

Visitor Motivations

How They Can Help Plan Experiences &
Measure Success

Lisa Eldred



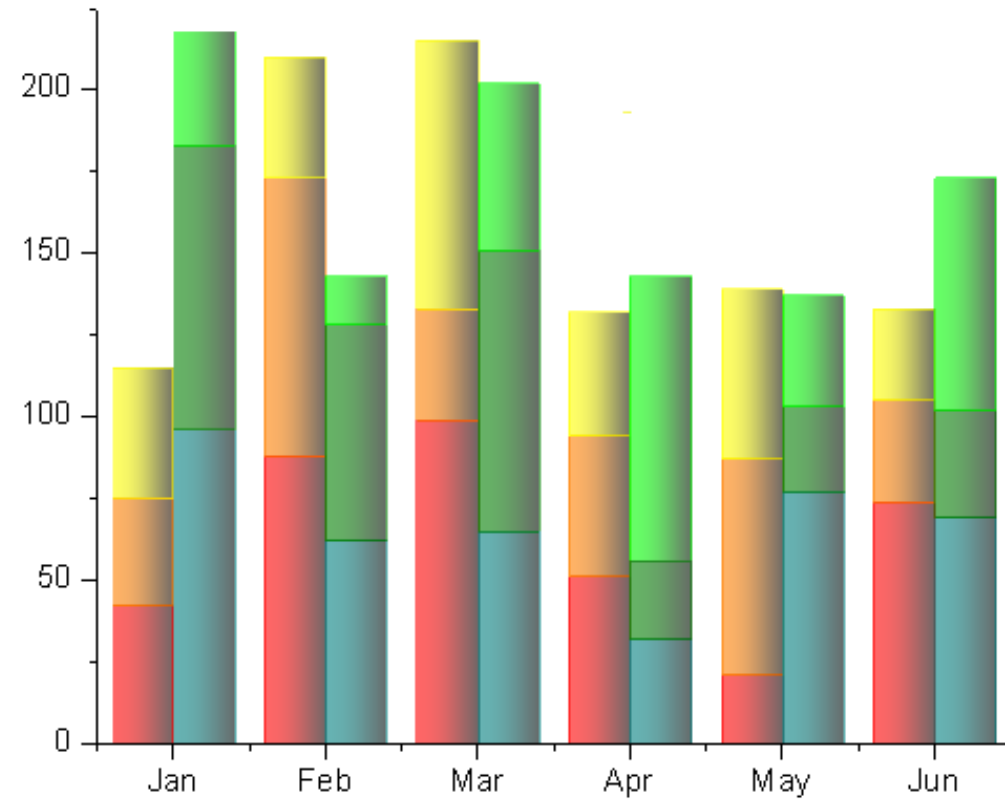
Tiffany Leason



Kari Ross Nelson



Understanding Visitors





“Audience research can be an irritant to those curators accustomed to developing the museum product as they see fit. It can provoke resistance where it challenges prefigured beliefs and assumptions. However, if museums acknowledge that they should be audience-centered, a properly resourced program of visitor studies should be an essential, systematic element of a museum’s activities.” (Black, pg. 10)

Falk's Identity-Related Visitor Motivation Model

Explorers

- Curiosity driven.
- Generic interest in content.
- Expect to find something that will grab their attention and fuel learning.



Falk's Identity-Related Visitor Motivation Model

Facilitators

- Socially motivated.
- Focused on primarily enabling the experience and learning of others in their group.
 - Social
 - Parental



Falk's Identity-Related Visitor Motivation Model

Professional/hobbyists

- Feel a close tie between the content and their passions.
- Visits typically motivated by a desire to satisfy a specific content related objective.



Falk's Identity-Related Visitor Motivation Model

Experience Seekers

- Motivated to visit because they perceive the (garden) as an important destination.
- Satisfaction primarily derives from the mere fact of having “been there and done that.”



