

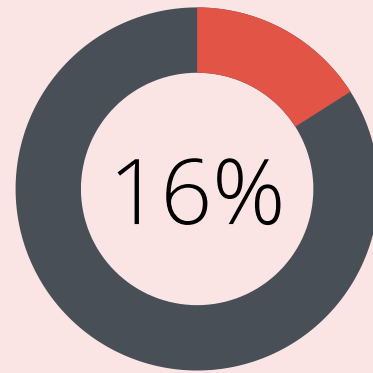
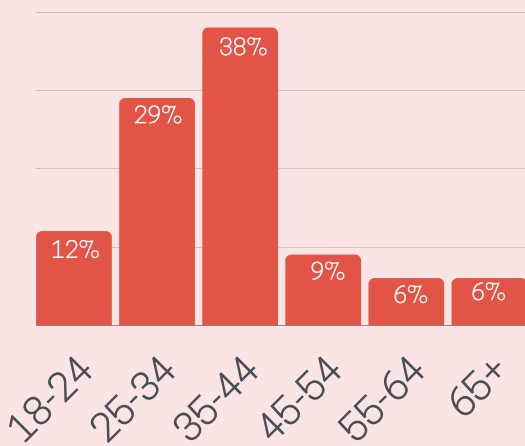


EASY-GOING



NEEDS: INTERACTIONS WITH SURROUNDINGS AND SOCIAL INTERACTIONS

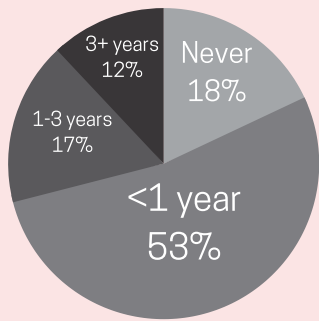
Age Distribution



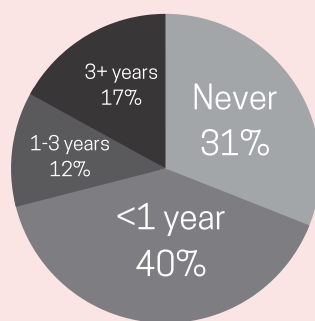
of Museums Victoria visitors fall into the Easy-Going segment

- ▶ 72% Easy-Going Melbourne Museum visitors from Melbourne metropolitan area
- ▶ 83% Easy-Going Scienceworks visitors from Melbourne metropolitan area
- ▶ 50% Easy-Going Immigration Museum visitors international tourists

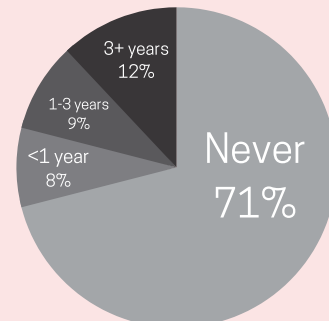
Last Time Visted



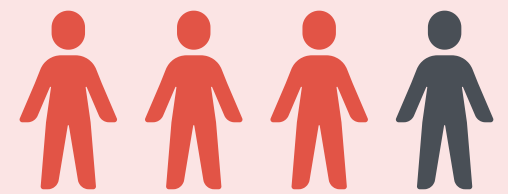
Melbourne Museum



Scienceworks



Immigration Museum



About 3/4 of Easy -Going visitors are with a family

WHY DO THEY VISIT?



Occupy free time



Discounted tickets



Entertain a visitor



New exhibit, program, or event



Looking for something different to do

HOW TO CATER TO THEM?



Promote additional experiences like cafes and shops



Direct towards hands on interactive experiences



Don't make them feel constricted or claustrophobic



Don't over complicate or challenge them



Activities that everyone will enjoy

FAVORITE EXHIBITS



Sportworks

Children's Gallery



Ground Up : Building Big Ideas, Together

Think Ahead

