

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



putting the “e” into your visitor experience!

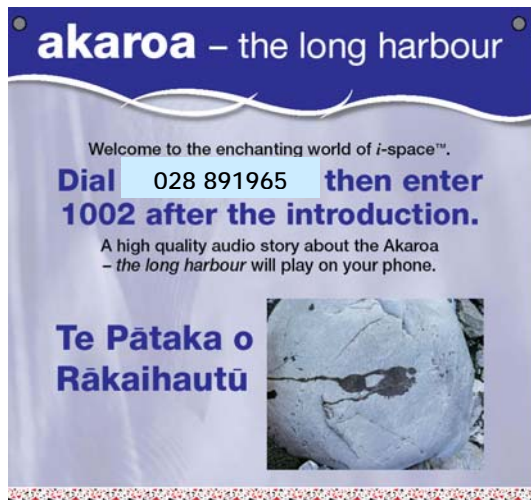
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what’s hot?

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) 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) 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 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>

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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".



putting the “e” into your visitor experience!

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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...



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quote of the year... Linda Kaplan Thaler 2007

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www.interpretationnz.co.nz

Interpretation

NEW ZEALAND



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research

Just how defining and long lasting is your interpretation? Recent research two years after an interpretive experience attempted to identify what components of the interpretation were the most effective. Key findings outline four themes which were the most effective in engaging visitors minds - two years after the event More at..... <http://www.interpretationnz.co.nz/documents/Research-highlights-November07.pdf>

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

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

Malcolm continues to put the best interpretation theories into practise. This summer he will again be joining the Oceanic Discoverer as a guest lecturer on several expeditions to the Bay of Islands.

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

Malcolm was recently part of a multi-disciplinary team involved in looking at the future of tourism related activities at Punakaki. The Tourism Recreation project is part of a number of tourism related projects. Managed by the West Coast Development Trust the projects formed part of a Major Regional Tourism Initiative based on tourism. Malcolm's role was to review the current visitor experience and suggest innovative ways future visitors might engage with the place.

More details on Punakaki at www.punakakai.co.nz

You may have seen the announcement of significant funding and tourism developments at Waihi - New Zealand's heart of gold. Malcolm was recently asked to develop an Interpretation Options paper for a number of external interpretive sites around the perimeter of the Martha Mine. This is an exciting project and the community driven ideas for interpreting the open pit mine are certainly innovative.

More details on Waihi and the community based approach to this development at www.waihi.org.nz

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 the 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...



are you involved in the experience economy?

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Malcolm and Carol

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Linda Kaplan Thaler 2007

Interpretation

NEW ZEALAND



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If you would like to know more about 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 involve a range of media including; in car interpretation, audio via cell phones, interactive panels and brochures.

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

Malcolm continues to put the best interpretation theories into practise. This summer he will again be joining the Oceanic Discoverer as a guest lecturer on several expeditions to the Bay of Islands.

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

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More details on Waihi and the community based approach to this development at www.waihi.org.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?

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Interpretation

NEW ZEALAND



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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>

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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"



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!

latest thinking

Like most things in life the art of interpretation is constantly being refined. Interpretation New Zealand monitors developments in interpretation around the world, constantly fine tuning our approach. Our latest work involves working with operators to improve the way they approach their story telling. Using a simple six step approach we focus on ensuring visitors receive an authentic, entertaining and integrated experience. Find out more at

<http://www.interpretationnz.co.nz/documents/Approaches%20in%20Interpretation%20Feb%202006.pdf>

research

Recent research on defining that moment when visitors suddenly "get it" suggests the process can easily be facilitated by quality interpretation. For an executive summary of these research findings go to:

<http://www.interpretationnz.co.nz/documents/Research%20highlights%20Feb%2006.pdf>

Many visitor operations use interpretation. Many of them do so without understanding what they are doing or more importantly how effective good interpretation can be in providing that memorable experience. For an executive summary of recent research on how effective interpretation can be go to:

<http://www.interpretationnz.co.nz/documents/Research%20highlights%20Feb%2006.pdf>

the free offer!

The winner of the competition for a free assessment (see last newsletter) of their current visitor interpretation was the National Aquarium www.nationalaquarium.co.nz in Hawkes Bay. Malcolm spent a day looking at the operation and providing some written feedback on how the aquarium could improve the way it shares its stories with visitors.

best practise visitor audits

Visitor attractions in New Zealand are experiencing a very competitive business environment as the leisure and entertainment industries provide increased competition for the local, domestic and international visitor markets.

What are the impacts on the performance of visitor attractions if they fail to achieve the required standard of operation in the key areas that drive the success of their business?

The Best Practice Audit which contains 34 essential performance monitoring indicators, has been designed to evaluate the performance of visitor attractions and identify the key areas for improvement. Each performance indicator is scored on a scale of 1 to 5, providing a benchmark for comparison with future performance and other comparable attractions.

