

VOICE OF THE VISITOR

CONTINUOUS BUILDING OF VISITOR INSIGHT FOR BETTER
DECISION MAKING



THE STORY SO FAR....

RUNNING SINCE JUNE 2020*

31 ATTRACTIONS TOOK PART IN 2022

55,000 VISITORS PROVIDED FEEDBACK

- Who is visiting?
- What are their motivations and prompts to visit?
- What do they think about their experience?

....all benchmarked through a user-friendly online dashboard, with results updated monthly

Insights allow attractions to plan for the future based on evidence from visitor feedback



* Known as the *ALVA Visitor Recovery Benchmarking Survey* until October 2021

HOW HAS 'VOICE OF THE VISITOR' WORKED SO FAR?

Online post-visit surveys

- Allowing visitors time to reflect on their experience, resulting in more considered and therefore better quality, richer feedback
- Feedback after a reflection period provides a better indication of how visitors will talk to others about their visit and their likelihood to recommend or return
- Providing visitors with flexibility to respond in their own time and in a place convenient to them results in higher quality visit experience feedback

Core and bespoke questions

We have in place a short core questionnaire addressing the key insight needs for most attractions. However, the addition of bespoke questions for your own attraction is easy cost-effective we see *Voice of the Visitor* as a skeleton around which to build your own visitor survey

Focus on verbatim comments

Often the richest, most actionable insight has come from our open question eliciting spontaneous feelings about the visit experience. With technological advances in analytical AI, summarising the rich insight from these comments is becoming ever quicker and more accurate

HOW IS VoV CHANGING IN 2023/24?

Introducing option for on-site visitor profiling

For some attractions, visitors completing the online survey are no longer sufficiently representative of visitors overall. This is less problematic for attractions primarily using *Voice of the Visitor* to evaluate the visit experience, but is an issue for those needing to accurately profile visitors.

We are therefore introducing an option for on-site interviews focusing upon the collection of demographic, behavioural, motivation and visit prompt data. This will complement the post-visit online survey.

The option for on-site email collection to supplement the post-visit online survey with 'walk-up' visitors will remain in place.

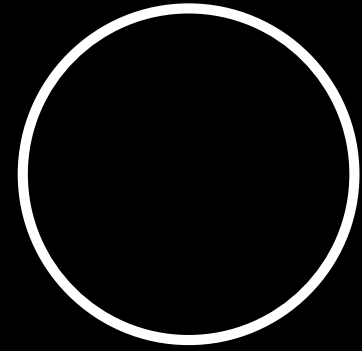
Integration of verbatim comment sentiment analysis

We are adding a service which uses an analytical AI platform to summarise sentiment and themes from the rich, open visit experience question. This will enable attractions to identify key positive and negative drivers of the experience and for the first time, include all survey responses in analysis.

Results will be integrated into the results dashboard, allowing:

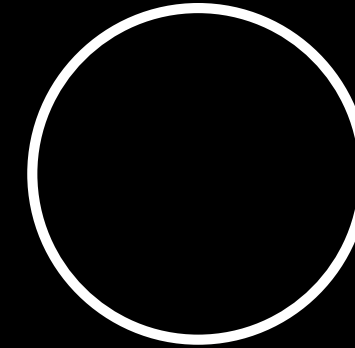
- Easy benchmarking of visit experience drivers across attractions
- Monthly analysis, so that attractions can monitor progress

INSIGHT REPORTING



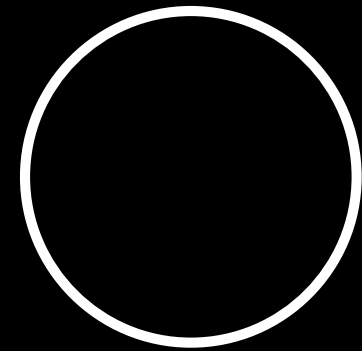
Online dashboard

Containing benchmarks from key questions, filterable by individual attraction, time period and key demographic groups



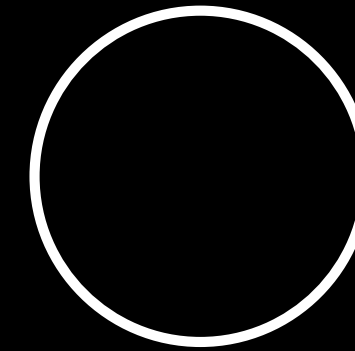
Online analysis tool

For organisations to interrogate question results in detail



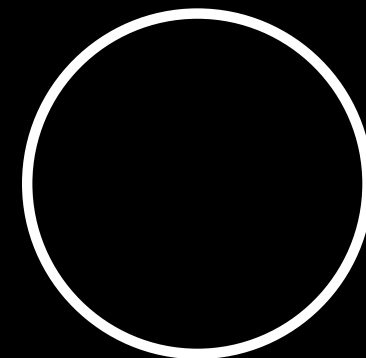
Online charting tool **NEW**

For organisations to produce their own analysis charts from the data



Sentiment analysis tool **NEW**

Summarising verbatim comments to help attractions understand visit experience drivers



Tailored options

Continued opportunities for bespoke questions, reporting and support for individual organisations

WHEN DO NEW FEATURES GO LIVE?



From 1 April 2023

Use new features only during periods when needed

Dashboard uploads

Results uploaded to insight dashboard monthly

Flexible reporting

We build reporting schedules around your specific needs

Our principle remains to share results for benchmarking

This promotes sector best practice and keeps cost low

COSTS

£1,950 + VAT

For first attraction until
end March 2024

Access to online dashboard,
analysis / new charting tools
and on-site visitor data
collection tools

Discounts

£950 for each
subsequent site within
multi-site organisations

Options

- Add bespoke questions from
£250
- Tailored reports summarising
insights and implications

NEW

- c.£250 per day for on-site
profiling / email data collection
- £tbc for integration of visit
experience sentiment analysis