development of a visitor and financial case to determine the potential viability of the proposed Visitor Centre.

Malcolm has also completed an investigation into the potential tourism market for a new attraction in Waihi. Working with Grant Collie and Associates ([www.grant-collie-associates.co.nz](http://www.grant-collie-associates.co.nz)) the work included: investigating potential visitor flows, the range of potential visitor markets and what visitors are seeking in a modern attraction experience. Visit [www.dinosaursaotearoanz.com/index.html](http://www.dinosaursaotearoanz.com/index.html) for more.

Other current work includes the ongoing development and implementation of some new interpretive technology. Developed for two new clients the work will showcase the interface between celebrating “NZ inc” and technology.

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

## research

Looking for a simple measure to discover how visitors are affected by your exhibit or experience? Recent research suggests a simple rating system (1 unpleasant - 7 pleasant) combined with pictures, words or objects can accurately define how visitors are affected by the experience on offer.

This simple technique can be used pre and post exhibit or experience design, pre and post a change in an exhibit or experience, or to identify how different age groups or demographics are affected by an exhibit or experience.

To find out more about measuring how visitors are affected by your experience: <http://www.interpretationnz.co.nz/documents/Research-highlights-May09.pdf>

## are you involved in the experience economy?

There has probably never been a better time to discuss any comments in this newsletter, or discuss ways in which we can add value to your visitor business. Make 2009 the year your experience stands out...

Ka kite ano - until we meet again.

*Malcolm and Carol*

quote of the year Joel Baker

*“Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world”.*

