



Shaping the visitor experience to inspire healthy oceans

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How can visiting an aquarium inspire conservation and better ocean stewardship? Monterey has conducted over 20 years of visitor research into how we communicate ocean conservation issues. We applied this research feedback to the design of *Hot Pink Flamingos: Stories of Hope in a Changing Sea*. This live-animal exhibition with related programmes helps visitors explore how climate change is affecting ocean life.

It includes auditorium and outdoor deck programmes, a website to increase awareness and promote action, an expanded social media effort, and a group of Aquarium guides retrained to help answer questions and address issues. We recommend small changes we can make in our personal lives, and big changes we can make together to help the oceans, and emphasise that hope does exist. A specific goal of this exhibition was to encourage visitors who were feeling overwhelmed by the topic of climate change to engage in conservation action. My presentation will share the rationale behind our design choices, how visitors related to those choices, and exhibition successes and failures. Our experiences may help others promote conservation awareness and help visitors become advocates for healthy oceans.