

# Understanding the Motivations of the Tourist Audience at Museum Victoria

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## **Abstract**

This project sought to develop an understanding of the tourist audiences in the city of Melbourne, Australia--specifically at Melbourne Museum and Immigration Museum. Data was collected on-site and off-site from 400 individuals. Analysis revealed that tourists primarily use word of mouth and online resources to obtain information about city attractions. Using this data, our team developed recommendations to assist Museum Victoria in better marketing its products and exhibitions to Melbourne tourists.

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# **Executive Summary**

## **Introduction**

Museum Victoria is Australia's largest public museum organisation, and attracts a variety of visitors to its venues each year. Two of its more popular locations, Melbourne Museum and the Immigration Museum, draw heavily from international and interstate tourist audiences. The state of Victoria has recognized that its visitors are not derived from the same audience as in past years, and has projected continued shifts in the tourist market (Audience Insights, 2013). As a result, it has been difficult to examine the composition of the tourist audience in both the city of Melbourne and at Museum Victoria's venues.

The members of Museum Victoria's current tourist audience are still relatively unknown, and the organisation is currently transitioning from product-driven marketing to audience-driven marketing. That is to say, Museum Victoria would like to have its communication initiatives, exhibitions, and information output designed with a specific audience in mind. As such, the goal of this project was to inform the organization's Communication and Partnerships department about recent changes in the tourist demographics at Melbourne Museum, the Immigration Museum, and the city of Melbourne through the development of surveys.

## **Methodology**

To achieve an understanding of Museum Victoria's current marketing techniques, communications platforms, and tourist outlook, we spoke with members of Museum Victoria's Communication and Partnerships team. Questions focused on where the team members thought the organization had been successful in communication strategies, where they saw room for improvement, and details about how marketing initiatives are created.

Following these interviews, we developed research surveys to collect information regarding tourists' motivations for visiting Melbourne, reasons for visiting attractions within Melbourne, and ways in which they obtain travel information. We chose to administer our surveys at three locations: Melbourne Museum, the Immigration Museum, and the Melbourne Visitor Centre. The information collected at these three diverse locations allowed us to not only assess visitation to Museum Victoria's venues, but in the city of Melbourne as a whole.

Participants under the age of 18, from regional Victoria, or travelling as part of an organised third-party tour were excluded from our study as we were only concerned with interstate and international tourists travelling of their own volition. This filtering of responses provided our team with a final sample size of 400 participants across the three survey locations: 200 at Melbourne Museum, 100 at the Immigration Museum, and 100 at the Melbourne Visitor Centre. Surveys were administered by having the surveyors read questions from a standardized script, and responses were directly recorded by the surveyors on iPads using SurveyGizmo software. Surveying took place on both weekdays and weekends to gain a thorough representation of the tourist audience in Melbourne.

## **Results and Analysis**

The Communication and Partnerships interviews informed us that the organisation primarily aims to attract visitors who have already arrived in Melbourne, rather than those still in the process of planning their travel. It was also explained that although Museum Victoria has been successful in marketing its products, they desire to implement strategies and products that are designed with its current audience in mind.

We discovered that the international tourist audiences across Melbourne Museum, the Immigration Museum, and the Melbourne Visitor Centre are comprised predominantly of visitors from the United Kingdom, the United States of America, New Zealand and Germany; this is a different composition compared to Victoria, which sees large visitation from people from China, India, and other Asian countries. Interstate visitors were demonstrated to arrive in large numbers from both New South Wales and Queensland.

Visitors to Melbourne indicated that their motivations for visiting the city were either for the purpose of holiday (42.5%), or to visit friends or family (35.3%). Those visiting friends or family also indicated that they relied on the recommendations of their hosts when determining which attractions to visit in Melbourne. Overall, the most popular response when participants were asked how they obtained their itinerary information was through the use of online resources, with 47.5% of our 400 subjects indicating this response.

Many participants explained to us that they chose to visit either Melbourne Museum or the Immigration Museum due to either a general enjoyment of museums or because of a specific

exhibition on display at the venue. Although a number of first time visitors to Melbourne elected to visit at least one of Museum Victoria's venues, less than 15.0% of participants named these locations as "must see" attractions when asked. Our findings highlighted that Museum Victoria's current marketing and communication approaches do have areas for improvement. We provided the organisation with recommendations based on our discoveries which will strengthen how Museum Victoria communicates with its tourist visitor audience.

## Recommendations

**Recommendation that CAP works to build a strong online presence.** Online resources were indicated by 47.5% of total respondents as their primary source of information regarding attractions to visit while in Melbourne. A strong online presence will assist Museum Victoria in attracting visitors who have already arrived in Melbourne, as well as extend its reach into the pool of visitors who have yet to arrive in the city.

**Recommendation to increase visibility surrounding public transportation.** As 74.8% of survey participants reported using Melbourne's public transportation system as the main way in which they travelled the city, we recommend that Museum Victoria develops advertising campaigns that increase awareness of Museum Victoria venues at locations commonly frequented by persons utilizing public transit.

**Recommendation to strengthen relationships with local visitors.** Twenty-nine percent of total respondents indicated word of mouth as a method of obtaining information about Melbourne attractions; this statistic increases to 47.5% of respondents hearing about Museum Victoria venues through such recommendations if their motivation for visiting Melbourne was to visit friends or family. We recommend that Museum Victoria's Communication and Partnerships team continues to engage in conversation with museum visitors as a method of building loyalty and increasing the likelihood of positive recommendations.

## Conclusion

This study yielded multiple insights regarding the tourist visitors that come to Melbourne. Analysis of survey data showed that tourists mainly use recommendations and online resources to find information concerning attractions to visit in the city. The main reasons that people came to the city were for holiday, travel, and to visit friends or family. Altogether, Melbourne Museum

and the Immigration Museum were determined to be popular and appealing places for tourists to visit.

Although the data that was collected was comprehensive, there were some demographics that were underrepresented in the data. Further research that examines these groups, specifically families with children and non-English speakers, will be useful in understanding if there is a relationship between tourist demographics, motivations for travel, and information gathering process. Further research can also be conducted at selected times around the year so that any bias that might have been caused by seasonality can be eliminated. The research and recommendations we provided will hopefully allow Museum Victoria to move forward in years to come and continue to be a popular tourist attraction.

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## Chapter 1. Introduction

Short-term inbound visitation to Australia increased by 7.1% between September 2013 and September 2014, and long-term visitor arrivals increased by 8.2% during this same time period (Australian Bureau of Statistics, n.d., Visitor Arrivals Data, n.d.). The state of Victoria, where Melbourne is located, has experienced a 3.9% annual increase in international tourism since 2000 (Audience Insights, 2013). In addition to increases in visitation, there has also been a shift in the demographic groups that visit the state of Victoria, with a noticeable decrease in visitors from the United Kingdom and the United States due to the so-called ‘Great Recession’, countered by an increase in Asian visitors (Audience Insights, 2013).

Melbourne has a number of tourist attractions for visitors, including Museum Victoria, Australia’s largest public museum organisation. Museum Victoria consists of four different venues: Melbourne Museum, the Immigration Museum, Scienceworks, and the Royal Exhibition Building. Each of these venues features a vast collection of objects that attract a wide range of tourists each year. While Museum Victoria has investigated which exhibitions tourists visit most at the Melbourne Museum (Escuer, Mateo, McConnell, and Schutes, 2014), it has not yet examined the reasons why tourists visit the two more popular venues: Melbourne Museum and the Immigration Museum. Scienceworks tends to attract fewer tourists as it is located outside of Melbourne and is designed for a family audience, and the Royal Exhibition Building is still primarily used as an exhibition hall and thus does not get a substantial amount of visitors unless there is an event.

This past year, Museum Victoria has shifted from being an organisation that is product-driven to audience-driven (Brand Manager for Adult Audiences, 2015). That is to say, Museum Victoria wishes to develop exhibitions and marketing strategies that are aligned with their current visitors’ interests, rather than producing products and information without a specific audience segment in mind. Given the large number of visitors who are from a different demographic than previous visitors to Australia, this project seeks to understand what attracts tourists to visit the city of Melbourne and specifically to the two main venues of Museum Victoria—Melbourne Museum and the Immigration Museum. In addition, the current research

examines the communication initiatives in place to attract visitors to Museum Victoria's two venues in order to identify methods to target the tourists to Australia.

## Chapter 2. Background

Over ten years ago, there were 1,329 museums in operation across Australia (Lehman, 2009). As of 2013, this number has jumped to over 2,000 museums, galleries, sites, and holdings nationwide (Wells, 2013). Museums have evolved into prominent cultural institutions. As the desires and needs of the public have changed over the years, organisations like Museum Victoria have re-evaluated their goals and operational strategies to remain appealing to their visitors. Museums are now trying to find a balance between providing a traditional museum experience, incorporating modern technology, and providing visitors with an understanding of topics beyond what can be found online (Lehman, 2009).

Museum Victoria gives its visitors many unique opportunities to learn about the world around them. They have a variety of short-term and long-term exhibitions on display at each of their venues which provide cultural and scientific information to visitors. As an organisation, Museum Victoria looks to provide insight into various topics within the sciences and humanities, and also to share its collections with the citizens of Melbourne, people from other regions of Australia, and the world.

Melbourne Museum, the largest of Museum Victoria's museums, has in previous years been considered one of the top tourist attractions in all of Australia. In both 2010 and 2011, Melbourne Museum earned the title of "Major Tourist Attraction" at the Victorian Tourism Awards, and was recognised as the country's "Best Tourist Attraction" at the Australian Tourism Awards in 2012 (Foo, 2012). The museum presently receives many different types of tourists, including international, interstate, and regional; however, more specific information about these visitors is not known. For instance, it is unclear why visitors choose to visit Melbourne Museum or the Immigration Museum. It is also unclear if the changing demographics of these visitors changes overall visitor preferences for attractions within Melbourne. Therefore, this project seeks to close this knowledge gap by directly examining who visits Melbourne Museum and the Immigration Museum and why they choose to visit. This research will inform Museum Victoria about the current members of its tourist visitor audience, and help facilitate the shift from being a product-driven organisation to an audience-driven one.

The recent change in Museum Victoria's driving factors has led to the creation of their Communication and Partnerships (CAP) team. This team is responsible for researching audiences, managing the membership program, and marketing core products through the use of "communication strategies" ("Student Projects," n.d.). The main goals of CAP are to understand the current audiences frequenting Museum Victoria's venues and to develop initiatives that will attract new audiences to Museum Victoria.

It is our goal to assist this department in understanding the recent changes in the tourist demographics at Melbourne Museum, the Immigration Museum, and the city of Melbourne through the development of surveys. The information acquired will help the organisation to improve its communication approaches and build a stronger relationship with the members of its audience.

## **2.1 Museum Communication in a Changing World**

Understanding target audiences has become particularly important, as understanding visitors allows museums to institute changes that can attract old and new visitors, as well as assist the learning process for visitors. For instance, public opinions on the static nature of exhibits led to museums now trying to design exhibits that engage all the senses (Lehman, 2009). Ultimately, museums need to try to attract new visitors, but they also need to maintain a loyal customer basis as well (Lehman, 2009).

