



IS YOUR VISITOR EXPERIENCE REALLY WORKING ?

10 WAYS TO IMPROVE YOUR VISITORS' EXPERIENCE USING DIGITAL TECHNOLOGY



Kanvasys is a division of Idéeclic
www.ideeclic.com

About this White Paper

This white paper is aimed at any organization looking for new ways to improve visitor experience using digital technologies. It will be of particular interest to directors and managers of marketing, communications and public affairs for tourist attractions and cultural organizations (museums, zoos, cities, parks, etc.).

Based on quotes from experts around the world, and backed up with facts and figures, the objective of this white paper is to offer a global view of the advantages of using mobile devices as part of the visitor experience.

If you answer “no” to any of the following question, the white paper is for you!

- Is your visitor experience up to date ?
- Is your visitor experience interactive?
- Is your visitor experience available on site?
- Is your visitor experience seamless across multiple platforms?
- Is your visitor experience in real-time?
- Can you measure your visitor experience?
- Does your visitor experience build a loyal customer base?
- Does your visitor experience bring in new revenue?
- Does your visitor experience promote the organization?
- Does your visitor experience reach new audiences?

Introduction

“The visitor experience begins with the process of planning and arranging the destination trip and ends when the person(s) returns home and includes the totality of the experience encompassing what the location tries to manage and what is out of its control.”

(Michigan Tourism

http://www.tourismplan.msu.edu/Resources/FinRepMtg/VisExp_Report.pdf)

The 1960s - the beginning of the visitor experience

“Overwhelming approval and appreciation of our efforts to make the museum objects more interesting and meaningful to people with no particular interest in the subject. Would like to see the idea developed and extended to all museums.”

(Ministry of Works, 1961

<http://www.slideshare.net/LoicT/designing-visitor-experiences-with-mobile-platforms-in-museums>)

2011 and beyond - evolving with technology

Today, visitors pre-plan visits online, read reviews from other visitors on sites such as Yelp, tweet about their trips, share their experiences on Facebook, and use their mobile device to compare, discuss and interact.

The time when you could be certain where and how visitors were interacting with your organization is over. Visitors are now fully in control,

are you ready?

1 Your visitors' experience should be UP TO DATE

Pamphlets and brochures can become outdated quickly, and do not offer you the chance to promote new events as they are announced.

More and more, visitors are expecting to be able to use digital technology to engage with your organization - and not just on the web!

47%
OF TRAVELLERS
plan to use a
mobile device for
their travel
needs

"There is much to be said for the wonderful ways in which mobile devices can enhance the visitor experience."

(Ashley Paulisick, author of a dissertation entitled The Impact of Mobile Technology on Art Institution Visitor Experiences,

<http://www.technologyinthearts.org/2011/11/a-visitors-experience-the-good-the-bad-and-the-ugly-of-smartphone-apps-in-art-museums/>]

Most visitors are now equipped with smartphones or tablets, and expect to be able to use their own device.

"The number of mobile Internet users in the world should grow from 577 million in 2008 to 1.7 billion in 2013. Three times more users in five years."

(forecasts of Juniper Research, translated from french

<http://www.morbihan.cci.fr/modules/kameleon/upload/Note%20de%20tendance%20M-tourisme072009.pdf>]

“44% of U.S. travelers plan on using their mobile phone or smartphone more as a travel resource during trips in 2012 and 47% expect to use their mobile device for their travel needs at their destination.”

(Annual Trip Advisor Travel Trends Survey 2011,

<http://www.multivu.com/mnr/49249-tripadvisor-announces-2012-travel-trends-forecast/>)

“In 2014, mobile internet usage will overtake desktop internet usage and in 2011, more than 50% of all local searches are done from a mobile device.”

(Microsoft tag

<http://www.digitalbuzzblog.com/2011-mobile-statistics-stats-facts-marketing-infographic/>)

Checklist ✓

Make sure at least a few pages of your website are smartphones and tablet ready.

2 Your visitors' experience should be INTERACTIVE and CUSTOMIZABLE

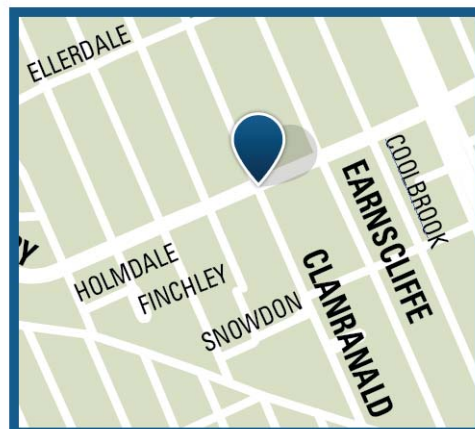
Visitors are used to devices such as the Apple iPad, with a gorgeous interface and intuitive navigation. The truth is that visitors now expect to have an interactive experience with any organization visit. Are you meeting your visitors' expectations?

