

A visitor experience approach

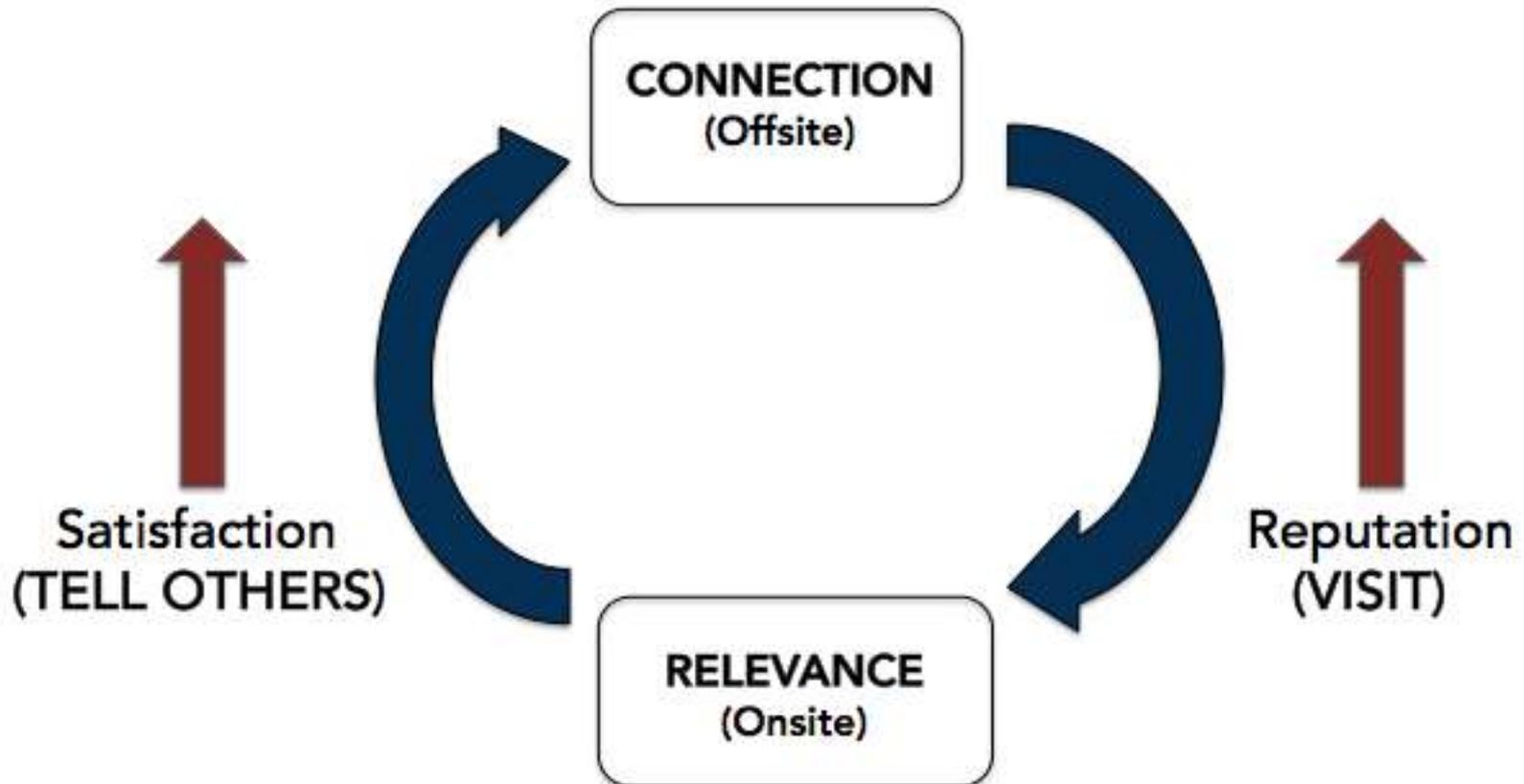
Changes to Visitor Services at New Zealand
Parliament





Visitor Engagement Cycle

Building affinity and securing visitation





ACTUALLY, I'M JUST
LOOKING FOR THE
BATHROOM.

