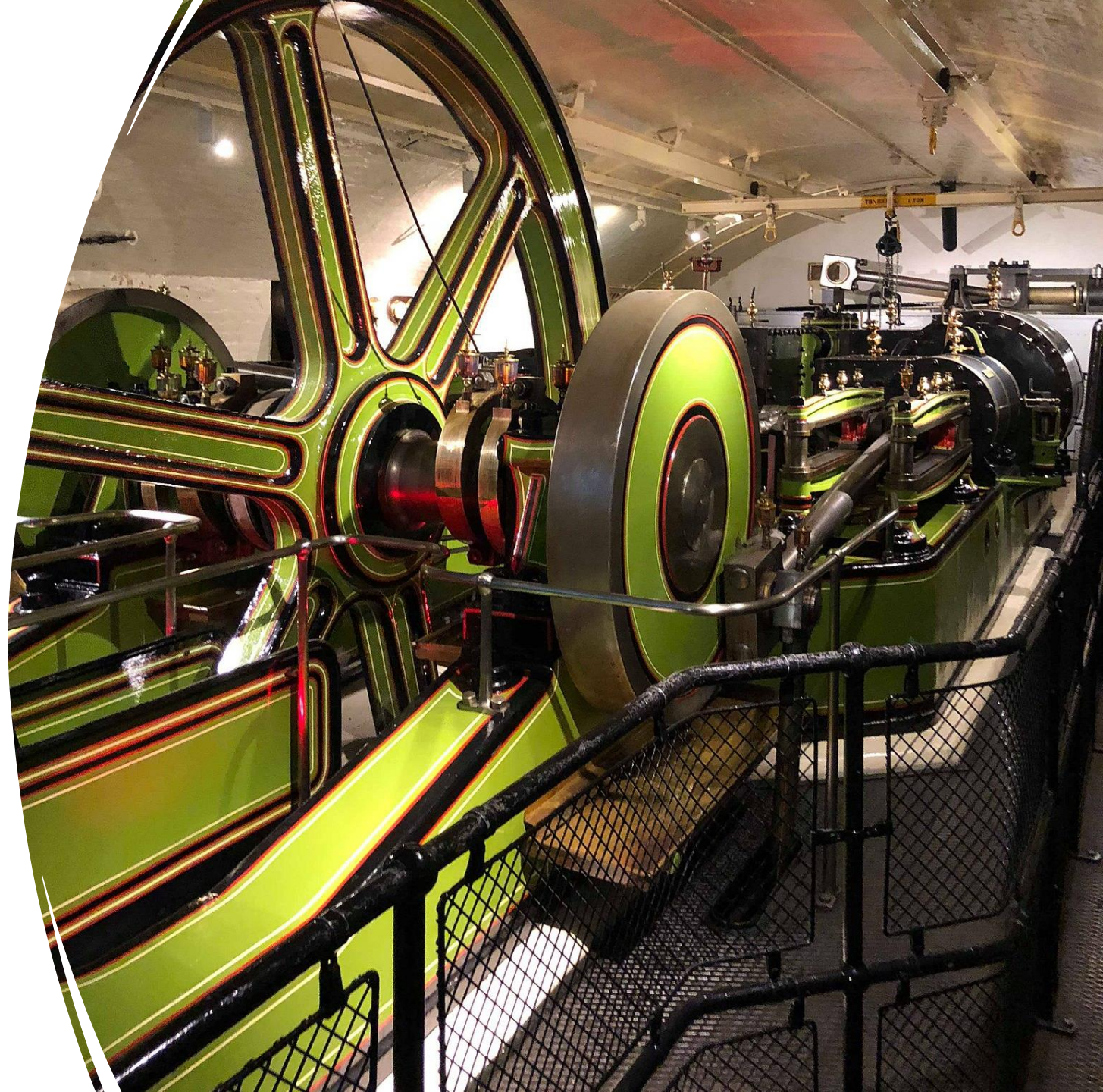


# Tower Bridge Engine Room Data Analysis Findings

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Jean-Luc Bourget, Maxwell  
Freeman, Krish Patel, James  
Watson



# Data Analysis Findings Overview

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Crowdedness has the most significant relationship with Engine Room percentage



