

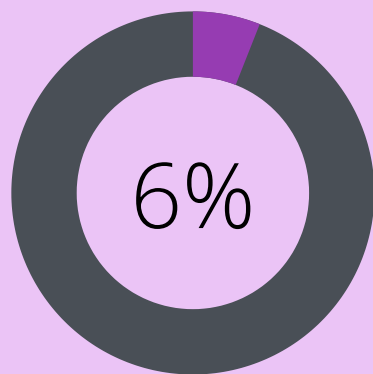
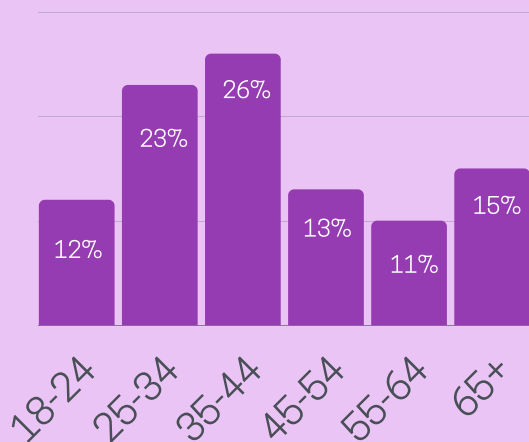


ELITE



NEEDS: EXCLUSIVITY AND PRESTIGE

Age Distribution



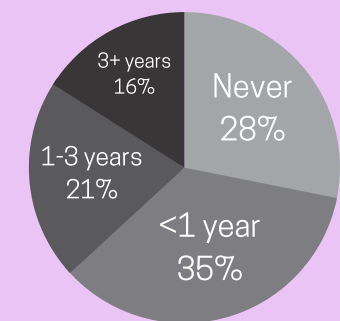
6% of Museums Victoria visitors fall into the Elite segment

59% Elite Melbourne Museum visitors from Melbourne metropolitan area

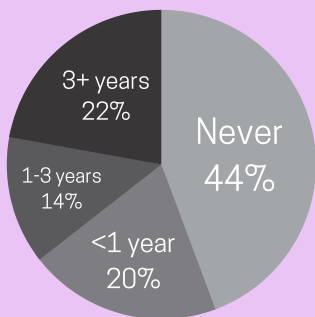
76% Elite Scienceworks visitors from Melbourne metropolitan area

36% Elite Immigration Museum visitors international tourists

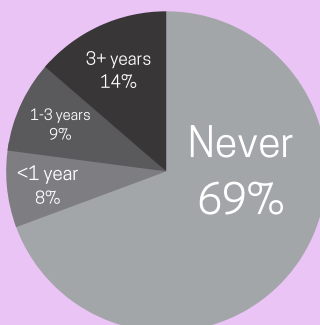
Last Time Visted



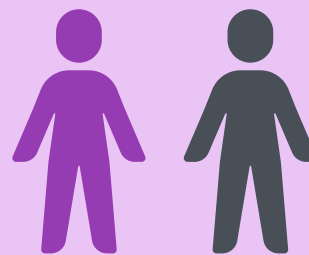
Melbourne Museum



Scienceworks



Immigration Museum

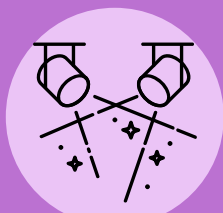


About 1/2 of Elite visitors are with a family

WHY DO THEY VISIT?



Occupy free time



High-profile events



Promote their public image



New or short-term experiences



Looking for something different to do

HOW TO CATER TO THEM?



Provide exclusive access



Direct towards hands on interactive experiences



Promote a "high class" experience



Don't over complicate or challenge them



Create exciting, eye-catching experiences.

FAVORITE EXHIBITS



Sportworks

Children's Gallery



Ground Up : Building Big Ideas, Together

Identity: Yours, Mine, and Ours

