

HOW IS **YOUR STORY** BEING TOLD?



VISITOR INTERPRETATION PLANNING

Visitors seek opportunities to learn about the people and places they visit — interpretation provides this opportunity, connecting visitors to our stories and increasing their understanding and awareness of our culture, our natural places and our history. Interpretation also allows us to effectively share messages, motivating and moving our visitors to act appropriately, become advocates and help us protect our special values.

Interpretation planning is about ‘getting the story right’ so the appropriate themes and stories are shared reducing misinterpretation, fabrication and assumption. Interpretation is: *A means of communicating ideas and feelings which help people enrich their understanding and appreciation of the world, and their role within it (Interpretation Australia).*

WHAT'S IN IT FOR YOU?

Our Interpretation Planning can help you:

- Develop content across a range of platforms from signs, print materials, digital (web, apps, social) and face-to-face presentations
- Target delivery and presentation of your stories to the right markets at the right time
- Enhance overall visitor experience using interpretation to connect your visitors to people and places
- Grow visitor numbers with positive word of mouth on leading interpretive experiences
- Create new and exciting employment opportunities through on-site presentations and personal face-to-face guided experiences.

WHAT'S INVOLVED?

TRC Tourism works with visitor attractions, local people and tourism products to:

1. **Undertake an experience assessment** — understand what is special and the major focus of your attraction/product and how interpretation is currently presented.
2. **Develop Themes and Key Messages** to start building the stories to be shared: What do we want to tell visitors and why is it important for them to learn about? In addition to our research expertise, we want to hear the stories ourselves — who are the right story-tellers? This may involve working closely with community members, Traditional Owners, historians, scientists and other subject matter experts.
3. **Understand your markets** — who is your main audience? How do we best engage with them, what language and tools do we need to emotionally connect your target markets to your stories? TRC will undertake an analysis of your markets so we can ensure interpretation is delivered in the most engaging and appropriate way possible.
4. **Deliver Interpretation Plans and Strategies** — we can develop an overarching Plan that will create tailored content for each Theme and visitor market, when and where are the best ways to share our stories at each stage of the Visitor Experience Cycle and conceptualise the way in which we want to communicate (interactive, apps, brochures, signs, guided presentations).
5. **Design Site Concept Plans/Master Plans** — Ready to implement your interpretation plan? We can take it to the next level. In collaboration with our inhouse architects and design partners we can design your cultural or historical centre, signs, web and app design and even write your Business Case and Investment Prospectus to help attract implementation funding.

FIND OUT MORE

To get your destination ready for growth, contact us and we'll customise a Visitor Interpretation Planning package to suit your needs.

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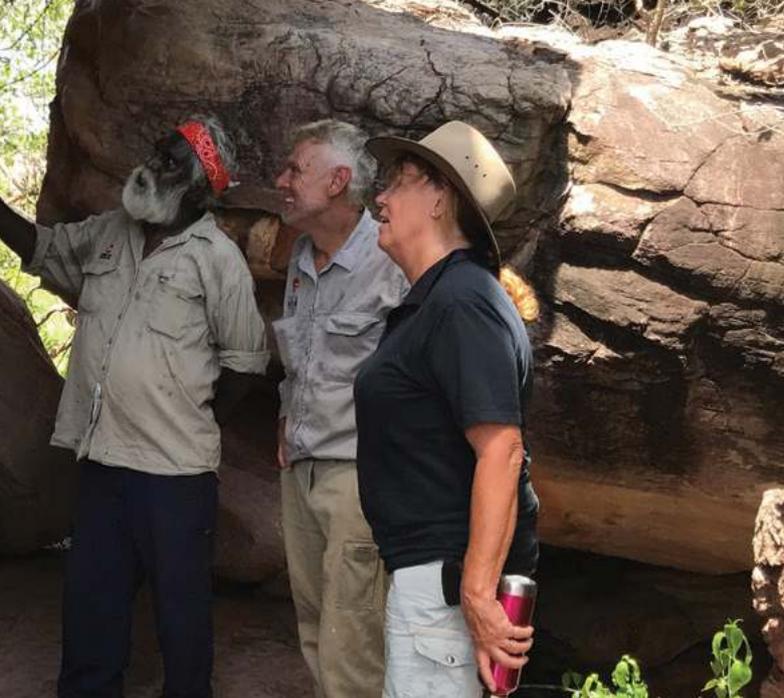
INTERPRETATION PLANNING IN ACTION

Meaningful places matter to us — when a visitor to a place extracts such meanings, the place is assured of living forever in the human mind.

Professor Sam Ham, 2002

Visitor interpretation is embedded in every aspect of a visitor experience. It's the stories people hear that attract them initially, what they learn, how they interact and connect once they have arrived and the important messages they take away with them, making your story now part of their story that they share with family and friends back home.

Our team of experts and project partners including interpretation specialists have previously delivered: interpretation concepts for leading New Zealand visitor centres; a concept plan and interpretation strategy for Mulligans Flat in the ACT; interpretation planning for national parks and Aboriginal Protected Areas in the Northern Territory and Western Australia; Business Case development for visitor interpretation experiences in Queensland; development of an interpretive tour guide training manual for national parks in Mongolia and subsequent on-site guide training; and a national Interpretation Plan for Samoa.



Prices start From \$18,000



TRC TOURISM

TRC Tourism is a leading international tourism, recreation and conservation consulting business based in Australia and New Zealand, and operating globally. With more than 25 years' experience, TRC has delivered comprehensive tourism planning and development projects for both large and small visitor destinations across Australia, New Zealand and other countries. Our clients include both country and local governments, private investors, non-government organisations (NGOs) and international development agencies.

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