TOM
FISH
BURNE

“Essentially, it’s quite common that cultural organizations will declare that something (some content or issue, for instance) is important. However, if nobody cares about that “important” thing, then it’s difficult – if not impossible – to educate, inspire, or initiate support. As a well-educated and sometimes erudite sector, we’re used to knowing things and being expert about things. And we are experts. But just because we are fascinated by a topic doesn’t mean that the market cares about it – or knows enough to care about it- yet.

It doesn’t matter how loudly an organization shouts that something- an issue or some content, for instance – is important. If the market doesn’t understand the relevance of that issue or content, then that issue or content may as well not matter at all. Nobody hears it. Or they do, but it has no “so what?” to make it meaningful.

Connectivity is king in today’s world. To fulfill our missions, we need to build a bridge. We need to cultivate relevance, and we need to bring value. After all, our organizations cannot exist without the support of visitors and donors. Our task, then, is to help connect people to things. If we think something is important but we haven’t established its relevance, then it is not likely that the market will listen. We haven’t created a reason for them to listen by establishing a connection to that issue.”





7. Below is a list of reasons people may decide to visit Parliament, please tick all that apply to you *

- To have the history and stories of Parliament brought to life
- I am interested in how New Zealand's Parliament works
- I am interested in the architecture and history of the buildings
- I have a professional or academic connection or interest in Parliament
- I enjoy visiting social or cultural attractions
- It is a must-see site in Wellington
- It is something fun to do with friends or family
- I wanted my children to learn something
- Specifically to see the debating chamber
- I wanted to go to the Gallery to watch
- Other

9. What (if anything) were you hoping to learn or experience while you were at Parliament? *

- Get a general introduction to Parliament
- See the public galleries and watch the House in action
- See the inside of the debating chamber
- Learn how Select Committees work
- Learn about the architecture
- Meet an MP or Minister
- Other

23. Are there other things you would have liked to see/do, or other stories you would like to hear while visiting Parliament? (please give details) *

Enter your answer

Suffrage Tours for International Women's Day

Join New Zealand Parliament in celebrating International Women's Day on 8th March 2023, by attending one of our popular Suffrage Tours. Delivered on limited dates on and around International Women's Day on 8 March, hear about the people and events that contributed to Aotearoa becoming the first country in the world where women won the right to vote, learn how our Parliament and society have continued to change since, and see some of the objects and artworks from the Parliamentary Collection, that celebrate suffrage and women in Parliament.

To check our daily tour schedule, or book this tour, please click the link below. Or please email our Visitor Centre at tour.desk@parliament.govt.nz. If you would prefer to book over the phone, please call 04 817 9503

Please note, tickets for this event are per-person. If there are not enough spaces remaining for your entire group on the tour you have chosen, you will need to select another time or date.

[Book Suffrage Tour](#)

“...sense of connection to & responsibility for, participating democratically in shaping our society”

“The tour has given us a greater appreciation of Aotearoa’s democratic process”

“Our guide was very informative about the way the NZ Parliament works, and was passionate about encouraging people to 'get involved' in the decision making process through the Select Committees.”







NOTICE
— TO —
EPICENE WOMEN.

ELECTIONEERING WOMEN
ARE REQUESTED NOT TO CALL HERE

They are recommended to go home, to look after their children, cook their husband's dinners, sweep the steps, and generally attend to the domestic affairs for which Nature designed them.

By taking this advice they will gain the respect of all right-minded people — an end not to be attained by asserting themselves and meddling in masculine concerns of which they are probably ignorant.

HENRY WRIGHT.
101, New Street.
Wellington.





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1. Don't wait to change something that you can change now, unless there is a very good reason
2. Change as a mindset means being ready to adapt or change anything if it isn't working, even if it is something you have just put in
3. Not every solution needs to be high-cost or over-engineered – our online booking system is largely free, our online shop uses a low-cost platform that allows us to build and manage our own store.
4. The visitor experience is not just the tour – it is everything that sits around it, from the moment a visitor arrives on site, to well-after they leave