Museums are forced to consider which audiences are more economically feasible to target, as money can either be invested in attracting an audience with proclivity for the museum experience or in targeting audiences that have historically not attended museums. For example, for those demographics that do not comprise a significant portion of the museum visitor audience, is money spent on attracting these visitors worth spending? Are members of this demographic less frequent museum visitors as a result of marketing deficits, or are they generally uninterested in what museums have to offer? These and other important issues have been key drivers of change over the past few years. Research that provides insight into the motivations of desires of tourists at their destination would enable museums to identify potential markets for growth and make informed decisions about marketing initiatives to attract visitors.

## **2.2 Reactions of Tourism to Global Change**

Melbourne Museum and the Immigration Museum attract tourist audiences that consist primarily of international and interstate visitors (Brand Manager for Adult Audiences, 2015). Such audiences are readily influenced by global events, the impacts of which are observable in the types of visitors to Museum Victoria's venues. While Museum Victoria has noticed a steady increase in its total number of visitors, it is unclear if the organisation has also observed shifts in its core tourist markets. As markets change, it will be important for Museum Victoria to recognize these changes to adapt its marketing practices appropriately.

### **2.2.1 Fluctuations and Forecasts in Victorian Tourism**

It was shown that 50% of tourists choosing to visit the state of Victoria in 2012 originated from the core markets of China, New Zealand, the United Kingdom, the United States of America, and Malaysia, reflecting a high number of visitors from few global sources (Audience Insights, 2013). This trend is projected to continue through 2022, and India is expected to replace Malaysia as one of the core markets (Audience Insights, 2013). Museum Victoria has identified that the markets of China, India, and Indonesia are expected to grow the most in this period of time (Audience Insights, 2013). Given the anticipated impact of these emerging markets on the tourism industry, it will be important to develop marketing strategies that most effectively attract these international tourists to Museum Victoria venues (Audience Insights, 2013).

Identifying the core market audiences of their organisation is the first step that Museum Victoria has taken in its new initiative to become an audience driven business. They have previously identified key countries of origin for their tourist visitors, but have not examined the motivations of these visitors in the city of Melbourne. Establishing a knowledge base regarding both of these factors will allow Museum Victoria to determine which audiences it currently captures in visitation to its venues, as well as identify which audiences hold potential to have strong visitation.

## **2.3 Insight into Tourist Motivations**

Between March 2005 and January 2007, a study conducted at the Australian Museum in Sydney, Australia, established a greater understanding of the museum's visitor audience (Kelly,

2009). Specifically, this study provided insight for the development of communication strategies better suited to encouraging tourists to visit the museum. Visitors were surveyed upon exit of the museum or off-site in central Sydney, and asked a variety of questions to gain information about their background, why they visited the museum, how they found out about the museum, and which exhibitions they enjoyed the most. It was discovered that around 38% of the museum's visitors were international tourists (Kelly, 2009).

The study showed that many individuals who expressed interest in visiting the museum were interested specifically in the museum's exhibitions. It also demonstrated that many individuals were interested in specific exhibits about Indigenous people. This study completed in Sydney was helpful to our project in Melbourne, as it established a key point regarding international tourism. It demonstrated that travellers to Australia are becoming culturally inquisitive in recent times, are increasingly likely to seek authentic experiences that have emotional impact, and hope the attractions they visit will have a certain "destination identity" associated with the attraction's country of origin (Kelly, 2009).

While museum visitors wish to experience the culture and history of the country they are visiting, museums are challenged with finding new, innovative, and exciting ways to present this traditional information. The same is true of museum communication techniques, as museums must develop new methods of presenting existing exhibitions, such that people are enticed to explore what the museum has to offer. Despite differences between Victoria and New South Wales (where Sydney resides), this information allowed us to develop our own study and recommend new communication strategies to Museum Victoria after identifying its current tourist audience.

## **2.4 Connecting to Potential Visitors through an Online Medium**

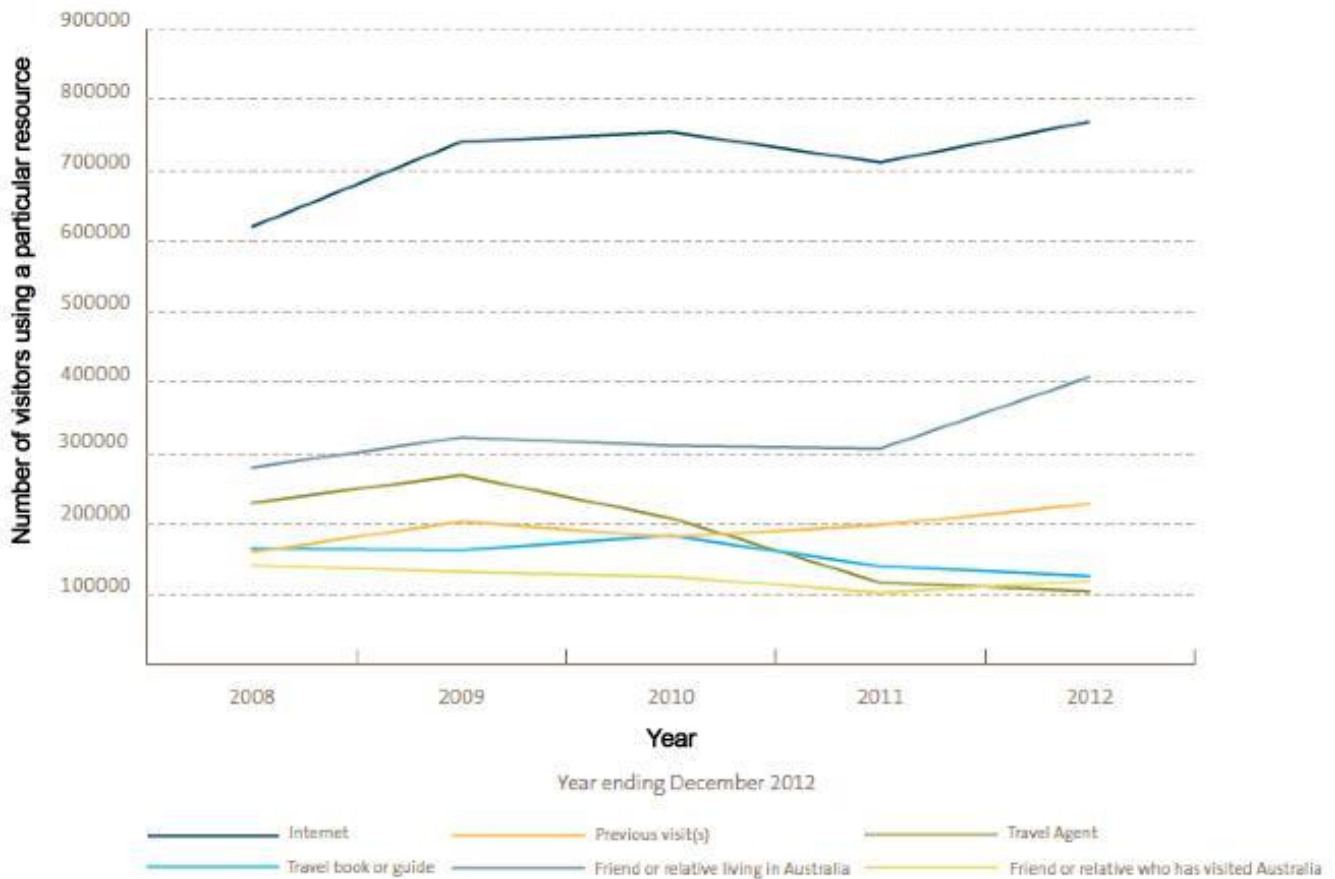
More resources, including virtual museum tours, are becoming available to the general public, creating problems for traditional museums which rely on in-person visitation to remain operational. In addition, the growing market for leisure and educational activities means that there are more venues of this nature opening all over the world, creating increased competition for museums. All of these factors, as well as many others, are forcing museums to rethink their

communication and growth strategies, thus bringing to mind the question: how can museum curators continue to pull in and engage visitors?

The most prevalent digital technology that museums use to appeal to potential visitors is museum websites. In fact, the majority of the museums comprising Australia's Council of Australasian Museum Directors have seen over double the number of visitors online than those actually attending museums (Greene, 2014). Websites are often the first interaction between a museum and its potential visitors, and therefore must be used effectively to influence people to physically attend. Museum websites can showcase current attractions in hopes of appealing to peoples' interests and leave them wanting to see more.

Furthermore, websites provide a museum experience in the comfort of one's home. Museums tend to have large collections containing more items than can be displayed at a given time. Most objects in a museum's collection, in fact, cannot be seen while visiting the museum, given that there is not enough floor space. Museums have started to put collections online to provide an easy way to view pieces for those who are interested. Museum Victoria's History and Technology Collection Online contains information and images of over 84,650 pieces (Greene, 2014). It is believed that these online collections are one of the factors increasing physical visitation to museums because they stimulate curiosity and interest to see collections in person. Many people will go online to find out information about a place before actually visiting, and having a strong online presence will help the museum reach out to people looking to visit Melbourne. This trend is largely seen in younger audiences (Figure 1) as they often spend time planning visits online before arriving in Australia (Audience Insights, 2013).





**Figure 1. Methods by which 18-29 year old visitors to Australia obtain their information.**

Social media has evolved into an effective way to communicate with groups of people online. Using social media to connect with visitors demonstrates that museums are willing to keep in touch with modern visitors, and also shows that they are ready to embrace the digital world (Lehman, 2011). Museum Victoria utilizes social media platforms to share photos and promote current exhibitions and events.

Interweaving social media into museum communication platforms shows that museums are interested in encouraging participation with visitors (Russo, 2009). Furthermore, by encouraging visitors to share their experiences online, the museum is able to attract a secondary pool of visitors. If people see that their friends and family enjoyed museums, they may be more likely to visit those museums themselves (Russo, 2009). As a result, it is important for museums to attract notice online while trips are being planned.

## 2.5 Summary

The communication strategies employed by Museum Victoria constitute its first interaction with potential visitors and serve to encourage physical museum visitation. This contact in recent years has been heavily influenced by online communication platforms, and has led to overall increases in visitation to Museum Victoria venues. Despite advances made in communication initiatives, the members of Museum Victoria's tourist audience remain poorly understood in terms of their demographic composition and motivations for visiting the city of Melbourne. Understanding these key pieces of information would enable Museum Victoria to become an audience motivated business rather than a product driven one. As such, it was our goal to enhance the current understanding of this audience as a means to provide Museum Victoria with communications strategies that utilize a targeted marketing approach to attract potential visitors.

## Chapter 3. Methodology

A study of the tourist visitor audience at Museum Victoria venues, specifically the Melbourne Museum and the Immigration Museum, was performed in order to help Museum Victoria assess who its current tourist visitors are and determine how it can cater to this tourist audience through the use of communication tools. Emphasis was placed on Melbourne Museum and the Immigration Museum, as these locations have been identified by Museum Victoria as destinations for primarily international tourist visitors. Our project investigated the following questions:

1. What demographics comprise Melbourne's tourist audience?
2. What are the motivating factors that drive tourists to visit Melbourne?
3. Are either Melbourne Museum or the Immigration Museum considered "must see" attractions in Melbourne?
4. How do tourists primarily obtain their information about attractions within Melbourne?
5. What currently attracts visitors to Museum Victoria's venues?

