



19 November 2024

Tēnā koe

**Re: Official Information Act (OIA) Request - insights about the charging of international visitors**

I am writing in response to your email dated 22 October 2024 in which you requested the following information:

*all documents, internal/external emails, other communications, correspondence, memos, briefings, file notes, minutes, reports, investigations, etc related to the charging of international visitors at Te Papa, from the date of August 9, 2024 to present date? (October 22, 2024)*

*To help refine the request a bit for you, I am particularly interested in any research/insights/data regards the decision to charge -- for example, any statistics of how many people have been charged so far, any complaints, insights/research around how much revenue it's raised so far that the executive may have been given in briefings, communications between the executive on how it's been going, etc.*

And was subsequently refined on 23 October 2024 to:

*any research/insights/data regards the decision to charge -- for example, any statistics of how many people have been charged so far, any complaints, insights/research around how much revenue it's raised so far that the executive may have been given in briefings, communications between the executive on how it's been going, etc' between 9 August and 22 October (noting this may be in the form of any of the document types you've listed such as emails, other communications, correspondence, minutes, etc)*

Please find attached information within scope of your request. Some information withheld in accordance with s(9)(2)(a) of the OIA.

As you know from information we provided on 30 October in response to your media inquiry, we are seeing consistent improvements in the performance of the system and we are now tracking above our targets.

We had expected to receive a small amount of negative feedback or observed "walk aways" as a result of introducing the charge and this has been the case, but as you can see from the reports attached these have been very small in number.

Kate Camp, our Head of Marketing and Communications, is more than happy to discuss our performance since 22 October as data is being gathered daily.

If you are not satisfied with this response you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

If you wish to discuss any aspect of your request please contact [OIA@tepapa.govt.nz](mailto:OIA@tepapa.govt.nz).

Yours sincerely

Frances Lawrence  
Principal Advisor Planning and Performance

# IVEC – High Care Evaluation Update

September 2024

Released under the Official Information Act 1982

# Purpose of the evaluation

- Monitor the impact of the solution implemented
- Assess whether the key measures of success—such as revenue generation, visitation levels, and visitor satisfaction—are either met or exceeded, ensuring the initiative's overall success.
- Identify risks and weaknesses
- Provide recommendations to implement new solutions, if necessary

# IVEC – project objectives

IVEC Primary objective:

- Increase the net financial contribution. The implementation design should maximise the fiscal return, balanced against Te Papa guiding principles (Mana taonga, financial sustainability).

IVEC Secondary objectives:

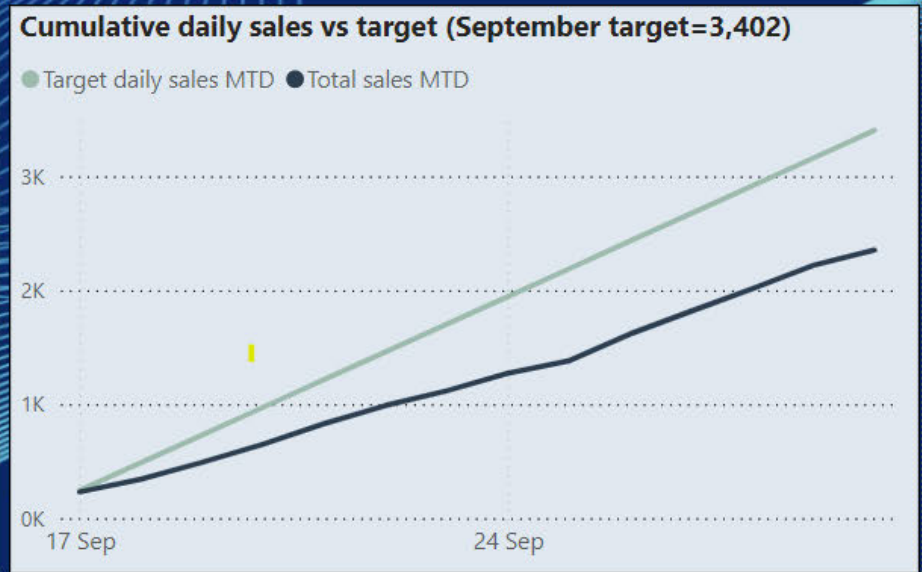
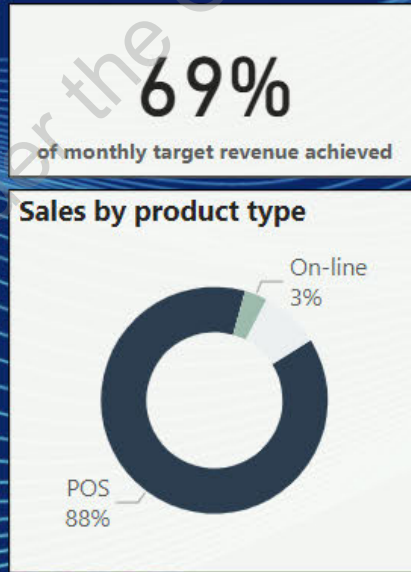
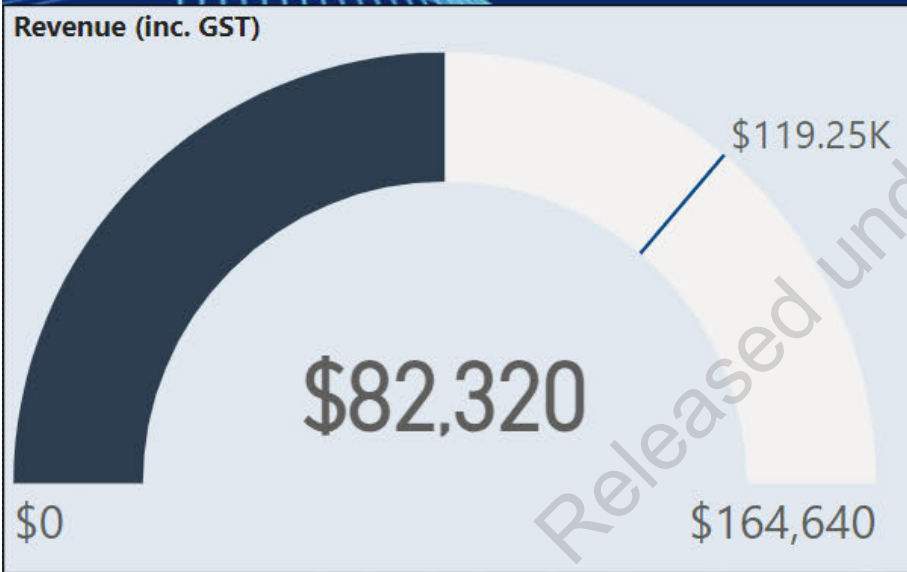
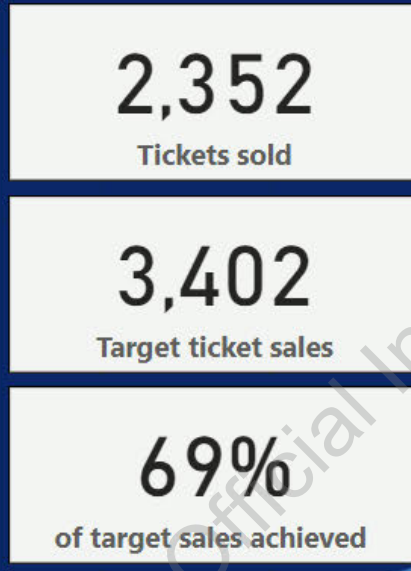
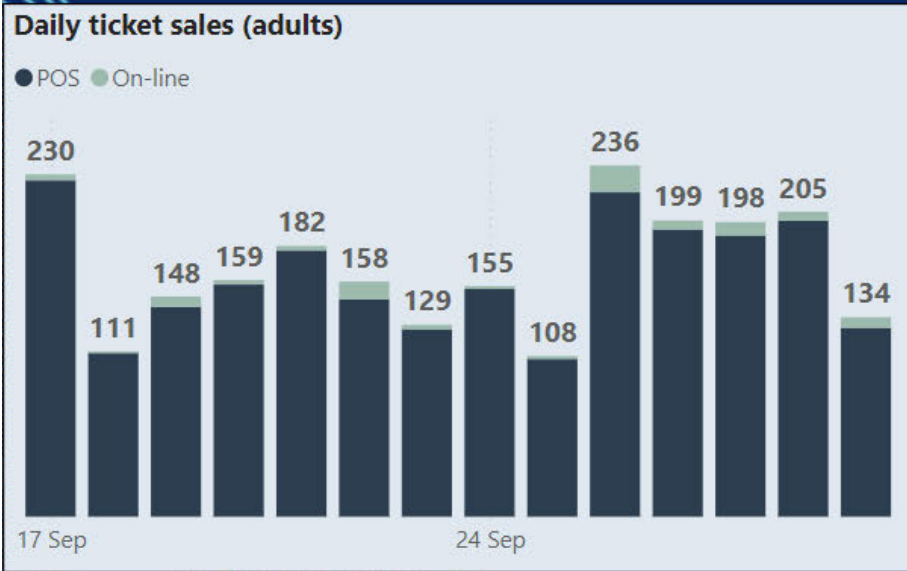
- 1. Minimise impact on our visitors (perception of barrier to entry); and
- 2. Minimising operational impact (the way Te Papa operates).



# Takeaways

- Sales and revenue were lower than expected over the first two weeks of implementation
- Provisional data suggest that the entry charge might have an impact on the number of international visitors coming to the museum
- The design solution implemented and the introduction of an entry fee do not seem to have a negative impact on visitor satisfaction (both domestic and international).
- The majority of international visitors interviewed found it clear that they had to pay an entry fee and where to locate the ticketing area.
- The entry/ticketing experience is straightforward and smooth for the majority of visitors.
- There is a very low number of tickets sold online or pre-purchased.

# Performance to date – September 2024



Released under the Official Information Act 1982

# Primary objective: Increase the net financial contribution

Goal	Measure	Methodology	Benchmark	Actual	Priority	Status	Notes
Generate net financial contribution	Achieve net financial contribution in line with forecasts outlined in the business case	Monitor number of ticketed entries and revenue and compare to forecasts	3402	2352	High	-1050	168 average adult tickets sold per day
The trust model is efficient	Capture 70% of potential paying customers within the trust model	Monitor as per goal 1	70%	69%	Medium		
Maintain domestic visitation numbers	Maintain domestic visitation within $\pm 10\%$ of pre-MVP average (during 2022-2023)	Monitor visitation numbers with same period previous (two) years	51,198	48,350	High	-6%	Visits numbers in Sept 2023 were inflated by school holidays falling on the last 8 days of the month.
Maintain international visitation numbers	Maintain domestic visitation within $\pm 10\%$ of pre-MVP average (during 2022-2023)	Monitor visitation numbers with same period previous (two) years	29,056	23,511	High	-19%	Visits numbers in Sept 2023 were inflated by school holidays falling on the last 8 days of the month.
Maintain paid tours	Maintain (or increase) the number of paid public tours booked	Total tour pax from Sep 23 - Mar 24 compared with total tour pax for Sep 24 - Mar 25	166 participants	114 participants	Medium	-31%	
Minimise donation impact	Maintain donation revenue at or above 80% of the pre-MVP average and track monthly.	Total value of donations and total digital transaction count Sep 23- Mar 24 compared with post MVP data Sep 24 - Mar 25	\$ 0.033	\$ 0.044	Medium	33%	
Increase pre-purchase ticketing for international ticketing		New Measure			3% Low		

# Secondary objective: minimise impact on our visitors

Goal	Measure	Methodology	Benchmark	Actual	Priority	Status	Notes
Maintain visitor satisfaction	Maintain visitor satisfaction (extremely satisfied) within $\pm 3\%$ of pre-MVP average	Monitor visitation numbers with same period previous two years	71%	73%	High		Extremely satisfied (9-10/10)
Domestic visitor satisfaction	Maintain visitor satisfaction (extremely satisfied) within $\pm 3\%$ of pre-MVP average	Monitor visitation numbers with same period previous two years	69%	71%	High		Extremely satisfied (9-10/10)
International visitors satisfaction	Maintain visitor satisfaction (extremely satisfied) within $\pm 3\%$ of pre-MVP average	Monitor visitation numbers with same period previous two years	75%	77%	High		Extremely satisfied (9-10/10)
Minimise wayfinding confusion	Reduce the number of visitors confused about wayfinding at Te Papa by 50%	Sep-Dec 24, exit survey comparison to benchmark		14%	15%	Medium	During my visit, it was easy to find my way around the museum
Minimise wayfinding confusion (to info desk)	Reduce the number of visitors confused where to find information at arrival of Te Papa by 50% and track monthly	Sep-Dec 24, exit survey comparison to benchmark		18%	15%	High	As soon as I entered the museum, it was clear where to find information about my visit
Minimise entry price confusion - domestic	Reduce visitor confusion about entry prices by 50%	Sep-Dec 24, exit survey comparison to benchmark		13%	16%	High	Upon my arrival, I found it clear that entry to the museum is free for all New Zealand citizen and visa holders
Minimise entry price confusion - international	Reduce visitor confusion about entry prices by 50%	Sep-Dec 24, exit survey comparison to benchmark		12%	8%	High	Upon my arrival, I found it clear that entry to the museum is free for all New Zealand citizen and visa holders

# Secondary objective: minimise impact on our visitors

Goal	Measure	Methodology	Benchmark	Actual	Priority	Status	Notes
The ticketing process is user friendly for visitors	Maintain average transaction time below 1 minute. Test: visitors find the ticketing process quick and easy	New Measure	40 sec	70 sec	High		76 transactions measured. Length is largely dependent on the degree of interaction with the hosts (e.g. handing over maps, questions asked...)
The ticketing process is efficient for hosts	Test: the ticket desks configuration is user-friendly for hosts	New Measure	Not available		Medium		
Wayfinding to the ticketing area is easy to understand	Test: It is clear for international visitors where the ticketing area is, and whether they have to join the ticket queue or not	New Measure			94% High		
Wayfinding to exhibition areas is visible and clear	Test: the wayfinding signs are visible and help visitors find information	New Measure			90% Medium		
Visitors perceive good value for money (overseas)	The majority of visitors score value for money of their visit good or excellent	New Measure	New Measure	85%	High		

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# What we learned so far...

## Level 1

- Weekday entry is smooth with minimal crowding.
- Weekends see crowding near the wayfinding box, partly due to extra hosts operating in that area.
- About a third of visitors noticed the ticket price sticker, with some deciding not to enter after deliberation.
- Nearly half noticed the wayfinding board, absorbing the information quickly and navigating easily.
- Many visitors pass through Level 1 without interacting with host; most interactions initiated by visitors.
- More hosts on weekends improved traffic flow, but a proactive and consistent greeting approach could enhance the experience further on in the entry process.

# What we learned so far...

## Level 2

- Domestic visitors moved quickly to their destinations (under 1 minute).
- International visitors took longer (about 2.5 mins) and engaged more with hosts about tickets and exhibitions.
- On weekdays flow was steady, but increased weekend traffic led to occasional crowding, and possibly to some visitors falling through the cracks.
- At busy times hosts struggled to engage all groups during busy times--some visitors had to wait a bit to ask host their questions.
- Most visitors seem to have found signage clear and informative **BUT** the term "New Zealand visitor" requires clarification.
- While ticketing process seems non-problematic and easy it takes on average 70 seconds and is largely dependent on the “depth” of interaction.