On-line/Walk-up percentage was also found to have a significant relationship with Engine Room percentage, but that was likely because of on-line/walk-up intersecting with crowdedness



Precipitation, London Pass numbers and group numbers had no effect



Since the beginning of the year the Engine Room percentage has declined. However, this could also be linked to crowdedness



# Crowdedness

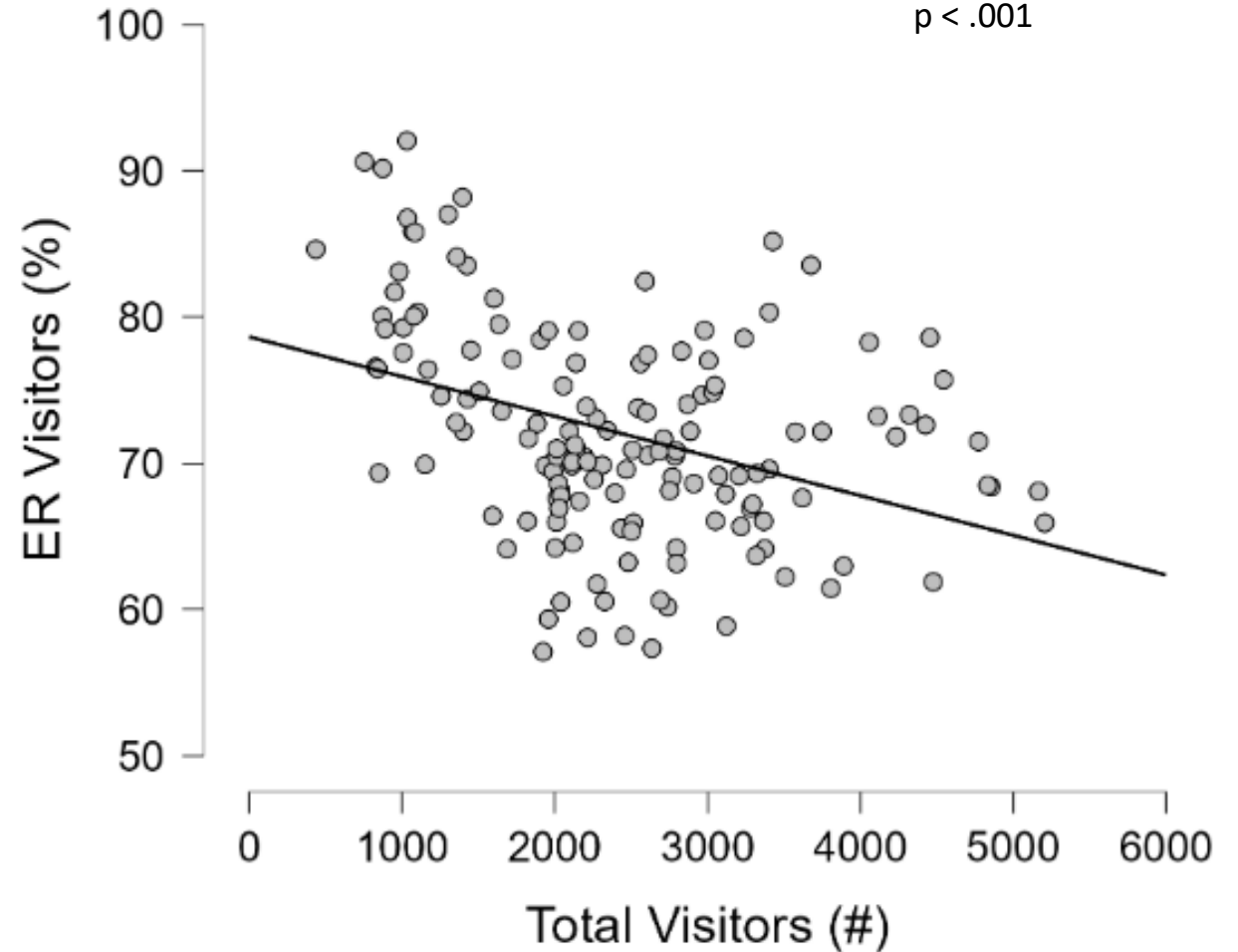
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Most significant  
relationship we found