Falk's Identity-Related Visitor Motivation Model

Rechargers

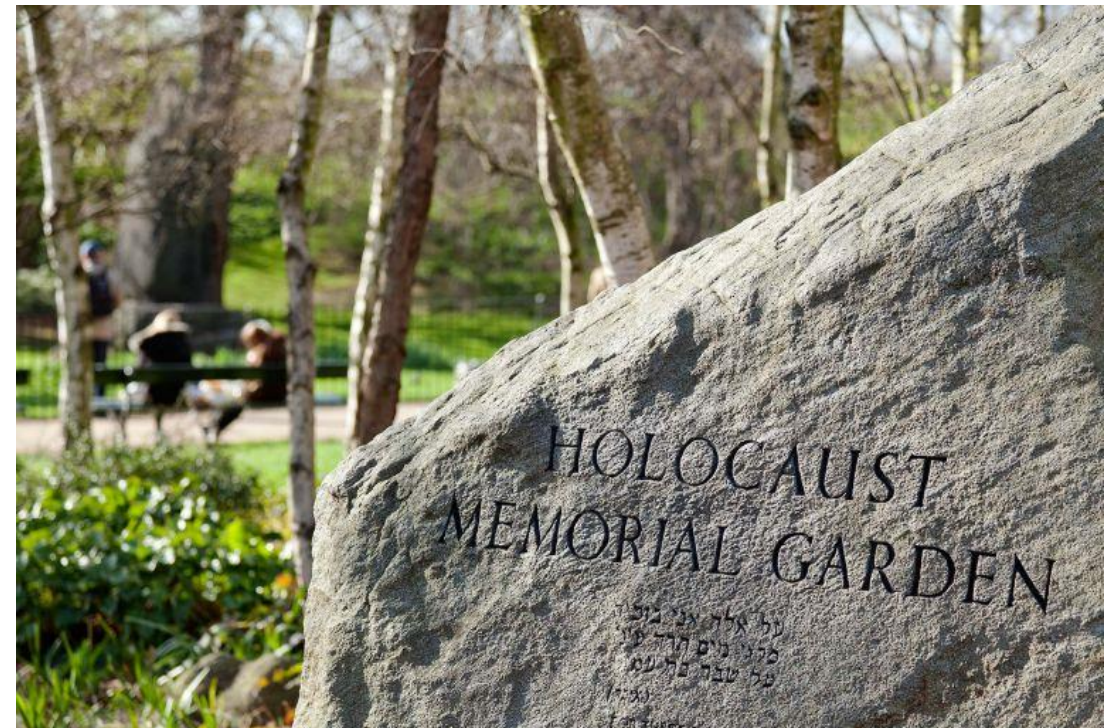
- Primarily seeking to have a contemplative, spiritual, and/or restorative experience.
- Use the (garden) as a refuge from the work-a-day-world.



Falk's Identity-Related Visitor Motivation Model

Respectful Pilgrims

- Visit out of sense of duty or obligation to honor the memory of those represented.



Falk's Identity-Related Visitor Motivation Model

Affinity Seekers

- Motivated to visit because a particular (garden) speaks to their sense of heritage and/or personhood.