To research these questions, we reviewed visitor trends obtained from Tourism Victoria, Tourism Australia, and Museum Victoria regarding Melbourne tourism in recent years. We also collected our own data through surveys to ascertain a current picture of visitation to Melbourne Museum and the Immigration Museum. To achieve a better understanding of Museum Victoria's tourist visitor audience, we established the following objectives for ourselves:

1. Interview members of Museum Victoria's Communication Team and evaluate current marketing strategies
2. Design and administer surveys to explore the motivations of Melbourne tourists

### **3.1 Interview members of the Communication and Partnerships team and evaluate current marketing strategies**

In order to analyse Museum Victoria's outlook on tourist visitation at Melbourne Museum and the Immigration Museum, we interviewed members of Museum Victoria's CAP

team in order to examine their current communication platforms. We organised our questions into three main topics based on their nature: current marketing initiatives, current visitation, and communication plans.

Questions regarding current marketing initiatives focused on where the interviewees believed Museum Victoria had been successful in its communication strategies, and where they believed Museum Victoria demonstrated room for improvement in its marketing techniques. Current visitation was explored by asking such questions as what demographics the staff felt had small visitation numbers and what groups the CAP team would like to focus efforts on. Further questions examined what measures are taken when creating new marketing techniques, and if there were any new marketing plans in progress that had yet to be unveiled.

After careful consideration, we determined that the best method for recording the interviews would be by typed notes. Note-taking ensures the interviewer remains alert and in control, and helps retain the interest of both the interviewer and interviewee through frequent check-ins for clarification and pauses to record responses (Eliot, 2010). In order to ensure interviewees were given adequate time to think about and reflect on the interview questions, they were provided with our anticipated questions in advance, and a completed copy of the responses recorded by the interviewer was sent to each participant after the conclusion of the interview to ensure accuracy. Transcripts for conducted interviews can be found in Appendix A.

## **3.2 Design and administer surveys to explore the motivations of Melbourne tourists**

### **3.2.1 Participants**

714 participants agreed to participate in our study across all three locations—Melbourne Museum, Immigration Museum, and the Melbourne Visitor Center. We excluded 314 participants from our study, as they resided within the state of Victoria and were not eligible. As such, our final sample consisted of 400 participants (184 Male; 216 Female) who ranged from 18-80 years of age. Two hundred (99 Male; 101 Female) participated at the Melbourne Museum, 100 (32 Male; 68 Female) participated from the Immigration Museum, and 100 (47 Male; 53 Female) participated at the Melbourne Visitor Center. Participants from the Melbourne Visitor

Centre were offered free tickets to Museum Victoria venues. All participants gave informed consent, and all were over the age of 18. In addition, any visitor that was travelling as part of an organized third-party tour was not surveyed because our main interest was in visitors who chose to visit Melbourne of their own volition, rather than as the requirement of an organized excursion.

### 3.2.2 Survey Design

In order to understand Museum Victoria's out-of-state and international tourist audience, we conducted surveys of Melbourne tourists (see Appendices B, C, and D for full surveys). The survey consisted of approximately 24 items that assessed reasons for travel, how visitors planned their trip to Melbourne, how they obtained information about places to visit within Melbourne, which destinations they considered "must see" attractions during their visit, and demographic information.

**Visitor Status.** Participants were first asked if they were visitors to the city, answered by providing a "yes" or "no" response. Participants also indicated whether they were a domestic visitor or an international visitor by providing the name of their Australian state of residence or overseas country of origin. As we were interested in out-of-state and international tourists, we excluded participants who resided in the state of Victoria from our study. If a participant indicated they were from Melbourne or the state of Victoria, they were thanked for agreeing to participate but did not continue with the survey.

**Motivations for Travel.** Once visitor status was determined, participants were asked questions about their reasons for visiting the city. A list of options for traveling were provided to the participants to check off. Options included work, holidaying, visiting friends or family, and shopping, among other reasons. Participants were also whether it was their first visit to the city and how many days they would be staying.

**Planning Travel.** In order to understand where visitors acquire their information, we asked participants to specify from a list of possible resources (e.g., family/friends, online resources, travel books, Melbourne Visitor Centre) where they found the information regarding locations they were visiting, or to provide the name of a resource not included on the surveyor's list. Participants were also asked to indicate whether they planned their excursions before

arriving in Melbourne or upon arrival. Additionally, participants indicated how they were travelling around the city, be it by public transportation, car, taxi, walking, or another method (they could check as many as applied).

**Melbourne Attractions.** Participants were asked to indicate the attractions they intended on visiting during their stay in Melbourne and the surveyors selected the given responses from a pre-written list of popular venues for tourists. Options included Melbourne Museum and the Immigration Museum. Participants were then asked if they decided to visit these attractions before or after arriving in the city, and how they generally obtained information about attractions in the city.

**Museum-Specific Questions.** Surveys administered at Museum Victoria venues specifically asked visitors to indicate how they had learned about either Melbourne Museum or the Immigration Museum. Options included online resources, through friends or family, guidebooks, travel agents, and the Melbourne Visitor Centre. Participants also provided their motivations for visiting the museum be it a specific exhibition, general interest in museums, a recommendation from another individual, or considering the venue a “must-see” destination in Melbourne (they could check all that applied). For the surveys administered off-site, participants were asked if they had heard of Melbourne Museum and the Immigration Museum. If the participants indicated that they had, they were asked how they heard about the museums, whether or not they planned on visiting these places, and their reasons for this decision.

**Demographics.** In addition to screening questions which verified age and residency, participants were asked additional demographic questions at the conclusion of the survey. They were asked how many people were with them, their relationship to those who they were travelling with (if they were not travelling alone), and their main language spoken at home. Participants were not asked their gender, but gender was assumed based on appearance and recorded in SurveyGizmo by the surveyor. This demographic information allowed us to categorise tourist visitors and obtain correlations between their demographics and motivations.

### 3.2.3 Survey Strategy

We elected to conduct face-to-face surveys as our primary research tool. Surveys of this nature offer a higher degree of control over responses, avoid response bias due to third party

influences, and afford the opportunity for clarification when more complex questions are asked (Doyle, n.d.). We used a standardized script of questions at each location to allow for easier comparison of responses. Surveys were constructed and administered using iPads equipped with SurveyGizmo software. Surveyors approached visitors and asked if they were interested in participating in our study, and if they indicated they were interested, the surveyor then proceeded to read aloud the questions contained in the survey. Participant responses were directly recorded by the surveyor in the SurveyGizmo software.

We conducted surveys at the exit of each venue to ensure that visitors had experienced what the establishment had to offer. At the Melbourne Museum, we stood between the main exit of the museum and the entrance to the museum shop, as well as the second exit to the museum shop. We did this to ensure that we did not disturb those guests who wished to visit the museum shop, while still being able to survey them on their way out. At the Immigration Museum, we positioned ourselves between the main exit and the museum shop to ensure we were able to target visitors before they left the museum.

We also wished to survey those visiting the city of Melbourne who may not have visited either museum in our study. To do so, we obtained permission to survey at the Melbourne Visitor Centre. The Visitor Centre provides information for tourists about Melbourne and Victoria, making it a popular site that most tourists visit at least once during their stay in Melbourne. Visitors to the Melbourne Visitor Centre were approached as they left the downstairs information area.

To gain a representative sample of the tourist population in Melbourne, we conducted both the on-site and off-site surveys on several weekends as well as weekdays. Weekend surveys allowed us to reach Melbourne's out-of-state tourist audience as well as its international audience, which helped to give us a more complete picture of the tourist population in Melbourne.

## Chapter 4. Results and Analysis

### 4.1 Insight into Museum Victoria's Communication Strategies

Two interviews were conducted with members of Museum Victoria's Communication and Partnerships (CAP) team. We spoke with the Brand Officer for Group Audiences and the Brand Manager for Adult Audiences. Both have roles within the department which aim to drive museum visitation, engage audiences, and build visitor loyalty. Each interview was able to provide insight regarding Museum Victoria's current communication strategies, marketing goals, and desire to become an audience driven organization.

It was explained to us that Museum Victoria has historically been successful in highlighting its core product offerings through marketing. The organisation has been able to disseminate large volumes of information regarding its exhibitions and event offerings through its social media platforms, print or digital advertisements, and signs posted throughout the city of Melbourne. This product-driven strategy reaches out to many potential visitors without targeting particular segments of the available audience. As such, both interviewees indicated that Museum Victoria would benefit from research data that details the demographics of the audiences available for capture as well as those already frequenting Museum Victoria venues.

The members of CAP revealed to us a key method regarding Museum Victoria's marketing initiatives. The organization primarily targets visitors who have already arrived in Melbourne, and its current marketing strategies are directed at making Museum Victoria's venues "must see" attractions upon arrival in Melbourne. As a goal for the future, Museum Victoria would like to employ targeted marketing approaches which allow for the greatest percentage growth in visitors to its venues. It is looking for "insight into the motivations and decision making process for tourist audiences" as a means to develop appropriate marketing strategies for the future. Museum Victoria is seeking to let its audience determine the volume and style of the information that is made available (audience-driven marketing), rather than developing products without a focus on a specific group (product-driven marketing). The research we conducted along with the information collected from the CAP team members will be



used to construct and improve upon marketing initiatives through a better understanding of the current tourist audience.

## **4.2 Analysis of responses collected from survey participants**

When analysing the responses collected from survey participants, we focused our efforts on answering the following research questions:

1. What demographics comprise Melbourne’s tourist audience?
2. What are the motivating factors that drive tourists to visit Melbourne?
3. Are either Melbourne Museum or the Immigration Museum considered “must see” attractions in Melbourne?
4. How do tourists primarily obtain their information about attractions within Melbourne?
5. What currently attracts visitors to Museum Victoria’s venues?

Identifying the demographics of survey participants and analysing what currently attracts visitors to Museum Victoria’s venues allowed us to determine who is currently visiting Melbourne Museum and the Immigration Museum. By examining whether or not Museum Victoria’s venues were “must-see” attractions in Melbourne, as well as looking at what factors drove tourists to visit Melbourne in the first place, we identified what Museum Victoria could do to attract tourists from Melbourne’s current visitor pool.

### **4.2.1 What demographics comprise Melbourne’s tourist audience?**

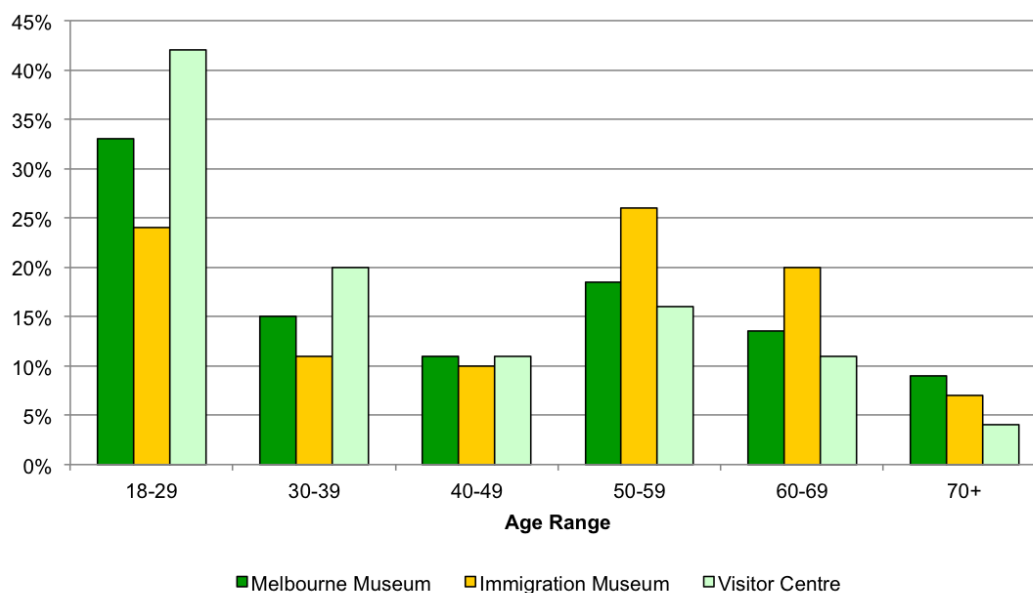
Across the three venues, we noticed various differences in the demographics of visitors to each venue specifically the age of the tourist audiences. Notably the ages of survey participants at the three venues were found to be significantly different through the use of an ANOVA, which yielded a result of  $F(2, 406) = 7.32, p = 0.001$ .