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As total visitors  
increased, Engine Room  
percentage tended to  
decrease

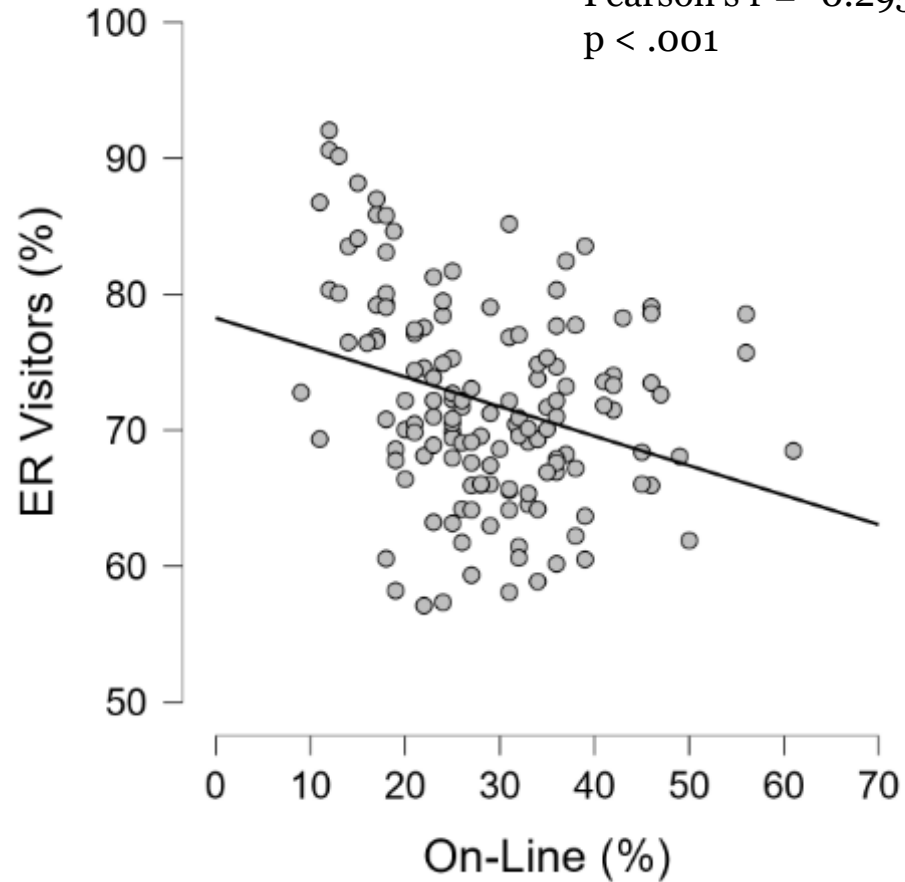
Total Visitors (#) vs. ER Visitors (%)