ASHTON GARDENS

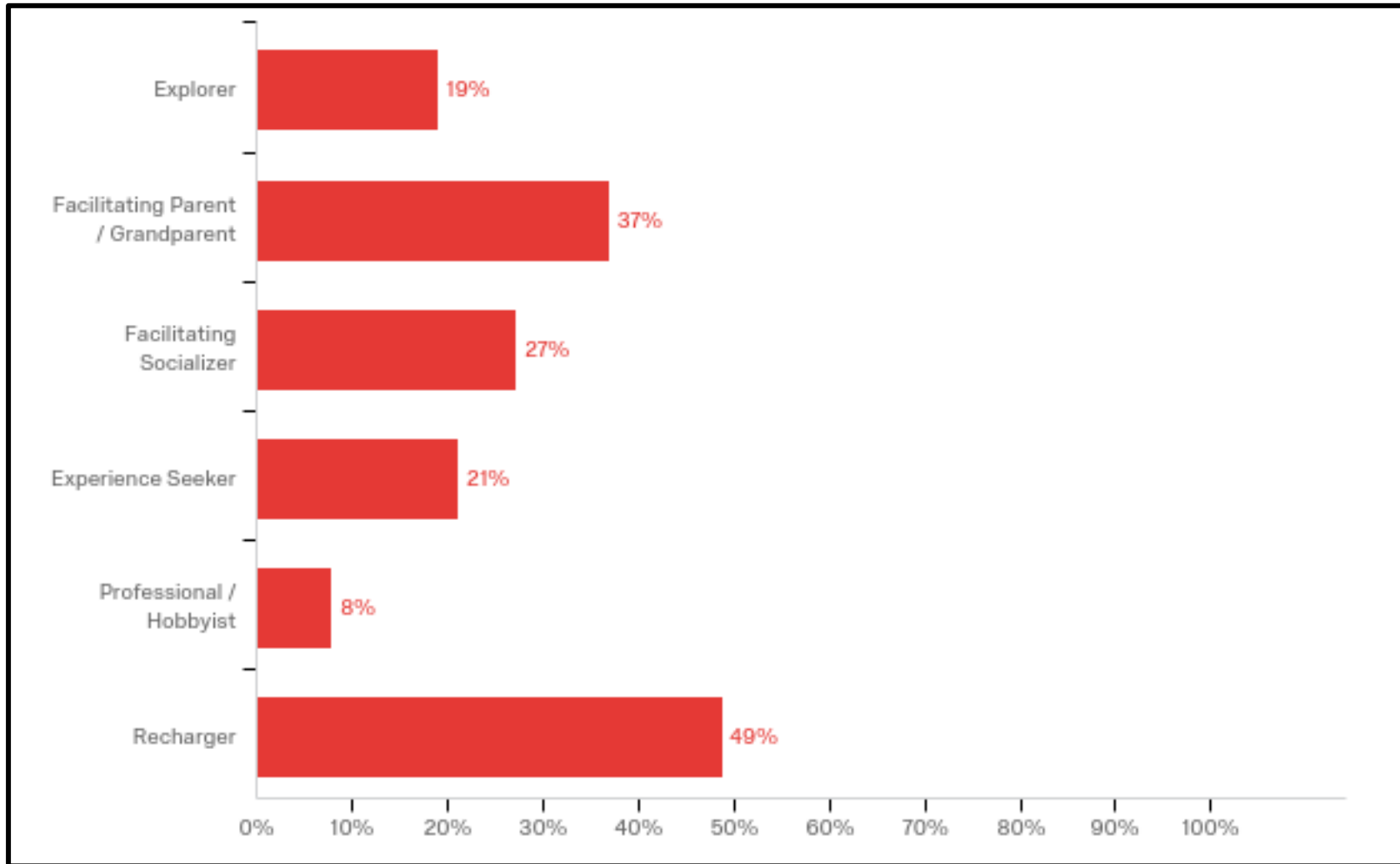
THANKSGIVING POINT • LEHI, UTAH

How: Monthly Exit Survey

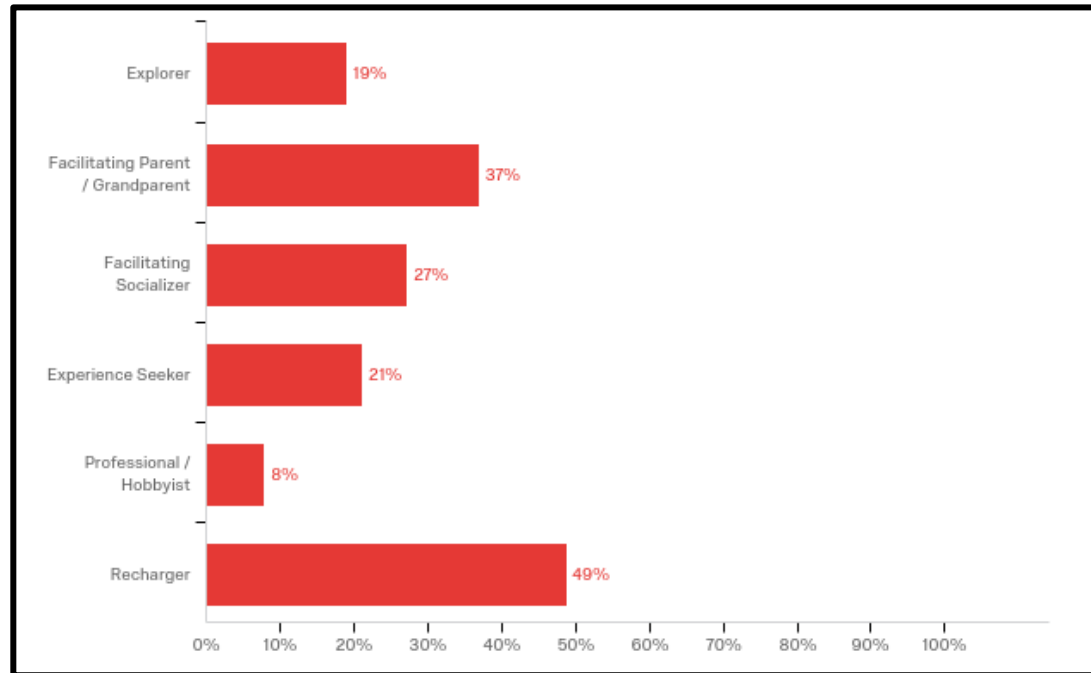
What was your motivation for visiting? Please select one or two choices.

