

Visitor Study Definition and Rationale

Definition Visitor studies are a tool to help organizations better understand their visitors. Visitor studies can be used to identify and better understand visitor demographics, motivations and behaviours, and to evaluate the effectiveness of interpretive products, programs and experiences.

Why do a Visitor Study	Report	Share information with your stakeholders to keep a record of your work and support future projects. <i>Annual reports, interpretive planning, presenting at conferences, etc.</i>
	Apply for Funding	Make a compelling case for funding. <i>Identify and apply for funding opportunities more quickly and efficiently.</i>
	Explore a Phenomenon	Better understand unexpected visitor engagement and/or impact. <i>If visitors are spending less time than expected in an exhibit, dig into what is happening. If you see a bump in visitation from an unexpected demographic, find out why that's happening.</i>
	Capture Moment in Time	Record information prior to a change. <i>Track information about visitors prior to updating an exhibit or program so you can measure the impact of the change.</i>
	Meet your Visitors' Needs Over Time	Keep up to date on what your visitors need. <i>Visitor demographics change over time so check in regularly to see what they expect and need during a visit to your site.</i>
Support Management Needs	Ensure your exhibits and programs support your organization's strategic goals and mission. <i>Check if you are connecting with your intended audience and/or if your exhibits and programs support your organization's mission.</i>	



Tara Miller
Visitor Study Consultant
tmvisitorstudies.com