

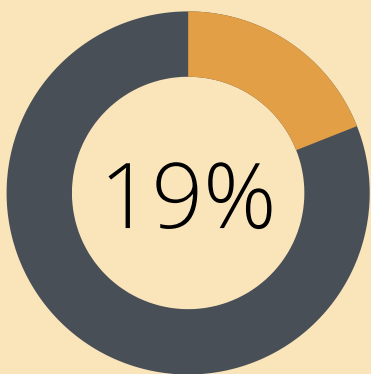
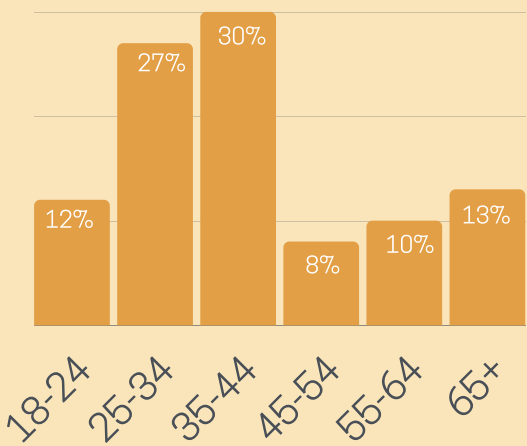


CONNECTED



NEEDS: SEEK OUT LOCATIONS AND EVENTS TO SHARE COLLECTIVE EXPERIENCES

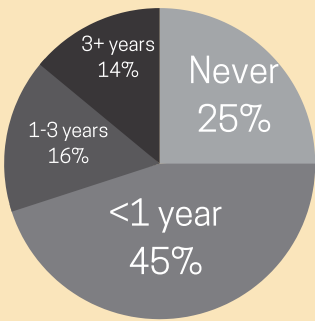
Age Distribution



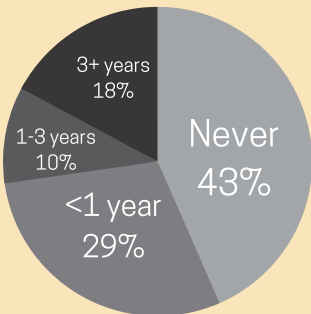
of Museums Victoria visitors fall into the Connected segment

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

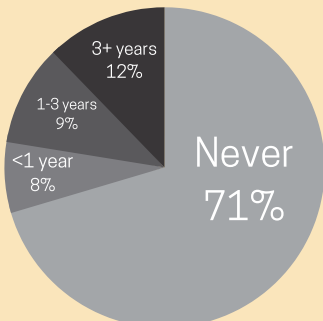
Last Time Visted



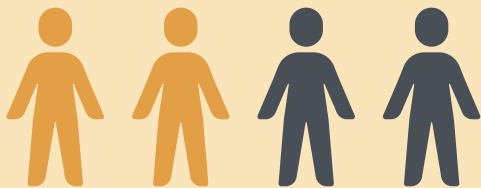
Melbourne Museum



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

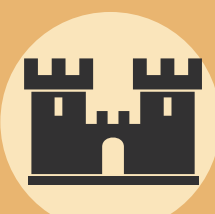
HOW TO CATER TO THEM?



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



Sportworks



Dinosaur Walk



Ground Up : Building Big Ideas, Together



Think Ahead