"We find that the expectations and demands of smartphone customers are significantly higher than website visitors. With the dynamic of the App Store and the user-review feedback loop, it's imperative to deliver a stellar customer experience, otherwise one can end up in a deep hole of negative app reviews."

[Sam Shank, CEO the online travel agency HotelTonight

<http://www.eyefortravel.com/news/mobile/%E2%80%9Cexpectations-smartphone-customers-are-significantly-higher-website-visitors%E2%80%9D>]

One of the keys to providing a great visitor experience is to be able to provide relevant content. Relevancy is determined by the visitor, based on their personal interests and external factors such as location, type of device used, time of the day, etc. In our information-overloaded society, offering visitors the chance to choose the information that is interesting to them will enrich their experience.



GPS

is the technological tool most used by the visitors around the world

“Interactive bookings and mobile travel guides at the destination will become the norm in years to come.”

(World Travel Monitor Forum,

http://www.itb-berlin.de/media/itb/itb_media/itb_pdf/worldtr_2010_2011~1.pdf)

“GPS is the technological tool most used by the visitors around the world”

(Ministry of the Tourism - Direction of the evaluation and the strategic analysis, translated from french

<http://www.tourisme.gouv.qc.ca/publications/media/document/etudes-statistiques/enquete-lieux-accueil-11-10-11.pdf>)

Checklist ✓

Provide additional info and more interactivity than are available on site or through brochures: videos, for example, are becoming easier to produce.

3

Your visitors' experience should be **READILY AVAILABLE** at your site

Your promotional efforts succeeded in bringing them to your site, but how do you inspire loyalty? By offering them something to keep their interest even after they leave.

The Apple iPhone era and the Google Android invasion have made it a necessity for organizations to provide digital tools to their visitors. Augmented reality, multimedia content and geolocalized information (GPS or RFID) are ways to interact with your visitors on their own devices.

Reaching out on personal devices is preferable, because visitors are familiar with how it works. This solves the major hurdle for most digital technologies, because they don't have to learn how to use the interface before they can access content. Another bonus is that you won't need to buy and/or manage rental equipment.

GPS

Multimedia

Augmented reality

"Mobile technology is responsible for the next big wave of applications for travel, its influence will be enormous for the tourism industry. As for destinations, travel suppliers, intermediaries and businesses in technology, mobile technology will have major repercussions on how to sell and market travel, for each segment of tourism."

(Tourism Intelligence Network, translate from french

<http://veilletourisme.ca/2009/02/02/la-revolution-du-tourisme-mobile-est-enclenchee/>)

Checklist ✓

Provide relevant additional info and interactivity via kiosks and/or mobile devices. Just having your website "mobile friendly" is not enough!

4 Your visitors' experience should work SEAMLESSLY across many channels

Nowadays, visitors can use a large number of devices to interact with your organization: mobile phones, websites, kiosks, etc. And they expect to have a seamless experience across all devices, at any time. Channel management is an organizational issue, not a visitor concern.

For venues that welcome visitors, the experience can be separated into 3 main phases:

1 Before the visit

- when you start a dialog with visitors and promote your venue
- when the visitor gathers information to plan their visit

2 During the visit

- when you interact with the visitor and provide additional services (and generate additional revenue for your organization)
- when the visitor wants to fully experience your site (value for money)

3 After the visit

- when you need to inspire loyalty in visitors and retain them as customers
- when your visitor will promote (or demote!) your organization or event to friends and colleagues using social media, will interact with you using these channels.

"In North America, iOS and Android accounted for a combined 83.5 percent of total Smartphone sales, de la Vergne observed. RIM's sales continue to fall quickly as Android takes market share at AT&T."

(Gartner,

http://www.newsfactor.com/story.xhtml?story_id=030002Y7Q5OC&page=1)

Checklist ✓

Make sure that your programs and activities are not managed "in silo". Connect them and the messages you promote.

5

Your visitors' experience should be in REAL-TIME

It's necessary to understand that today, visitors want access to everything, anytime, anywhere! When they travel in new places, they are looking for important attractions, venues to avoid, reviews from other visitors and to share their own experiences on social networks.

MOBILE PHONE
is the marketing tool
of the future!

