

Sea Change at Brunel's ss Great Britain: converting the organisation to the audience research cause

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- ▶ 173,000 visitors per year
- ▶ £4.5 million turnover
- ▶ Number 1 of Bristol Attractions on Trip Advisor

So why do visitor research?





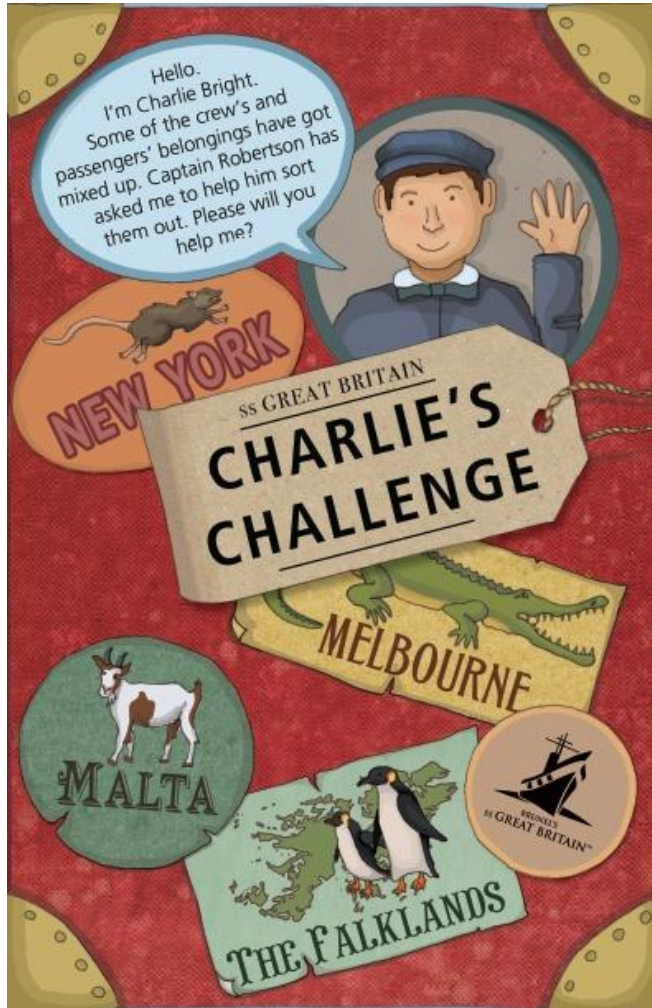
- ▶ Expand attraction (Phase 3)
- ▶ Increase dwell-time
- ▶ Use up-to-date methods to get best evidence

What did we need to do differently?



- ▶ Pacing, queuing, dressing up and ending with a bang

2012 Family trails



Fun for all the family?

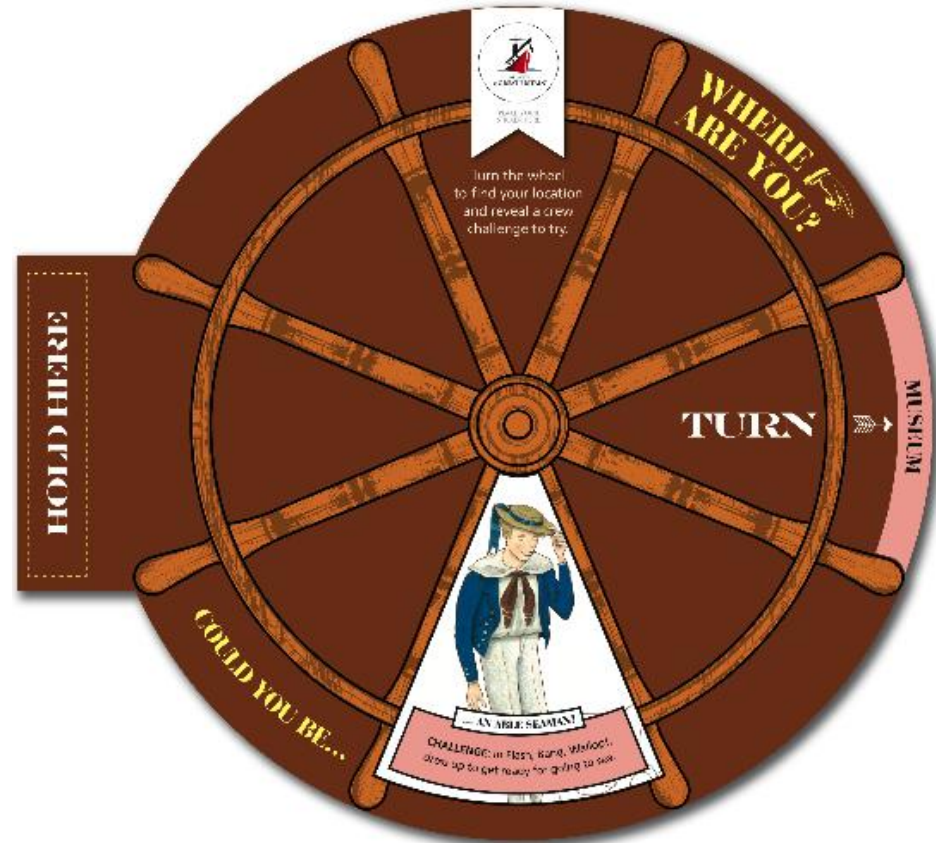
Audience segmentation:

- ▶ Neglecting range of motivational segments
- ▶ We were designing for ourselves



2013: 'Crew do you think you are?' Activity wheel

- ▶ Family-centred
- ▶ Dip in and out of activities
- ▶ Compliments, rather than provides a focus for a visit



Go Aloft!

▶ *I don't want it [an app/digital interpretation] in my hand as I'm walking around. I'd want to watch what is going on around me.*

‘Stimulation’ Focus group participant

▶ *I think if I wanted to watch a video about the ss Great Britain, I'd do it from home*

‘Stimulation’ Focus group participant



Go Aloft! Costumed Interpretation volunteers

- ▶ *It's one of the fun things about coming to an experience like this, seeing people dressed up as they would have done,*
'Affirmation' focus group participant
- ▶ *I think the ground person is quite integral. I think that's bringing to life a sailor*
'Expression' focus group participant



Re-vamped dockyard display



'Being Brunel'



We now all speak the same language



In perfect harmony





BRUNEL'S
SS GREAT BRITAIN™