



CULTURE HINT

# AI IN VISITOR EXPERIENCE

CESARE FIALA', CULTURE HINT

VSG

2024

# ABOUT CULTURE HINT

Monitor, forecast and integrate  
**visitor data.**

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Our software:

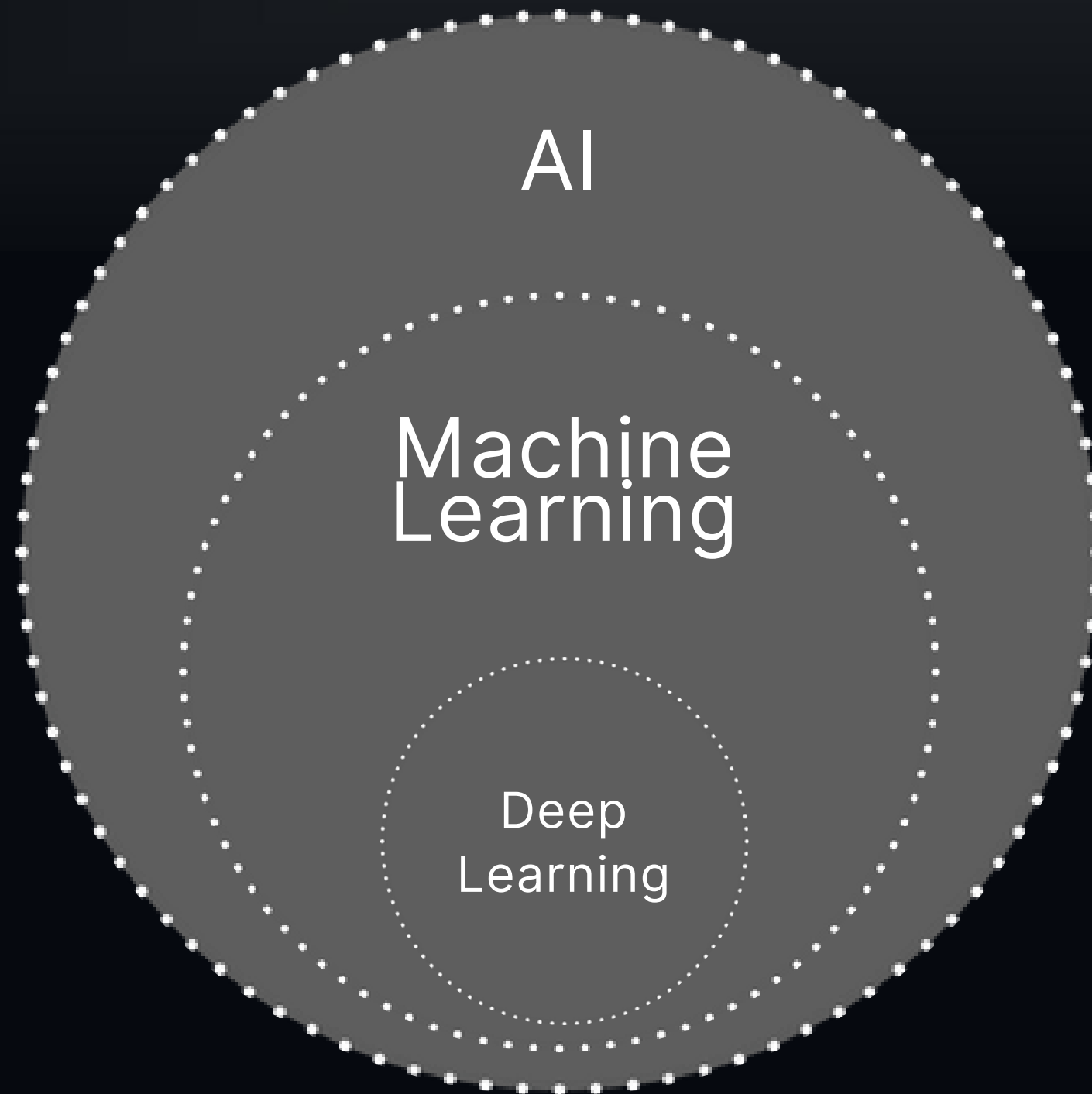
- Helps venues making sense of their data;
- In turn increases visitor numbers, visitor satisfaction and revenue.

Our services:

- Data **integration**
- **Monitoring** visitor flow;
- **Forecasting** visitor behaviour;
- **Optimisation** of resources (financial, human and material) and spaces.



# BUT WHAT IS **AI**?



# 4 PILLARS OF DATA

The four pillars of data – and the foundation for using AI effectively in visitor experience, operations and audience development.