# What we learned so far...

## Hosts feedback/suggestions:

- **Extra Host at Queue Entry:** Consider adding an additional host during peak times to facilitate interaction with multiple incoming groups.
- **Wayfinding Box Positioning:** Ensure proper positioning of the wayfinding box for better visibility for both visitors and hosts.
- **Clarification on Design Concepts:** Hosts requested clarification with regards to design concepts to better address visitor inquiries (related: have “tickets” on the tentacles to avoid confusion and send a more explicit message?)
- **Engagement Strategies:** Develop effective strategies for engaging visitors while maintaining aroha and manaaki (to 1. not create a sense of being profiled while 2. introduce what’s on at Te Papa)
- **Crowding on L2:** better management of tour/school groups gathering near Waharoa to avoid congestion that might affect other people’s ability to proceed to tills
- **POS software:** enable various payment amount options and issuing free tickets (e.g. through ICOM card)



# Recommendations

## Things to monitor:

- Instances of visitors being greeted on both levels and the potential external factors that could have an impact
- Transaction time and what impacts the length of purchasing process at the tills
- Crowding at the museum entry and area adjacent to Waharoa and the impact on visitors' ability to navigate entry to the museum or interact with the host
- Capturing information about visitors who decided not to visit after learning about entry fee at the tills
- ...also, now is the time for the team to determine what would be useful to learn/gather data around

8,861

Tickets sold

10,476

Target ticket sales

85%

of target sales achieved

216

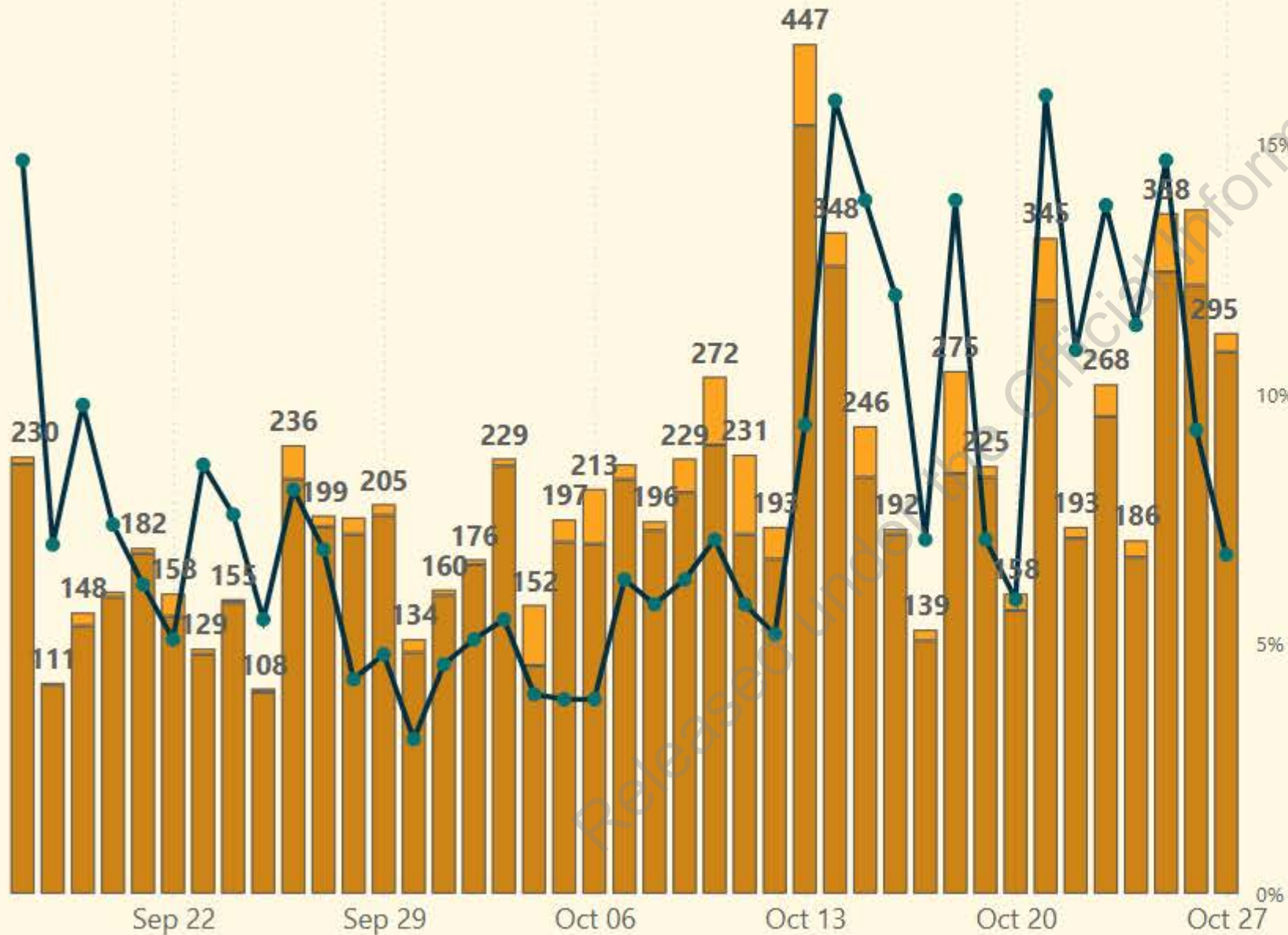
Daily sales average

8.1%

Conversion average

### Daily ticket sales

● POS ● On-line ● Conversion



### Daily sales average by week

● Daily sales average ● % of target sales achieved

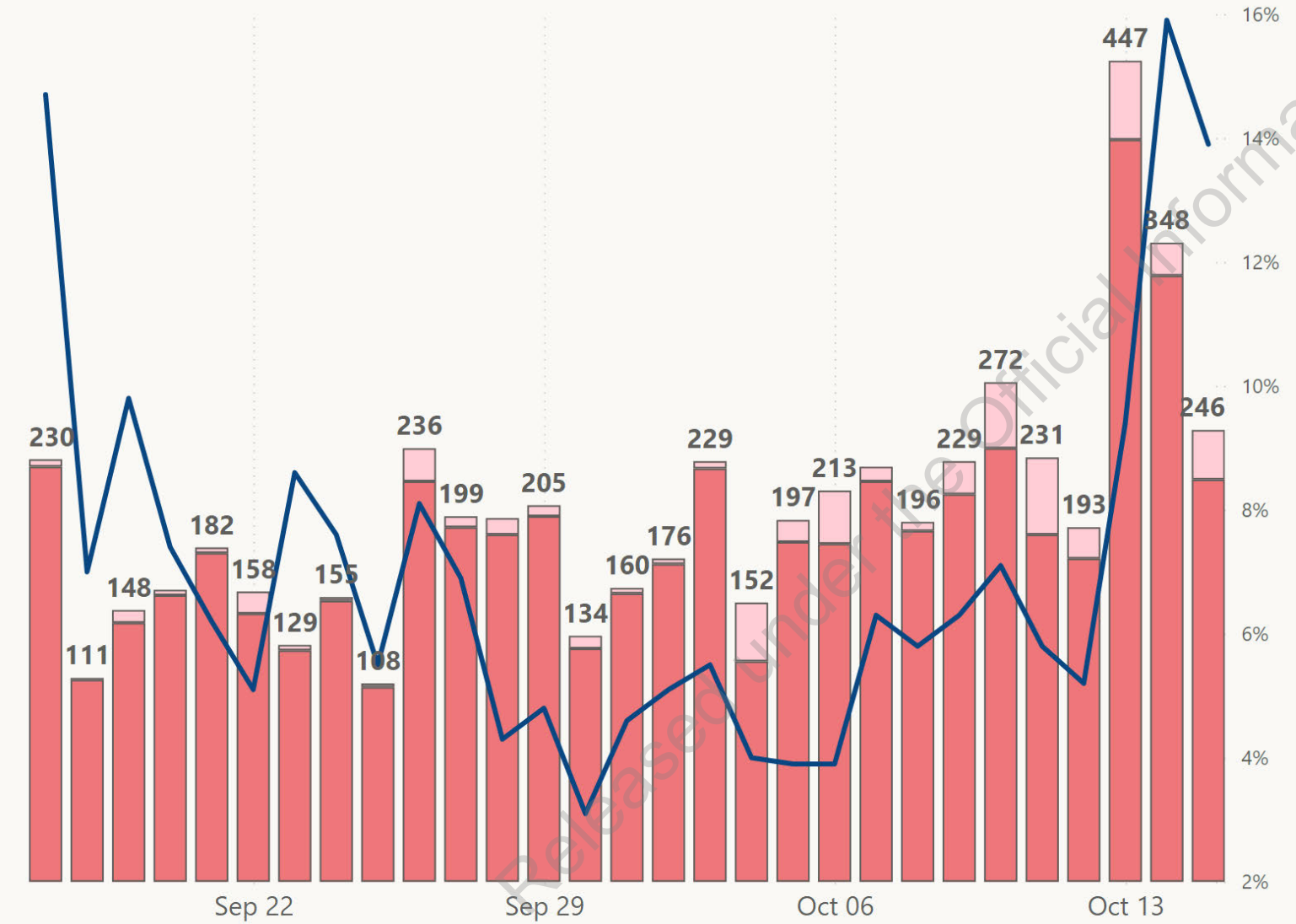


### Conversion average by week



### Daily ticket sales

● POS ● On-line ● Conversion



**5,867**  
Tickets sold

**7,332**  
Target ticket sales

**80%**  
of target sales achie...

### What we learned so far...

- **Domestic**  
visitors move quickly to their destinations
- **International**  
visitors take longer and engage more with hosts about tickets and exhibitions
- **Nearly half** notice the wayfinding board, absorbing the information quickly and navigating easily.
- **Most visitors** find signage clear and informative
- **Proactive and consistent**  
greeting approach is essential to enhance the experience.
- **On weekdays flow is steady**, but increased weekend traffic leads to occasional crowding
- **Ticketing process** is quick and easy taking on average 70 seconds.



# TE PAPA - INTERNATIONAL VISITORS ENTRY CHARGE PROJECT (IVEC) - PERFORMANCE TO DATE - 17 September - 27 October 2024

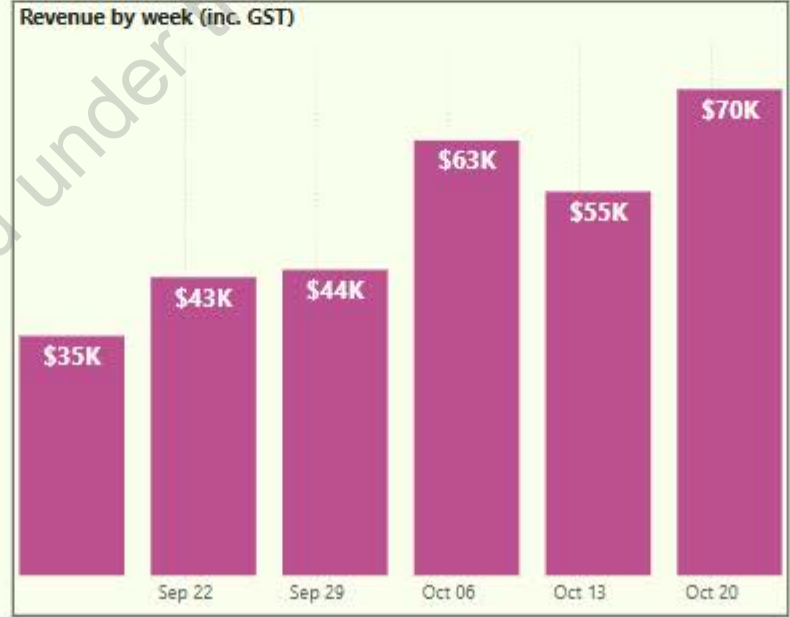
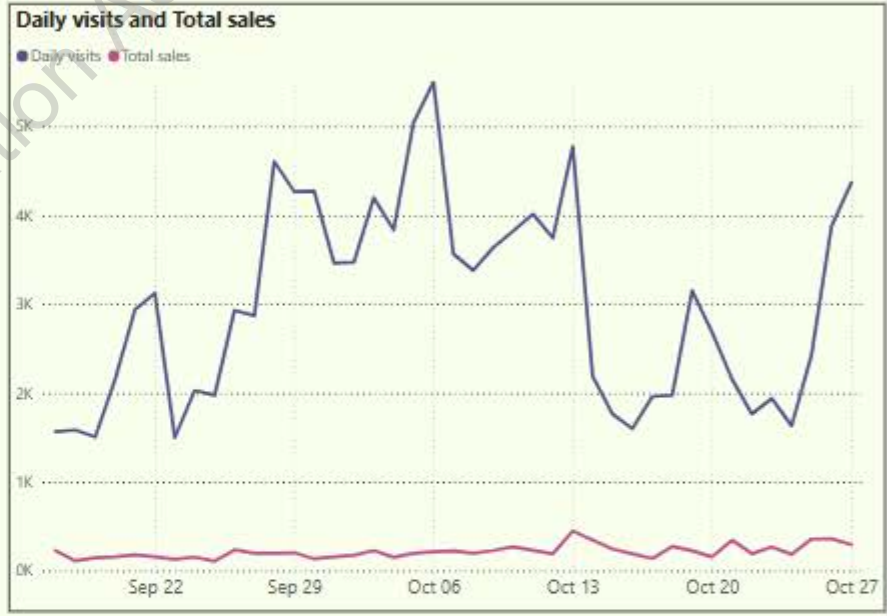
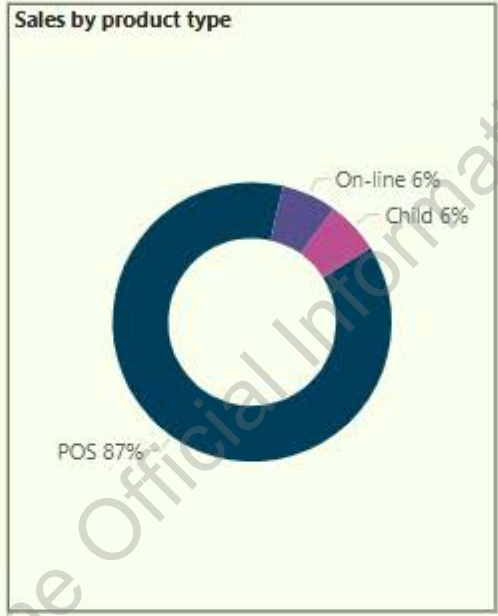
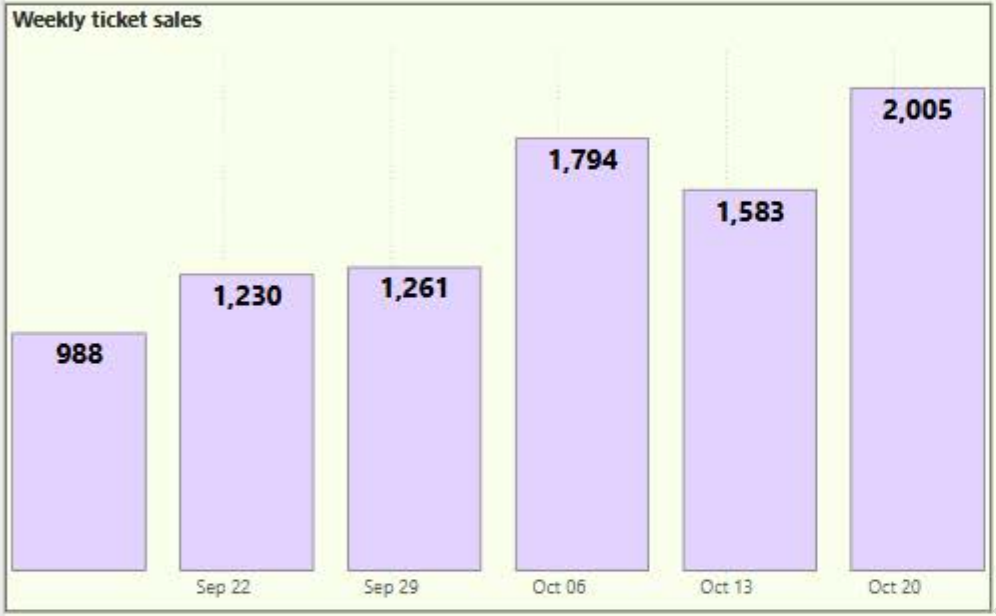
Provisional figures may change at the end of the month once ticket sales and financials are audited.

