

# How to tailor your offer for families

**Tony Berry**  
**Visitor Experience Director**  
**National Trust**



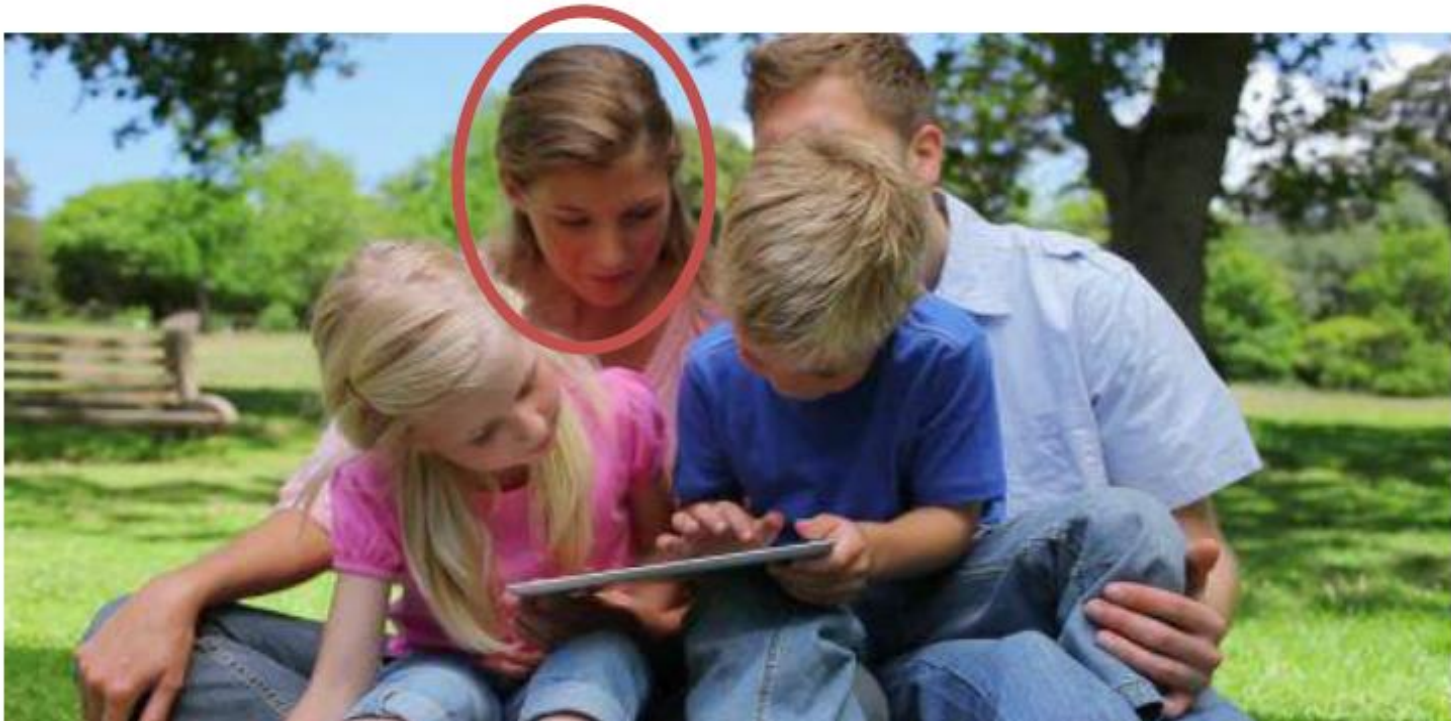


## Step One. Understand your audience.



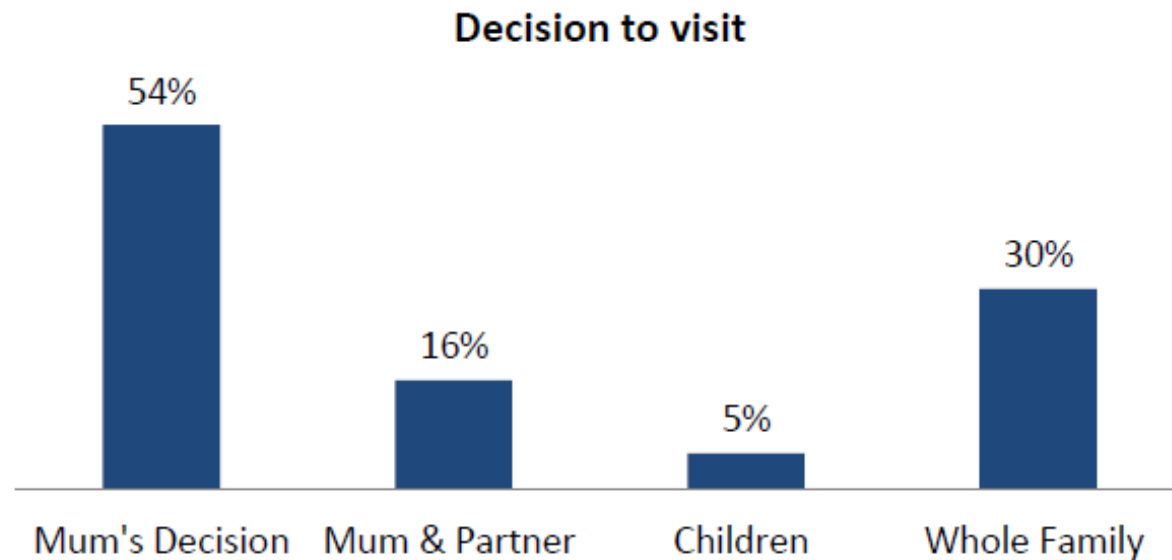