# On-line percentage

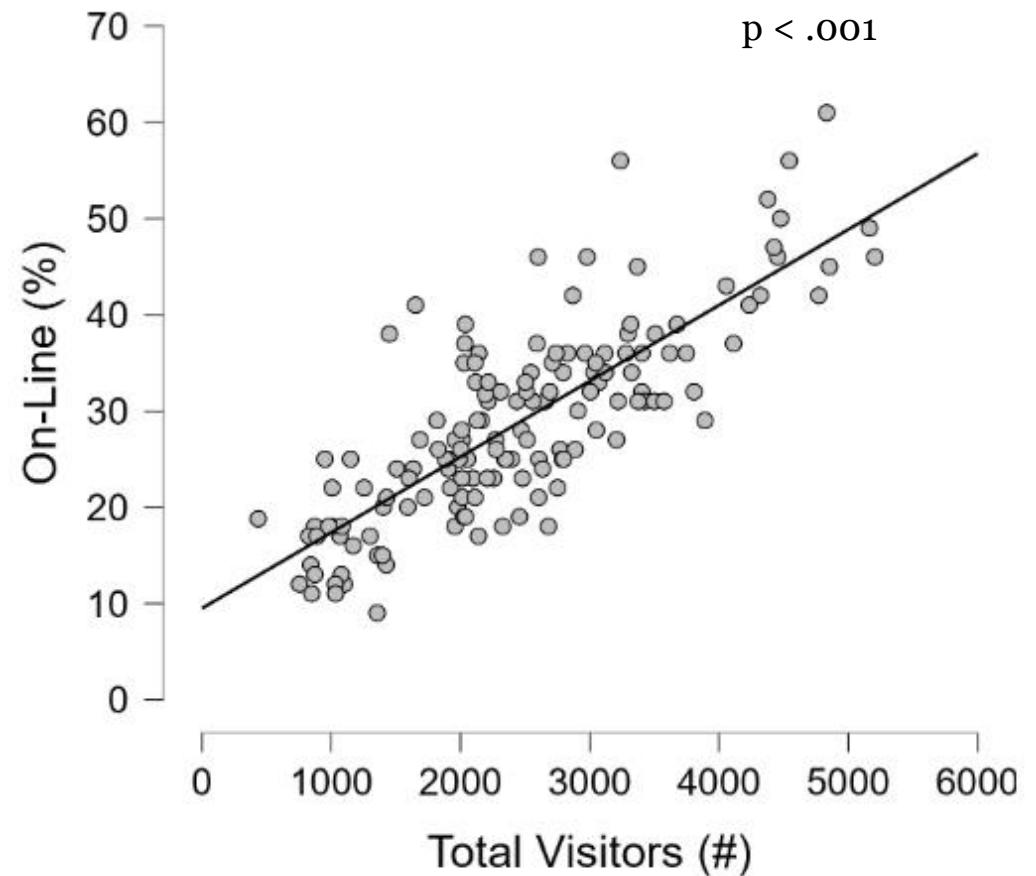
On-Line (%) vs. ER Visitors (%)