**8,861**  
Total sales

**85%**  
of target sales achieved

**77%**  
of target revenue achieved

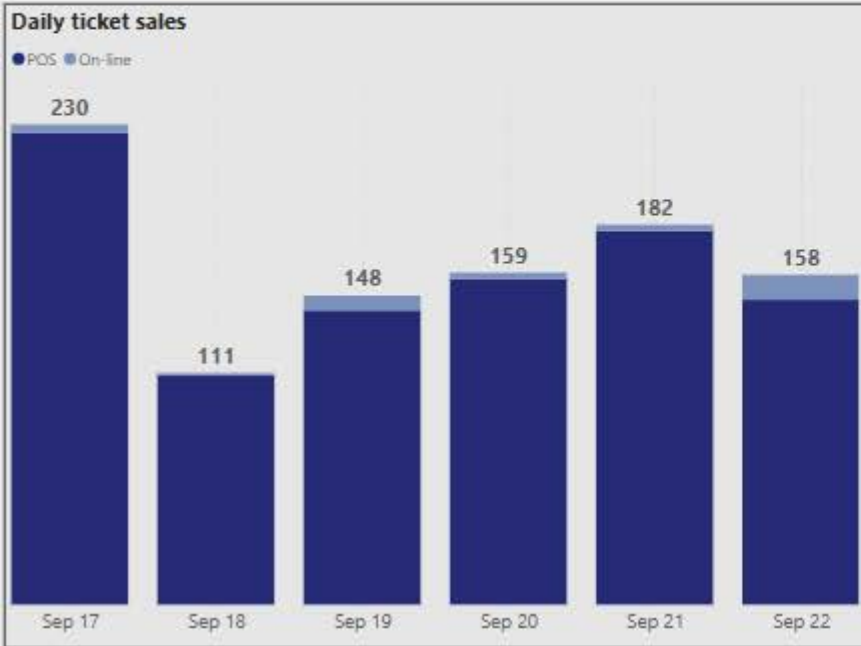
Select period  
 ^ 24  
 ■ October  
 ■ September



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# TE PAPA - INTERNATIONAL VISITORS ENTRY CHARGE PROJECT (IVEC) - WEEKLY REPORT

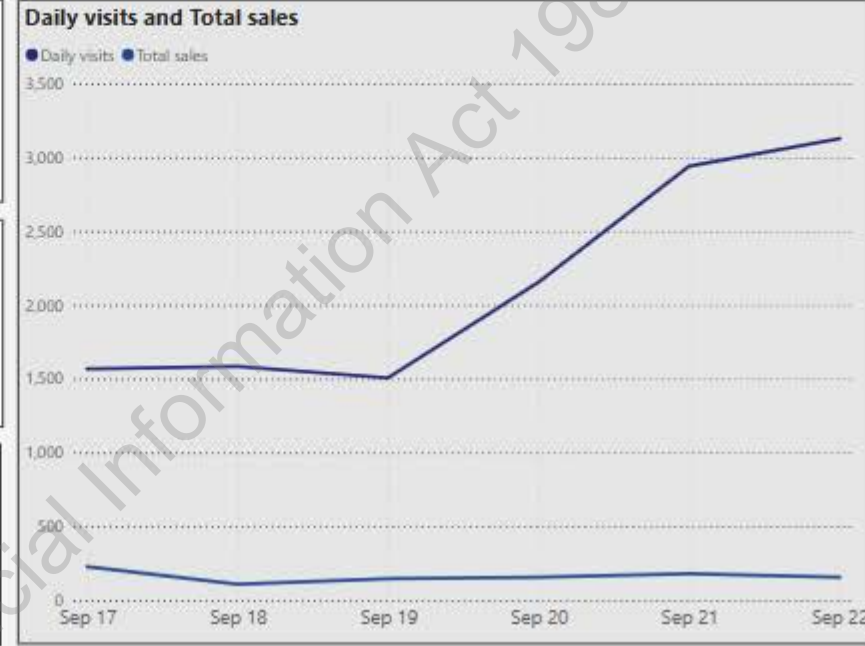
Provisional figures may change at the end of the month once ticket sales and financials are audited.



**988**  
Tickets sold

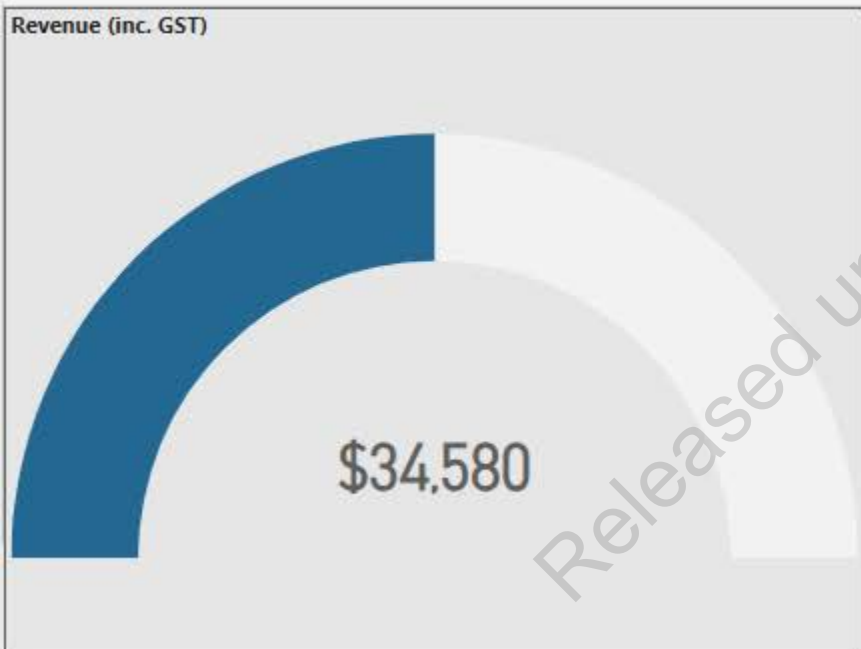
**1,458**  
Target ticket sales

**68%**  
of target sales achieved



#### WeekStart

- 9/16/2024
- 9/23/2024
- 9/30/2024
- 10/7/2024
- 10/14/2024
- 10/21/2024



**165**  
Total sales average per Date 2

**8.4%**  
Conversion

**62**  
Children



#### Year, Month

^  24

September

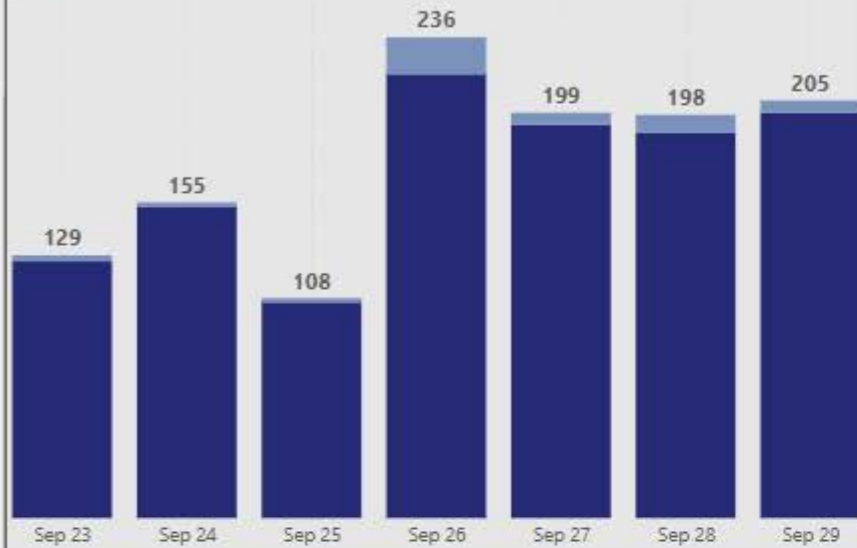
# TE PAPA - INTERNATIONAL VISITORS ENTRY CHARGE PROJECT (IVEC) - WEEKLY REPORT

Provisional figures may change at the end of the month once ticket sales and financials are audited.



## Daily ticket sales

● POS ● On-line



**1,230**

Tickets sold

**1,701**

Target ticket sales

**72%**

of target sales achieved

## Daily visits and Total sales

● Daily visits ● Total sales



WeekStart

- 9/16/2024
- 9/23/2024
- 9/30/2024
- 10/7/2024
- 10/14/2024
- 10/21/2024

## Revenue (inc. GST)



**176**

Total sales average per Date 2

**6.5%**

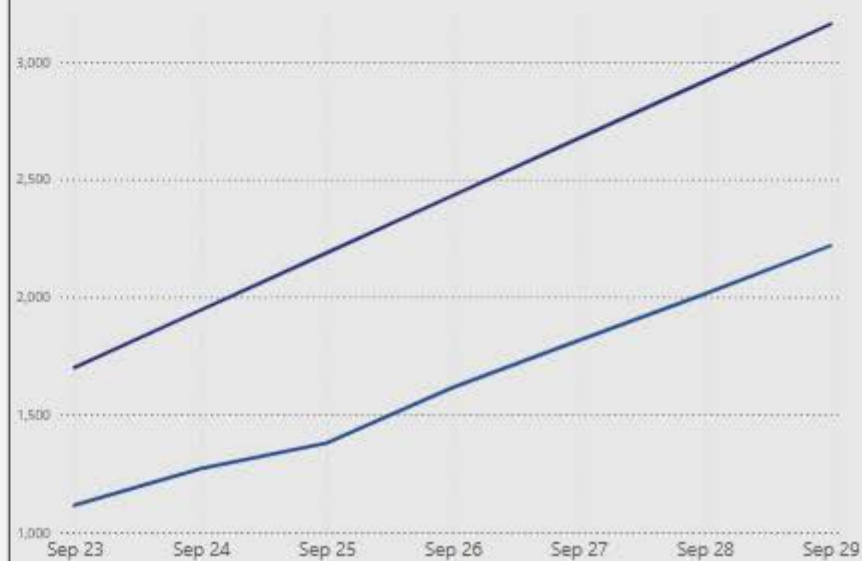
Conversion

**145**

Children

## Daily sales vs target (October target=8,113)

● Target daily sales MTD ● Total sales MTD



Year, Month

- 24
- September

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# TE PAPA - INTERNATIONAL VISITORS ENTRY CHARGE PROJECT (IVEC) - WEEKLY REPORT

Provisional figures may change at the end of the month once ticket sales and financials are audited.



## Daily ticket sales

● POS ● On-line



**1,261**

Tickets sold

**1,815**

Target ticket sales

**69%**

of target sales achieved

## Daily visits and Total sales

● Daily visits ● Total sales



### WeekStart

- 9/16/2024
- 9/23/2024
- 9/30/2024
- 10/7/2024
- 10/14/2024
- 10/21/2024

## Revenue (inc. GST)



**180**

Total sales average per Date 2

**4.3%**

Conversion

**100**

Children

## Daily sales vs target (October target=8,113)

● Target daily sales MTD ● Total sales MTD



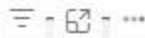
### Year, Month

- ^  24
- October
- September

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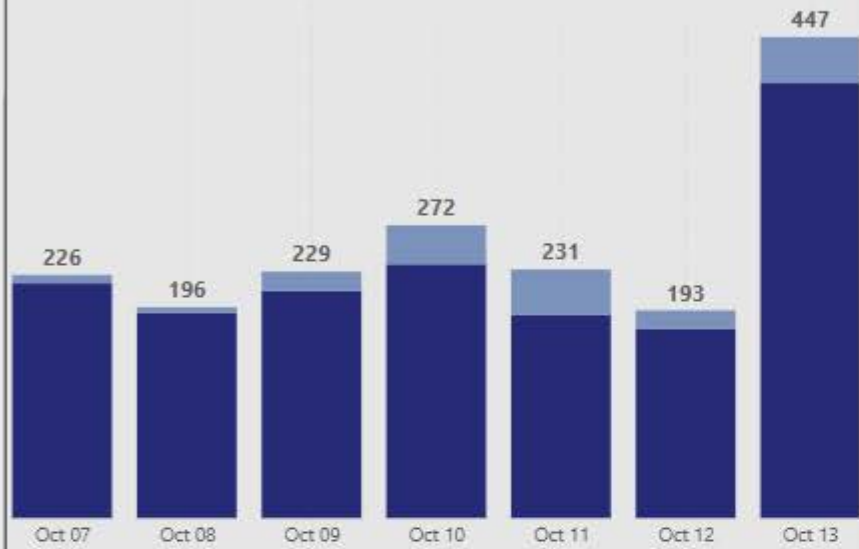
# TE PAPA - INTERNATIONAL VISITORS ENTRY CHARGE PROJECT (IVEC) - WEEKLY REPORT

Provisional figures may change at the end of the month once ticket sales and financials are audited.



## Daily ticket sales

● POS ● On-line



**1,794**

Tickets sold

**1,834**

Target ticket sales

**98%**

of target sales achieved

## Daily visits and Total sales

● Daily visits ● Total sales



### WeekStart

- 9/16/2024
- 9/23/2024
- 9/30/2024
- 10/7/2024
- 10/14/2024
- 10/21/2024

## Revenue (inc. GST)



**256**

Total sales average per Date 2

**6.6%**

Conversion

**133**

Children

## Daily sales vs target (October target=8,113)

● Target daily sales MTD ● Total sales MTD



### Year: Month

- 24
- October

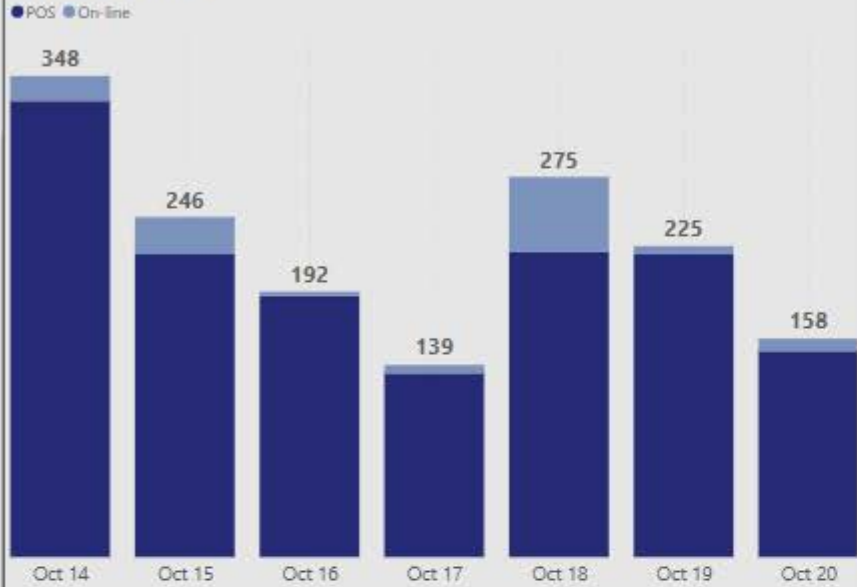
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# TE PAPA - INTERNATIONAL VISITORS ENTRY CHARGE PROJECT (IVEC) - WEEKLY REPORT

Provisional figures may change at the end of the month once ticket sales and financials are audited.

## Daily ticket sales



**1,583**

Tickets sold

**1,834**

Target ticket sales

**86%**

of target sales achieved

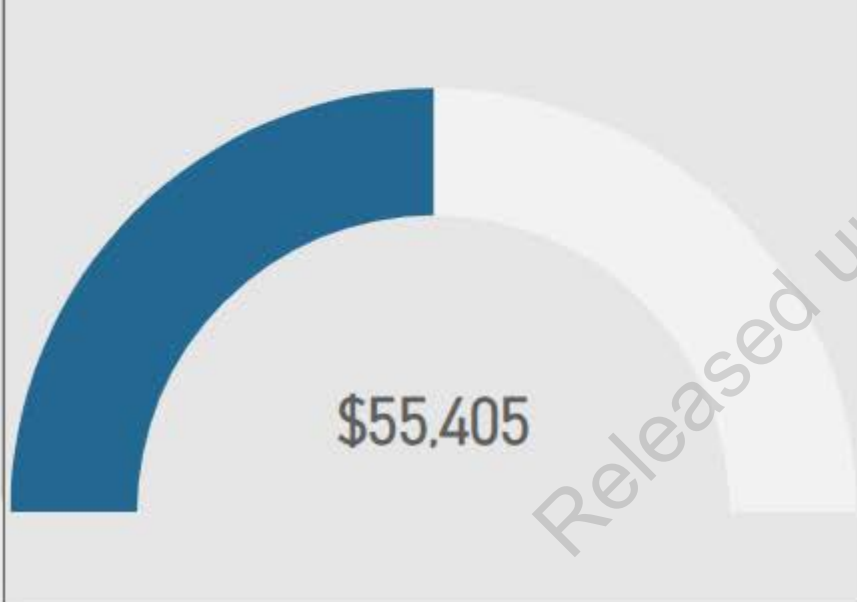
## Daily visits and Total sales



### WeekStart

- 9/16/2024
- 9/23/2024
- 9/30/2024
- 10/7/2024
- 10/14/2024
- 10/21/2024

## Revenue (inc. GST)



**226**

Total sales average per Date 2

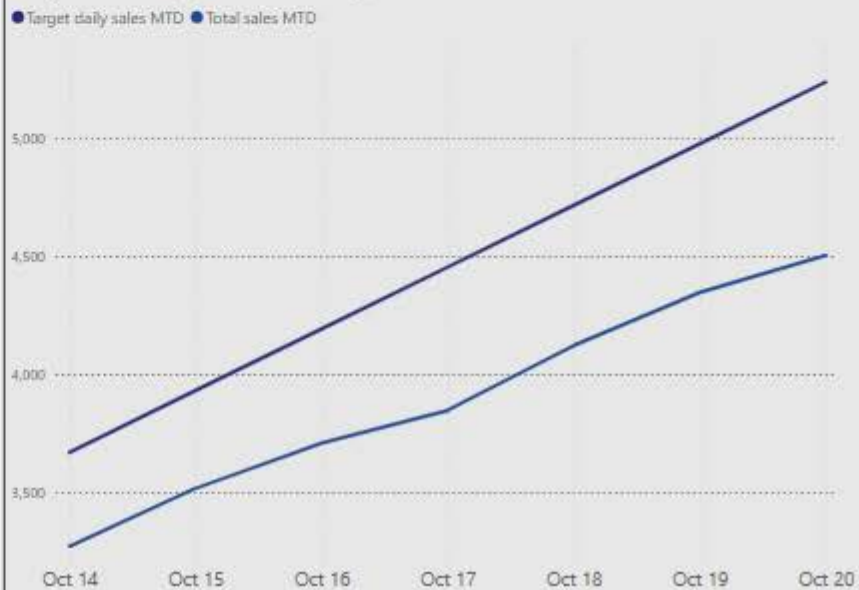
**10.8%**

Conversion

**78**

Children

## Daily sales vs target (October target=8,113)



### Year, Month

- 24
- October

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# TE PAPA - INTERNATIONAL VISITORS ENTRY CHARGE PROJECT (IVEC) - WEEKLY REPORT

Provisional figures may change at the end of the month once ticket sales and financials are audited.