## Family Travel Market in the UK

- 25% of all trips by domestic tourists **are** worth £15 billion
- generates over a third of holiday receipts within the wider holiday market .



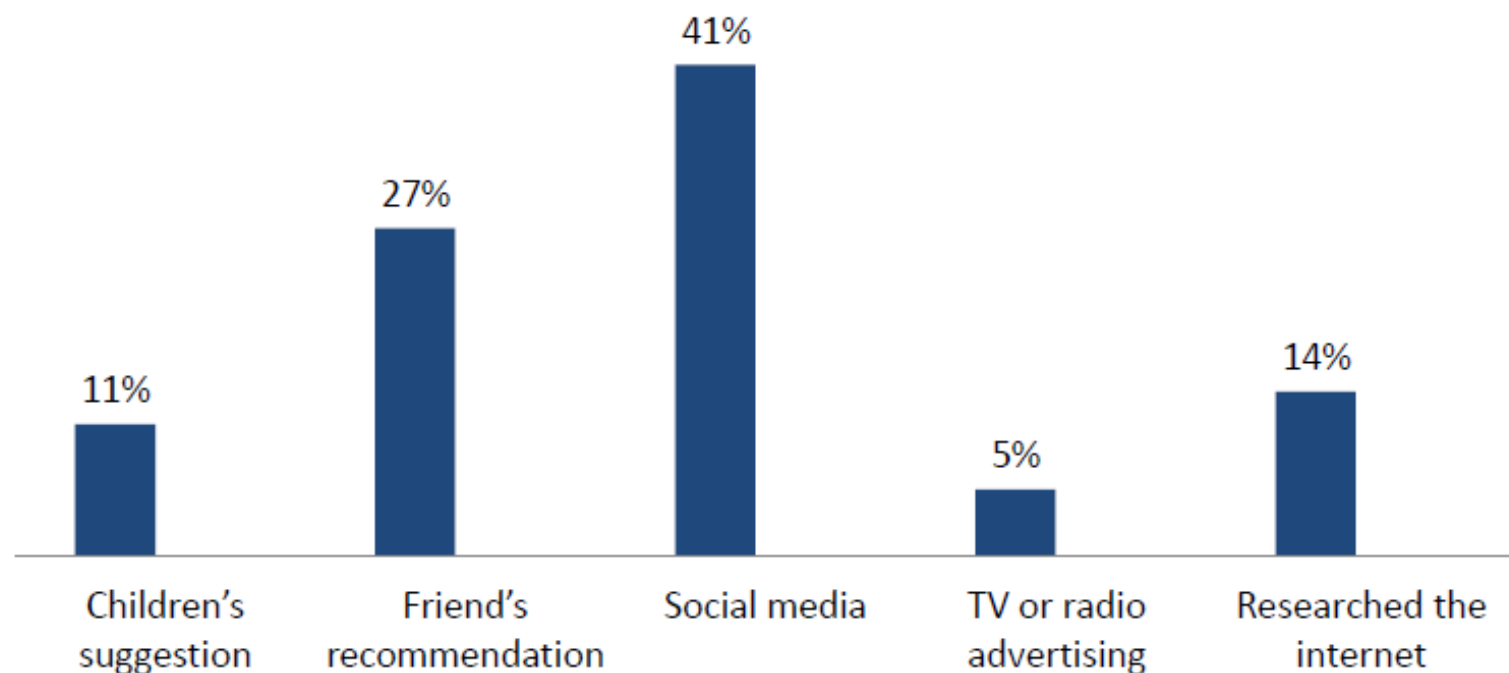
## How families plan their outings?