We gathered a sample size of 200 participants at Melbourne Museum. It was found that participants at this venue ranged in age from 18 to 79 years of age, with a mean age of 43.5 years. More than half of those surveyed (56.0%) were traveling with one additional person, and 21.5% of participants were travelling alone. Of the 78.5% of visitors to Melbourne Museum who were touring with one or more person, 54.1% of respondents indicated that their group was

comprised of adult family members, and 21.6% of respondents identified the members of their group as friends. Forty-five percent of participants at Melbourne Museum were interstate domestic visitors, while 55.0% of respondents originated from overseas locations. The United Kingdom, United States of America, New Zealand, Germany, and Canada were the most represented international locations.

The 100 participants at the Immigration Museum appeared to come from a slightly older segment of the visitor audience compared to Melbourne Museum, although this difference in age was not statistically significant as shown by a Tukey Post Hoc test with a result of  $t(409) = -1.86, p = 0.15$ . Respondents ranged from 18 to 80 years of age, with an average age of 47.5 years. A comparison of the ages between all three surveyed locations can be seen below in Figure 2. Visitors to the Immigration Museum were largely of international origin, with 66.0% of participants residing overseas. The main source countries identified by our study were the United Kingdom, the United States of America, Germany, and France. Many participants were either travelling alone (26.0%) or with one additional person (53.0%). Like those surveyed at Melbourne Museum, of those travelling with others, 46.0% of groups were comprised of adult family members, and 19.0% of groups consisted of friends travelling together. Only four families visited the Immigration Museum and participated in our study, compared to large numbers of families in attendance at Melbourne Museum, 25 of whom agreed to speak with us.

## What was your age at your last birthday?



**Figure 2. Age ranges of the respondents at each survey location.**

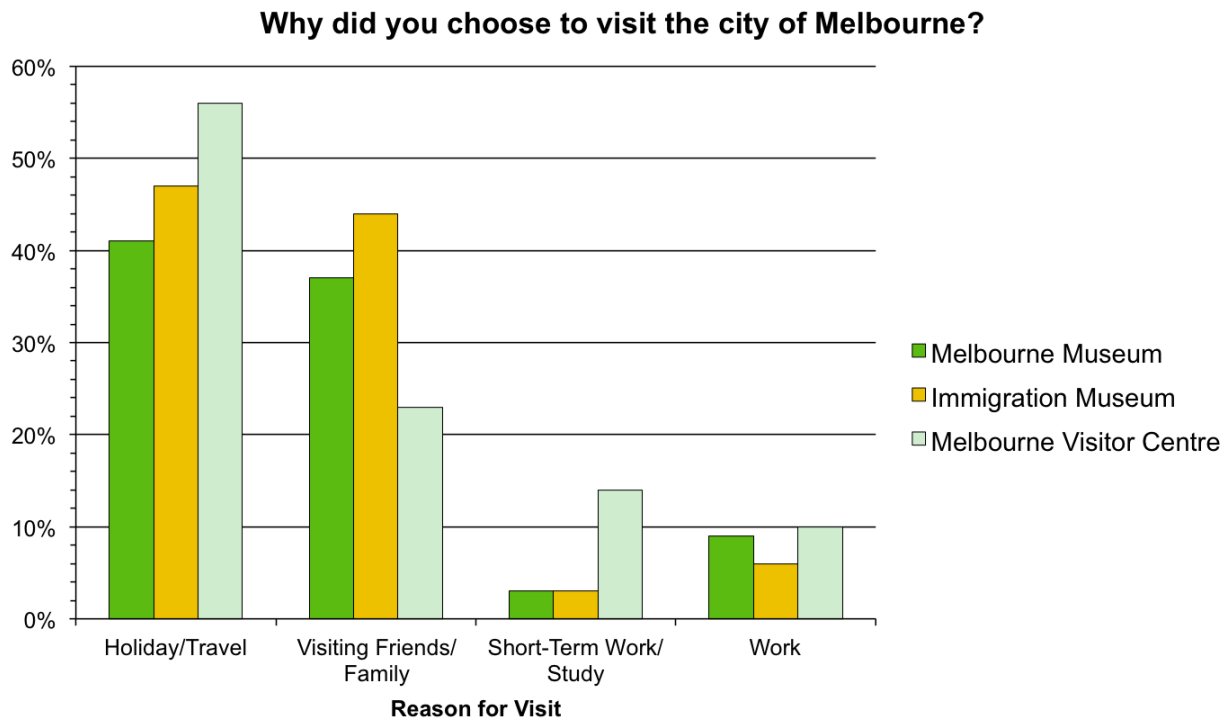
Certain aspects of the audience in attendance at the Melbourne Visitor Centre were different from the audience observed at Museum Victoria’s venues. The Visitor Centre was demonstrated to draw heavily from an international visitor pool, with 85.0% of respondents indicating overseas residence. These visitors predominantly came from the same nations as the visitors to Museum Victoria’s venues, including: the United Kingdom, the United States of America, New Zealand, Germany, and France. The ages seen at the Visitor Centre ranged from 18 to 72, with an average age of 38.4 years. To gain a deeper analysis into the difference in age demographics between the audience at Museum Victoria’s venues and the Melbourne Visitor Centre, we conducted a Tukey Post Hoc test between the Visitor Centre and each museum individually. We found that in fact there was a significant difference in ages between the Visitor Centre and the museums. The test between the Visitor Centre and Melbourne Museum showed a result of  $t(409) = 2.52, p = 0.03$ . The test between the Visitor Centre and Immigration Museum showed a result of  $t(409) = 3.80, p = 0.00$ . Consistent with the findings listed above, respondents at the Melbourne Visitor Centre were travelling either alone (27.0%) or with one other person (40.0%). For those travelling in groups, groups were comprised either of adult family members

(42.5%) or friends (30.1%). Unlike Museum Victoria's venues, 16.4% of group travellers at the Melbourne Visitors indicated that they were accompanied by work or study colleagues.

#### **4.2.2 What are the motivating factors that drive tourists to visit Melbourne?**

We also looked at the motivations for why tourists decided to visit the city. Analysing all three survey locations, holidaying was indicated as a primary motivation by 42.5% of participants, followed by 35.3% of respondents visiting friends or family during their stay. Other responses were also indicated, but were small in representation. For example, 9.0% of people indicated that they were in the city for work.

When comparing the results across the three locations, we found that those who reported visiting friends and family tended to be museum visitors, whereas those surveyed at the Visitor Centre were on holiday. More specifically, 39.3% of participants surveyed at Melbourne and Immigration Museums indicated visiting friends or family as their primary motivation for being in Melbourne, compared to 23.0% of respondents at the Visitor Centre. However, 53.0% of participants surveyed at the Visitor Centre indicated holidaying as their reason for visit, compared to 39.0% of participants at Museum Victoria venues (Figure 3).



**Figure 3: Visitors at each survey location were asked to indicate their motivations for visiting Melbourne.**

Visitors were also asked whether it was their first visit to the city, and of the 400 participants in our study, 47.3% indicated that this was their first visit to Melbourne. We found that those visiting friends and family were more likely to have visited Melbourne previously, as 60% of the participants that indicated they were visiting friends and family had been to Melbourne before. The opposite was observed for participants indicating they were holidaying in Melbourne, as 66.5% of these visitors said this was their first time in the city.

#### **4.2.3 Are either Melbourne Museum or the Immigration Museum considered “must see” attractions in Melbourne?**

We inquired from guests at the Melbourne Visitor Centre if it was their first visit to the city, whether they were aware of Museum Victoria’s venues, how they heard about them, and if they intended on visiting. Of the 100 visitors surveyed at the Visitor Centre, 65.0% of the participants were first time visitors to the city of Melbourne. Of these first time visitors to Melbourne, 69.0% indicated that they were aware of the Melbourne Museum, while only 44.6% indicated that they were aware of the Immigration Museum. The majority of the participants who

were aware of the museums expressed interest in visiting, as 73.3% of participants aware of the Melbourne Museum either planned on visiting or already visited. A similar trend was seen in visitors who were aware of the Immigration Museum as 62.0% of those aware of the venue had the intention to visit it. The participants who were not interested in Museum Victoria's venues expressed that they did not have enough time during their stay in the city to visit.

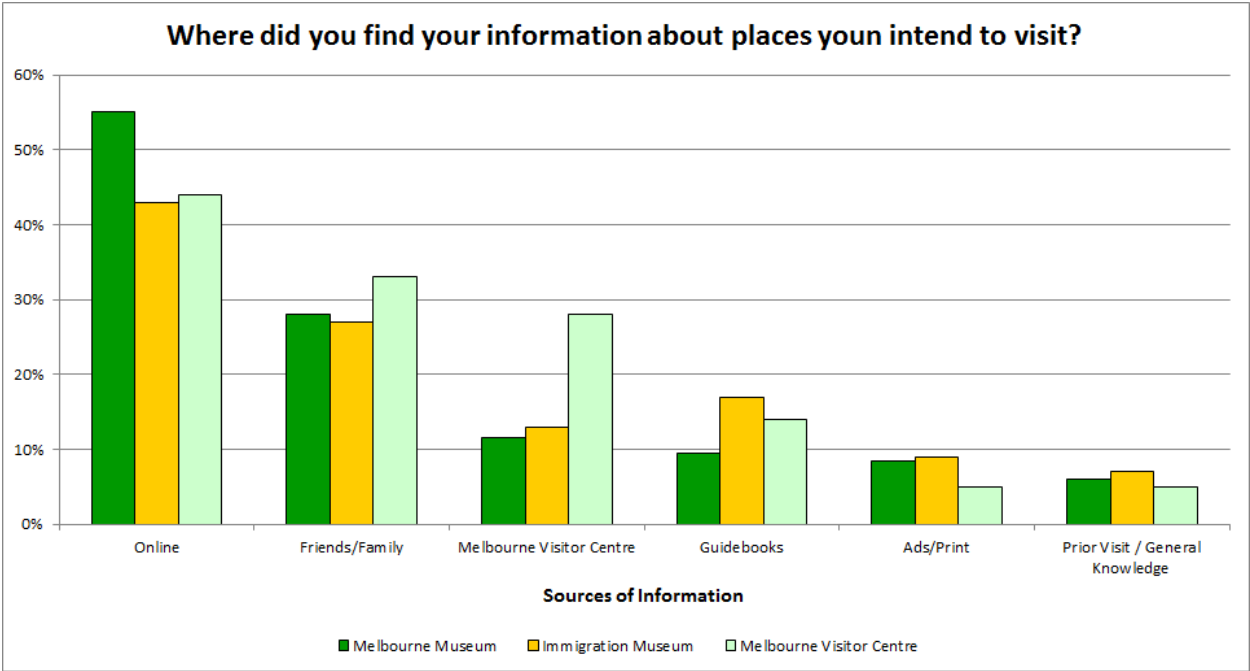
Of the 200 visitors to Melbourne Museum, 75.5% indicated that it was their first visit to Melbourne Museum. Furthermore, 45.5% of total respondents at this location indicated that their first visit to Melbourne Museum coincided with their first visit to Melbourne as a whole. This indicates that Melbourne Museum is an item of considerable interest to first-time visitors. . However, only 11.0% of visitors to Melbourne Museum explicitly stated that the venue was a "must see" attraction when asked about their reason for visiting the museum. This was also noticed at the Visitor Centre, where only 12.0% named Melbourne Museum a "must see" attraction. Based on the data gathered regarding tourist motivations for visiting the museum and the reasons for their visit, it is our understanding that Melbourne Museum is a popular tourist destination, although it cannot be labelled as one of Melbourne's "must see" destinations.