## Daily ticket sales

● POS ● On-line



**2,005**  
Tickets sold

**1,834**  
Target ticket sales

**109%**  
of target sales achieved

## Daily visits and Total sales

● Daily visits ● Total sales



### WeekStart

- 9/16/2024
- 9/23/2024
- 9/30/2024
- 10/7/2024
- 10/14/2024
- 10/21/2024

## Revenue (inc. GST)



**286**  
Total sales average per Date 2

**11.8%**  
Conversion

**64**  
Children

## Daily sales vs target (October target=8,113)

● Target daily sales MTD ● Total sales MTD



### Year: Month

- 24
- October

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# International Visitor Entry Charge (IVEC)


New Zealand World Politics Pacific Te Ao Māori Sport Business Country Local Democracy Reporting

NEW ZEALAND / TOURISM

## New charge for overseas visitors to Te Papa met with positive response

1:22 pm on 17 September 2024

Share this     

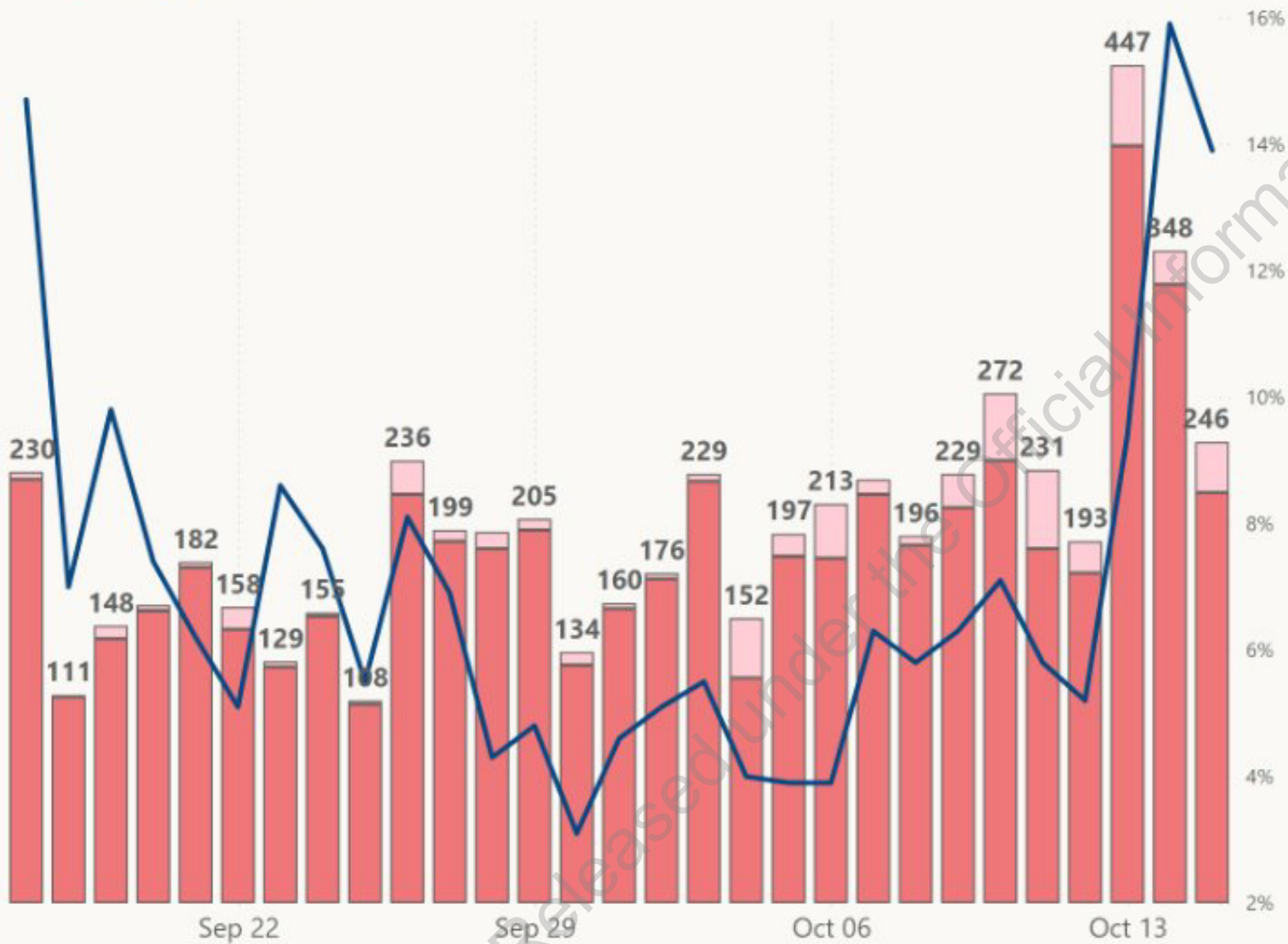
 Krystal Gibbens, Journalist  
[@KrystelleBelle](#) [krystal.gibbens@rnz.co.nz](mailto:krystal.gibbens@rnz.co.nz)

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## Daily ticket sales

● POS ● On-line ● Conversion



5,867

Tickets sold

6,808

Target ticket sales

77%

of target sales achie...

## What we learned so far...

- Domestic**  
 visitors move quickly to their destinations
- International**  
 visitors take longer and engage more with hosts about tickets and exhibitions
- Nearly half** notice the wayfinding board, absorbing the information quickly and navigating easily.
- Most visitors** find signage clear and informative
- Proactive and consistent**  
 greeting approach is essential to enhance the experience.
- On weekdays flow is steady**, but increased weekend traffic leads to occasional crowding
- Ticketing process** is quick and easy taking on average 70 seconds.



# Hosts

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IVEC has resulted in significant changes to front of house operations

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Hosts feedback is having a direct impact on trials we are implementing

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We are focussed on our manaaki



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# Entry Experience Supervisors

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The Entry Experience Supervisors (EE Sup) are s 9(2)(a) - Te Papa hosts [REDACTED] and s 9(2)(a) - Te Papa hosts [REDACTED].

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The EE Sup role is to ensure the smooth and efficient operation of the entry experience (level 1 and 2 Hosts).

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The Supervisor supports training and dissemination of information to the Hosts.





## Access the worlds largest distribution network

25k+ resellers globally and locally, 100k+ experiences worldwide

GET  
YOUR  
GUIDE



viator



Google



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# Tours, sales and distribution

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Arrangements with our legacy clients

---

We have new trade business because of introducing a charge

---

We have expanded our reach through online travel agents





NEW ZEALAND'S  
**No1**  
ATTRACTION

TripAdvisor 2024



Developed by Te Papa working closely with Wētā Workshop

NEW ZEALAND'S  
**No1**  
ATTRACTION

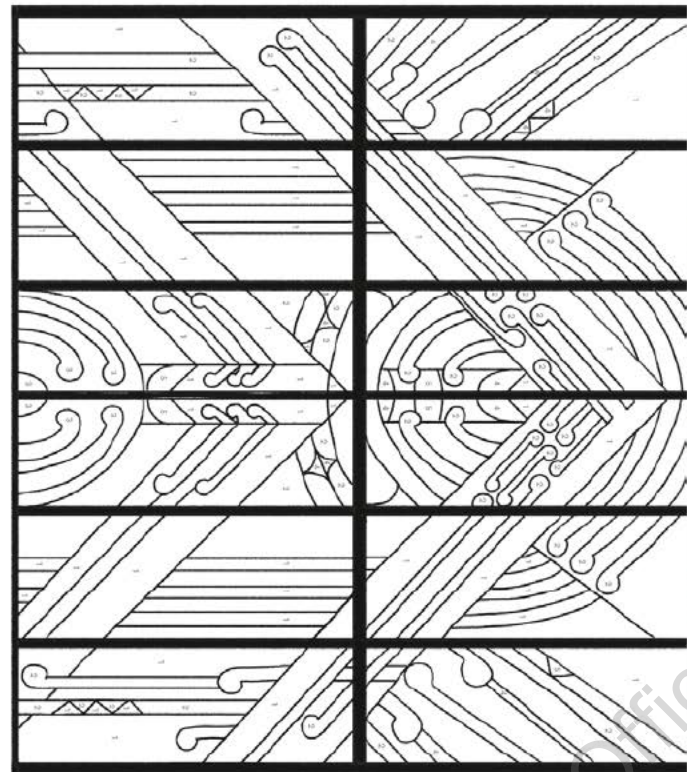
TripAdvisor 2024







Information on over 100,000 artworks, objects, and specimens from Te Papa's collections, from bioscience to Māori. Collection areas cover Taonga Māori, Pacific Cultures, History, Photography, Art, Botany, and Te Papa today.



**Te Papa Store**

**What's this kaonga?**

1. Ohangiri / Arahake  
2. Haka / Haka  
3. Haka / Haka  
4. Whaka / Whaka

**What's this kaonga?**

1. Ohangiri / Arahake  
2. Haka / Haka  
3. Haka / Haka  
4. Whaka / Whaka

**Te Papa Store**

### Ngā kaupapa ki Te Papa

# What's on at Te Papa

**FREE ENTRY** for New Zealanders

**NEW ZEALAND'S NO.1 ATTRACTION**

**TE PAPA**

### He taonga mō tātou

## Treasures for us all

Kia whakarewa mā tātou i te Ta Papa mō ngā āhonga o Aotearoa. Heoi, nō te Hāpekena ka āwhiri te whare taonga a mā mātau ki te anō mā tātou oia hāhanga. Mā kōwhiri e tūtū rāua a Te Papa ki te tāki i gā taonga, ki te tāki hoki i ngā kōwhiri o Aotearoa.

Te Papa will always be free for New Zealanders, but from September our international visitors will support the museum through an entry charge. This will help sustain Te Papa as we care for the taonga and treasures, and tell the stories of Aotearoa New Zealand.

**Hono mai mā / Follow us on**  
Facebook, Instagram, YouTube

**Kimi tonu / Find out more**  
tepapa.govt.nz

## GALLIPOLI

### THE SCALE OF OUR WAR

**After Dark: Kōanga**  
Fri 19 Oct  
Celebrate spring with a free only late night event filled with live music, hand-drawn waikato and curator-led tours.

**Down Roids: 50th Commemoration Weekend**  
Sat 9 - Sun 10 Nov  
Mark the 50th anniversary of the Down Roids with a series of panel talks, making activities and a walk tour.

**Yoga Tuesdays**  
Every Tue until 26 Nov, 7.30  
Standing on an Māori kaupapa, find a more as the sun's rays shine into the museum.

**Christmas Festival**  
Sun 1 Dec  
Get ready for the festive season with us, featuring crafts, music, crafts, movie screenings, food and shopping.

### Ngā kaupapa mo

# Event

Latest free and paid-for events subject to change.

## VIVIENNE WESTWOOD

### & JEWELLERY

**OPENS 14 DEC**

## HE KAUPAPA WAKA

### A Fleet of Waka

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# Domestic visitor campaign

Direct mailer going to 40,000 homes across the greater Wellington region Oct / Nov

<b>Total Visits to Te Papa (17/09 - 23/09)</b>	14,378 1,186 adults 68 children
<b>Tickets sold</b>	
<b>Percentage of paying visitors</b>	8%

**Overview of the week** We conducted observations and collected surveys on the floor on all days of the first week of IVEC. On weekdays the flow of incoming visitors was not particularly high. Both weekend days were busier with steady flow of visitors coming through the doors; there were more or less twice as many visitors to Te Papa in comparison to preceding weekdays.

		Result	Benchmark	Time spent	Quantity collected
<b>Research activity</b>	<b>Qualitative Research</b>	Observations L1 Observations L2 Interviews Average transaction time		3.5h 5.5h 45 mins 30 mins	57 92 5 11
	<b>Quantitative Research</b>	Maintain visitor satisfaction Visitors perceive good value for money Maximise clarity of information for domestic and international visitors Minimise wayfinding confusion Clarity of process?			68
		Maintain visitor satisfaction (extremely satisfied) within $\pm 3\%$ of pre-MVP average The majority of visitors score value for money of their visit good or excellent Reduce the number of visitors confused where to find information at arrival of Te Papa by 50% and track monthly Reduce the number of visitors confused about wayfinding at Te Papa by 50%		TBD (upon reaching sample size that will allow for provision of statistically significant information)	

**Key findings**

L1:

- On weekdays, the Level 1 entry experience appears to be going very smoothly. It was very rare that their entry took longer than 30-40 seconds. Even visitors who did not interact with the hosts seemed to navigate the space confidently.
- On weekends, however, some crowding created at the wayfinding box is positioned. This may be due to the fact that an additional member of host team was positioned there.
- 20 out of 59 people observed noticed and stopped to study the sticker with ticket prices outside. Several groups were observed having discussions or checking their mobiles, likely looking for further information or confirmation of what they had just read. After some deliberation, they turned around and decided not to enter on that occasion.
- 26 out of 59 people noticed the wayfinding board. Many people seem to be able to read and digest the information while walking or by stopping for no longer than a 5 seconds. This suggests that the information provided is clear and helps visitors make informed decisions about which direction to take.
- Our observations suggest that quite a large portion of the visitors get through level 1 without being greeted or having an interaction with the host (11 out of 59 visitors were greeted and only 8 had a chat with the host). While it did not seem to be an issue on weekdays, at busy times, particularly on weekends, this appeared to put a lot of pressure on hosts positioned at the entry to the queue to provide the information to multiple groups walking up from L1, who might have obtained necessary information re ticketing policy or what's on at Te Papa downstairs.

L2:

- More interactions (61 out of 92) between visitors and hosts were observed at the entry to the ticketing area. Hosts asking, "Where are you visiting from today?" effectively initiated short conversations about the next steps for the guests. At busy times, they were not able to effectively engage in conversation with all groups coming from downstairs.
- More visitors greeted by host positioned at the queue start--63 out of 92.
- Majority of visitors who take time to study the ticket price board (34 out of 92) and/or direction board (23 out of 92) seemed to be able to go through and absorb the necessary information rather quickly taking only a few seconds to do so. In only a few instances the visitors had the need to ask further questions.
- Those overseas visitors who proceeded to purchase their entry tickets seemed comfortable with the need to pay for entry to Te Papa.
- The ticket purchase process appeared quick and efficient. On weekdays, it took overseas visitors no more than 2 minutes to walk from the top of the stairs, receive information on where to purchase tickets, complete the transaction, and proceed to the exhibition of their choice. On weekends, some visitors had to wait a little at the end of the queue, but the wait time didn't seem to be very long. "Seamless", "easy", "quick" were the adjectives used by interview participants to describe their entry experience.
- While some domestic visitors noticed the new setup and inquired about it with the hosts, they did not appear confused. Many were observed confidently walking to their right after passing the waharoa. This was corroborated by a couple of visitors interviewed who made decisions about where to go based on their previous visits to Te Papa.

