

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!

recent work

Malcolm recently worked with Wilsons Abel Tasman to **integrate the i-box™** with their new vessel, the Vista.

The i-box™, in this case, allow seamless pre-recorded interpretation to be delivered where and when the clients want it. Using simple GPS technology the interpretation can include music, stories, poetry and anything audio. For more information see: www.abeltasman.co.nz

Other variations which the i-box™ can deliver, includes images and video clips.

Recently Malcolm has been involved in developing a proposal for a new client on developing a **major series of vinaigrettes**. These focus on sharing stories from across the spectrum of NZ “inc”.

Malcolm spent much of the summer working with international visitors as a **guest lecturer** on the Oceanic Discoverer. These cruises are a great opportunity to explore both the Bays of Island and NZ’s east coast from Auckland to Milford Sound. For more information see: www.coralprincess.com.au

Other current work includes the ongoing development and implementation of some **new interpretive technology**. Developed for some 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 an international client.

research

Looking for some simple measures to discover how your attraction or offer can best enhance visitor’s experiences? Recent research suggests visitor’s experience of your attraction or offer can be greatly enhanced by some simple processes.

To find out more about how these simple process can enhance your attraction go to:



<http://www.interpretationnz.co.nz/documents/Research-highlights-May10.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 2010 the year your experience stands out...

Ka kite ano - until we meet again.

Malcolm

Our favourite quote:

“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