Similarly at the Immigration Museum, 56.0% of the 100 respondents were first time visitors to the city of Melbourne and to the museum. Of the 44.0% of participants who were repeat visitors to the city of Melbourne, the majority of them (79.5%) had never visited the Immigration Museum on a prior visit. No guests polled at the Visitor Centre indicated that the Immigration Museum was a "must see" attraction, compared to 10.0% of those surveyed at the venue who considered it to be one. Given that fewer first time visitors to Melbourne are inclined to visit the Immigration Museum, we do not believe that this venue can be considered a "must see" attraction in the city.

#### **4.2.4 How do tourists primarily obtain their information about attractions within Melbourne?**

Visitors to Melbourne Museum, the Immigration Museum, and the Melbourne Visitor Centre were asked how they obtained their information about attractions they intended on visiting during their stay in Melbourne (Figure 4). Of the 400 participants surveyed, 47.5% indicated that they found their information through online resources. This was found to be the

most popular method of obtaining information. Another popular method of gathering information about Melbourne attractions was through word of mouth from friends and family. Of our 400 survey participants, 29.0% indicated that they obtained their information in this manner. Other methods that were less popular included: prior visits to Melbourne, general knowledge about the city, travel agents, advertisements, and print media such as brochures and newspapers. Overall, this revealed to us that visitors to Melbourne rely mainly on online resources and word of mouth from friends and family when determining attractions to visit.



**Figure 4: Primary sources of information across all three locations.**

In addition to learning how visitors obtained their overall information regarding attractions in the city, we were also interested in how they had specifically learned of Museum Victoria venues. Our research revealed that Museum Victoria relies heavily on word of mouth recommendations and online visibility in attracting visitors to Melbourne Museum. Thirty-four percent of respondents at Melbourne Museum mentioned that they had heard about the venue from friends or family members, and 20.5% of participants told us that performing a Google search informed them about popular attractions in Melbourne, including Melbourne Museum.

Few visitors, only 4.4%, had used Museum Victoria's website prior to attending Melbourne Museum, and no participants used social media platforms to learn about the venue. Forty-three percent of visitors to Melbourne Museum stated that they found out about the museum from "Other" sources of information, including but not limited to previous visits, advertisements and brochures, and simply seeing it while walking around the city.

A similar line of questioning was conducted at the Immigration Museum to gain insight into how attendees learned of the venue. The most common method of hearing about the Immigration Museum was through friends and family, as indicated by 27.0% of participants. Sixteen percent said they heard about the museum online, of which 81.3% stated using Google to find their information. Fifty-four percent of the participants' responses were categorized as "Other" at Immigration Museum. Sixty-six percent of these were responses indicating that the participant heard of the museum by walking by or physically seeing the building.

At the Melbourne Visitor Centre, we were interested to see how many Melbourne tourists had heard of Museum Victoria's venues. At the Visitor Centre, 71.0% of participants, both first time visitors and repeat visitors to the city, stated that they were aware of the Melbourne Museum. Of these, 43.7% indicated that they heard about the Museum from friends or family, 19.7% stated that they found out about the museum online, mainly through a Google search, and 9.9% obtained this information from the Visitor Centre. Participants also indicated previous visits, maps, or brochures as their source of knowing about the museum.

Sixty-two percent of those surveyed at the Melbourne Visitor Centre indicated knowledge of the Immigration Museum. Of those, 40.0% obtained information about the venue from family, friends, or online websites. A total of 50% of the participants who were aware of the Immigration Museum said that they intended to visit or had already visited the museum. The majority of the participants whose responses were grouped in the "Other" category reported that they were only aware of the Immigration Museum due to walking past it. Walking past the Immigration Museum, although a convenient method of finding out it, does not involve any marketing techniques and cannot be relied upon to bring in visitors. This information highlights room for improvement in how the Communication and Partnerships team markets the Immigration Museum to tourists.



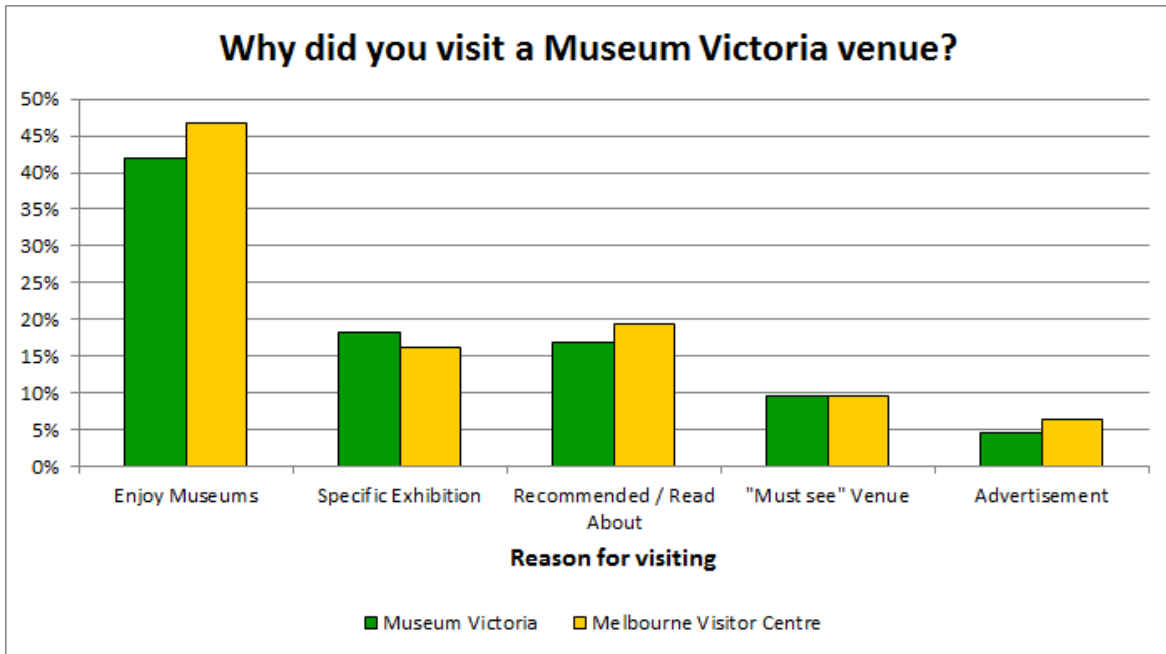
We were interested in the potential affects a person's age can have on the way they obtain their information when planning a visit to Melbourne. We compared the results for respondent age across all three locations with where they reported gathering their information about attractions, and with their responses about where they found their information specifically about Museum Victoria's venues. Identical trends were observed for both of these comparisons. Visitors aged 18 to 29 indicated that they were more likely to utilize online resources (55.3%) or talk to friends and family (37.0%) in order to learn about available activities and attractions in Melbourne. Older members of the tourist audience appear to rely less on the Internet to gather information, with 35.2% of respondents over 50 years of age indicating this method compared to 55.3% of respondents under 30. Additionally, older audiences were shown to use print sources of information, such as travel brochures and visitor information maps, more frequently than younger people.

Holiday and travelling were also demonstrated to be key motivations for visiting Melbourne, as indicated by 170 survey participants over our three locations. Visitors in this segment of the tourist audience utilized online media (48.2%), friends or family (23.5%), and the Melbourne Visitor Centre (10.0%) as their main sources of information. Of the participants from this visitor segment that were surveyed at the museums, 23% stated they learned of the museums online, 18.8% stated they heard of them from friends or family, and 17.1% indicated ads or print sources. Holiday travellers were generally more likely to search online for information about places to visit in the city, but did not have any distinct method of finding out about Museum Victoria venues.

#### **4.2.5 What currently attracts visitors to Museum Victoria's venues?**

Each participant surveyed at Melbourne Museum and the Immigration Museum was asked to indicate their reason for interest in Museum Victoria's venues. Seventeen percent of visitors to Museum Victoria venues expressed having a general interest in museums, 18.8% indicated a specific exhibition as the reason for their visit such as the Melbourne Story or World War I exhibition. Twenty-eight percent of the responses given by survey participants were grouped into the "Other" category as they did not fall under any of our pre-selected categories. Many of these responses indicated wanting to learn about culture or history, and 9.6% of our 300

participants visited the venues due to their convenient location or chance rather than knowledge of the venue’s offerings. Total responses can be viewed in Figure 5.



**Figure 5: Visitors surveyed across all three locations were asked their reason(s) for visiting either Melbourne Museum or the Immigration Museum (grouped into one category).**

#### 4.2.6 Exploratory Analyses

The 400 visitors from all three locations were also asked how they have been getting around the city. Public transportation via tram, train, or bus was the most common answer with 74.8% of the participants indicating it as a primary method for getting around the city. Fifty-six percent of participants also responded by saying walking was one of the ways they were travelling within the city. Cars and taxis were acknowledged as primary transportation by 16.5% of respondents. It is important to note that those surveyed had the option to give multiple answers when asked about their transportation means within the city.

## Chapter 5: Discussion

### 5.1 Summary and Interpretation of Results

Melbourne Museum and the Immigration Museum, draw heavily from international and interstate tourist audiences (Brand Manager for Adult Audiences, 2015). We chose to focus our study on these two groups as a means to explore ways in which Museum Victoria can better target visitors to the city of Melbourne. Better understanding how these visitors obtain information regarding city attractions will allow Museum Victoria's Communication and Partnerships team to more appropriately direct marketing practices at the tourist audience available in Melbourne and become an audience-led department.

Previous studies have identified a shift in the demographics comprising the tourist visitor audience of Victoria. As a result, there is a need to adapt marketing practices such that they more effectively target the visitors most likely to visit Melbourne. The previous study indicated an influx of visitors from China, India, and Indonesia, with continued increases from these nations projected through 2022 (Audience Insights, 2013). In contrast, our study revealed that the international audience in attendance at Museum Victoria venues is comprised mainly of visitors from the United States of America, the United Kingdom, New Zealand, France, and Germany. A possible cause for this disparity is the seasonality of travel, as tourists from certain areas may be more likely to visit during different seasons throughout the year. In addition, we did not survey third-party groups, and it may be possible that some international visitors are more likely to visit Melbourne through these organisations.