54% of Mums surveyed decide and organise the outings



## How families plan their outings?

41% of Mums find out about attractions on Social Media

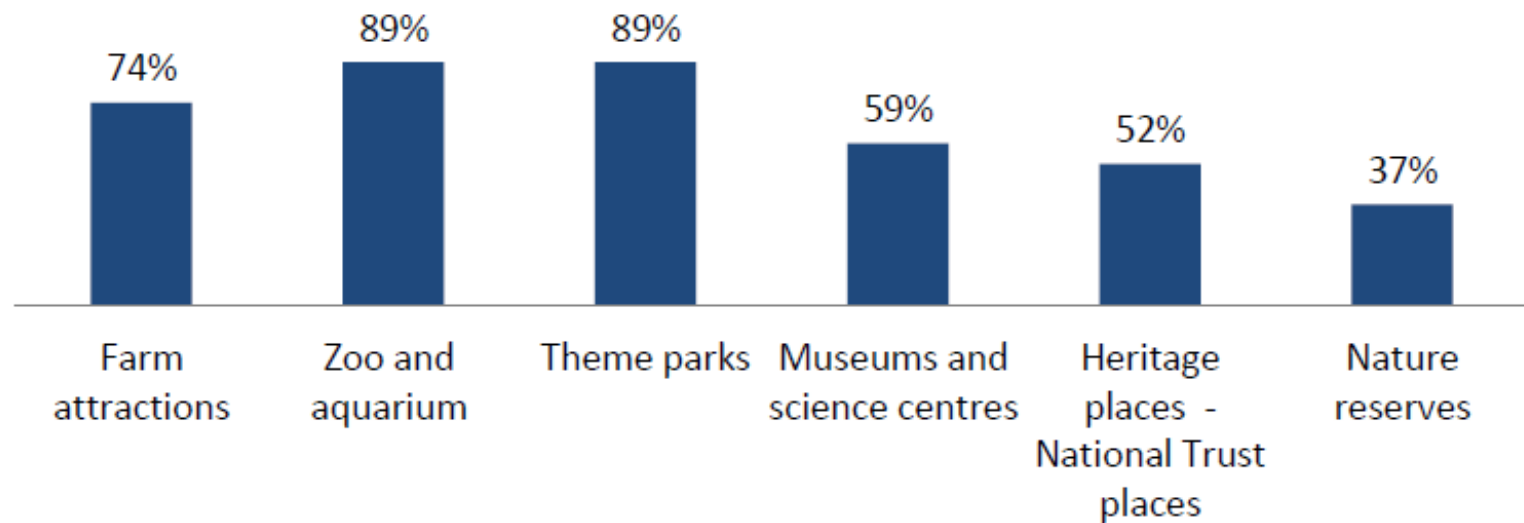




## What attractions are Mums most likely to visit ?

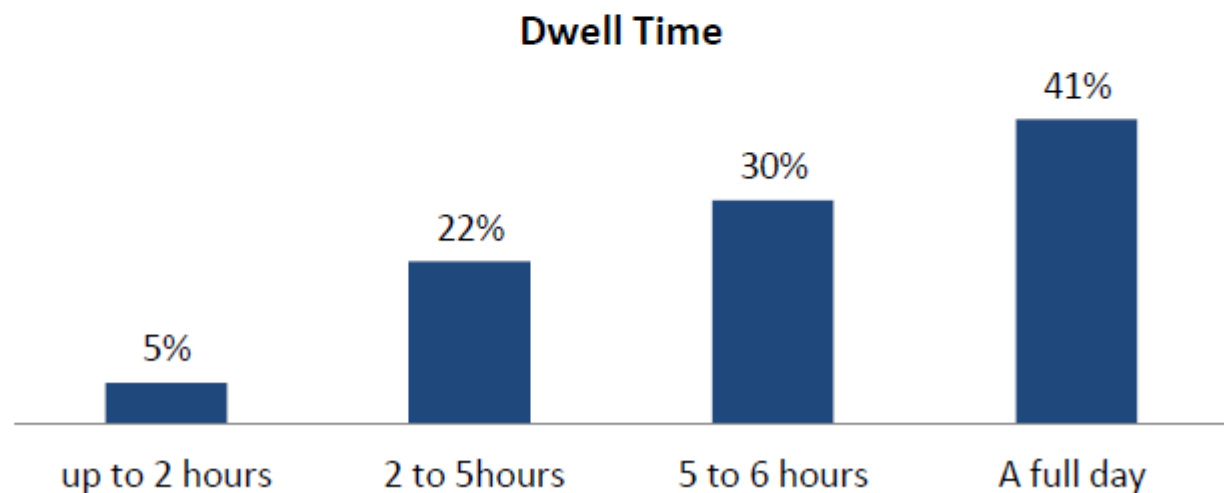
Zoos, Aquariums and Theme parks are top of Mum's List

What Attractions are Mums visiting



## How long would Mums like the visit to be?

Mums would like the visit to be a full day



# What Mum expects from a day out

## Top ten priorities

1. Spending quality time together
2. Opportunity for the children to enjoy themselves and have fun
3. To learn something new
4. Something for everybody in the family
5. Discounted tickets
6. Seeing animals and getting close to them
7. New rides, exhibits and activities
8. Special events
9. Somewhere we have never been before
10. Rides and high adrenaline activities





## What kids want when visiting tourist attractions differs by age group:

- Ages 1-5: **Sense and Sensibility** – storytelling, fantasy and wonder
- Ages 4-7: **DIY Years** – interactive, education and variety
- Ages 8-11: **Identity Quest** – belonging, variety, education and interactive
- Ages 12-16: **The Thrill Years** – thrills, authenticity and history
- Young Adult: **Connections** – experiences, adventure, authenticity, making a difference