Data  
Capture

Capture hard data on  
visitors

Data  
Analysis

Integrate visitor data and  
analyse them

Forecasting

Forecast what a certain  
KPI will look like in the  
upcoming periods

Business  
Intelligence

Get business  
intelligence out of the  
data analysis and the  
forecasting

# CASE STUDIES

## The Postal Museum, **London**

Monitoring and forecasting  
visitor behaviour to increase  
**retail revenue** per visitor.



## National Gallery **Singapore**

Integrating datasets including  
CRM, ticketing, membership  
to conduct **audience  
segmentation** on hard data.



## Spazju Kreattiv, **Malta**

Monitoring and forecasting  
visitor behaviour to increase  
**visitor numbers** with outdoor  
marketing.



# NATIONAL GALLERY SINGAPORE

## Challenge

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National Gallery Singapore had the challenge of **integrating** visitor data from ticketing, CRM, and membership systems, hindering their ability to understand visitor behaviours and tailor meaningful visitor experiences.

## Goal

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To **integrate** and analyse diverse datasets, enabling the Gallery to create accurate visitor profiles and identify underserved **audience segments** for targeted engagement.

## Solution

- 
- Culture Hint **integrated** the Gallery's ticketing, CRM, and external tourism data streams.
  - We then used unsupervised ML to **segment** by behaviour and demographics, helping the Gallery understand and target key visitor groups.

## Outcome

- 
- Identified **visitor clusters** like “Advance Preppers” and “Premium Buyers” to enhance engagement strategies and personalised communications.
  - Provided a foundation for improving data collection, activation, and **targeted marketing** to better serve diverse audiences.



# SPAZJU KREATTIV, MALTA

## Challenge

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Spazju Kreattiv is Malta's national centre for creativity. The space sits in a very busy context, but often **struggles to attract non-visitors** and convert them into visitors.

## Goal

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To monitor visitor flow in the spaces around the building.  
To predict non-visitor behaviour.  
To **convert non-visitors**.

## Solution

- 
- We monitored visitors outside the venue using FlowHint, our GDPR monitoring sensors.
  - We then forecasted non-visitor behaviour.
  - We then used forecasts on non-visitors to inform staff schedule.
  - Staff marketed the venue among non visitors at forecasted peaks.

## Outcome

- 
- We monitored visitor and non-visitor flow.
  - We forecasted non-visitor flow.
  - We suggested optimal staff schedule to promote the venue among non-visitors.
  - We **increased visitor numbers by 11%**.

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# THANK YOU

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CULTURE HINT  
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# Culture Hint

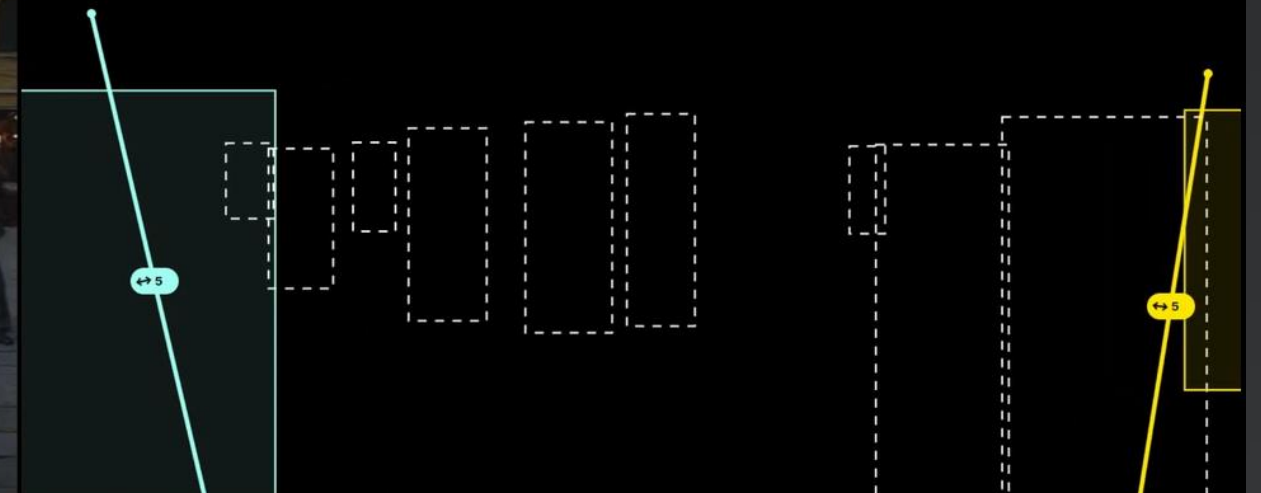
# FlowHint

Our IoT  
monitoring  
device

- Direction of travel
- Crowd safety
- Number and type of vehicles and pedestrians
- Individual dwell time
- Density



What you see



What FlowHint sees