- ☐ I like to explore new things. I am a generally curious person, and this provides me with a place I can learn about new things.
- ☐ I am a parent/grandparent, and I am primarily interested in making sure my children/grandchildren have a meaningful experience while they are here.
- ☐ I attended with friends, coworkers, acquaintances, or with a spouse. I am primarily interested in socializing with my companion(s) in a compelling setting.
- ☐ I attended because it is a “must see” destination in the community. I came here because of the one-of-a-kind experience I can have here.
- ☐ I came here because I have a special interest, knowledge, or training in the content.
- ☐ I visited because of the spiritual, emotional, or physical recharge I get when I am here. I come for rejuvenation.

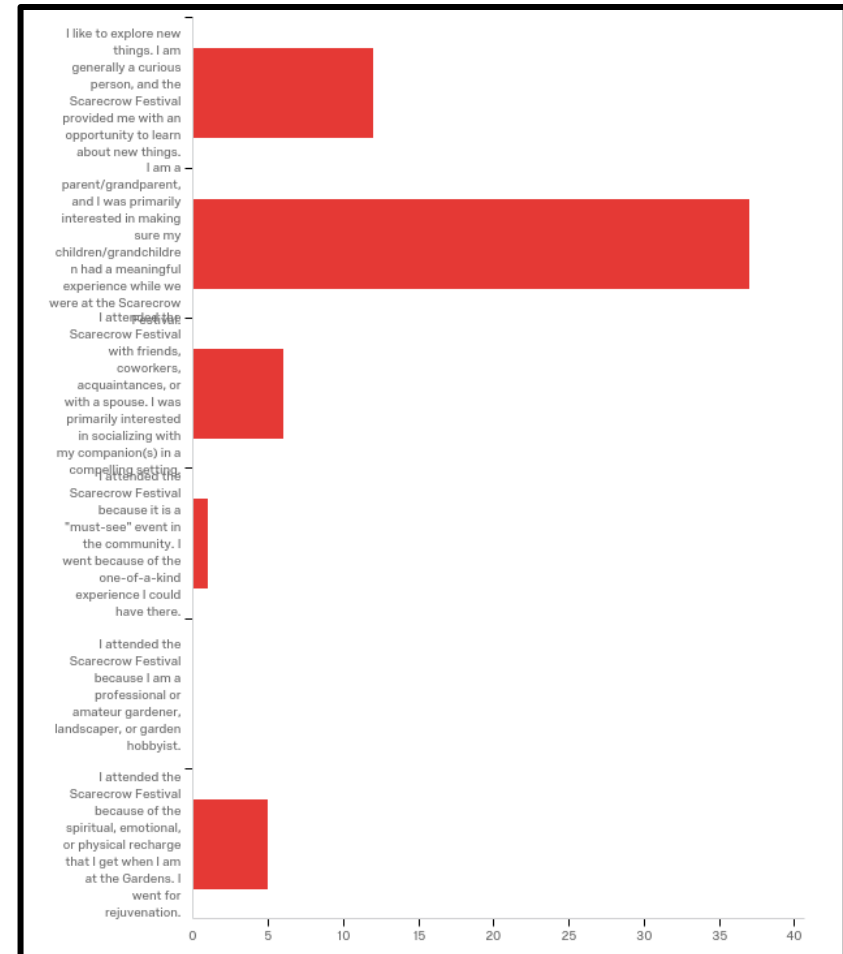
General Visitor Motivations, 2015-Current