# Quick reference

For Kids First Families, days out are dictated by what the kids want to do. Their choices will either be suggestions from the kids themselves, or will have enough credibility with the kids to enable parents to convince them. Days out are chosen to entertain the kids; parents' pleasure is from observing their kids' fun rather than participating themselves. They look for an environment where children are stimulated and adults can relax, they want a guaranteed good time (especially if they are paying for it).

## What they enjoy

Treasure hunts

Animals

Fireworks

### Hobbies

- Console games
- Football
- Dance
- Swimming
- Gym
- Baking

### Concerns

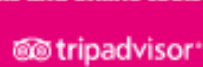
- Wildlife
- Cost of living

### Charities they support



COMIC  
RELIEF

### Social networks and online tools



### Shopping and High Street



George.

### App they might enjoy

- Discount vouchers

### Entertainment/fun

- X Factor
- I'm a Celebrity
- Don't Tell the Bride

### Famous example

- The Beckhams

### Enrichment/education

- Minecraft
- Wii

### Attitude to Trip Advisor

Use	75%
Encouraged to visit	38%
Contribute	about 40%
Put off visiting	25%

## Results - Kids first families

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### ***Kids first families***

Families who put the needs of the children first and look for a fun environment where children are stimulated and adults can relax; they're looking for a guaranteed good time.