For further information on how the Tourism and Leisure Group and Interpretation New Zealand can benchmark your attraction performance feel free to email us on inspired@interpretationnz.co.nz

new products

Interpretation New Zealand has combined with the Tourism and Leisure Group and LDPS NZ Ltd, to offer strategic planning services for new visitor attractions. This new product offers an integrated approach to new or redeveloping ventures. The combined expertise of the partners offers many years experience in strategic planning, business planning, interpretation, technology and innovation and knowledge of the visitor industry. For further information feel free to email us on success@interpretationnz.co.nz

Following the interest by a major investor in tourism in New Zealand, Interpretation New Zealand is now involved in facilitating discussion with stakeholders on tourism opportunities within public conservation lands. This process typically revolves around tourism interests in Department of Conservation statutory documents such as National Park Management plans and Conservation Management Strategies. For further information feel free to email us on facilitate@interpretationnz.co.nz

current work

Malcolm and other partners are currently in discussion with a Trust looking to develop a new visitor attraction in the North Island. If the project proceeds it will be the first of its type in the country and will set some new trends in interpreting what can only be described as some fascinating themes.

Working with the Tourism and Leisure Group (TLG) Malcolm was recently involved in reviewing the future operation of Ferrymead Historic Park and any potential link with the proposed Tamaki Experience. A report to TLG's client, the Christchurch City Council, awaits further action from them.

In another project with TLG, Malcolm was involved in reviewing the potential tourism development opportunities at Godley Head. The clients (Department of Conservation and the Christchurch City Council) sought the development of a scoping document to outline future visitor opportunities in this spectacular coastal setting, only twenty minutes drive from downtown Christchurch.

Malcolm is about to commence a fascinating project that returns him to his roots. In his former roles with Real Journeys and the TIANZ, Malcolm managed relationships and the concession process's with the Department of Conservation. This new project involves facilitating discussion on conceptual tourism opportunities with one New Zealand's largest and most diverse private sector investors and their stakeholders. The outcomes from this process will lead to a clearer understanding of further tourism opportunities by all of those involved.

More recently Malcolm reviewed the overall feasibility of a \$ 4 million dollar proposed upgrading of the Mercury Bay Regional Museum in Whitianga. While a Strategic Plan was completed in 2004 and considerable progress has been made towards the redevelopment, the clients thought it was timely to revisit their thinking and the overall feasibility of what they wish to achieve.

A project to work with multi-award tourism winner The Black Cat Group was completed at the end of last year. Using resource material provided by Black Cat, Malcolm produced a series of interpretive messages based on the step interpretive method (see latest thinking below). Further training on how to maximise current interpretive opportunities and a report on some potential new approaches completed the project.

business planning?

For many of you it is business planning time. If you are looking at new ways to interact with your visitors, want an independent review of your product or want to look at the feasibility of some new development feel free to contact us for a no obligation discussion.

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Ka kite ano

Malcolm and Carol

quote of the moment... John Muir (one of the founders of interpretation)
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www.interpretationnz.co.nz/delivering100%


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It's the story - right!

Kia Ora and welcome to the first 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! Ka kite ano. *Malcolm and Carol*

current work

Malcolm recently led an interpretation workshop in Thames. As well as sharing his interpretive thoughts with people from museums in the Coromandel and Thames, the session also focused on upgrading individual museums interpretive vision. A further session discussed how working collectively in a regional approach can deliver increased economic benefits to all parties.

Malcolm and a consortium of colleagues were at the forefront of a recent bid for a million dollar interpretive project with a large corporate. On this occasion we were unsuccessful but the creative juices and ideas that flowed were certainly impressive. For a sample of what we bid included visit

<http://www.interpretationnz.co.nz/documents/Current%20work%20bid.pdf>

new website

Thanks to Brad Vose and some creative thinking we are now the proud owners of an upgraded website @ www.interpretationnz.co.nz. The site will be an active one where we share some of our current projects and some of the latest thinking in interpretation - bookmark this site if you want to stay in touch what's happening!

latest thinking

Like most things in life the art of interpretation is constantly being refined. More and more research is linking the outcomes of interpretation with the outcomes of psychology - in other words how do you best tap into the visitor's minds and past experiences. Many previous approaches were based on interpreting the site or subject matter (what you see is what you get) but recent work suggests a new approach might be more effective. For an overview of the two different approaches visit <http://www.interpretationnz.co.nz/products/approaches.htm>

research

Recent research on interpretation in Australian National Parks emphasised the importance of guided interpretation and how this can add value to your visitor's experience. For an executive summary of the findings go to <http://www.interpretationnz.co.nz/products/research.htm>

Tourism businesses make widespread use of brochures. Just how effective are they and how can you use your brochure to highlight your interpretive message and sell your product. For an executive summary of the findings go to <http://www.interpretationnz.co.nz/products/research.htm>

free offer!

We are so confident that we can add value to your visitor's experience that we would like to make you a free offer. Simply email us your contact name and details and go into the draw to win one free, no strings attached, written summary assessment of your visitor interpretation and how you can best maximise how you share your stories with visitors. Entries close on September 20th and the winner will be highlighted in the next edition of this newsletter.