

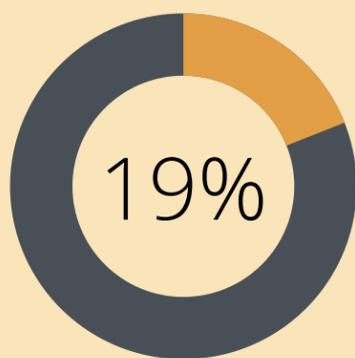
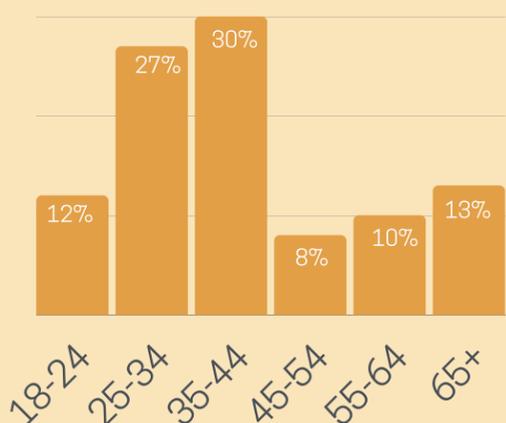


# CONNECTED



## NEEDS: SEEK OUT LOCATIONS AND EVENTS TO SHARE COLLECTIVE EXPERIENCES

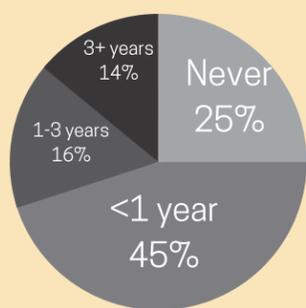
### Age Distribution



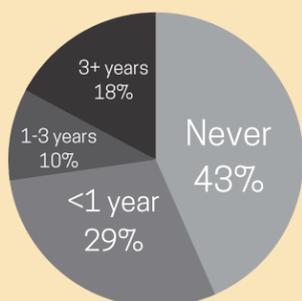
of Museums Victoria visitors fall into the Connected segment

- ▶ 63% Connected Melbourne Museum visitors from Melbourne metropolitan area
- ▶ 83% Connected Scienceworks visitors from Melbourne metropolitan area
- ▶ 40% Connected Immigration Museum visitors international tourists

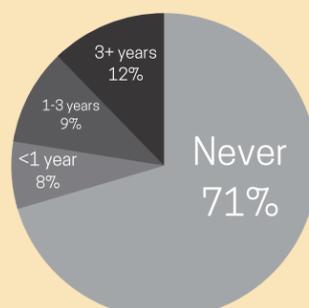
### Last Time Visted



Melbourne Museum



Scienceworks



Immigration Museum



About 1/2 of Connected visitors are with a family

## WHY DO THEY VISIT?



Invitation by friend



Discounted tickets



Entertain a visitor



New exhibit, program, or event



Short term exhibit, program or event

## HOW TO CATER TO THEM?



Promote additional experiences like cafes and shops



Immersive experiences



Provide culturally and historically significant content



Don't over complicate or challenge them



Activities that everyone will enjoy

## FAVORITE EXHIBITS



Sportsworks

Dinosaur Walk



Ground Up : Building Big Ideas, Together

Think Ahead