Rank	Kids first families Psychographic elements preferences	Average Score
1	Laughter/Humour	11.24
2	Sand/Beach	9.86
3	Contact with Animals	9.51
4	Viewing Animals	9.21
5	Magical Illusion/Visual Effects	9.20
6	Rides/Machines You Control	8.87
7	Relaxing	8.73
8	Content/happy/comforted	8.72
9	Getting-away-from-it-all / escape	8.48
10	Practical Learning	8.47

Rank	Kids first families Amenities preferences	Average Score
1	Picnics	8.66
2	Table Service Restaurants	7.66
3	Shopping	7.40
4	Fast Food	7.09
5	Self Service Restaurant	6.92
6	Visitor Information Centre	6.25
7	Kiosks	5.98
8	Healthy Living Food	5.96
9	Vending	5.34



## In their own words...



### A desire for shared wonder and learning

'It's just the wonder of seeing a duck landing on a pond or a deer – she hasn't seen that before.' And when outdoors: 'I hope to stumble across a stream, something to focus on for the children; an "accidental" opportunity to show them unexpected [things] from which they will have the opportunity to learn.'

### The independence to make their own fun

'We get the children to race up the banks or find the biggest pine cone.'

### Worthwhile for the children, not just what they want

'We usually trade ... in Cornwall we said: "We will go to the Eden Project, what would you like to do?" They say they want to go surfing in Newquay and so that's how we tend to do it.' And when outdoors: 'My father used to take me... that instilled in me the love that I have in walking and I have passed it on to my children – it is the freedom that it gives you when you are out.'

### Stimulating for the adults

'As long as there's something that they enjoy, they don't mind doing things that we want to do.'

### Demanding of quality time

'It's chaos in the week, so it's really important that we escape and do something together as a family.' And when outdoors: 'You are trying to factor in a 15 year old who might not want to come for a walk and how you entice them to come.'

An iconic Explorer Family could be...

The Olivers – Jamie, Jools and daughters



## Results - Explorer families :

### ***Explorer families***

Families that actively learn together, the adults will get as much out of their experience as the children. To fit in the interests of all family members planning, sharing and negotiation are essential

Rank	Explorer families Psychographic elements preferences	Average Score
1	Laughter/Humour	11.87
2	Sand/Beach	10.29
3	Viewing something rare	9.78
4	Practical Learning	9.76
5	Contact with Animals	9.59
6	Viewing Animals	9.52
7	Outdoors	9.48
8	Magical Illusion/Visual Effects	9.45
9	Natural Landscape	9.31
10	Touching something rare	9.23

Rank	Explorer family Amenities preferences	Average Score
1	Picnics	9.45
2	Table Service Restaurants	7.37
3	Shopping	7.18
4	Healthy Living Food	7.11
5	Visitor Information Centre	7.07
6	Self Service Restaurant	6.65
7	Fast Food	6.47
8	Kiosks	5.84
9	Vending	4.86

How are expectations changing?



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## 2006

1	Viewing Animals
2	Laughter
3	Contact with animals
4	Relaxing
5	Viewing something rare
6	Visual entertainment
7	Outdoors
8	Using your hands
9	Visual effects
10	Learning by being creative