n = 146  
Pearson's r = -0.295  
p < .001

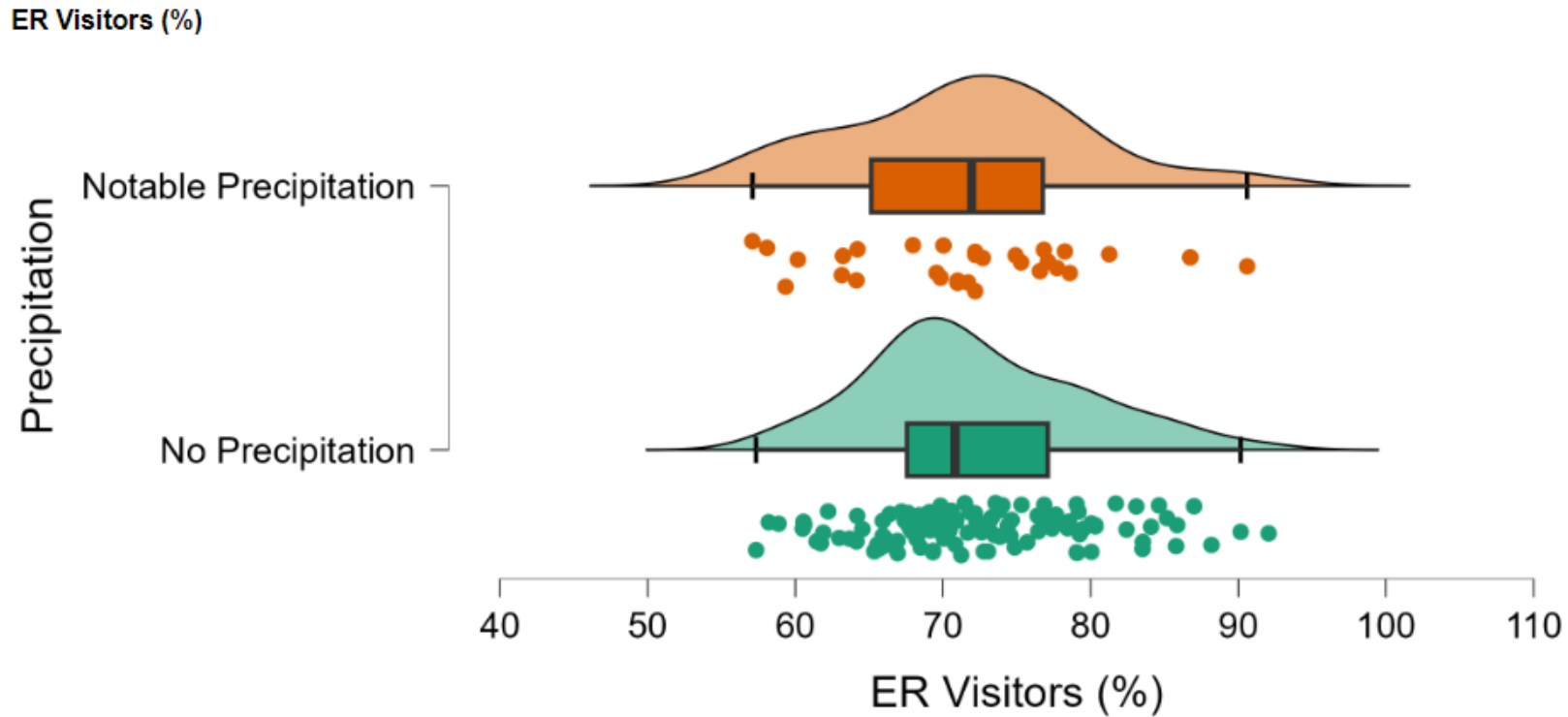


Total Visitors (#) vs. On-Line (%)