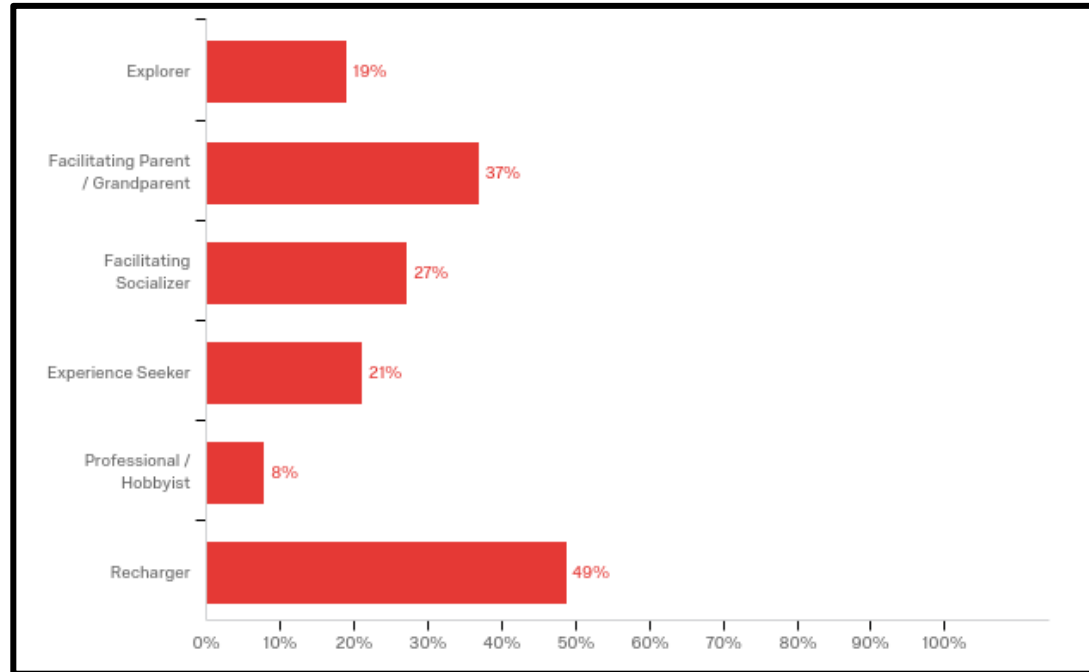
General Visitors



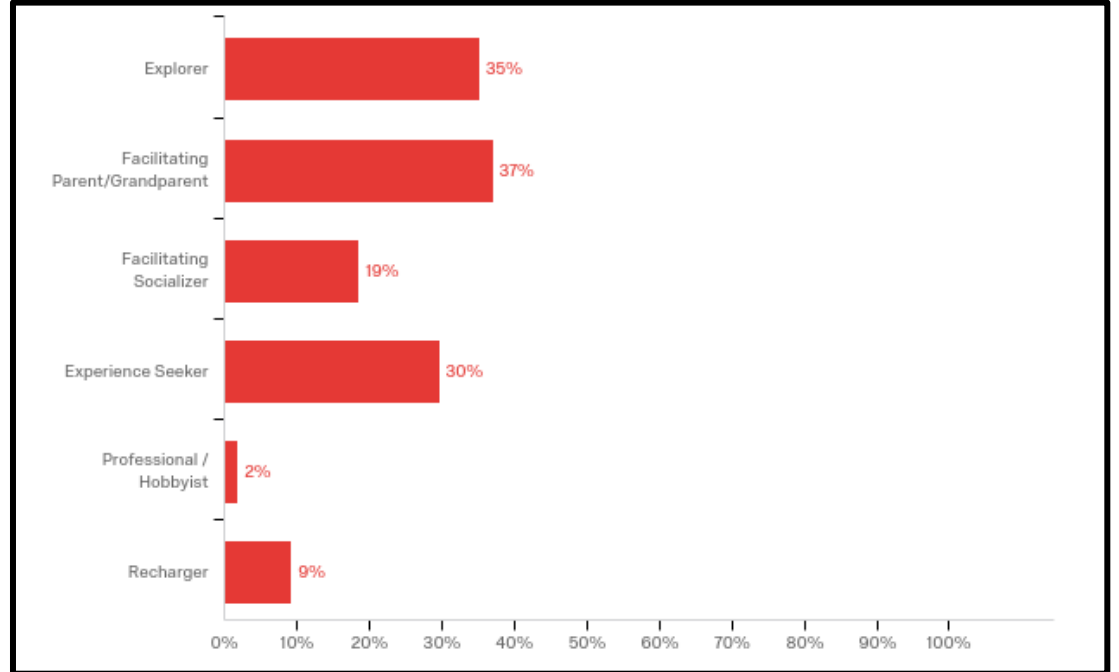
Scarecrow Festival



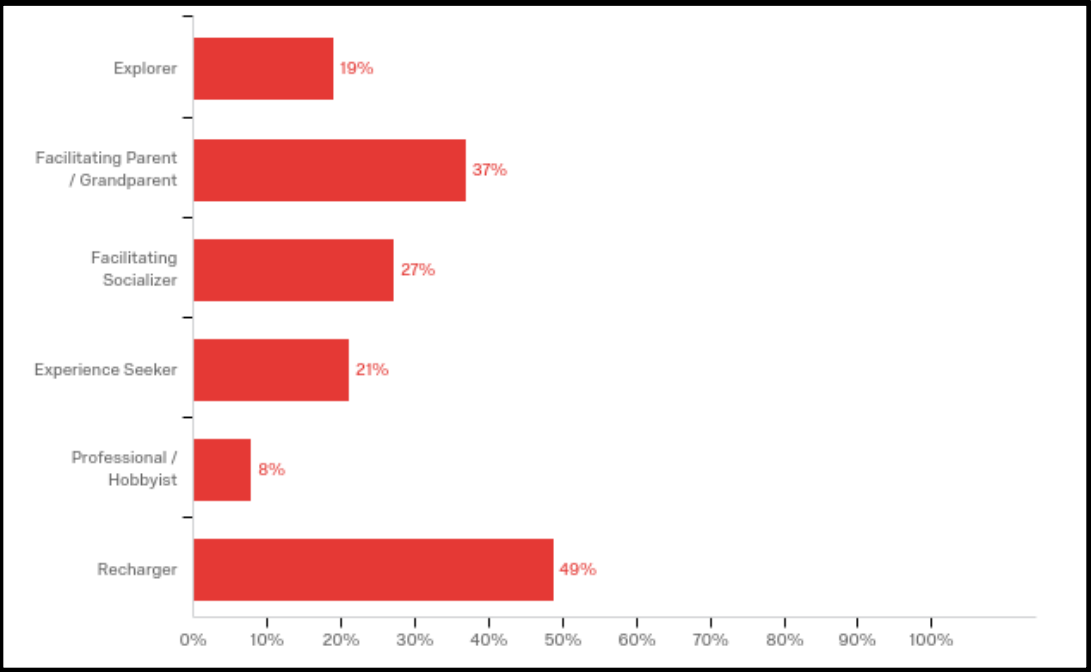
General Visitors



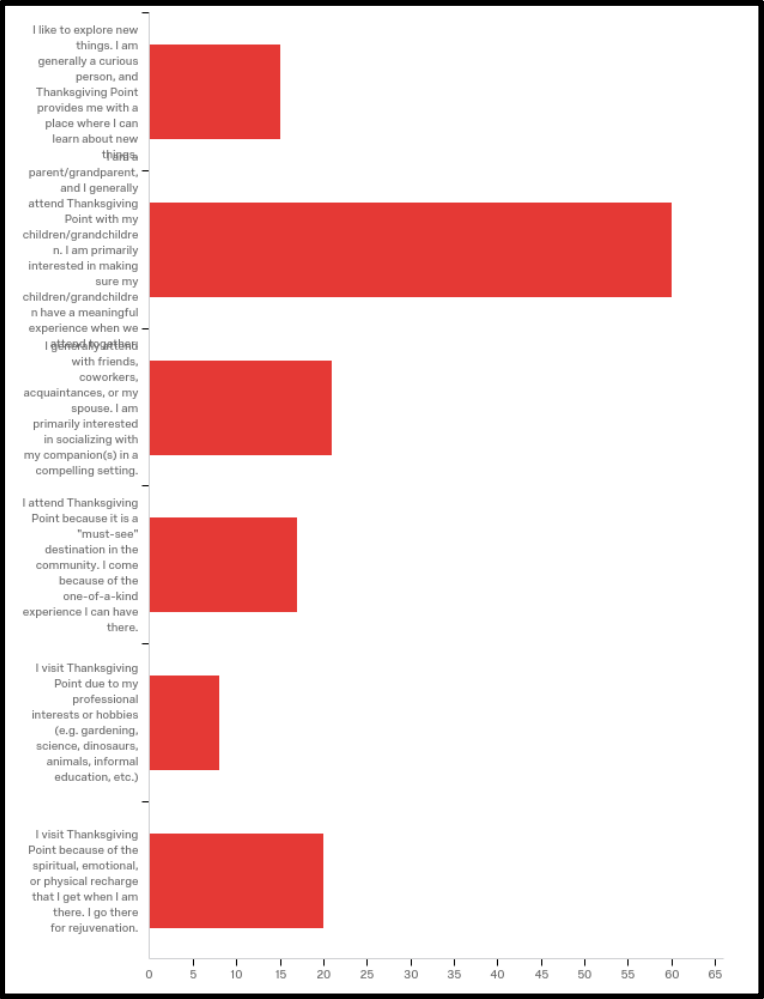
Lumenaria



General Visitors



Donors



What: Where the Rubber Hits the Road

- Explorer Training
- Management when considering new large scale projects



Why: Extend Reach, Optimize Experiences