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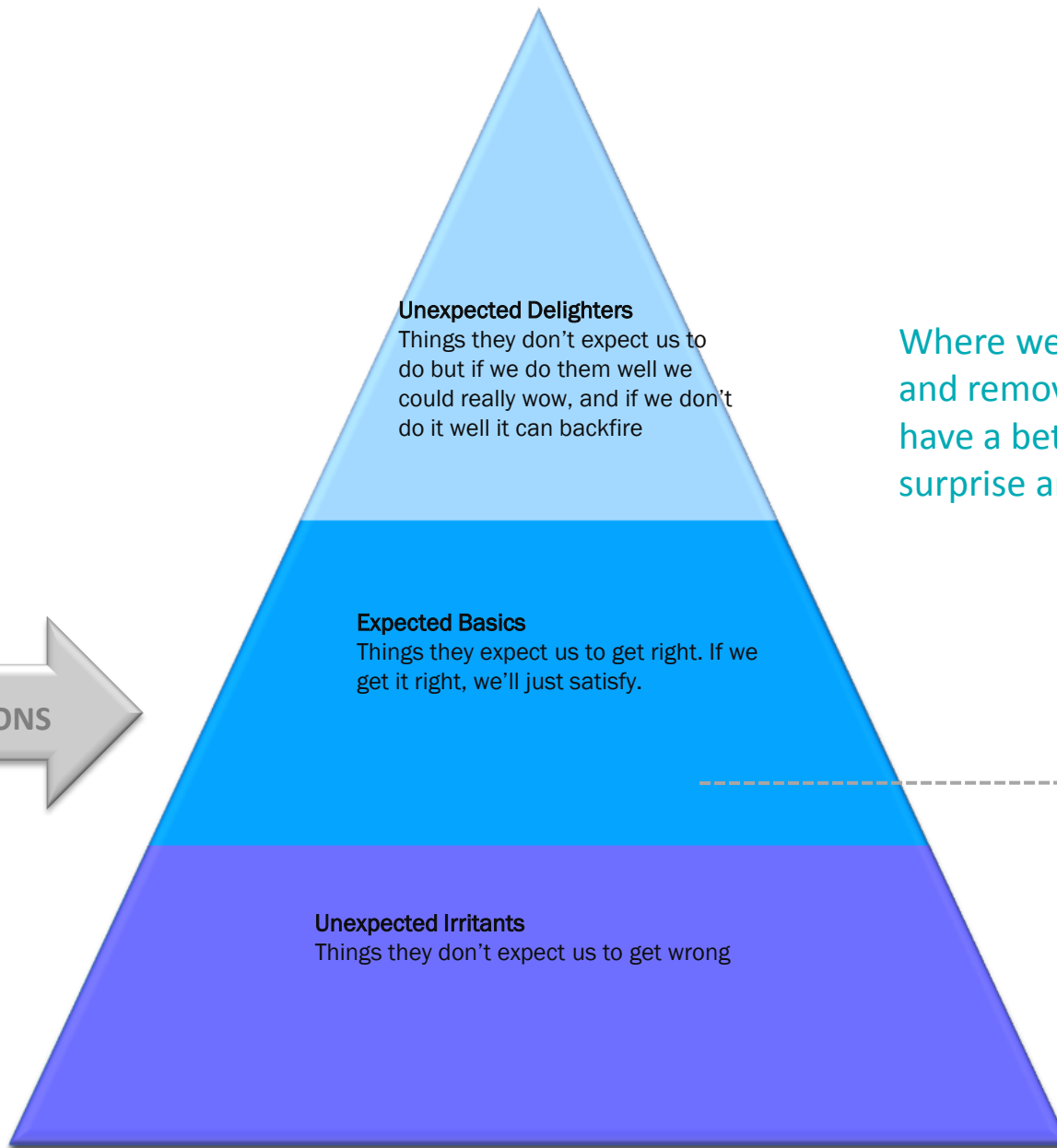
## 2015

1	Laughter/Humour
2	Viewing Animals
3	Contact with Animals
4	Relaxing
5	Viewing something rare
6	Tasting
7	Inspiring
8	Curiosity / Interest
9	Natural Landscape
10	Practical Learning

Step Two. Get the offer right.







Where we get the basics and remove irritants– we have a better chance to surprise and delight



Kids in  
Museums



# Kids in Museums MANIFESTO

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# Proposition.

[Home](#)[Our cause](#)[Days out](#)[Join & get involved](#)[Art & collections](#)[Holidays](#)[Shop](#)[Sign in / register](#)

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## For families

Our places have acres of space with activities laid on for your little ones, plus family-friendly eating places and facilities for when you need a quick pit stop





Service.





# Food and Beverage.





Let's talk about  
play.