"Information at your fingertips", that was the Bill Gates' prediction in his 1994 keynote speech at Comdex - and it's coming true!

<http://blip.tv/buecherwurm/bill-gates-comdex-1994-keynote-information-at-your-fingertips-2005-2149363>

To respond to this growing necessity for immediacy, mobile technology is the solution - there are so many advantages! These devices are constantly with the visitor, connected to the internet, and provide apps to give information 24/7. They are used for advice, social sharing and updated information.

"The mobile phone is the marketing tool of the future to inform and retain customers and sell tourism products."

(translated from french

<http://www.morbihan.cci.fr/modules/kameleon/upload/Note%20de%20tendance%20M-tourisme072009.pdf>)

Checklist ✓

Make sure you are available anytime, anywhere with updated information on all platforms (mobile phones, websites, kiosks).

If you accomplish these objectives

6 You will create an experience that is MEASURABLE

The key to success for any program is to be able to measure and analyze relevant statistics.

Defining the **KEY PERFORMANCE INDICATORS** is the most important step

“Web analytics is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.”

(The Official WAA Definition of Web Analytics,

<http://www.webanalyticsassociation.org/?page=aboutus>)

The first step is to be able to record and measure. This is achieved by setting up analytics that provide insight not only on the number of visits, but most importantly on conversion and attribution. For example, if a website visit triggered an on-site visit, if a specific activity or program lead to better attendance to a specific section, etc.

Defining the Key Performance Indicators is the most important step: how are you going to measure the success of the visitors' experience? While a survey will provide you with great qualitative information, such as the level of visitor satisfaction after visiting your site - are you actually following through and improving the experience and the image of your brand in the long term?

Checklist ✓

Make sure that global analytics tools (such as Google Analytics) are set up for your organization, across all channels.

7 You will create an experience that builds a LOYAL CUSTOMER BASE

New technology allows you to noticeably increase your efforts to develop visitor loyalty, because they are always connected!



Visitors are able to share their experiences

“Mobile technology is an opportunity, including its ability to fill gaps throughout the customer experience. It is accessible at all times, especially while waiting.”

(Peeter Kivestu Teradata, translated from french
<http://marketing-mobile.ca/category/nouvelles>)

On one hand, visitors are able to share their experience with the largest number of people, thanks to social networks and blogs - increasing brand visibility. On the other hand, visitors can look forward to promotional offers personalized (even geolocalized) to them - to reward their loyalty and promote customer engagement.

“Apps can be central for hospitality brands for creating better relationships with their customers by being able to serve guests better before, during and after their stay.”

(KWE Partners,
<http://blog.kwegroup.com/marketing/mobile-apps-travel-trends-and-opportunities/>)

Checklist ✓

Don't fight Web 2.0 paradigms and the era of social networks, it is already happening. Provide a great experience and show that you care, across all channels.

8

You will create an experience that brings NEW REVENUE

The first key points we discussed were how creating a state-of-the-art visitor experience will build loyalty and added value for your brand. A stronger brand means better outreach and more visitors (and ultimately more revenue!).

Of course it's possible to charge users for an App - many Apps are not free - but it is well documented that a paid App does not get the same number of downloads.

FREE

vs

\$

"73% of iPhone apps (App Store) are not free versus 43% of Android apps (Google Market)"

"Paid apps are downloaded far less but may be perceived as being of higher quality."

(Distimo,

<http://blog.appsmarketing.mobi/2010/12/free-paid-freemium-apps/>)

The first question is: are you providing this as part of the overall experience (in that case, free is the rule) or as a real value-added benefit (in that case people will be willing to pay for it - if the App is good).

Bottom line: only a truly engaging total visitor experience will spark brand loyalty, worldwide visibility and potential revenue.

On the other side, the management of an end-to-end world class user experience should not mean astronomical cost, but profitability. A central management platform to publish to the Web, kiosk and mobile devices will prevent the "silo effect", both for the user (seamless experience, etc.) and for the organization (note having to manage and maintain multiple platforms separately).

Checklist ✓

Create a visitor experience program that will actually reduce management cost across all channels and bring new revenue through visitor satisfaction.

9 You will create an experience that **PROMOTES** your organization

Of course, to survive and grow, an organization needs to be known and recognized. Beyond advertising, you have to ensure you are promoting the right message in your branding. Showing how your organization is using the latest technologies will provide you with greater visibility and notoriety, and spread easily thanks to the visitor's experience sharing.

Moreover, advertising on mobile is coming in the near future: this important new trend is called SoLoMo (Social, Local and Mobile) by Google.

