



Wildfowl & Wetlands Trust

Visitor segmentation

Visitors split into segments according to their group type (ie family or adult) and primary visiting motivation

Families

- Learn Together
- Fun Time



Intellectual

- Interested Naturalists
- Interested Birders
- Expert Birders



Social

- Social Day Outers
- Social Naturalists
- Social 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

Experience
Fun
Discover
Learn together
Explore
Hands on



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

Entertain the kids
Learn
Go wild
Play
Explore
Hands on



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



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

