Visitors split into segments according to their group type (i.e., family or adult) and primary visiting motivation.

**Families**
- Learn Together
- Fun Time

**Social**
- Social Day Outers
- Social Naturalists
- Social Birders

**Intellectual**
- Interested Naturalists
- Interested Birders
- Expert Birders

**Spiritual**
- Sensualists
Visitor segment descriptions

Learn Together Families

What do they want?
- To spend quality time with the family in a nice place
- Parents are keen to encourage an interest in birds, nature and wildlife in the children

What do we know about them?
- Not averse to exploring independently as the parents are quite confident about leading learning activities with their children (unlike Fun Time Families)
- They will also take advantage of any family-friendly areas, resources and activities provided
- They are more likely than average to use information sources on site e.g. panels, guidebooks etc
- Generally prepared to brave the elements
- The parents are more likely than other families to be active birdwatchers, to garden and go for walks to enjoy nature
- More likely than average to know about WWT’s conservation activities

Words and pictures that resonate with them

Fun Time Families

What do they want?
- To spend a relaxing, convenient, good value day with the family
- If the kids learn something, that’s great, but parents are happy to have the kids entertained

What do we know about them?
- At centres, they are eager to take advantage of appropriate family-friendly play areas, resources and activities provided
- Parents are less confident than LTF about facilitating a ‘learning’ experience with their children
- Not very keen to brave the elements
- Very strong advocates for WWT Centres, but their relationship is relatively superficial and mainly transactional

Words and pictures that resonate with them
Social Naturalists

What do they want?
- To spend social time together and relax
- To see wildlife and explore

What do we know about them?
- Social interaction is the most important aspect of a visit – they like experiences they can talk about
- Broad interests in nature and wildlife and enjoy learning, but not motivated to retain detailed information
- Much less confident than serious birders and may need gentle direction to help them get the most from their visit
- One of the older segments with well over half aged 55+
- Above-average knowledge of green issues and express concern about wetlands species and conservation

Words and pictures that resonate with them
- Welcoming Experience
- Fun
- Quality time
- Join in
- Relax
- Conservation

Social birders

What do they want?
- To spend quality social time with others in nice surroundings where they are guaranteed to see interesting birds
- A convenient place to get to with good facilities

What do we know about them?
- They like to spend time with others and share experiences over a common interest in birds
- They pursue their interest casually – it’s not about keeping lists or lots of equipment, just seeing birds gives them pleasure
- Tend to be regular visitors, and many will visit spontaneously or have a regular arrangement with a group of friends to visit
- They are quite likely to be retired and tend to be relatively active, making the most of their local area
- The facilities are very important to them and they make good use of shop and cafe, often having a full meal rather than just a snack

Words and pictures that resonate with them
- Get together
- Variety
- Convenient
- Enjoy
- Interact
- Unwind
**Interested Birders**

What do they want?
- To pursue their hobby interest in birds
- To improve their knowledge and learn during a visit
- To relax and experience nature’s beauty

What do we know about them?
- Beginner bird-watchers or familiar with most of the common birds they see – actually already know quite a lot but will be modest about this
- They like their visit to be more about feeding their own interest than spending time chatting with friends or family
- This audience group is most likely to be retired
- One of the most likely to ask a member of staff for information during a visit and, along with information boards, will generally rely on this interpretation during a visit
- Spend longer on a visit than most other segments and will go if it’s bad weather

Words and pictures that resonate with them
- Protecting wildlife
- Expertise
- Variety
- Relaxing
- Convenient
- Develop my interests

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**Expert Birders**

What do they want?
- To pursue their bird watching hobby
- A safe, convenient alternative to going to wilder areas

What do we know about them?
- They are active and very applied birdwatchers who take their hobby relatively seriously
- Tend to visit frequently, and for an extended time
- Know quite a lot about WWT and our wider work
- They consider themselves ‘birders’ and some twitch and/or keep bird lists
- Tend to be older than other segments, and about 75% are male

Words and pictures that resonate with them
- Accessible
- Expertise
- Variety
- Convenient
- Calm
- Guaranteed sightings
- Focused
Interested naturalists

What do they want?

- To improve their knowledge about the natural world in general

What do we know about them?

- They are interested in learning about a broad range of things, nature being only one and they go to a variety of other places like museums and galleries to get their intellectual stimulation
- They are not active birdwatchers and they are more likely to spend time in the grounds than in hides
- Appreciate a broad range of interpretation that tells them more about the plants and animals they can see but less likely to engage with staff than other segments
- Tend to visit infrequently, and have shorter than average visits
- Don’t really identify with WWT or know much about what we do
- Tend to be younger than other segments
- NB Due to lack of data, we know less about this segment - they may be transitory – possibly either deciding that nature / birdwatching is not for them or converting to interested or expert birder

Words and pictures that may resonate with them

- Natural history
- Interest
- Variety
- Explore
- Plants and animals
- Get close to wildlife

Sensualists

What do they want?

- To unwind, emotionally and physically
- To get their essential ‘fix’ of the outdoors, absorbing the sense of place and appreciating nature’s beauty
- To observe or interact with nature, for which they have a keen interest

What do we know about them?

- Fairly self-sufficient visitors who tend to opt for self-directed visits using information boards and leaflets, rather than using WWT staff as a source of information.
- Appreciate broad information about nature rather than detailed material
- Constantly on the hunt for experiences, proactive, adventurous
- Sensualists are more likely than average to be members of WWT
- Feel they are supporting a good cause

Words and pictures that resonate with them

- Relaxation
- Tranquillity
- Inspiration
- Beauty
- Ambience
- Peace
- Unwind
Social day outers

What do they want?
- To spend quality social time with others in nice surroundings
- A convenient place to get to with good facilities

What do we know about them?
- They tend to be fair weather visitors, avoiding an outdoor trip if the forecast is bad
- Creatures of habit and like to know what to expect
- Least likely of all the segments to visit a hide and the shop and restaurant are important elements of a visit
- Orientation guidance is more important than information about what they can see
- May like certain tours or events, but will be put off if the focus is too narrow or needs particular background knowledge

Words and pictures that may resonate with them
- Accessible
- Sunny
- Variety
- Convenient
- Pleasant
- Relaxing
- Lovely day out