Our study also examined the motivations and desires of tourists, as we were interested in what inspired them to visit Melbourne and what destinations they hoped to see during their stay. We found that a majority of participants visited Melbourne for the purpose of holidaying, or visiting friends and family. Consistent with previous findings which demonstrated 70% of visitors to Victoria belonged to the "Visiting friends/family" and "holiday" segments of the tourist audience (Audience Insights, 2013), our study showed 77.8% of visitors to Melbourne belonged to the same segments. We observed that most tourists in Melbourne elected to explore the city either alone or with one other individual, usually a friend or family member. This was a

consistent finding across all three locations: Melbourne Museum, the Immigration Museum, and the Melbourne Visitor Centre.

Additionally, our research provided further evidence of the extent to which visitors use the Internet to acquire travel information, with 47.8% of our total participants indicating using online resources when deciding what attractions to visit in Melbourne. Respondents across all three locations also indicated that they rely on recommendations from friends and family about attractions to visit, with 47.5% of our 400 respondents indicating this as a source of information. Furthermore, 62.5% of survey participants decided which attractions to visit after their arrival in Melbourne. This indicates that local advertisements would likely be an effective way to target visitors who might have interest in Museum Victoria's venues, compared to marketing initiatives which target visitors who have not yet arrived in Melbourne.

## **5.2 Limitations**

While surveying, we observed parents travelling with small children were generally reluctant or unwilling to participate in our survey, as they had little time to spare or could not afford to be distracted from their children. Additionally, we encountered visitors each day who spoke little or no English, and we were unable to administer our survey as a result. Each of these factors put limitations on our survey results, and we acknowledge that segments of data are missing which would otherwise allow us to draw more representative conclusions regarding the tourist population. Future research aimed at these underrepresented populations would enable Museum Victoria's Communication and Partnerships team to gain a more complete understanding of the motivations of the tourists in Melbourne as a whole.

It is necessary to note that our data is biased by a large number of young adults (20 to 29 years old) surveyed across all locations. This age group comprises 28% of the total data pool (112 participants), with 50 to 59 year olds also comprising a large portion of the data set. The drop in numbers for people ages 30 through 49 could possibly have been caused by the fact that these are the ages when people were more likely to be traveling with families or children. It was generally noticed that younger or older audiences were more willing to participate in our study.

## Chapter 6. Conclusions and Recommendations

### 6.1 Recommendations

Based on our findings and analysis of collected survey responses, we were able to develop recommendations for implementation by Museum Victoria's Communication and Partnerships team. It is our belief that these recommendations will assist Museum Victoria in achieving a better understanding of its international and interstate tourist visitor audience, and allow it to target its marketing information and strategies to attract these visitors to Museum Victoria venues.

**Recommendation that CAP works to build a strong online presence.** As 47.5% of the total responses collected for this research study indicated using online resources as their primary source of information when looking for places to visit in the city, we recommend that Museum Victoria's Communication and Partnerships team works to continue building a strong online presence on platforms other than their own. Visitors across all the survey locations indicated using simple search queries to learn about the most interesting places to visit in Melbourne, demonstrating that the use of Google AdWords by Museum Victoria would be an effective way to increase awareness of its venues.

**Recommendation to increase visibility surrounding public transportation.** Overall, 74.8% of the 400 survey participants indicated using Melbourne's public transportation system as a primary means of traversing the city, notably trams. As such, we recommend that Museum Victoria advertise either on trams or at tram stops as a way to increase visibility and awareness. Furthermore, additional signs and advertisements throughout Melbourne would assist Museum Victoria in capturing visitors who spontaneously decide which attractions to visit. Visitors also explained to us that the location of either Melbourne Museum or the Immigration Museum was a reason for their visit, as they happened to walk past the venue while touring the city.

**Recommendation to strengthen relationships with local visitors.** The analysis of the data did show that Museum Victoria does rely heavily on recommendations from friends and family members in attracting tourist visitors to the museum. Across the entire survey, 29% of participants indicated that they were finding information about places they wanted to visit

through word of mouth. This number was much larger for those indicating that they were in Melbourne visiting friends or family. In fact, just under half of those respondents visiting friends and family stated they learned about the Museum Victoria venues by word of mouth.

By strengthening visitorship and relationships with local visitors, the Museum has the opportunity to indirectly grow tourist visitorship. If more locals visit the museum and are impressed, it increases the odds that people visiting the city will be recommended to go to the museum. Staying connected with local visitors through social media or through events at the museums could also increase the museum's popularity, making locals who have visited more likely to recommend Museum Victoria venues.

## **6.2 Future Areas for Inquiry**

As mentioned before, the number of responses obtained from parents with children was very limited, and the motivations of families coming to Melbourne and Museum Victoria venues are not fully represented in our data. This provides opportunities for future research regarding families who make up the visitorship to Melbourne. A shorter on-site survey or an online survey could be developed to collect information, which would also allow families to take the survey at their own leisure.

Another factor that could have had an effect on the collected data was seasonality. This survey took place during the transition from fall to winter in Australia, which may appeal to different visitors compared to other seasons. In addition, other Australian states were on school holiday during this time, and is therefore unclear if this data is an accurate representation of visitors throughout the year. To account for this, a similar survey should be done at times throughout the year to see if seasonality plays a role in who visits Melbourne and when they visit.

## **6.3 Conclusion**

The goal of this project was to evaluate Museum Victoria's current marketing strategies, obtain an understanding of the motivations of the current tourist audience in Melbourne, and provide marketing recommendations to the organisation's Communication and Partnerships team which would allow them to target their marketing techniques to specific audiences. Insights

gained from speaking with CAP members directed the line of questioning to be implemented in our research surveys.

Our data analysis revealed that international and interstate tourist visitors to the city of Melbourne are most inclined to make decisions regarding attractions to visit based on information obtained from online resources or from word of mouth recommendations. We discovered that the majority of visitors to Melbourne make decisions upon their arrival, and primarily use public transportation as a means of travelling around the city. They come to Melbourne for personal holiday, travel, or with the intent of visiting friends or family, and have revealed that Museum Victoria venues are popular attractions worth visiting while in Melbourne but do not necessarily classify as “must see” destinations.

Taking these and other findings into account, our team was able to provide recommendations to CAP concerning future marketing strategies to implement. We have recommended that Museum Victoria maintain a strong online presence and increase visibility in Melbourne in order to capture potential museum visitors. We hope that our data and recommendations will be useful to Museum Victoria in adapting to changing markets and becoming a top destination for visitors to Melbourne.

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## Appendix A: Interview Minutes

### A1 Brand Manager for Adult Audiences

*Q) What is your role here at Museum Victoria? Can you provide a brief description of your duties?*

A) My position is Brand Manager for Adult Audiences. Part of my duties is to develop strategies to engage adult audiences, to drive visitation to the museums, as well as to build loyalty and repeat visitation. We come up with plans for the implementation of campaigns which speak to specific adult audiences, and try to figure out what products best cater to target audiences.

*Q) Where do you believe Museum Victoria has been successful in its communication strategies?*

A) We are very good historically at communicating about our product offerings (exhibitions and programs) to the masses, but that's been more of a tactical approach rather than a strategic one.

*Q) Do you believe Museum Victoria has room for improvement in its current communications techniques?*

A) We haven't been strategically looking at who we are talking to, but we are good at pushing products. We want to make sure that we are led by our audience rather than our products, to be an audience led department and team. We want to figure out who is coming to our museums, which segments we are targeting, who has potential to visit. In other words, how do we communicate and target them rather than just pumping out products?

*Q) Are you satisfied with your current marketing initiatives?*

A) I think we are on the right track but there is a lot of work to be done. We are a new team with new roles, facing some challenges.

*Q) How up-to-date is your current marketing plan?*

A) In terms of time frame, we are working on our '15-'16 plan and seem to be on track for rolling that out before the next financial year.

*Q) In an ideal world, what communication strategies would you like to see the Museum Victoria implement to attract visitors?*

A) Having a bigger budget and better resources to support our initiatives would be helpful. We are a bit under resourced which allows us to be creative, but there is only so much you can do with limitations. A bigger media spend allows you to reach wider audiences, and it allows for additional creativity and freedom. The size of your budget really does impact how much you can do.

*Q) Are you aware of any specific demographic groups that are not visiting your museum?*

A) Tourists do not generally visit Scienceworks--it is very much a local museum for people living in the West. Tourists are more inclined to visit Melbourne Museum or Immigration Museum.

A) Touring hall exhibitions happen at least once a year, and they are only here for a short period of time. They are international exhibitions, and people tend to come just for that and not the other offerings at the museum, not our core products.

A) Immigration museum doesn't have repeat visitors. It's very rare that people come back.

*Q) Is there any demographic that you want to focus on attracting to the museum?*

A) Growing the "easy" audience at Immigration Museum: people who are looking to be social, casual, fun, exciting. NorthSouthFeastWest is being used to attract this audience. 18-29 year olds are a new audience for Immigration Museum.

A) Growing "informed" audiences: comprehensive, understanding, informed, enriched, detail oriented audiences. The visitors who want to feel like they are getting something out of the experience and have something to take away.

*Q) Do you/ the communications team have set goals for the number of tourists you would like to have visit your venues?*

A) We don't have a tourist strategy yet, so research should define a percentage that we would like to grow in this area. We need to research to determine what a realistic expectation is for growth in a tourist audience.

*Q) How do you shift your focus to a desirable sector of the tourist audience?*

A) With tourism, we target the independent tourists that are really in Melbourne. They don't sit within the segment groups (above). It depends on the time and types of tourists we are looking to attract.

A) There's not a plan currently in place. We have a defined segment for tourism that we hope to grow and deepen and work out what the best communication tools are to talk to them

*Q) What marketing project tools do you use for achieving product goals?*

A) Bought channel: what you pay for—print ads, digital ads, google optimization, stuff that you need money for.

A) Owned: on site signage, website, social media, pages, stuff that is your own assets

A) Earned: stuff that we can influence but have no control over—eg; getting an editorial piece in a paper. Talking to people who have influence. You engage with them because they have influence. When people are genuinely interested in what you do and your content, no money is exchanged.

*Q) What procedure do you take for producing new marketing ideas?*

A) At the moment we are in the process of developing an audience framework that will assist in the motivational segments we are targeting. It will look at products that appeal to these segments and the best way to appeal to them bought own and earned.

*Q) What online marketing tools are you familiar with? How do you implement these tools?*

A) I come from a Public Relations background, so this role is new to me. I am familiar social media from working with the marketing team in the past. If we want to boost a particular post, we put some money behind to get a greater reach for related posts.

A) Having a social media content plan is important. Planning out what we are doing, what we are saying, having a clear plan.

*Q) What types of online advertising tools have you used?*

A) See above. I haven't personally implemented much. We have media partnerships with some companies, which sometimes include editorial coverage, social media, and ads on their websites...