**Hosts' feedback**

27 pieces of feedback sent by hosts

- Some hosts identified that at current peak times, having one host at the entry to the queue is not enough. One host suggested that some international visitors might get missed by host engaged in conversation with another party and thus may enter without purchasing their tickets. It may be beneficial to have an extra host at the start of the queue on L2 at busy times to help engage with visitors.
- While helpful for the visitors, the wayfinding box and the neighbouring welcome board block the view of the entrance and cause some crowding in the area. On one of the days the big box was positioned centrally blocking the view of the staircase.
- Some hosts pointed out that at the very bright days and very overcast days the text on the boards on either side of the queue entry is difficult to read.
- Some host would like to see maps back on level 1.

**To monitor closely**

- Instances of host greeting visitors and initial interactions on L1.
- Crowding that may be caused by people gathering at the big wayfinding/welcome boxes at the museum entry and the impact on their or others' ability to easily navigate entry to museum on L1.
- Number of visitors that might not get a chance to speak to the host on L2 while the flow of incoming visitors is particularly high.



<b>Total Visits to Te Papa (24/09 - 29/09)</b>	18,679 1,153 adults	<b>Please Note: this period covers 6 days only (Tuesday 24/09 to Sunday 30/09) to shift/align reporting with the Monday-Sunday week. From next week onwards the reporting will be based on Monday-Sunday period.</b>
<b>Tickets sold</b>	98 children	
<b>Percentage of paying visitors</b>	6%	

**Overview of the week** During the early part of the week, the flow of incoming visitors wasn't high. From Thursday onwards, visitation increased significantly, driven by multiple school groups visiting Te Papa. Saturday marked our busiest day in over two months, likely due to the start of school holidays, the opening of the World of Wearable Art (WOW), and the All Blacks game at Sky Stadium happening on the same weekend.

		Result	Benchmark	Time spent	Quantity collected
<b>Research activity</b>	<b>Qualitative Research</b>	Observations L1 Observations L2 Interviews Average transaction time	---	2hrs 6hrs ---	29 78 ---
	<b>Quantitative Research</b>	Maintain visitor satisfaction Visitors perceive good value for money Maximise clarity of information for domestic and international visitors Minimise wayfinding confusion Clarity of process?	1:06 92%	1:00 11hrs	29 74

**L1:**

- Given how smooth and seamless the entry experience was in the first week, we conducted the majority of our observations over the weekend, anticipating increased visitation and resulting crowding on Level 1.
- Saturday was significantly busier than any day in the previous two weeks, with multiple whānau groups and All Blacks fans visiting Te Papa.
- Increasing the number of hosts on the floor from 2 to 3 seemed to help in directing traffic and answering visitors' queries.
- It might enhance the visitor experience if hosts took a more proactive approach in greeting and welcoming guests. Currently, it seems to be quite subjective, and ensuring that our welcoming approach reflects manaaki consistently across the whole team will make a difference in helping everyone feel welcomed and comfortable.

**L2:**

- For domestic visitors, getting from the top of the stairs to their chosen destination took less than a minute for most (25 out of 34). Those who spent longer than a minute on Level 2 before proceeding usually engaged with the Info Desk.
- Unsurprisingly, for international visitors the entry takes a little longer, on average just over 2 minutes and 30 seconds. They are more likely to check both boards and engage in conversation with host at the entry to queue and at the tills asking for recommendations. Nevertheless, vast majority of interactions observed seems pleasant and nonproblematic.
- On Saturday, many domestic visitors—whānau with young children attending the Moto Mike event and All Blacks fans—were observed moving quickly and efficiently from the top of the stairs to their selected exhibitions.
- The question, "Are you visiting from overseas?" followed by a question about whether visitors from outside New Zealand were residing in the country on a student or work visa, was the most effective in determining if they needed to pay for entry or could enter the museum for free. However, some New Zealand residents, but not citizens, found the term "New Zealand visitor" on the signage confusing and sought clarification from the host. In a few cases, when the host was busy with another group, visitors entered the queue and approached the tills, only to be informed that they could enter Te Papa for free.
- Many international visitors were observed walking straight toward the tills and engaging in only a brief interaction with the host to indicate where they were visiting from.
- The vast majority of visitors from abroad did not seem fazed by the fact that they had to pay for entry to Te Papa. One group expressed their displeasure but appeared somewhat relieved after learning that the entry fee covers access to all exhibitions currently on display.
- While it is difficult to determine with full confidence, it didn't seem like many visitors "slipped through the cracks" without purchasing tickets.
- Two thirds of international visitors surveyed did not know about the ticketing requirements before their visit, but they said they found both "directions to the ticketing area" and "pricing information" clear and easy to understand.
- During the Saturday morning peak, most domestic visitors were well aware that entry was free for them. They either had a brief interaction with the host at the queue entry to confirm they lived in New Zealand or quickly glanced at the price board before proceeding into the museum. Only a few instances, mostly involving students or work visa holders residing in New Zealand, required the host to clarify that they could enter without purchasing tickets.
- The ticket purchase process remained quick during the week. On weekdays, overseas visitors took no more than two minutes to walk from the top of the stairs, receive information on ticket purchases, complete the transaction, and proceed to their chosen exhibition. On Saturday, a small queue formed at times when multiple international groups arrived simultaneously. When more than one group was in the queue, opening the third till quickly resolved this issue, so the wait time never exceeded 2-3 minutes.
- We timed 29 ticket transactions, with an average duration of 1 minute and 6 seconds. Some transactions were completed in less than 50 seconds, while others took around 90 seconds, with the longest recorded time being 151 seconds. Transaction length was mainly influenced by the need to answer visitor questions. While some strategies could help streamline responses, factors like the number of questions asked, language barriers, and hardware issues were beyond the hosts' control.
- On several occasions, it was observed that during position swaps, the queue entry was left unmanned because the host, who had been in that position, moved to their next location before their replacement arrived. In one instance, the position was unmanned for around five minutes, resulting in visitors not being greeted and unable to obtain necessary information. It is advised that the host at the queue entry waits for their replacement before moving on, or that a host from the Info Desk or tills temporarily covers the position until the assigned host arrives.
- At peak times, such as 10 a.m. on Saturday when multiple groups—many whānau waiting to attend the Moto Mike event—gathered in the Level 2 foyer, there were queues at the Info Desk and near the host at the queue entry. It seemed challenging for the single host to engage with incoming visitors.
- On another occasion, during a weekday, a large group of schoolchildren sat near the waharoa for a photograph. This coincided with a whānau group stopping at the queue entry, partially blocking the entryway for other visitors. It is advisable that the host ensures groups do not occupy the entire width of the entry corridor, allowing space for other visitors to notice the entry and arrive at the queue comfortably.

**Key findings**

<b>Hosts' feedback</b>	21 pieces of feedback sent by hosts	<ul style="list-style-type: none"> <li>It was noticed that a school group gathered near the queue entry blocking off the signage. While waharoa is an important stop for both tours and learnign groups, it should be arranged with the Learning team to meet with the visitong school group at Info Desk and use the space near waharoa only for teaching.</li> <li>Hosts asked question around design concept, particularly the use of tentacles. They would like to know the story behind it and relevance in the context of Te Papa so they can clearly and confidently answer questions of our manuhiri relating to this.</li> <li>There was a suggeston to make it clearer on the ticket boards that fee for tour does not include entry ticket to Te Papa and that has to be purchased separately.</li> <li>A host brought up their interaction with unhappy visitor-holding NZ, British and Australian passport-who felt he was profiled/targeted. Host would liek to have a strategy to ascertain the visitors' origin and explain rationale for while maintaining aroha and manaaki.</li> </ul>
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<b>To monitor closely</b>	<ol style="list-style-type: none"><li>1. Transaction time at peak times.</li><li>2. Instances of host greeting visitors on both levels with concurrent observation of circumstances that might impact this (flows, multiple groups coming at the same time, etc.)</li><li>3. Crowding that may be caused by people in two places--museum entry and area adjacent top waharaoa--and the impact on their or others' ability to easily navigate entry to musuem on L1, as well as hosts' ability to deliver help and support of our manuhiri.</li><li>4. Number of visitors that might not get a chance to speak to the host on L2 while the flow of incoming visitors is particularly high.</li></ol>
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<b>Total Visits to Te Papa (30/09 - 6/10)</b>	29,787
<b>Tickets sold</b>	1,261 adults
<b>Percentage of paying visitors</b>	100 children
	4%

**Overview of the week** Quite busy first week of the school holidays particularly in the first hours of museum operation. We conducted our IVEC research on every day of the week conducting observations on L2 and surveying our visitors daily. In addition to that, we conducted observations on L1 and timed transaction time on most days of the week.

			FAST III	Benchmark	Time spent	Quantity
<b>Research activity</b>	<b>Qualitative Research</b>	Observations L1 Observations L2 Interviews Average transaction time	---		2,5hrs 3,5hrs ---	50 62 ---
	<b>Quantitative Research</b>	Maintain visitor satisfaction Visitors perceive good value for money Maximise clarity of information for domestic and international visitors Minimise wayfinding confusion Clarity of process?	1:16	1:00	3 hours	38
					10,5hrs	117

**Key findings**

L1:

- Visitors, locals in particular, navigate entry quickly and with ease. Occasional crowding around the spinning ball and entrance can make it challenging for some first-time visitors to decide where to go. However, most visitors appear to understand that they need to go upstairs to begin their museum experience.
- Visitors spend an average of 40 seconds transitioning through Level 1. Longer transitions are usually due to interactions with hosts, waiting for group members, or children playing with the basalt ball.
- Only 7 out of 50 visitors observed stopped to look at the price sticker on the entry door.
- Similarly, 7 out of 50 visitors inspected the wayfinding box, usually for under 5 seconds. Only one party spent around 30 seconds conversing before proceeding upstairs.
- Some visitors who appeared unsure about the process approached hosts to ask whether payment was required or where to purchase tickets.
- Given the significant increase in visitors to the museum last week, it's understandable that hosts on Level 1 may not be able to greet every visitor. Host proactivity and engagement can vary due to visitor flows and crowding, and also appear to be influenced by individual circumstances, making it somewhat subjective. For instance, at times quite a large number of visitors observed who were going up the escalator were not acknowledged by hosts, despite the escalator being relatively close to their position. It remains important to continue encouraging hosts to be more proactive in their interactions to enhance the visitor experience.

L2:

- There was a steady and busy flow of people, particularly in the early part of the days. Similar to last week, at times hosts were unable to attend to all incoming groups. Some visitors who did not interact with a host went to the information boards, while others entered the museum directly. It remains difficult to verify the incidence of overseas visitors entering without paying.
- International visitors were more likely to engage with the information boards located at the entry to the queue area.
- While some domestic visitors stopped at the board with prices or confirmed directly with hosts at the queue entry whether they needed to purchase tickets, the majority were able to read the visual cues and information provided and proceeded without issues. Locals, unsurprisingly, know the process well, and the new layout on Level 2 does not appear to cause any confusion during entry.
- A few domestic visitors, primarily New Zealand visa holders, were observed approaching the tills to ask whether they needed to pay for entry.
- According to our survey, the vast majority of domestic visitors stated that upon arrival at Te Papa, it was "clear that entry to Te Papa was free for all New Zealand visitors and visa holders.
- On average it takes them just over 30 seconds to navigate the entry process from the top of the stairs to the exhibition of their choice.
- Similarly, most international visitors indicated that upon arrival at Te Papa, they found it clear that they needed to purchase tickets to access the museum and knew where to find the necessary information.
- The time taken to purchase tickets varied based on the level of interaction with hosts, ranging from around 40 seconds (no questions asked, no map taken) to 2.5 minutes (with multiple questions and explanations from the host around what to see in Te Papa). Across 38 observed transactions, the average duration was 1 minute and 16 seconds.

**Hosts' feedback**

19 pieces of feedback sent by hosts

- One host recommended rearranging the information boards on Level 2. They noted that many visitors head to the right and often miss the left board displaying pricing. It was suggested that highlighting free entry for children might encourage more visitors to purchase tickets.
- Some confusion regarding the 48-hour ticket validity period, particularly concerning what information to provide to visitors who purchase tickets at the end of the day.
- Some questions around the design to the queue entry continue to come. Some visitors mistakenly think that the tentacles promote a special exhibition about octopuses at Te Papa.
- Ongoing problem with drawers at the Info Desk that tend to open while hosts are assisting visitors.
- A suggestion was made to place a donation box next to the Info Desk for domestic visitors who may be willing to donate upon learning that entry is free.

**To monitor closely**

1. Determine the number of international visitors in the museum at current time.
2. Assess through interviews the understanding of the "New Zealand Visitors" category among the domestic/visa holders visitors.
3. Continue monitoring the instances of host greeting visitors on both levels with concurrent observation of circumstances that might impact this (flows, multiple groups coming at the same time, etc.)

<b>Total Visits to Te Papa (7/10 - 13/10)</b>	26,940
<b>Tickets sold</b>	1,747 adults
<b>Percentage of paying visitors</b>	133 children
	6%

<b>Overview of the week</b>	Quite busy first week of the school holidays particularly in the first hours of museum operation. We conducted our IVEC research on every day of the week conducting observations on L2 and surveying our visitors daily. In addition to that, we conducted observations on L1 and timed transaction time on most days of the week.
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				Result	Benchmark	Time spent	Quantity collected	
<b>Research activity</b>	<b>Qualitative Research</b>	Observations L1		---		2,5hrs	46	
		Observations L2		---		3,5hrs	45	
		Interviews		---		---	---	
		Average transaction time			1:23	1:00	1,5hrs	12
	<b>Quantitative Research</b>	Maintain visitor satisfaction	Maintain visitor satisfaction (extremely satisfied) within ±3% of pre-MVP average					
		Visitors perceive good value for money	The majority of visitors score value for money of their visit good or excellent					
		Maximise clarity of information for domestic and international visitors	Reduce the number of visitors confused where to find information at arrival of Te Papa by 50% and track			7hrs	89	
		Minimise wayfinding confusion	Reduce the number of visitors confused about wayfinding at Te Papa by 50%					
		Clarity of process?						

<b>Key findings</b>	<p>Week 4 largely confirmed our earlier observations and no new patterns emerged.</p> <p>L1:</p> <ul style="list-style-type: none"> <li>Visitors, especially locals, navigate the entry quickly and with ease, indicating familiarity with the museum and its layout.</li> <li>Transitions through Level 1 continue to be quick and smooth, with visitors spending an average of 30 seconds moving through this area.</li> <li>Only 9 out of 45 visitors stopped to check the price sticker on the entry door.</li> <li>A third of visitors (15/45) paused briefly (no longer than 5 seconds) to check the wayfinding box. It's likely that more visitors glance at the board while walking and gather the necessary information without stopping.</li> <li>On Sunday—the day the first cruise ship of the season arrived—hosts were notably more proactive in greeting visitors, determining their origin, and informing them about procedures on Level 2. On previous days, the manaaki on Level 1 remained consistent with prior weeks, varying largely based on who was stationed there.</li> </ul> <p>L2:</p> <ul style="list-style-type: none"> <li>With nearly 3.9k visitors daily, there was a steady flow throughout the second week of the holidays.</li> <li>While at times the flow of visitors from downstairs makes it difficult for the host at the boards to approach every group, there were instances during less busy periods where interactions were more likely to be initiated by visitors.</li> <li>International visitors were more likely to engage with the information boards near the queue area. The pricing board was inspected by most of those who later purchased tickets.</li> <li>On some occasions, visitors mentioned to our RAs that they found the entry price too high and sometimes prohibitive.</li> <li>Visitors often ask the host at the till additional questions or request a map, which the host then explains, significantly lengthening the transaction time.</li> <li>Only occasionally did visitors need to wait in the queue before reaching the till, and the wait time was never longer than a couple of minutes.</li> <li>The majority of domestic visitors proceed directly to their chosen exhibition, but some visa holders remain unsure if they qualify as New Zealand visitors and approach the tills to purchase tickets.</li> <li>According to our survey, the vast majority of domestic visitors stated that upon arrival at Te Papa, it was "clear that entry to Te Papa was free for all New Zealand visitors and visa holders."</li> <li>On average, it takes visitors about 40 seconds to navigate the entry process from the top of the stairs to the exhibition of their choice.</li> <li>Similarly, most international visitors indicated that they found it clear they needed to purchase tickets to access the museum and knew where to find the necessary information.</li> <li>The average transaction duration continues to be over 1 minute, though the length still largely depends on the depth of the interaction.</li> </ul>
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<b>Hosts' feedback</b>	19 pieces of feedback sent by hosts	<ul style="list-style-type: none"> <li>Some hosts continue to express displeasure about being repeatedly assigned to IVEC positions.</li> <li>On Sunday, a host observed that four groups gathering near the waharoa occasionally caused congestion, and some people may have entered without paying.</li> <li>A host reported interacting with multiple international visitors at the Info Desk, asking where to purchase tickets, suggesting some overseas visitors reach level 2 and pass the queue without knowing where to buy tickets.</li> <li>Additionally, a member of the Learning team shared that a host claimed they were not instructed about the need to track how many visitors choose not to purchase tickets after learning about the requirement or the cost of entry to the museum.</li> <li>POS issues: How to account for ICOM card holders eligible for free entry, and how to avoid manually entering amounts, such as when there's no option to select \$100.</li> </ul>
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<b>To monitor closely</b>	<ol style="list-style-type: none"> <li>Monitor the impact of the change in host positioning on Level 1, focusing on visitor flow and conversion rates.</li> <li>Continue monitoring instances of hosts greeting visitors on Level 2 while concurrently observing international visitors approaching the Info Desk after missing the queue entry.</li> <li>Conduct interviews to assess domestic and visa-holding visitors' understanding of the "New Zealand Visitors" category.</li> </ol>
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**Additional suggestion**

Having developed a solid understanding of the entry experience and overall process, it may now be beneficial to take a more focused approach and identify specific areas, themes, or parts of the process to study in greater detail.