**The ingredients for play:  
4 key principles**

**Social space  
Journey  
Invitations  
Loose Parts**

**(OPAL, Michael Follet)**





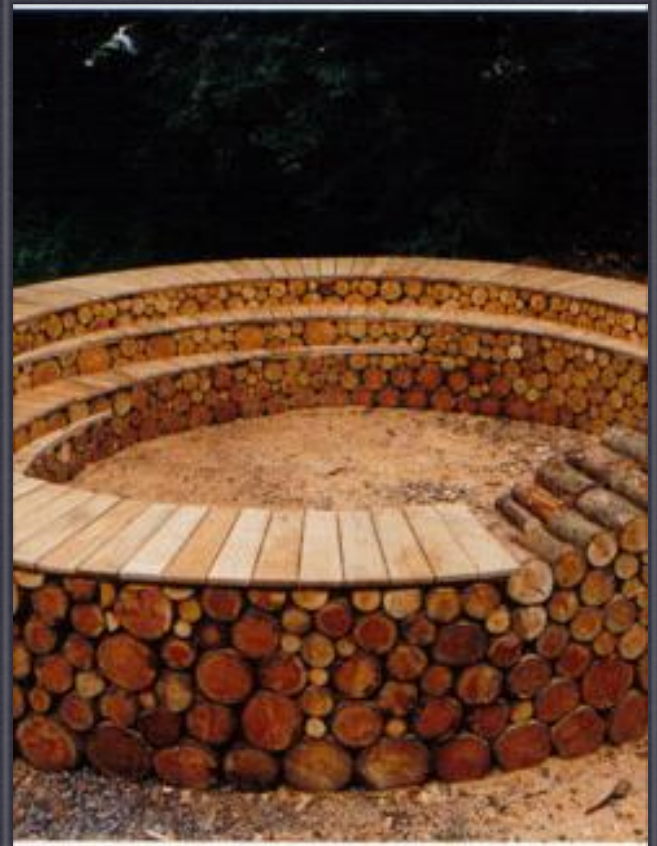
# Social Space

Spaces to bring people together.

Spaces to flow in and out of.

Spaces that enclose you.

Spaces which create a relaxed  
feeling that are playful too.







# Social spaces

places to rest, places to 'hold' play, places for parents to support play from.



# Journey

A rich network of ways to go.  
Different lengths and scales.  
Under, over, across, up, down  
and between.  
Texture and shade.







# Journeys

wobble, step, curve, hop, jump, stretch, textures.





# journeys

far right: a bare foot trail.



# Invitations

Placing things into an environment to offer play. Children create their own stories around stuff that they find.

Plant seeds into their imagination, and allow a child all sorts of possibilities for play.



# Loose parts

Things which allow a child's ability to change and control their environment.

These are the raw ingredients of play:

wood, stones, water, buckets, baskets, pine cones, sand, mud, cups, leaves, petals...







## loose parts

den building illustrates the importance of loose parts. base structures established safely permit play.

[Play England](#) > [Resources](#) > [tools and guidance](#) > Risk-Benefit Assessment Form

## Risk-Benefit Assessment Form

Posted on *February 17, 2016* by *Sophie Bolt*

The Risk-Benefit Assessment Form is an easy-to-use tool to support play providers to balance the benefits of an activity with any inherent risk, taking into account the risks while recognising the benefits to children and young people of challenging play experiences.

It will be invaluable for all those who manage spaces and settings in which children play, and for those involved in designing and maintaining them. The initiative is supported by the Health and Safety Executive (HSE) and the UK Government.

The Risk-Benefit Assessment (RBA) Form is available in two formats: as a blank form, and as a hypothetical worked example based on a tree swing.

It was commissioned and developed by the Play Safety Forum, and is co-authored by Professor David Ball, Tim Gill and Bernard Spiegel. It is based on *Managing Risk in Play Provision: Implementation guide*.

[Click here](#) to download a worked example of a Risk Benefit Assessment Form

[Click here](#) to download a blank RBA



Let's talk about segment clash...