(translated from french

<http://www.marketing-professionnel.fr/tribune-libre/publicite-digitale-sur-mobile-google-201110.html>)

SOLOMO
Social
Local
MOBILE

"Benefiting from more attention from users, advertisements within mobile applications are more effective than advertisements on the Internet."

(Dean Donaldson (Global Director of Media Innovation, MediaMind), translated from french
<http://www.itrmobiles.com/articles/123405/pourquoi-publicite-sein-applications-mobiles-est-promise-bel-avenir.html?key=e85bf3310c459f5b>)

"Mobile geolocalized adds give 3 to 5 times higher rate of transformation"

(Admoove, translated from french
http://www.servicesmobiles.fr/services_mobiles/2011/09/%C3%A0-lire-publicit%C3%A9s-mobiles-g%C3%A0localis%C3%A9es-des-taux-de-transformation-3-%C3%A0-5-fois-sup%C3%A9rieurs-by-admoove.html?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+typepad%2FAGXj+%28Services+Mobiles%29)

Checklist ✓

Rethink your advertising model.
Promoting sponsors in your app is an example.

10

You will create an experience that REACHES NEW AUDIENCES

As you may have noticed, you can't afford to ignore the new expectations of visitors, but how do you meet them?

Audiences may be diverse, but they are all demanding. In order to capture their attention, you have to provide real customization. For example, visually impaired people, international visitors, young people, seniors, etc. all have different needs.

At your site, mobile technology finally allows you to offer them each a customized visitor experience, thanks to interactivity and interchangeability.

Use new technology to customize the visitor experience

"The Museum of Art and History from Geneva launches a video guide for deaf visitors."

(translated from french,

<http://www.club-innovation-culture.fr/p8072/>)

"The Cité des Sciences - Paris la Villette identifies each of its visitors with an RFID chip integrated ticket and it offers content that is relevant to their profile (age, language, interests, etc.). throughout the visit."

(translated from french

<http://veilletourisme.ca/2008/07/29/la-democratisation-des-audioguides-%E2%80%99ere-du-numerique/>)

"Try morphing yourself backward in time with the MEanderthal app for iPhone and Android."

(Smithsonian,

<http://humanorigins.si.edu/resources/whats-hot/meanderthal-mobile-app-0>)

Checklist ✓

15

Use new technology to bridge the gap: sign-language video for the hearing impaired, etc.

Recap

Your visitors' experience should :

- **BE UP TO DATE**

Make sure at least a few pages of your website are smartphones and tablet ready.

- **BE INTERACTIVE and CUSTOMIZABLE**

Provide additional info and more interactivity than are available on site or through brochures: videos, for example, are becoming easier to produce.

- **BE READILY AVAILABLE AT YOUR SITE**

Provide relevant additional info and interactivity via kiosks and/or mobile devices. Just having your website "mobile friendly" is not enough!

- **WORK SEAMLESSLY ACROSS MANY CHANNELS**

Make sure that your programs and activities are not managed "in silo". Connect them and the messages you promote.

- **BE IN REAL-TIME**

Make sure you are available anytime, anywhere with updated information on all platforms (mobile phones, websites, kiosks).

If you accomplish these objectives, you will create an experience that:

- **IS MESURABLE**

Make sure that global analytics tools (such as Google Analytics) are set up for your organization, across all channels.

- **BUILDS A LOYAL CUSTOMER BASE**

Don't fight Web 2.0 paradigms and the era of social networks, it is already happening. Provide a great experience and show that you care, across all channels.

- **BRINGS NEW REVENUE**

Create a visitor experience program that will actually reduce management cost across all channels and bring new revenue through visitor satisfaction.

- **PROMOTES YOUR ORGANIZATION**

**Rethink your advertising model.
Promoting sponsors in your app is an example.**

- **REACHES NEW AUDIENCES**

Use new technology to bridge the gap: sign-language video for the hearing impaired, etc.

About Kanvasys

We help organizations interact with their target audiences, at anytime, on any device. We believe that providing interactivity, context and personalization adds significant value to content. We create cross-platform applications that run on the latest generation of devices, indoors and outdoors.

About inSitu

Our cross-platform application (Web and Mobiles), helps publish location-based content to inform, attract and retain visitors. It is an interactive solution that delivers multimedia content through points of interest on maps, floor plans or images.

The logo for inSitu, with the word 'insitu' in a lowercase, bold, sans-serif font, where the 'i' is stylized with a dot.

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**A new type of visitor experience:
inform, attract and retain!**

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