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<b>Total Visits to Te Papa (14/10 - 20/10)</b>	15,329
<b>Tickets sold</b>	1,583 adults
<b>Percentage of paying visitors</b>	73 children 10%

**Overview of the week** After the busy busy school holidays, the museum was back to the usual pattern of early spring - under 2k on weekdays, approx 3k on weekends. The drop is likely the result of decrease in domestic visitation.

			Result	Benchmark	Time spent	Quantity collected
<b>Research activity</b>	<b>Qualitative Research</b>	Observations L1 Observations L2 Interviews Average transaction time	--- --- --- 1:23	---	1hr 3,5hrs --- ---	20 57 --- ---
	<b>Quantitative Research</b>	Maintain visitor satisfaction Visitors perceive good value for money Maximise clarity of information for domestic and international visitors Minimise wayfinding confusion Clarity of process?		1:00	xxx	xxx

**Key findings**

L1:  

- Moving a host closer to wayfinding box with simultaneous emphasis on more proactive approach to engagement with visitors at the entry to the museum resulted in more interactions and information offered early into their journey.
- Downside of moving the host from the bottom of the stairs--more visitors get to L2 with food or drink and then are told to go down again to finish/dispose.
- Still relatively quick and seamless.

L2:  

- No major changes with regards to portal being taken away.
- Having two hosts positioned by the boards was very good. Having a host closer to the stairs compacts the entry space and somewhat "forces" the interaction and leaves less opportunity for the visitors to go past unnoticed.
- A lot depends on who is manning the portal e.g. the couple of host working on Friday morning worked and communicated well to manage queue.
- No long queues, no change to transaction time observed.

**Hosts' feedback**

21 pieces of feedback sent by hosts

- Groups from overseas observed avoiding payment; in one instance their tour guide claimed they were from Auckland, in another some paid and some didn't.
- Numerous hosts asked for a panel/screen behind InfoDesk which will prevent being approached by visitors from behind, minimise the risk of visitors seeing the screen, etc.
- A host reported interacting with multiple international visitors at the Info Desk, asking where to purchase tickets, suggesting some overseas visitors reach level 2 and pass the queue without knowing where to buy tickets.
- With no host positioned at the bottom of the stairs, more instances of visitors bringing food upstairs with them.
- Continuous confusion brought about by the term "New Zealand visitors". According to some hosts some visitors from overseas read as "anyone visiting New Zealand, not just those residing in the country".
- POS issues: extra step for "other payment method".

**To monitor closely**

- Monitor the impact of the change in host positioning on Level 1, focusing on visitor flow and conversion rates.
- Monitor flows on L2 after taking the tentacles portal off the floor.

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<b>Total Visits to Te Papa (7/10 - 13/10)</b>	18,168
<b>Tickets sold</b>	2,005 adults
<b>Percentage of paying visitors</b>	64 children
	11%

**Overview of the week** | A slightly busier week, with two cruiseships coming to town (October 21st & 26th). Bad weather over the weekend.

				Result	Benchmark	Time spent	Quantity collected
<b>Qualitative Research</b>	Observations L1		---		0,5 hrs	4	
	Observations L2		---		2hrs		
	Interviews		---		---	---	
	Average transaction time		1:23	1:00	---	---	

**Key findings**

L1:  
 • Still relatively quick and seamless.  
 • Most of the visitors continue to get through L1 quickly and proceed to L2 even without having spoken to hosts.

L2:  
 • Having two hosts positioned by the boards seem to be working very well. Many interactions observed, lots of them initiated by hosts.  
 • Some queues observed, particularly close to opening time and in rare instances where only one host is positioned at the till. Average wait time would be around 2 minutes (though we learned from a conversation with one of the EEs that one one occasion the wait time was longer, up to 10 minutes). Queuing may have bit of an impact on dwell time for international visitors (avg roughly 3 mins, but numerous times observed over 4 minutes from top of the stairs to leaving queue, and may be longer if only looked at early morning)  
 • Visitors don't seem to be using QR codes even when they have to queue.

**Hosts' feedback**

25 pieces of feedback sent by hosts

- Continuous feedback around phrasing "New Zealand Visitor" that visitors seem to misunderstand (taking New Zealand visitor as "visitor to New Zealand")
- Concern that some international visitors "share" ways to bypass paying for the entry, e.g. entering through Bush City.
- Being positioned at Meeter & Greeter on cold and windy results in some complaints from the hosts.
- More feedback from hosts on visitors considering the ticket price as too high/prohibitive.
- Still some displeasure with regards to rostering... IVEC should be integrated in main rotation effectively making everyone work on IVEC, different planning of meal relief for queue validators (not three times in a row)
- Some positive feedback re having two queue validators.
- Poppies on InfoDesk make it clustered. Hosts wondering whether there is another place to store/fold them?

**To monitor closely**

1. Monitor the impact of the change in host positioning on Level 1, focusing on visitor flow and conversion rates.
2. Monitor flows on L2 after taking the tentacles portal off the floor.
3. Hosts' satisfaction levels based on the survey sent out on Tuesday, October 29th.

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Date	Which space does the interaction / observation relate to? Response	Code (to be done by Pawel)	Please pop your observation / interaction in the box below. Open-Ended Response	Was it a positive, neutral, or negative? Response	Your full name (in case we need to follow up with you for more info).
17/09/2024	L1 Entrance	General observation	I spent one hour between 10- 11 am on Tuesday morning as a meeter greeter. The first time visitors saw the new signage and the International visitors got the idea that they had to pay, so was not there any issues I observed. Also I noticed the less questions, " where is wharepaku,? lockers and etc....	Positive	s 9(2)(a) - Te Papa hosts
17/09/2024	L2 Info Hub	Non-entry	a young couple from Spain came to info hub to make a call whether it worths a visit or not. I explained what we have and so on, but they decided not to visit.	Negative	
17/09/2024	L1 Entrance	Signage	An elderly Wellingtonian originally from the Netherlands was very happy to see the Dutch version of " thank you for visiting " on the signage.	Positive	
17/09/2024	L2 Info Hub	Design	Get rid of the black n white tentacles. They are destroying the ambience of open space and on the one of the most beautiful vistas , the harbour views which is vows and charms.	Negative	
17/09/2024	L2 Info Hub	POS	Ticketing process/payment transaction: could you please get rid of the pop up " Add a customer to this sale, you haven't added a customer..... " it is not relevant to the entry ticket and just annoying for us to see it on every single transaction.	Negative	
17/09/2024	L2 Info Hub	Clarity of information	Ticket holder asking if parking was included in the ticket price as they left the museum	Neutral	
17/09/2024	Signage and Wayfinding	Maps	I was asked 8 times in the space of 30 mins for a map by people who did not want to walk up stairs for a map. Please give us a place to have maps on level 1	Neutral	
17/09/2024	Signage and Wayfinding	Design	With the position and angle of the information desk short hosts like myself cannot see people approaching the desk from the stairs or from around the corner from level 1. please could we rotate the angle of the desk so the computer is not blocking line of sight.	Negative	
17/09/2024	L2 Ticketing Area	Operational query	Visitors from Bristol entering at 4.30pm. Sold two tickets before discovering they were about to begin working visas. 48 hr entry did not apply because they were on a ferry tomorrow at 9am. Is there a system where a host can say sign a receipt to allow entry if they should return to Wellington in the near future?	Neutral	
20/09/2024	L2 Info Hub	Design	Hosts have identified more lighting is required above signs either side of IVEC entrance as very dark in gloomy weather. More lighting required above two IVEC signs.	Negative	
20/09/2024	L2 Info Hub	Maps	Maps handy for the Validation staff member at entrance to International ticketing would be helpful.	Neutral	
20/09/2024	L2 Info Hub	Design	Visitor was a big supporter of the introduction of the visitor charge after experiencing fees while overseas, but felt the ticketing desk was too far from the entrance and was not clearly marked	Negative	
21/09/2024	L2 Info Hub	Donations	a first time kiwi visitor donated \$ 5 in front of me at Info hub desk, after I gave them a general layout of Te Papa on the map. I really think the que/validator person, Sue's excellent customer service led to the donation. and off course it's a good idea to keep the taps & go on the info hub desk.	Positive	
21/09/2024	L2 Info Hub	Staff positioning	Whilst positioned at Gallipoli Entrance - I observed a lot of visitors were coming up the stairs and was missed by the Queue / Valid Host due to host talking with other visitors. I do think some visitors who may need to pay was missed and walked straight through for free.	Negative	
21/09/2024	L2 Info Hub	General observation	a couple approached the info hub desk to meet a function sales person. it took for a while to figure out what exactly they were here for as they said " events " " not sure where to meet " . Then I checked the sales person's phone number on Kupenga....	Neutral	
21/09/2024	Signage and Wayfinding	Signage	Luckily I spotted the sales person standing by Waharoa and was able to introduce the couple to her. on level 1, a common question is " where, or which floor to buy tickets ? " after reading the sign. One Asian family thought only lift 2 ( glass lift ) takes them to the ticket desk and waited for the lift dome down because only that lift has the signage. think " level 2 " to be added to the signage and more signages should be visible, particularly on the top of staircase.	Negative	
22/09/2024	L2 Info Hub	Process query	Do we want hosts to be active in identifying international visitor who should buy tix? If yes then the best host position that can do this consistently is the validator/someone early on level 2. But only having one is not sufficient. They aren't going to profile people coming up the stairs so need to greet everybody. In this position I missed a lot of visitors and then of the ones I did speak to (NZers) they wanted to talk about other TP things and its rude to fob them off. We need 2+ people in this position.	Negative	
22/09/2024	L2 Info Hub	Ticket price	They think there should be discount for seniors - were NZers so didn't affect their entry	Neutral	
22/09/2024	Signage and Wayfinding	Signage	The signs and information on the white box sign garners attention. Some visitors walked past and then reversed to look at it again.	Positive	
22/09/2024	L2 Info Hub	POS	register 2 - payment done by credit card which needed a signature. our till / pc did not say signature needed, instead the eftpos machine has the " approved " button at the bottom. Visitors could have pressed button even before the signature was approved.	Negative	
22/09/2024	L2 Info Hub	POS	So our system should say " Signature required " and " Signature approved " , not the eftpos.	Negative	
22/09/2024	L2 Info Hub	POS	Every time we do a ticket transaction we have to choose our name from the menu, but as we are signed in already this is an unnecessary step, so suggest we remove it.	Negative	
22/09/2024	L1 Entrance	General observation	Obvious to tell repeat users of the museum from how they react to the entry experience - free from trying to look for info, they went up after a shorter stay on level one (compared to pre-VEC)	Positive	
22/09/2024	Signage and Wayfinding	Signage	The sign on L1 could be more helpful as it only says "tickets". Would be helpful to say International visitors or similar as then on level 2 we spend time telling people they do not need to buy a ticket.	Negative	
22/09/2024	Signage and Wayfinding	Signage	Also groups of visitors stand in front and the sign is not visible.	Negative	
22/09/2024	Signage and Wayfinding	Signage	The new location for the black information monolith at the entrance has been placed in the centre of the entry, obstructing the sightline of the MG1 position. The design team need to be open to feedback from the host team instead of getting cross with us when we point things like this out. The monolith should be moved sideways for safety and security reasons.	Negative	
23/09/2024	L2 Info Hub	Donations	A visitor couldn't find a place to make a cash donation on level 2. I know it's an unlikely solution but the return of the donation box at the top of the stairs would be helpful (it is iconic!!!!)	Negative	
23/09/2024	Staff	Staff roster	I do not believe the current IVEC swap groups are working or are sustainable. We are one week in and due to the pool of staff being so shallow, it is the same hosts on these positions every day. Using myself as an example, I have worked 4 full days out of the last 7 and have been on IVEC for 3 of them (It would have been all 4 but I kicked up a bit of a fuss). The inability to move around the museum makes it especially difficult. My solution to this is to remove the level 1 aspect from both the purple and orange swap groups and replace them with low impact positions such as BEF or Passports. The entirety of the host team has worked down on level 1 up until last week so I am not seeing the benefits of having the same, small group of hosts down there for an entire day. Lots of these hosts are from our new intake and have been put down there immediately, often without a more experienced host to help them and to answer questions. I am more than happy to discuss this further :) Cheers Ben	Negative	



