

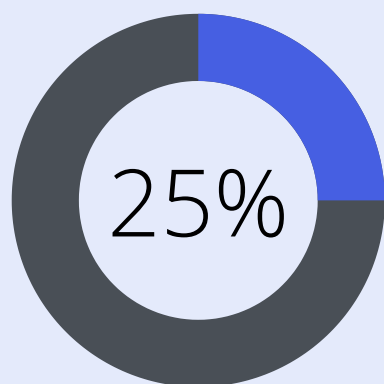
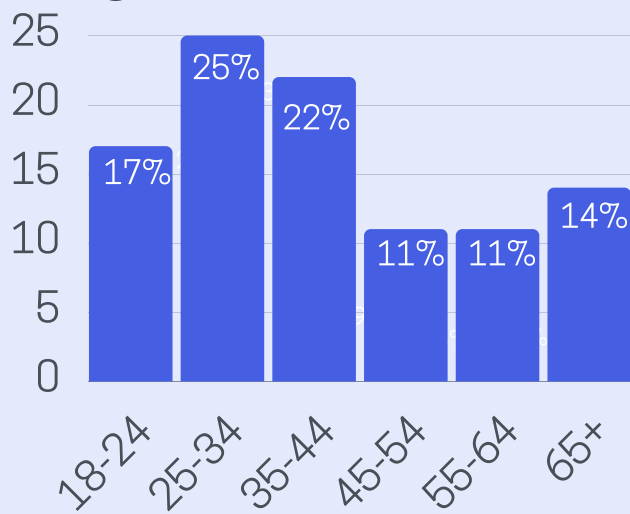


# CURIOUS



**NEEDS: GAIN A SENSE OF INTELLECTUAL SUPERIORITY THROUGH DEPTH OF KNOWLEDGE**

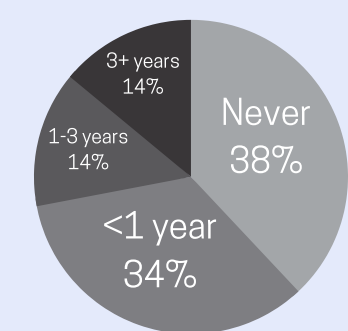
## Age Distribution



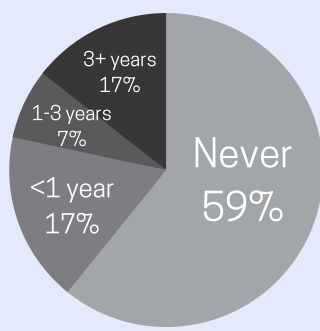
of Museums Victoria visitors fall into the Curious segment

- ▶ 52% Curious Melbourne Museum visitors from Melbourne metropolitan area
- ▶ 78% Curious Scienceworks visitors from Melbourne metropolitan area
- ▶ 41% Curious Immigration Museum visitors international tourists

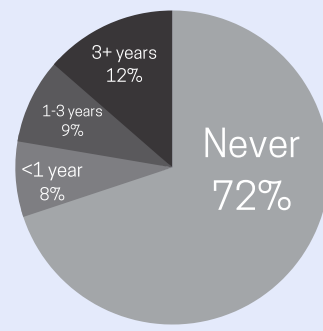
## Last Time Visted



Melbourne Museum



Scienceworks



Immigration Museum



About 2/3 of Curious visitors are with a family

## WHY DO THEY VISIT?



Invitation from friend or family



Discounted tickets



Entertain a visitor



New exhibit, program, or event



Short term exhibit program, or event

## HOW TO CATER TO THEM?



Offer content with insight, not just facts and figures



Stylish experiences, not just traditional museum



Challenge them with what they can see or do



Make them feel intellectually and culturally superior



Specific communications relevant to them

## FAVORITE EXHIBITS



Sportworks

First Peoples Gallery, Bunjilaka



Ground Up : Building Big Ideas, Together

Identity: Yours, Mine, Ours