n = 150  
Pearson's r = 0.801  
p < .001



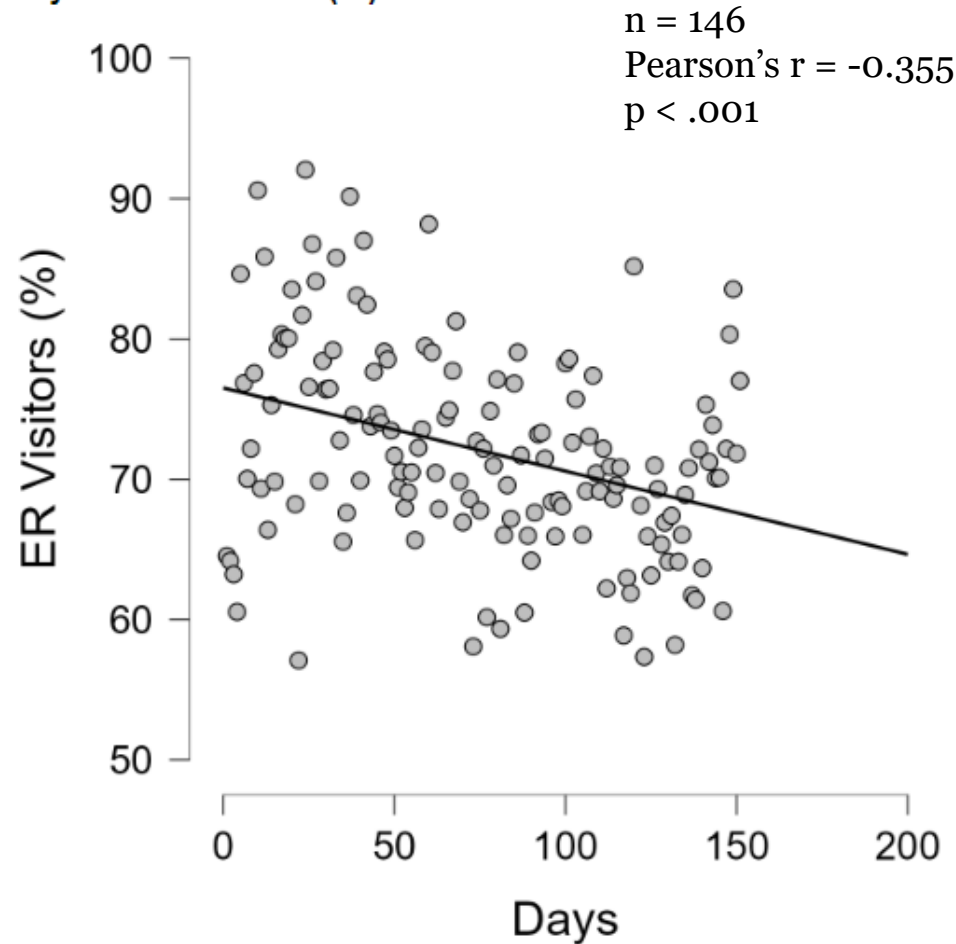
# Precipitation



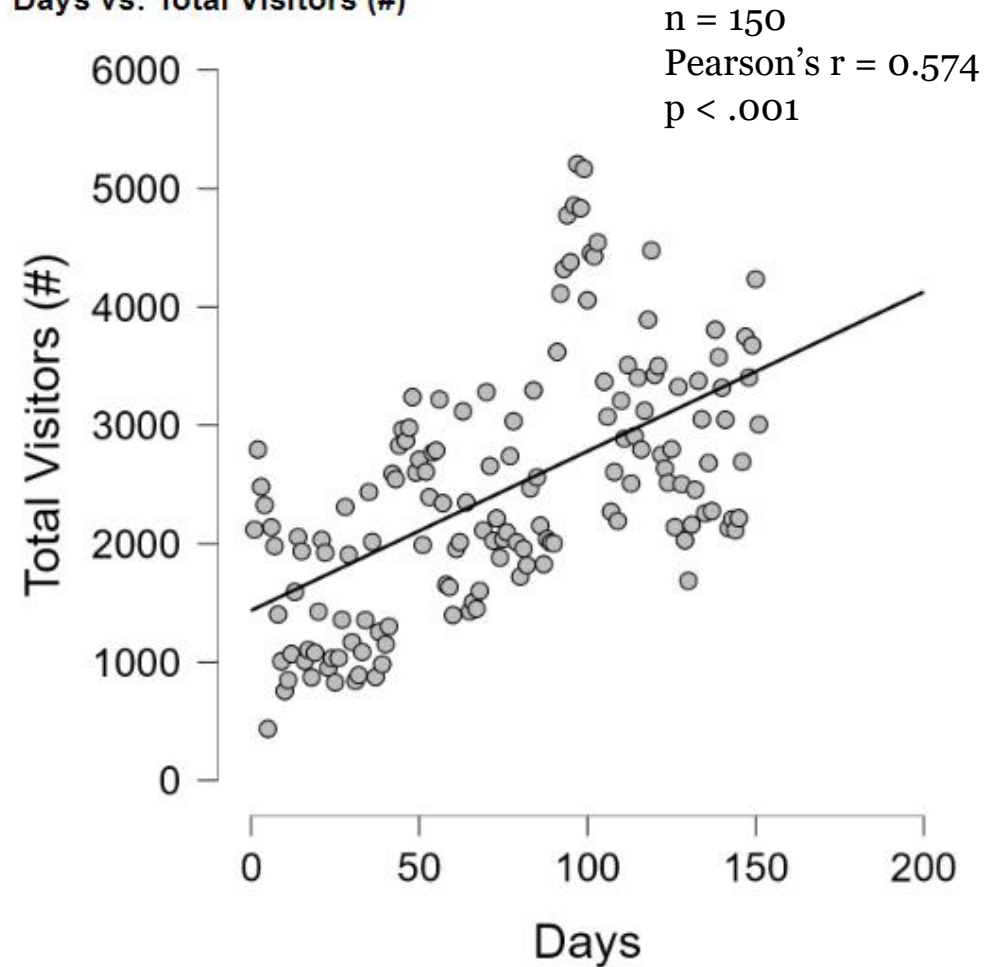
Precipitation has no effect on Engine Room percentage

# Decline in ER% over the year

Days vs. ER Visitors (%)