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			am finding the current swap rotation difficult as I am required to be in a high interactive role without anytime to decompress. I also was injured and the constant standing on concrete floor made my foot worse.		s 9(2)(a) - Te Papa hosts
23/09/2024	Staff	Staff roster	I propose that we have two swap groups for the whole museum. One swap group has Queue, Info, Passports, Art position 1, Meeter Greeter, Till 1, Taiao, Art position 2, Lockers, BEF, Till 2. The other swap group has Taiao 2, Mana Whenua, Gallipoli entry, Threshold, Art position 3, Level 5/6, Gallipoli inside, Art position 4, MG3, Info 2.  I think this would give variety to the day and more hosts would want to be trained up. Hosts would not think that their managers think they are dumb. We have lot of very good hosts. This would also give hosts that struggle to do some positions due to medical reasons a way to stay employed but have an easier time in the job they love.  Happy to discuss this further s 9(2)(a)	Negative	
24/09/2024	Staff	Staff roster	I believe that the decision to change the IVEC swaps to not include a "low impact" position (e.g. Passports or BEF) is going to wear out the hosts who are working in these swap groups. I believe as a team we would appreciate someone from the project team discussing the reasons behind this decision. I am certainly more than happy to discuss this further :) Cheers Ben	Negative	
24/09/2024	Clarity of information	Comms with visitors	Around 4:30 pm on last Sunday, a gentleman from Taiwan was not sure visiting here not. his English is quite limited and only said " how much, how much ?" In stead of answering \$ 35.00, that I think he would have understood, I used the translator at the counter and added the ticket was valid for 48 hours & what he can see..... when all translated he was really happy to know and purchased the ticket ! So, instead of \$ 35, we'd better say it's valid for 48 hours, particularly for non English speakers	Positive	
24/09/2024	L2 Info Hub	Crowding	today a large school group ( about 30 pp ) led by our learning team gathered just in front of the info hub and blocked the signage. Can you please make sure big groups gather next to the info hub desk or on void?	Negative	
24/09/2024	Ticket price		A couple from OZ in their 50-60"s said they just wanted to see Gallipoli so \$ 70 in total is too expensive, saying " all other museums are free ", " I can't believe national museum charging visitors " etc... So I let them in for free but told them if they could make a donation ... they responded " off course, thank you " they were very happy and did a donation.	Negative	
24/09/2024	General feedback	Visitor complaint	Paying visitors mentioned the noise created by (school groups?)	Negative	
26/09/2024	L2 Ticketing Area	Operational query	when I was at the queue positron on Tuesday, a lovely gentleman with very British accent in his 40's approached me " believe me or not, I moved to UK when I was very young but I am still a NZ citizen. But I can't prove that..... " and he seemed feeling very embarrassed / guilty going free without any proof. So I sang "Tūtira Mai Ngā Iwi" then he continued " tatou tatou e....." He was very happy with the fact he proved he is a NZer. we may need some ways like this to make people feel not guilty not paying.	Positive	
26/09/2024	Website	Visitor complaint	a couple from USA in their 50's said " Te Papa web site says the charge starts from 1st of October" and did not want to pay. So I did not charge. Just in case, I googled the starting date, but I could not fine the 1 Oct date anywhere.	Negative	
26/09/2024	L2 Ticketing Area	Queuing issue	the queue directs people to the middle of the 2 ticket counters, but only one is in use so visitors don't see the ticket seller on the far left. bollards should be changed to direct visitors to middle of both terminals.	Negative	
26/09/2024	Entry experience	Visitor complaint	Man was NZ Resident but also has British and Australian citizenship- was unhappy about what he described as being 'singled out' and questioned re his entry to the museum of which he is a frequent visitor. Not willing to be pacified by daily or accepting of my apologies and explanations that this was a very new change (6th day). He felt targeted and we looked at the signage which was not very specific i.e. he IS an international visitor but also not. It's very stressful for hosts tbh to ascertain and explain without offence or 'profiling'.	Negative	
27/09/2024	L2 Ticketing Area	Ticketing process	Are hosts required to circle time of entry on the ticket that is given to visitors? I am observing that more are not doing it than are.	Neutral	
27/09/2024	L2 Ticketing Area	Comms with visitors	Useful conversation at this mornings host briefing. The comms need to clearly explain to hosts that high trust model only relates to identification of whether you are an international visitor. If yes then the visitor must pay, and if there are any objections then that should be escalated to a manager. High trust does not give us discretion to waive entry costs. The language has confused us. When we say we are "guiding" and "encouraging" visitors it sounds like we have discretion across the whole ticketing process but we do not. At some point the language therefore is "if you are an international visitor you are required (not asked) to buy a ticket". Understanding that there will be exceptions and that we are still learning this process. For me this has been very useful to clarify the limits of the high trust model.	Neutral	
27/09/2024	L2 Ticketing Area	Ticketing process	I was just asked a question by the ticketing hosts. They wanted to double check that it is correct to charge an entry fee and a tour ticket price if the visitor wants both. This is regarding the daily tours. I believe that they should be charged for two items as they are separate prices and items. It is still possible to book a tour online without purchasing an entry ticket. Could there be a warning for visitors that a tour ticket doesn't include entry, that is a separate fee.	Neutral	
27/09/2024	L2 Ticketing Area	Design	Is there a plan to purchase more bollards for the summer season. During cruise days we often need to extend the Gallipoli cue and there are not currently enough bollards to service both IVEC and Gallipoli.	Neutral	
27/09/2024	Signage and Wayfinding	Signage	I feel signage on essential closed spaces (Expresso, Kids Store, etc.), should be acceptable on Lvl 1, because if they're closed unexpectedly, it doesn't paint a good picture on us Hosts to guide people up to said spaces only for them to get pissed off because we weren't told via physical indications.	Neutral	
28/09/2024	L2 Ticketing Area	Visitor complaint	Australian couple in 50s/60s complained about "disgusting" prices. They considered not entering but decided to pay when they found out it included the Gallipoli exhibition.	Negative	
28/09/2024	Purchase Process	POS	2 tickets sales \$ 70 by cash through the transaction process, the options how much the visitor giving were \$ 70, \$ 80 and \$ 90. It can't be \$ 90 for \$ 70 payment. It should suggested \$ 100.	Negative	
28/09/2024	Entry experience	Comms with visitors	People ask about why we have the octopus tentacles. I thought it might be in reference to Te Wheke a Muturangi. Since people ask, I thought it would be good if hosts had a consistent answer instead of saying we're unsure.	Neutral	
28/09/2024	Purchase Process	POS	If we have to log in while a customer is in front of us it can take some time with the username and password. In previous retail positions my login has been a couple of numbers which really speeds up the process	Neutral	
29/09/2024	Purchase Process	Finance	It would be helpful for Finance if when there was a problem on the till the person who had something go wrong noted the details on the end of day form (e.g. wrong change, eftpos failed) with time and name. This useful because end of day person signs form but doesn't know what happened.	Neutral	
29/09/2024	Signage and Wayfinding	Design	Have already noticed the squid tentacles have been getting a bit damaged, an issue that will increase particularly when we have to move them	Negative	
29/09/2024	Donation	Donations	The Visitor got prompted by the signage next to info desk ("Green poster size sign PLEASE DONATE")	Positive	
30/09/2024	Info Desk	InfoDesk	Please change out the self-closing draws on the info desk. They pop out when a host leans over the desk to talk to visitors - annoying and uncomfortable ...	Negative	
30/09/2024	Ticket price	Visitor complaint	Inquiring about potential discounts for people with disabilities, was a little upset there wasn't	Negative	



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30/09/2024	Visibility	Design	The Octopus behind the ticket desk makes it impossible to see visitors who eat picnics in the seats behind the desk. Either remove the seats or put more signage through the museum about the risks of food in the museum space.	Negative	s 9(2)(a) - Te Papa hosts
1/10/2024	Purchase Process	POS	It happened on Sunday. On till, I found the docket on the eftpos machine. It was a signature required ( but not signed ) print out timed about one hour ago. The host made a transaction was not aware of this. The customer must have pressed " sign approved .... " button by them on the eftpos machine the signature required notification should be appeared and processed on our till side. not the eftpos side	Neutral	
1/10/2024	Design	Design	What on earth is this? This is too complicated for me to understand. Especially when I've only just come up into the museum. The design of the squid tentacles might be simultaneously too complicated for visitors and too tantalising for children. Some visitors asked if this was the entry to one of the exhibits.	Negative	
2/10/2024	Signage and Wayfinding	Visitor complaint	Visitor complained that the large black obelisk at entry does not have "Museum of New Zealand" on it anywhere	Negative	
2/10/2024	Staff	Staff roster	The changes made to the IVEC swap groups have been very positive, having one lower impact position really helps to break up the day and you don't have	Positive	
2/10/2024	Purchase Process	Visitor complaint	Visitor was not impressed that they had to pay since our Website still shows FREE ENTRY	Negative	
2/10/2024	Ticket price	Non-entry	Two German visitors thought it was too expensive and they left.	Negative	
2/10/2024	Ticket price	Non-entry	Four Australians thought it was too expensive and left.	Negative	
2/10/2024	Clarity of information	Design	Two local visitors asked where the octopus exhibition was. Visitors think we have a special exhibition on about octopus.	Negative	
3/10/2024	InfoDesk	InfoDesk	Info hub, the draws on the desk come open if you bump them by accident.	Negative	
3/10/2024	Ticket information	Comms with visitors	Visitor pointed out that 48 hours from sale would allow them in on Saturday morning also (11am Thursday purchase). Host clarified that tickets were good for today and tomorrow only. I'm sure there was discussion about how to word signage the most concisely. Maybe (especially as we sell tickets later in the day) we use the phrasing "today and tomorrow" instead of 48 hours?	Negative	
3/10/2024	Ticket price	Visitor complaint	On my way back from lunch today I walked passed 4 individuals standing outside the main entrance. One appeared to be local and said, oh look at that price you guys don't really need to go there, your not missing much lets move on and go to wellington museum. local advertising maybe??	Negative	
3/10/2024	Staff	Staff roster	Kia ora, I believe the changes to include a lower impact position for each of the IVEC swap groups to be very positive. Removing the Level 1 aspect from these swaps makes these swaps much more manageable as well as involving the entire Host team in this new aspect of our work. I am very happy to see the feedback system working :) Cheers Ben	Positive	
4/10/2024	Signage and Wayfinding	Signage	I think the two large signs could be reversed. Visitors come up the steps or off the escalator already heading to their right. Some read the right sign which confirms internationals need tickets and you can spot the ones who decide to walk through for free while the Queue person is busy. If they saw that children were free I think we might catch a few more people prepared to pay and also sell more tours when people can see the prices etc. Very few people read the left sign at all.	Negative	
4/10/2024	Signage and Wayfinding	Signage	A family mistook the Info desk for the ticket desk	Neutral	
6/10/2024	Entry experience	Donations	at Info hub, to the visitors who asked me " do we have to pay ? we are NZers ", I trialled " no charge, just donation will be appreciated " twice. Both visitors donated \$ 10 in front me. One was from Auckland. I think we better have a cash donation box on / by info hub	Positive	
6/10/2024	InfoDesk	Design	A visitor had feedback about how Te Papa used to have exhibitions of WOW costume pieces. She said that Te Papa should reach out to some of the designers and have some of their pieces showcased here.	Neutral	
7/10/2024	Entry experience	Donations	Visiting NZ family wanted to give donation because they are so happy there is a wheelchair to borrow.	Positive	
7/10/2024	L2 Ticketing Area	Ticket price	Visitor commented they would have done a tour if there was a slight discount for both bought together. Would be good to advertise a combined entry and tour ticket.	Neutral	
7/10/2024	L2 Ticketing Area	Donations	Aucklanders gave us \$10 donation because we don't ask people to prove they are from NZ.	Positive	
8/10/2024	Info Desk	Design	I believe it would be good if we had a screen or a curtain of some sort behind the new info desk, this is for two reasons. The first being privacy for the host working at the desk, it can be a bit odd having visitors coming up behind you to ask questions. And secondly, the mat that we have on the ground is a tripping hazard for our guests, I had someone on a tour almost fall over as they tried to walk over the mat (I have filled out an Incident Report Form for this) Cheers Ben (feedback sent to enquiries)	Neutral	
8/10/2024		Staff roster	<p>Kia ora IVEC Team,</p> <p>Having been rostered on the new IVEC rotation a few times, please find below my personal observations/suggestions.</p> <p>We were told that IVEC is in a "testing" period and in order to gather data on what works and what doesn't the least number of variables is needed which explains why a core group of hosts is being rostered in those positions. After this "testing" period may I strongly suggest the following:</p> <ul style="list-style-type: none"> <li>•the future four till positions should be integrated into the main dispo grid and NOT separated.</li> <li>•hosts would not feel "stuck" in those separate blocks.</li> <li>•the grid would offer more varied positions for all.</li> <li>•the separation of these positions is already creating a sense of division between the host team.</li> </ul> <ul style="list-style-type: none"> <li>•why are the new hosts constantly rostered in the IVEC positions? Some of them are already discouraged and disappointed that they have done nothing else since being hired;</li> <li>•ALL hosts should be rostered on ALL positions. Before IVEC all hosts were capable of selling tours, Story Place, memberships, etc. Now that IVEC has started, some hosts are saying they do not want to be rostered in those positions. Nothing has changed except a new button to click! If IVEC is a part of the host job description, then it is the job. No exception.</li> </ul> <p>I thank you in advance for considering my observations/suggestions/questions.</p> <p>*****</p>		

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			<b>[Feedback sent to Enquiries]</b>		
9/10/2024		Crowding	<p>the floor space between the stairs and the entrance to the ticket queue is already becoming congested as witnessed during the school holidays and will definitely be too small once the cruise ships season starts. The queueing area needs to be revisited and maybe moved closer to the ticket desk and made narrower.</p> <p><b>[Feedback sent to Enquiries] CONTINUATION</b></p>		
10/10/2024		Design	<p>When at the queue position, visitors have asked me "where's the "octopus" exhibition/show?" or "what's this for?" The tentacles panels seem to be confusing some visitors.</p> <p><b>[Feedback sent to Enquiries] CONTINUATION</b></p>		
11/10/2024		Evaluation query	<p>Why haven't we been informed that we are being "watched" by the Survey Staff? What are they watching? Are they trained in this type of exercise? This is making hosts uncomfortable and creating a sense of not being respected/trusted.</p> <p>Kia ora kōrua,</p> <p>I have just had a chat with a host who works at the international visitor charge desk - she told me that a number of people walked away when asked for entry payment. I asked if the hosts were recording this information and she assured me that they were not (and had not been asked to) but that she would bring it up.</p> <p>I assume that capturing this information is crucial, so maybe some reminders need to go out?</p> <p>Thought that you should know,</p> <p>Ngā mihi,</p> <p>s 9(2)(a)</p>		
9/10/2024	Ticket price	Non-entry	<p>"what's on school holiday programme ? " was a one of the most common question I am receiving at Info hub during school holiday.</p> <p>need a school holiday programme schedule board or something by the info hub, ideally with QR code for details and bookings</p> <p>please be aware some are grandparents who are not really into checking info in our web</p> <p>If a customer gives you \$100 for a \$70 purchase \$100 doesn't come up as an option and it needs to be manually entered which slows things down. Highest value option is \$90</p> <p>Two visitors approached me at the foot of the stairs. "Is there a concession price for Australian seniors?" I answered no. "Well," he said. "\$35 is a bit steep for us." I checked if they'd be here the next day and explained they could use the ticket the following day as well. "We've been here before," he said. "I don't think it's worth it." They moved away and after a conversation on level 1, I noted him leave and his companion head up the stairs.</p> <p><b>[Feedback sent to Enquiries]</b></p>		
10/10/2024	InfoDesk	Design	<p>1. The Toi Art level 5 desk has never been fit for purpose. Hosts have consistently expressed this, over the years we have had to put up with it.</p> <p>There are any number of reasons why it is even less fit for purpose as the desk for the Information hub. And Hosts have been clear in feedback about this. It is hugely disappointing that creating the right tools and spaces for us to work effectively, efficiently and safely, is so far down on the solutions list you shared. Would it really cost that much to have provided an effective work tool for us here?</p> <p>The invisible and very real cost is to the day on day Host work at that desk, including issues with physical safety and limiting our ability to do our job effectively. Not to mention the signal it sends us about the lack of actual respect for our role and our team.</p> <p><b>[Feedback sent to Enquiries] CONTINUATION</b></p>		
10/10/2024	Purchase Process	POS	<p>2. This is in response to Dan's comment to our team that "Hosts leaned into using props on level 1". With reference to maps and international language brochures. Far from being props, we Hosts recognise these as effective communication tools, used in response to visitor expectations and requests on that level. Being able to offer someone a brochure in their own language bridges a communication gap in a positive way. Having a map available helps people start to think about and plan their visit, which is something they are often keen to do from the start.</p> <p><b>[Feedback sent to Enquiries] CONTINUATION</b></p>		
11/10/2024	Ticket price	Non-entry	<p>3. I have been away, and was thunderstruck on my return to see our level 1 black box welcome sign does not include any Pacific languages.</p> <p>Please reconsider this approach to also welcome those in our broader Pacific whanaunga.</p> <p>Please also think about how to include NZSL in this welcome.</p>		
11/10/2024	L2	Staff positioning	<p>those who have early morning functions (esp. level 2 hosts) should be conscious that they may have to leave the post to man info/ticketing desks prior to 08,45 starters, particularly when 0845 starters are late!!</p>	Neutral	
11/10/2024	InfoDesk	Signage	<p>have had several internationals slip past straight to info desk to ask to buy tickets. great they are asking but I don't think the information desk is obvious and should perhaps be displayed across the front of the desk or a bigger sign</p>	Neutral	
11/10/2024	L2 Gallipoli	Clarity of information	<p>During an hour at the entrance to the Gallipoli exhibition, on 10.10.2024. There were four instances when visitors showed me their paper entry tickets, presumably thinking they'd need them throughout the museum.</p> <p>The Gallipoli entry set-up tends to confuse people anyway, the bollarded set-up, we're often asked if it is ticketed.</p>	Neutral	
12/10/2024	L2 Ticketing Area	POS	<p>we issued a child ticket for an icon card holder on Thursday as we weren't sure how to process the free of charge. Are we collecting the data for the FOC entry as well ? in that case, what we are supposed to do ? Adult ticket with discounted 0 charge and leave a note icon in the system ??</p>	Neutral	
12/10/2024	Staff	Staff roster	<p>Please share the work around, some people want to try the vice loop, others want a break from the vice loop. I have been doing level one a bit, quite a lot discerning who is who. You literally have to engage with everyone. Quite a lot of work when there is only two people! I have yet to be rostered on ivec loop. Ridiculous seeing as we have all been on info desk and can sell something.</p>	Neutral	
13/10/2024	Ticket price	Non-entry	<p>Doesn't want to pay the entire entrance fee when they just want to see Gallipoli</p>	Negative	
13/10/2024	General feedback	General observation	<p>Good to see that NZers understand our rationale for charging</p>	Neutral	
13/10/2024	Entry experience	Staff positioning	<p>Queue validation spot needs to 2 people as we get ebbs and flows. Ideally everyone coming up the stairs is approached and asked if they are international to avoid the risk of profiling.</p>	Neutral	