*Q) How effective have your social media platforms been?*

A) I think they've been effective. We have built a strong following over time on Melbourne Museum's Facebook page. We engage audiences, but are careful about not pumping out information, but engaging in conversation. We want to engage with them without overwhelming them with too many of our own messages, and strive to build advocacy (recommendations by word of mouth). I think we do that successfully. If somebody tags the museum in a post, we engage them and ask if they had a good time during their visit. It takes time to build, but it helps to create return visitors.

*Q) Do you have any marketing plans in progress which have not yet been unveiled to the public?*

A) Audience Development Framework: before it was very much Public Relations and Marketing working alongside each other. We are now trying to target our audiences in a different way.

*Q) Do you have a marketing budget?*

A) Not as much as we would like, but we do. \$900k for the entire brand team for the next financial year.

*Q) Who ultimately makes decisions about marketing implementation?*

A) Our Senior Brand Manager. She sets the direction for the whole brand team—Family, Adult, and Member Audiences—and each Brand Manager is responsible for the developing of outreach for their specific audience group. The Brand Officer and the Support Officer designated for each audience work together on the implementation of that outreach.

*Q) Is there anything that you are hoping our research will reveal about the current tourist audience?*

A) We are interested in knowing who is already coming to the museums, compared to who we can reach out to and engage as potential visitors. We are also interested in measuring the number of inbound tourists who are looking for something to do, and identifying areas for growth.

*Q) Does Museum Victoria focus on targeting visitors who have already arrived in Melbourne, or visitors who are still at home and planning their visit?*

A) We target people who are already here, and want our museums to be on their to-do lists. We don't try to target international or interstate people while they are still at home, but rather the people who are already here are our main focus. We generally target visitors upon arrival, and have not done much to cater to audiences that are more distant.

## A2 Brand Officer for Group Audiences

- Q) What is your role here at Museum Victoria? Can you provide a brief description of your duties?*
- A) She is the Brand Officer for Group Audiences, focusing on tourism and education. Her job is to drive awareness and visitation for these markets.
- Q) Where do you believe Museum Victoria has been successful in its communication strategies?*
- A) Museum Victoria already has a strong brand, particularly Melbourne Museum, as it is well known already.
- Q) Do you believe Museum Victoria has room for improvement in its current communications techniques?*
- A) The recent restructure of the department is result of need for improvement. The department is now focusing on audience led teams, as oppose to product led teams.
- Q) Are you satisfied with your current marketing initiatives?*
- A) She was brought on to help market to tourism and education audiences after some budget cuts and restructuring. The marketing initiatives are still in the planning phase
- Q) How up-to-date is your current marketing plan?*
- A) The current marketing plan in under construction, and more work will be put in to make sure that it is successful.
- Q) In an ideal world, what communication strategies would you like to see the Museum Victoria implement to attract visitors?*
- A) She wants the new communication strategies to be successful. The new strategies should be a top down strategic approach for tourist audience
- Q) Are you aware of any specific demographic groups that are not visiting your museum?*
- A) There is a lack of tourists visiting Scienceworks, but they are not a focus at that museum.  
A) Young adult at Melbourne Museum and Scienceworks, but once again, adult audience at Scienceworks is not a huge focus
- Q) Is there any demographic that you want to focus on attracting to the museum?*
- A) Tourists and education audiences
- Q) Do you/ the communications team have set goals for the number of tourists you would like to have visit your venues?*
- A) The goals are still being discussed; an example of a goal would be growing the tourist audience by 3% over the next 3 years.
- Q) How do you shift your focus to a desirable sector of the tourist audience?*
- A) Should the museum try to reach them before they come or after they arrive? The museum does not have the resources to make people come to Australia, so the mainly focus on attracting tourists once they arrive. The museum can reach out to people abroad through the use of digital media such as TripAdvisor.
- Q) What marketing project tools do you use for achieving product goals?*
- A) Marketing is all about the strategy. Audience insight is how the strategy starts, then down to briefing media agencies, and using creative agencies for tone and look of advertisements.

- Q) What procedure do you take for producing new marketing ideas?*  
A) Marketing strategies should be developed from audience insights.
- Q) What online marketing tools are you familiar with? How do you implement these tools?*  
A) She was familiar with advertising on social media, Facebook targeting and Google Adwords (which is what someone would use to get sponsored search result). Google Adwords is a very cost effective method for reaching out to tourism and education audiences.
- Q) What types of online advertising tools have you used?*  
A) This sort of overlaps with the previous question. She mentioned that Google Adwords seems to be effective and has worked for her in the past.
- Q) How effective have your social media platforms been?*  
A) A different CAP member may be more adept at answering this question.
- Q) Do you have any marketing plans in progress which have not yet been unveiled to the public?*  
A) Unknown as of yet
- Q) Do you have a marketing budget?*  
A) Unknown as of yet
- Q) Who ultimately makes decisions about marketing implementation?*  
A) She believes it would be the Senior Brand Manager. She will be working with the Brand Manager for Adult Audiences on initiatives, who will most likely sign off on anything before it is sent to the Senior Brand Manager.
- Q) Is there anything that you are hoping our research will reveal about the current tourist audience?*  
A) She is looking forward to the data we have about the insight into the motivations and decision making process for tourist audiences.

## Appendix B: Questions for On-Site Interview with Tourists at Melbourne Museum

### WPI Melbourne Museum Survey

#### Introduction/Screening

---

1. Hello, my name is... We are asking some questions of our visitors to Melbourne Museum today. It will take less than 5 minutes. Are you visiting the city of Melbourne?

- Yes
- No

#### Introduction/Screening

---

2. Where do you usually reside?

- Australia
- Overseas

3. Which state or territory of Australia do you reside in?

- |                                       |  |
|---------------------------------------|--|
| <input type="radio"/> New South Wales | <input type="radio"/> Victoria                     |
| <input type="radio"/> Queensland      | <input type="radio"/> Western Australia            |
| <input type="radio"/> South Australia | <input type="radio"/> Northern Territory           |
| <input type="radio"/> Tasmania        | <input type="radio"/> Australian Capital Territory |

4. Which country do you reside in?

#### Introduction/Screening

---

5. What was your age at your last birthday?

---

6. Is this your first visit to the city of Melbourne?

- Yes
- No

7. How many days will you be staying in Melbourne?

8. Why did you choose to visit the city of Melbourne at this time?

- |   |  |
|---|--|
| <input type="checkbox"/> Work                     | <input type="checkbox"/> Visiting friends/family |
| <input type="checkbox"/> Religious Event          | <input type="checkbox"/> Travelling              |
| <input type="checkbox"/> Shopping                 | <input type="checkbox"/> School holiday          |
| <input type="checkbox"/> Sport event              | <input type="checkbox"/> Group Tour- Independent |
| <input type="checkbox"/> Short-term work or study | <input type="checkbox"/> Group Tour- Third Party |
| <input type="checkbox"/> Holidaying               | <input type="text"/>                             |
|   | <input type="checkbox"/> Other                   |
|   | <input type="text"/>                             |



9. How have you been getting around the city? (Do not read out)

- Public transport - tram, train, bus
- Taxi
- Car
- Walking
- City Circle tram
- Tourist shuttle bus
- Organised group bus
- Other

**Decision-Making**

---

10. What places will you definitely make sure that you see whilst in Melbourne? (Do not read out)

- |  |   |
|--|---|
| <input type="checkbox"/> Melbourne Aquarium                    | <input type="checkbox"/> National Gallery of Victoria |
| <input type="checkbox"/> Church                                | <input type="checkbox"/> Zoo                          |
| <input type="checkbox"/> Historical House                      | <input type="checkbox"/> Queen Victoria Market        |
| <input type="checkbox"/> Immigration Museum                    | <input type="checkbox"/> Shrine of Remembrance        |
| <input type="checkbox"/> Melbourne Cricket Ground/Sport Museum | <input type="checkbox"/> State Library of Victoria    |
| <input type="checkbox"/> Royal Botanic Gardens                 | <input type="checkbox"/> Federation Square            |
| <input type="checkbox"/> Royal Exhibition Building Tour        | <input type="checkbox"/> Melbourne Gaol               |
| <input type="checkbox"/> Scienceworks                          | <input type="checkbox"/> Other                        |
| <input type="checkbox"/> St. Kilda and the beach               | <input type="text"/>                                  |

11. Did you decide which attractions to visit before or after arriving in Melbourne?

- Before
- After

12. Where did you find the information about the places you intend to visit?

- Friends/Family
- National Geographic Guide
- Frommer's Guide
- Travel agent
- Melbourne Visitor Centre
- Lonely Planet
- Online: website
- Online: social media
- Other

**Melbourne Museum**

---

13. Is this your first visit to Melbourne Museum?

- Yes
- No

14. How did you hear about Melbourne Museum?

- Friends/Family
- National Geographic Guide
- Frommer's Guide
- Travel agent
- Melbourne Visitor Centre
- Lonely Planet
- Online: website
- Online: social media
- Other

15. Why did you decide to visit Melbourne Museum?

- Specific exhibition
- Must see place in Melbourne
- Enjoy museums
- Saw advertisement
- Recommended/ read about
- Other

16. Which exhibitions or places at Melbourne Museum did you visit today? (Select all that apply)

- Café
- Children's Gallery
- Bunjilaka
- Forest Gallery
- IMAX
- The Melbourne Story
- Museum Shop
- Science and Life Gallery
- Mind and Body Gallery

17. What will you remember most about your visit?

18. How would you rate your experience at Melbourne Museum today where 1 is very poor and 5 is very good?

- 1                      2                      3                      4                      5
-

19. As a result of your visit today, which of the following will you be doing?

- Talk to friends/family
- Text friends/family about your experience
- Email friends/family
- "Like" Melbourne Museum on Facebook
- Post a review on Tripadvisor
- "Follow" Melbourne Museum on Twitter/Facebook/Instagram/Etc. Which ones?
- Post about Melbourne Museum on Social Media (Instagram/Flickr/Twitter/Facebook). Which one?
- Other

20. For the following items of expenditure, how much money did you personally spend on each item, for both yourself and any other people with you during your time at Melbourne Museum?

- Tickets for the museums including advance booking charges
- Purchase of other experience such as IMAX or programs
- Any food or drink purchases including meals, snacks, coffee, ice creams, etc
- Transport costs such as taxis, public transport, car parking
- Museum merchandise such as catalogues, books, post cards, toys, clothing
- Any other expenses not covered above

.....  
Total : 0

**Demographics**

---

21. Including yourself, how many people are with you today?

- One
- Two
- Three
- Four
- Five or more

22. Who is travelling with you?

- Family with younger children
- Family with older children (incl. teenagers)
- Family, with adults
- Friends
- Work/Study colleagues
- Other

23. What is the main language spoken by you at home?

English	▲
Cantonese	
French	
German	
Greek	
Hindi	
Italian	
Mandarin	
Spanish	
Other	▼

24. Gender of participant. RECORD DO NOT ASK

- Male
- Female
- Unspecified gender

# Appendix C: Questions for On-Site Interview with Tourists at Immigration Museum

## WPI Immigration Museum Survey

### Introduction/Screening

---

1. Introduction: Hello, my name is... We are asking some questions of our visitors to the Immigration Museum today.

Are you visiting the city of Melbourne?