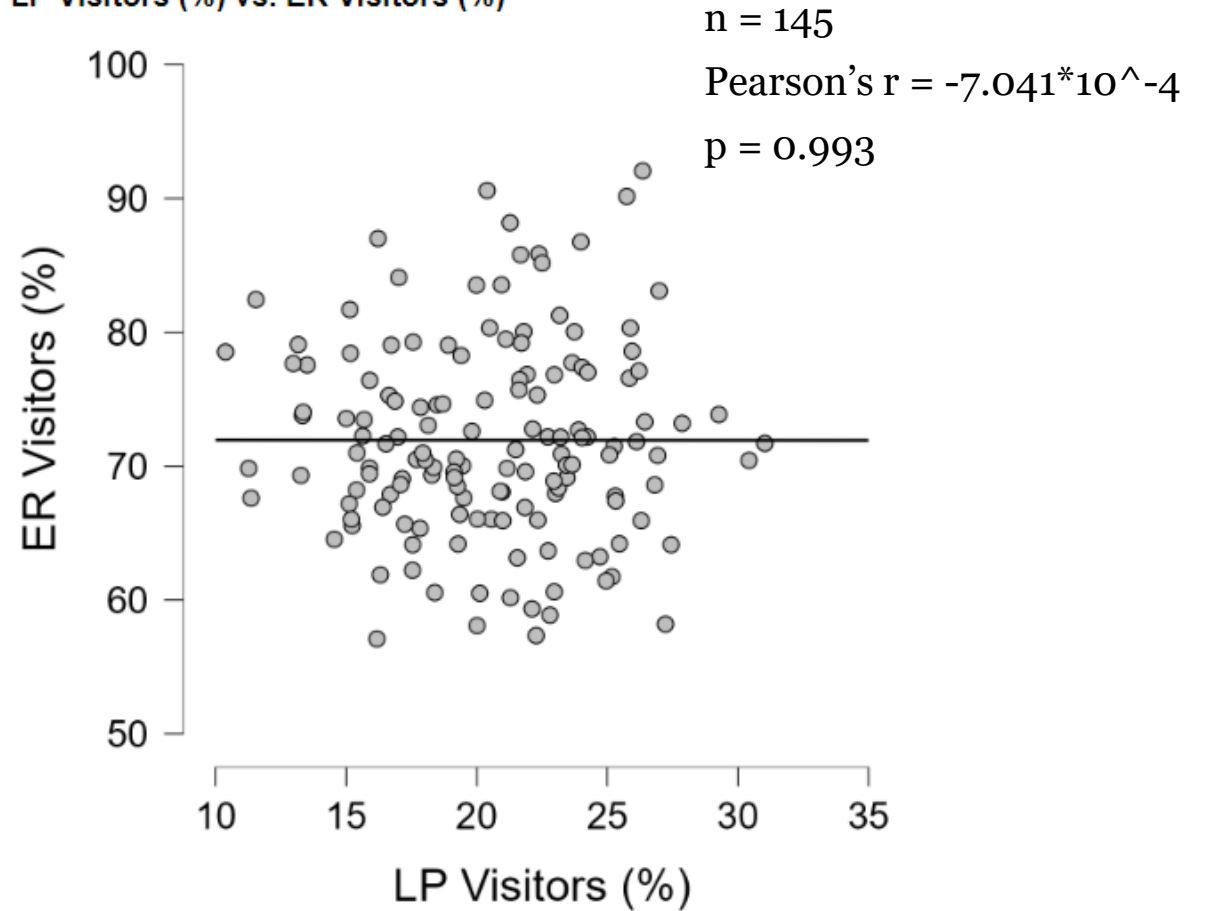
Days vs. Total Visitors (#)