s 9(2)(a) - Te Papa hosts



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<b>[From a visitor via enquiries:]</b>					
13/10/2024			I wanted to express my extreme disappointment in the sudden cost introduction to tickets for international visitors. I visited from Australia for the first time in 2022 and so greatly enjoyed my time in Wellington that I have been saving for the last 2 years to bring my mum and brother who have never been able to afford international travel (as a 23 year old it is no easy task to save for). When I last googled Te Papa a couple of months ago to put it into my itinerary there had been no cost announcement so I was incredibly shocked when I visited today to find the exorbitant charge. As I have been raving about the museum for 2 years I was determined to take my family but the expense has meant we will now miss out on other activities we had been looking forward to. To add insult to injury the art on level 5 was not accessible (one of my favourite parts of the museum) meaning we paid a premium price for an incomplete experience. At no point during our visit did anyone ask to see our tickets and we saw many international visitors bypass staff entirely meaning a majority of your guests are not even abiding by this charge. I feel as if I have been cheated knowing that this was, until very recently, an entirely free experience and it has really soured my view of what had been a beloved city.	Negative	s 9(2)(a)
13/10/2024	Signage and Wayfinding	Signage	<b>[Feedback from a visitor]</b> Could do with QR code link to ticket website on L1 stand and ticket prices. When I was at a Queue/valid position, there were 2 cruise ship tour groups guided by us occupied the space in front of Waharoa, which created a huge and messy congestion. Also when those moved into the Wellington foyer, I suspect non tour people mingled among the tour group and got free entry.	Negative	s 9(2)(a) - Te Papa hosts
13/10/2024	Other	Crowding	Another host told me school groups led by our learning team did the same the other day. as we discussed in our host IVEC meeting, the large group tours should not stop around Waharoa. ( can do from L3 bridge, instead.	Negative	s 9(2)(a) - Te Papa hosts
when they move into the wellington foyer, I suggest to control their tour guide to let only their tour members in, by standing at the end of the group and closing the imaginary gate, perhaps ??					
<b>[Feedback from a visitor]</b>					
14/10/2024	Ticket price	Ticket price	\$35 fee for non_NZ folks is higher than we are willing to pay.	Negative	s 9(2)(a) - Te Papa hosts
15/10/2024	InfoDesk	POS	because of only 1 till person now. I had to hop on / off between reg 1 & info desk 01 computers for tours & story place tickets purchase / enquiries. to save the time, can we log in info desk 01 computer straight on, without check the password and type it in?	Neutral	s 9(2)(a) - Te Papa hosts
15/10/2024	General feedback	General observation	International visitors using yesterday's ticket but don't seem to have been to Te Papa. Maybe someone else passes on the ticket to them? Not sure.	Neutral	s 9(2)(a) - Te Papa hosts
15/10/2024	Clarity of information	Clarity of information	Some international visitors think 'New Zealand Visitors' means anyone visiting New Zealand, not just those who reside in the country. Rewording or clarification might be helpful.	Negative	s 9(2)(a) - Te Papa hosts
15/10/2024	Ticket price	Non-entry	Two Australian women thought it was too expensive and left the Museum :(	Negative	s 9(2)(a) - Te Papa hosts
15/10/2024	Clarity of information	Clarity of information	One foreign visitor showed me her online ticket. She thought she had bought a tour. But it was the entrance charge.	Neutral	s 9(2)(a) - Te Papa hosts
15/10/2024	Entry experience	Design	Visitors being asked to finish food and drink and dispose of these in rubbish. With the Host further forward, and the rubbish bins now almost out of sight, it's a further source of irritation for them, if they are already surprised or cross at this request. Visitors who enter looking for bins already can't see them. Return some bins to near the front door, in easy sight line for entering visitors.	Negative	s 9(2)(a) - Te Papa hosts
15/10/2024	Entry experience	Maps	It's the need for the Brochure and Map stands to return to L1. That's where the first contact interaction occurs, that's where the Hosts need the tools to fully engage. Visitor engagement 101, don't make it a two or three step process. Kiss, Keep it simple stupid.	Negative	s 9(2)(a) - Te Papa hosts
15/10/2024	Ticket price	Non-entry	Two couples from Australia, visiting separately, asked the cost and said it was too high. I had said it was for 48 hours, but neither group would be here tomorrow. They all left.	Negative	s 9(2)(a) - Te Papa hosts
16/10/2024	InfoDesk	Design	I was at the Info Hub today, and found I was constantly approached from behind by visitors. This made me personally uncomfortable, but also meant that I had to turn away from the front side of the desk. I felt that this was not a professional/good look. For privacy reasons as well as maintaining a friendly FOH environment, a panel behind the info hub would be a big improvement.	Negative	s 9(2)(a) - Te Papa hosts
16/10/2024	Entry experience	Design	Visitors looking to deposit their drink bottles/coffee cups before entering the museum, can get agitated when told to finish their drink before going upstairs. Their response is often "yes I know! I'm just looking for a bin. I can't find one" This adds a needlessly negative interaction to the visitor (and host) entry experience.	Negative	s 9(2)(a) - Te Papa hosts
17/10/2024	L1 Entrance	Signage	NSL board says ' Museum entry is fee for people who live in NZ or who are NZ citizens or residents - no ticket needed.	Neutral	s 9(2)(a) - Te Papa hosts
17/10/2024	Entry experience	Signage	Should be changed to people living, studying or working  -- information desk should have written across the front. even if visitors block the sign, people are sheep. the green sign on the wayfinder next to info desk is too high, too small and too dark in my opinion. i have had many visitors come to info desk to ask to buy tickets there.	Negative	s 9(2)(a) - Te Papa hosts
17/10/2024	Entry experience	Signage	-- wayfarer between te taiao and gallipoli should have 'upcoming events' or to the effect so people understand it is advertising events that are happening in the museum, this is not clear in my opinion. -- downstairs plinth i don't think is clear enough, e.g. 'tickets <upward arrow>' should also state level 2 i think, etc etc. this is all opinion and from what i've witnessed! :)	Negative	s 9(2)(a) - Te Papa hosts
17/10/2024	InfoDesk	InfoDesk	info hub computer screen can be seen from level 4 if you zoom your phone in, you can read the screen even lost property page. need a screen behind the desk asap	Negative	s 9(2)(a) - Te Papa hosts
17/10/2024	Entry experience	Signage	re-write on level 1, after you pass the white sign box there is only one sign mentions ' go upstaris ' above the glass lift, nothing else to catch visitor's attention to move to upstairs. I had seen some people from Singapore queued up in front of the glass lift because they thought it was an only way to go to buy the ticket.	Negative	s 9(2)(a) - Te Papa hosts
17/10/2024	Entry experience	Signage	this applies to people from big hub cities where you have to choose the right passage to your destination at the complex building ( station/shopping mall/ cinema... conjoined )  need catchy signs above the stair case to lead people to 2nd floor	Negative	s 9(2)(a) - Te Papa hosts
17/10/2024	InfoDesk	InfoDesk	There should be some sort of privacy screen for the info hub. I've had visitors suddenly appear behind me while I've been using the computer. While there is a privacy film on the computer screen, the people who have showed up beside me are at an angle where the film doesn't work. This could cause issue if a host is checking a kupenga post that contains confidential internal info when a visitor appears.	Negative	s 9(2)(a) - Te Papa hosts
18/10/2024	Purchase Process	POS	This is primarily for Mohsin - Could we please have an additional step added when processing payments using the "Other Payment Method" Button. The reason for this is that it is very easy to hit this button and process the payment immediately, with the other options there are additional steps that you need to take before the payment is processed. I am more than happy to discuss this more in person if this doesn't make sense!	Neutral	s 9(2)(a) - Te Papa hosts
			Cheers Ben		s 9(2)(a) - Te Papa hosts



Date	Which space does the interaction / observation relate to? Response	Code (to be done by Pawel)	Please pop your observation / interaction in the box below. Open-Ended Response	Was it a positive, neutral, or negative? Response	Your full name (in case we need to follow up with you for more info).
20/10/2024	L2 Ticketing Area	Signage	Visitors thought that the term "New Zealand Visitors" could mean people visiting New Zealand (rather than the museum). Host feedback We are getting a lot of food and drink coming up the stairs since it's become a security job not host job at the bottom of the stairs. This creates awkward interactions with visitors further up into the museum.	Negative	s 9(2)(a) - Te Papa hosts
20/10/2024	L1 Entrance	Food Monitoring	Let MG1 go back to doing their jobs at the bottom of the stairs. yesterday at info hub, I found a group of Chinese people floating in and they looked like they weren't sure. So I approached them and I found they were tourists from China, but their local guide with a good English language told me "they are from Auckland" and whisked them in. Last week, I stopped the similar group tried to come in for free as they identified themselves as "visiting from China" There might be a plot / word spreading among some agencies to sneak in.	Negative	
20/10/2024	L2 Ticketing Area	Non-payment entry	we may need to strengthen the high trust model? but not sure how.	Negative	
20/10/2024	Purchase Process	Non-payment entry	at Queue position, I found several groups of people from Asia weren't aware (probably they did not read any signs) were coming in for free. after I explained the system, some bought the entry tickets others did not. I think we'd better approach visitors more actively when you are at queue position. and also I think there needs appealing signs to catch attention from visitors, in particular those whose English is not their first language.	Negative	
20/10/2024	L1 Entrance	Comms with visitors	How can I possibly explain to a NZ visitor that they now have to pay \$60 for a tour which includes the entrance charge. A charge that doesn't apply to them...	Negative	
21/10/2024	L1 Entrance	Signage	The tall black box is in the way. Hosts/Security are meant to have a full view of L1.	Negative	
21/10/2024	L1 Entrance	Food Monitoring	It is a poor idea to have no host at the bottom of the stairs. Food and drink is being carried up as not all security staff are on to it. We have a sign now in the cafe, finally, but cafe staff move it. I fail to understand why it used to be vital to have a bottom of the stairs hosts and now it doesn't matter. Customer interaction is just as easy from that position.	Negative	
21/10/2024	L2 Ticketing Area	Design	no clarification on age of child tour ticket. so entry is free for '16 and under', but \$30 for one of no determined age to take a tour. I think right-hand sign by the ticket entrance is redundant: it has no new information that the left-hand sign does not have other than no prices, which people are most interested in knowing. QR sign is too small and needs to be at eye level. I think the font is too small and too many words/too much information on signs.	Negative	
21/10/2024	L2 Ticketing Area	General observation	my personal opinion is that EVERYONE should go through the queue. by everyone queueing, this will absolutely maximize capturing all that need to pay. I think the space between the entry bollards will bottleneck in summer with tours, school groups, cruise ships, general visitors and thus should only be used as an exit, although unsure how to implement that. (I also believe kiwis/those living/working/studying should show proof to remove ambiguity and would help with the bottleneck/clashing but I understand why this system has not been chosen.)	Neutral	
21/10/2024		Ticket Price	<b>[Feedback from a visitor]</b> We didn't know TE PAPA was not free anymore! We had 4 friends from Australia visiting us & we felt embarrassed when we found out they had to pay 35\$ each!	Negative	
22/10/2024		Ticket Price	<b>[Feedback from a visitor]</b> I am a kiwi citizen and I am astonished that you can charge \$35 to my guests when this is called OUR PLACE. We treat our guests better than this signage regarding intro tours at queue entry, a lot of visitors reading it \$60 for the tour on top of the entry fee. it should be more clear and easier to understand entry + tour \$60	Negative	s 9(2)(a)
22/10/2024	L2 Ticketing Area	Signage	actually I sold two tour tickets individually at the counter with a pitch "two days pass with a tour ticket"	Negative	s 9(2)(a) - Te Papa hosts
22/10/2024	InfoDesk	InfoDesk	I feel like the wicker basket for folded poppies on the info hub makes the desk look cluttered. I know it is an important task to fold poppies for the Gallipoli exhibition, and many staff enjoy doing it at the desk (especially when it's quiet), but in future when a new desk is considered, a space to place the basket that is not on top of the desk and out of the way would be helpful. I've seen / experienced several times some visitors with very limited English language just answering "yes" to the our question "do you live, study, work?" because they don't understand the question or they are not really bothered to take time to talk. I think we'd better not asking a guiding question. Rather let them identify themselves.	Neutral	
22/10/2024	Entry Experience	Comms with visitors	today I asked a couple who already passed queue 1 and trying to get in  "if you are visiting from overseas, please buy tickets" or "do you live ....."	Neutral	
22/10/2024		Signage	Then they identified themselves from overseas visitors reading the "New Zealand visitor" sign and thinking as they are visiting (from UK, Australia) they are included here and not going further with the signage. The terminology in signage confuses certain amounts of people. re-wording the terminology for New Zealanders visiting.	Negative	
22/10/2024	Signage and Wayfinding	Signage	The "New Zealand Visitors" sign confuses people. I have been asked at the queue: well I am visiting NZ so does that mean I am a NZ Visitor? today I saw the queue/valid 2 host position worked more effectively on the corner of the pillar. more international visitors who weren't paying any attention to the sign and trying to go in were attended. I believe it	Negative	
22/10/2024	L2 Ticketing Area	General observation	increased the sales today. By the way it was AL positioned there and actively caught visitors. queue/valid 2 person better be positioned on the corner of the pillar	Positive	
22/10/2024	Signage and Wayfinding	Signage	The new Feedback box is very pretty BUT nobody can see it tucked away in a corner by the disability scooter :( Maybe it could be moved against the wall of the lockers? or under the Info screen?	Negative	



# Excerpts of September Ripoata Ahumoni-a-Te Papa | Finance Report

## From the Whakaaro | Commentary

Visitors to Te Papa for Hepetema were 71,861, 1% better than the monthly target. Tau ki te rā, visitors are 8% below target. Hepetema saw the introduction of the international visitor entry charge. This generated \$72K in new revenue but was 30% lower than budget. It is very early days for the introduction of the charge and we will continue to monitor the implementation.

## And from the Manuhiri | Visitor section

### Manuhiri | Visitor - International Visitor Entry Charge (IVEC)

The introduction of the IVEC went live on 17 September 2024. The following table tracks the revenue and spend performance of this new revenue line.

\$000's	September 2024   Hepetema 2024			Tau ki te rā   Year to date				Tau katoa   Full Year
	Tūturu   Actual	Māhere Pūtea   Budget	Tihoinga   Variance	Tūturu   Actual	Māhere Pūtea   Budget	Tihoinga   Variance	Māhere Pūtea   Budget	
Revenue	72	104	(32) ● (31%)	72	104	(32) ● (31%)	4,528	
Estimated Revenue Impact	0	(22)	22 ●	0	(22)	22 ●	(849)	
<b>Total Revenue</b>	<b>72</b>	<b>82</b>	<b>(32) ● (39%)</b>	<b>72</b>	<b>82</b>	<b>(32) ● (39%)</b>	<b>3,679</b>	
Operating Spend	29	16	(13) ● (83%)	65	52	(14) ● (26%)	363	
Personnel Costs	16	36	19 ● 54%	65	78	13 ● 16%	380	
<b>Surplus/(Deficit)</b>	<b>26</b>	<b>30</b>	<b>(4) ● 14%</b>	<b>(58)</b>	<b>(47)</b>	<b>(11) ● (23%)</b>	<b>2,936</b>	
Capital	11	31	21 ● 66%	25	46	21 ● 45%	500	
<b>Net Cash Contribution</b>	<b>15</b>	<b>(1)</b>	<b>17 ● (1527%)</b>	<b>(84)</b>	<b>(93)</b>	<b>10 ● 10%</b>	<b>2,436</b>	

IVEC revenue is lower than anticipated for Hepetema, noting that it is the first two weeks of implementation and it is too early to note any trends. The "Estimated Revenue Impact" is determined through any difference in spend per visitor compared to 2022/23, but adjusted for retail, as retail spend has shown a significant decline in 2024/25 prior to the introduction of IVEC. We have determined that for the first two weeks of operation, there was no discernable reduction in other commercial revenue.

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