- Yes
- No

### Introduction/Screening

---

2. Where do you usually reside?

- Australia
- Overseas

3. Which state or territory of Australia do you reside in?

- |                                       |  |
|---------------------------------------|--|
| <input type="radio"/> New South Wales | <input type="radio"/> Victoria                     |
| <input type="radio"/> Queensland      | <input type="radio"/> Western Australia            |
| <input type="radio"/> South Australia | <input type="radio"/> Northern Territory           |
| <input type="radio"/> Tasmania        | <input type="radio"/> Australian Capital Territory |

4. Which country do you reside in?



5. What is your age at your last birthday?

6. Is this your first visit to the city of Melbourne?

- Yes
- No

7. How many days will you be staying in Melbourne?

8. Why did you choose to visit the city of Melbourne at this time?

- |  |  |
|--|--|
| <input type="checkbox"/> Business                            | <input type="checkbox"/> Holidaying              |
| <input type="checkbox"/> Group Tour- Independent             | <input type="checkbox"/> Visiting friends/family |
| <input type="checkbox"/> Religious Event                     | <input type="checkbox"/> Travelling the world    |
| <input type="checkbox"/> Shopping                            | <input type="checkbox"/> School holidays         |
| <input type="checkbox"/> Sports                              | <input type="checkbox"/> Group Tour- Third Party |
| <input type="checkbox"/> Short-term placement for work/study | <input type="text"/>                             |
|  | <input type="checkbox"/> Other                   |
|  | <input type="text"/>                             |

9. How have you been getting around the city?

- Public transit: tram, train, bus
- Taxi cab
- Car
- Walking
- City Circle tram
- Tourist shuttle bus
- Group bus
- Other

**Decision-Making**

---

10. What places will you definitely make sure that you see whilst in Melbourne?

- |  |   |
|--|---|
| <input type="checkbox"/> Melbourne Aquarium                    | <input type="checkbox"/> National Gallery of Victoria |
| <input type="checkbox"/> Churches                              | <input type="checkbox"/> Zoo                          |
| <input type="checkbox"/> Historical Houses                     | <input type="checkbox"/> Queen Victoria Market        |
| <input type="checkbox"/> Melbourne Museum                      | <input type="checkbox"/> Shrine of Remembrance        |
| <input type="checkbox"/> Melbourne Cricket Ground/Sport Museum | <input type="checkbox"/> State Library of Victoria    |
| <input type="checkbox"/> Royal Botanic Gardens                 | <input type="checkbox"/> Federation Square            |
| <input type="checkbox"/> Royal Exhibition Building Tour        | <input type="checkbox"/> Melbourne Gaol               |
| <input type="checkbox"/> Scienceworks                          | <input type="checkbox"/> Other <input type="text"/>   |
| <input type="checkbox"/> St. Kilda and the beach               |   |

11. Did you decide which attractions to visit before or after arriving in Melbourne?

- Before
- After

12. Where did you find the information about the places you intend to visit?

- Friends/Family
- National Geographic Guide
- Frommer's Guide
- Travel agent
- Melbourne Visitor Centre
- Lonely Planet
- Online: website
- Online: social media
- Other

**Immigration Museum**

---

13. Is this your first visit to Immigration Museum?

- Yes
- No

14. How did you hear about the Immigration Museum?

- Friends/Family
- National Geographic Guide
- Frommer's Guide
- Travel agent
- Melbourne Visitor Centre
- Lonely Planet
- Online: website
- Online: social media
- Other

15. Why did you decide to visit the Immigration Museum?

- Specific exhibition
- Must see place to see in Melbourne
- Enjoy museums
- Saw advertisement
- Recommended/ Read about
- To hear about your country in Melbourne
- Other

16. Which exhibitions or places at the Immigration Museum did you visit today?( Select all that apply)

- First Floor (Community Gallery, Journeys of a Lifetime, Customs Gallery, etc.)
- Identity: Yours, Mine, Ours
- Freedom (East Wing Gallery)
- Café
- Shop

---

17. Did you use the guided audio tour today?

- Yes
- No
- I did not know about the guided audio tour

18. How would you rate your experience of the guided audio tour where 1 is very dissatisfied and 5 is very satisfied?

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very<br>Dissatisfied  | Dissatisfied          | Neutral               | Satisfied             | Very Satisfied        |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

---

19. What will you remember most about your visit?

20. How would you rate your experience at Immigration Museum today where 1 is very poor and 5 is very good?

- 1                      2                      3                      4                      5
- 

21. As a result of your visit today, which of the following will you be doing?

- Talk to friends/family
- Text friends/family about your experience
- Email friends/family
- "Like" Immigration Museum on Facebook
- Post a review on Tripadvisor
- "Follow" Immigration Museum on Twitter/Facebook/Instagram/Etc. Which ones?
- Post about Immigration Museum on Social Media (Instagram/Flickr/Twitter/Facebook). Which one?
- Other

22. For the following items of expenditure, how much money did you personally spend on each item, for both yourself and any other people with you during your time at the Immigration Museum?

<input type="text"/>	Tickets for the museums including advance booking charges
<input type="text"/>	Purchase of other experience such as tours, MV Membership, programs
<input type="text"/>	Any food or drink purchases including meals, snacks, coffee, ice creams, etc
<input type="text"/>	Transport costs such as taxis, public transport, car parking
<input type="text"/>	Museum merchandise such as catalogues, books, post cards, toys, clothing
<input type="text"/>	Any other expenses not covered above

.....  
Total : 0

### Demographics

---

23. How many people are with you today?

- One
- Two
- Three
- Four
- Five or more

24. Who is travelling with you?

- Family with younger children
- Family with older children (incl. teenagers)
- Family, with adults
- Friends
- Work/Study colleagues
- Other

25. What is the main language spoken by you at home?

English	▲
Cantonese	
French	
German	
Greek	
Hindi	
Italian	
Mandarin	
Spanish	
Other	▼

26. Gender of participant. RECORD DO NOT ASK

- Male
- Female
- Unspecified gender



## Appendix D: Questions for Off-Site Interview with Tourists

### WPI Melbourne Visitor Centre Survey

#### Introduction/Screening

---

1. Hello, my name is... I am conducting research on behalf of Museum Victoria and have a few questions about Melbourne. Are you a visitor to the city of Melbourne?

- Yes
- No

#### Introduction/Screening

---

2. Where do you usually reside?

- Australia
- Overseas

#### Introduction/Screening

---

3. Which state of Australia do you reside in?

- |                                       |  |
|---------------------------------------|--|
| <input type="radio"/> New South Wales | <input type="radio"/> Victoria                     |
| <input type="radio"/> Queensland      | <input type="radio"/> Western Australia            |
| <input type="radio"/> South Australia | <input type="radio"/> Northern Territory           |
| <input type="radio"/> Tasmania        | <input type="radio"/> Australian Capital Territory |

#### Introduction/Screening

---

4. Which country do you reside in?

**Introduction/Screening**

---

5. What is your age at your last birthday?

6. Is this your first visit to Melbourne?

- Yes
- No

7. How many days will you be staying in Melbourne?

8. Why did you choose to visit Melbourne at this time?

- |  |  |
|--|--|
| <input type="checkbox"/> Business                | <input type="checkbox"/> Holidaying              |
| <input type="checkbox"/> Group Tour- Independent | <input type="checkbox"/> Visiting friends/family |
| <input type="checkbox"/> Religious Event         | <input type="checkbox"/> Traveling               |
| <input type="checkbox"/> Shopping                | <input type="checkbox"/> School holiday          |
| <input type="checkbox"/> Sport event             | <input type="checkbox"/> Group Tour- Third Party |
| <input type="checkbox"/> Study - short-term      | <input type="text"/>                             |
|  | <input type="checkbox"/> Other                   |
|  | <input type="text"/>                             |

9. How have you been getting around the city? DO NOT READ OUT.

- Public transport: tram, train, bus
- Taxi cab
- Car
- Walking
- City Circle tram
- Tourist shuttle bus
- Group bus
- Other

**Decision-Making**

---

10. What places will you definitely make sure that you see whilst in Melbourne? DO NOT READ OUT.

- |  |   |
|--|---|
| <input type="checkbox"/> Melbourne Aquarium                    | <input type="checkbox"/> National Gallery of Victoria |
| <input type="checkbox"/> Churches                              | <input type="checkbox"/> Zoo                          |
| <input type="checkbox"/> Historical Houses                     | <input type="checkbox"/> Queen Victoria Market        |
| <input type="checkbox"/> Melbourne Museum                      | <input type="checkbox"/> Shrine of Remembrance        |
| <input type="checkbox"/> Melbourne Cricket Ground/Sport Museum | <input type="checkbox"/> State Library of Victoria    |
| <input type="checkbox"/> Royal Botanic Gardens                 | <input type="checkbox"/> Federation Square            |
| <input type="checkbox"/> Royal Exhibition Building Tour        | <input type="checkbox"/> Melbourne Gaol               |
| <input type="checkbox"/> Scienceworks                          | <input type="checkbox"/> Immigration Museum           |
| <input type="checkbox"/> St. Kilda and the beach               | <input type="checkbox"/> Other <input type="text"/>   |

11. Did you decide which attractions to visit before or after arriving in Melbourne?

- Before
- After

12. Where did you find the information about the places you intend to visit?

- Friends/Family
- Travel agent
- Melbourne Visitor Centre
- National Geographic Guide
- Frommer's Guide
- Lonely Planet
- Online: website
- Online: social media
- Other

**Melbourne Museum**

---

13. Are you aware of Melbourne Museum?

- Yes
- No

**Melbourne Museum**

---

14. Where did you hear about it?

- Friends/Family
- National Geographic Guide
- Frommer's Guide
- Travel agent
- Melbourne Visitor Centre
- Lonely Planet
- Online: website
- Online: social media
- Other

15. Have you . . . READ OUT.

- already visited Melbourne Museum
- plan to visit Melbourne Museum
- do not plan to visit Melbourne Museum

**Melbourne Museum**

---

16. If yes, what are your reasons for visiting? (select all that apply)

- Specific exhibition
- Must see place to see in Melbourne
- Enjoy museums
- Saw advertisement
- Recommended/ Read about
- Other

17. If no, why not?

**Immigration Museum**

---

18. Are you aware of the Immigration Museum?

- Yes
- No

**Immigration Museum**

---

19. How did you hear about it?

- Friends/Family
- National Geographic Guide
- Frommer's Guide
- Travel agent
- Melbourne Visitor Centre
- Lonely Planet
- Online: website
- Online: social media
- Other

20. Have you . . . READ OUT

- visited it already
- plan to visit it
- do not plan to visit

**Immigration Museum**

---

21. If yes, what are your reasons for visiting? (select all that apply)

- Specific exhibition
- Must see place to see in Melbourne
- Enjoy museums
- Saw advertisement
- Recommended/ Read about
- Other

22. If no, why not?

### **Demographics**

---

23. And now a little about yourself so we know who we have talked with. How many people are visiting Melbourne with you?

- One
- Two
- Three
- Four
- Five or more



24. Who is travelling with you?

- Family with younger children
- Family with older children (incl. teenagers)
- Family, with adults
- Friends
- Work/Study colleagues
- Other

25. What is the main language spoken by you at home?

English
Cantonese
French
German
Greek
Hindi
Italian
Mandarin
Spanish
Other

26. Gender of participant. RECORD DO NOT ASK

- Male
- Female
- Unspecified gender