Single Segment

Multi Segment

Primary segment plus secondary segments

More than one Primary segment

Highly segment specific, expectations clearly signalled: Rousham, Eureka

Mansion with bolt-ons

Big spaces: Belton, Attingham

Quiz trails

Big outdoor components

Events

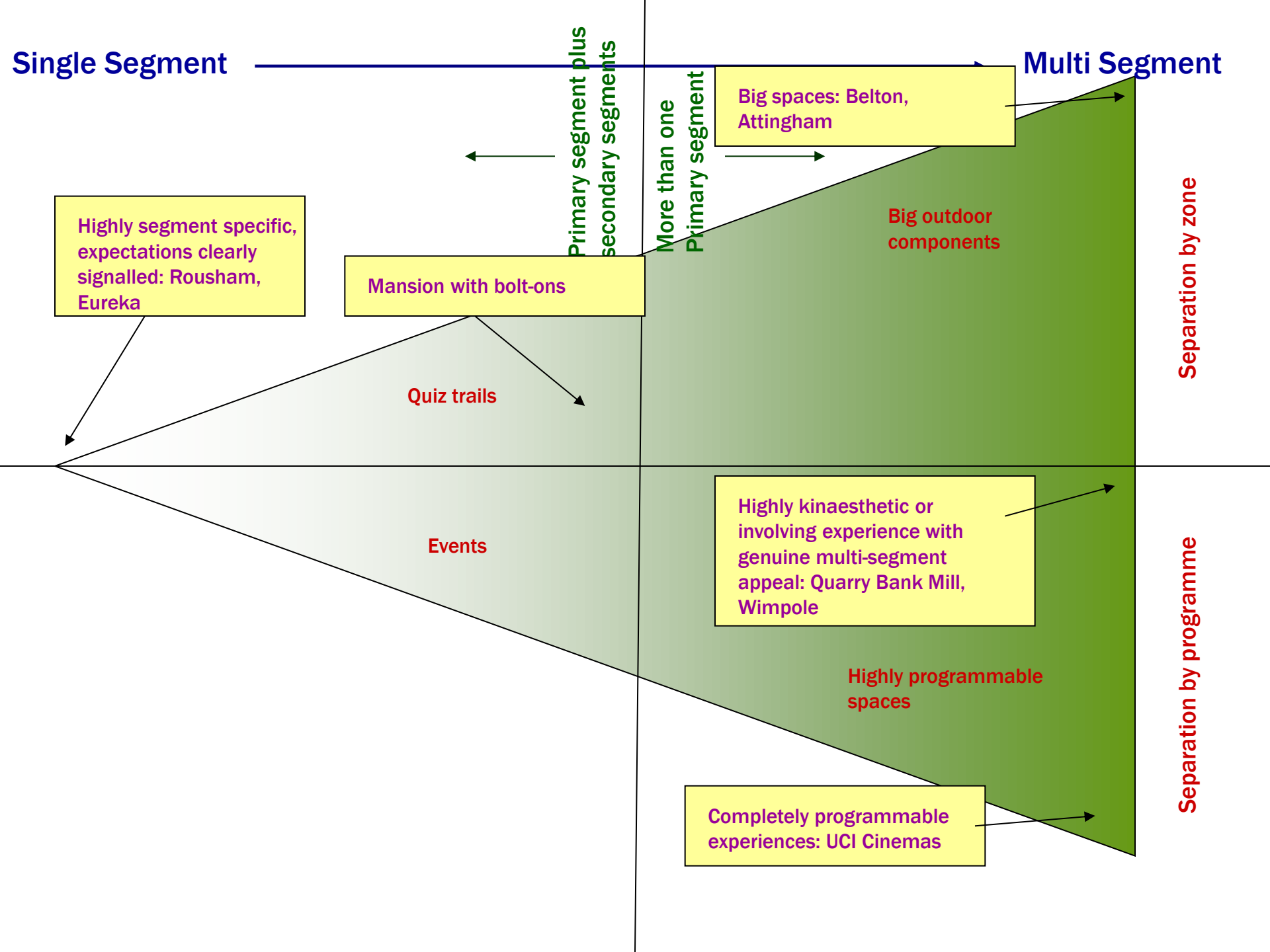
Highly kinaesthetic or involving experience with genuine multi-segment appeal: Quarry Bank Mill, Wimpole

Highly programmable spaces

Completely programmable experiences: UCI Cinemas

Separation by zone

Separation by programme



What makes a brilliant family offer?.













A large, multi-story classical building, likely a mansion or government building, featuring a prominent portico with tall columns. The building is constructed of light-colored stone or brick and has numerous windows. It is situated on a green lawn with bare trees in the background under a clear sky.

Case Study

Attingham Park