# London Pass

London Pass was found to have no correlation with the Engine Room Percentage

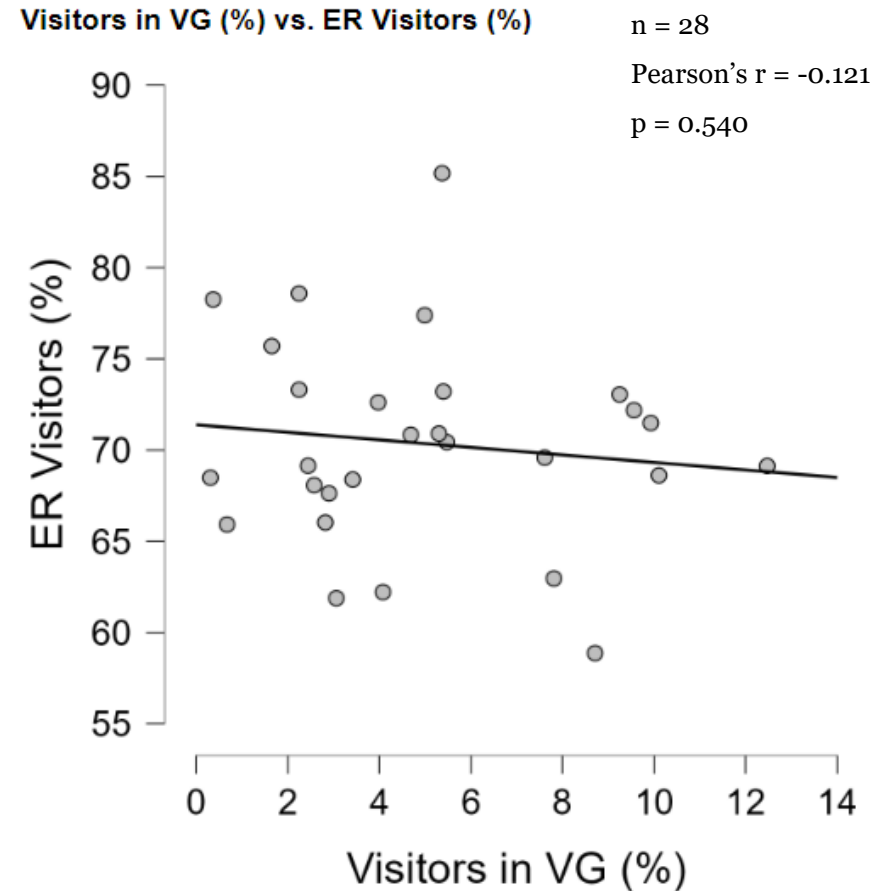
LP Visitors (%) vs. ER Visitors (%)



# Visitor Groups

The percentage of visitors in groups was also found to have no correlation with the Engine Room Percentage.

There were significantly less days to base this trend off than the rest



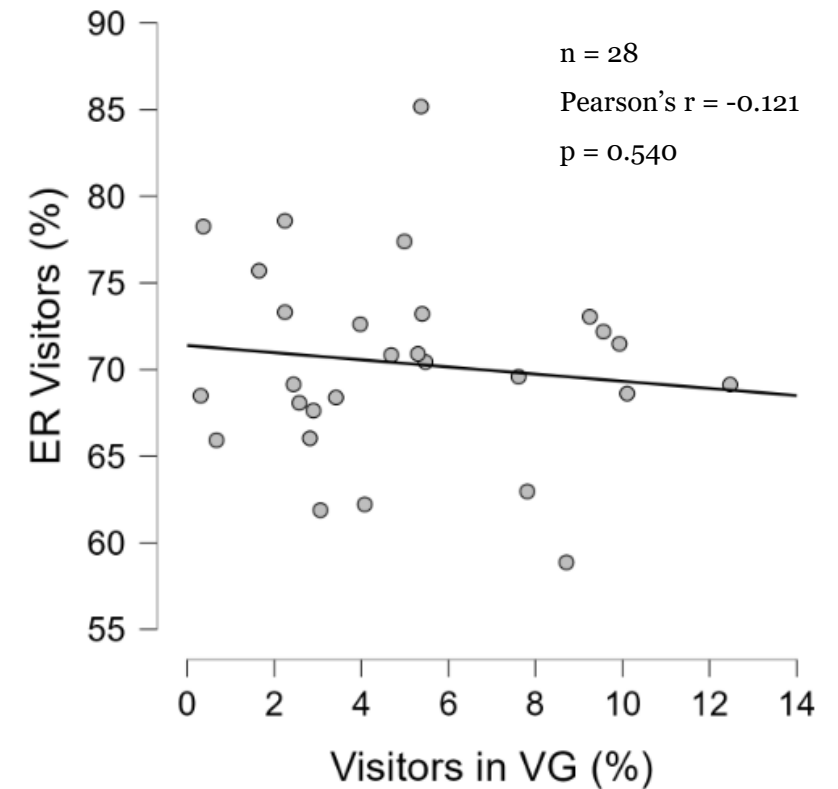


# Visitor Groups

The percentage of visitors in groups was found to have no correlation with the Engine Room Percentage.

Significantly less days to base this trend off than the rest

Visitors in VG (%) vs. ER Visitors (%)



# Implementations

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First and second implementations had little to no effect

Third implementation had a slightly more positive impact

Limited by use of English

Could use more detailed analysis—every implementation week had more visitors than normal (200-500 visitors above weekly average)

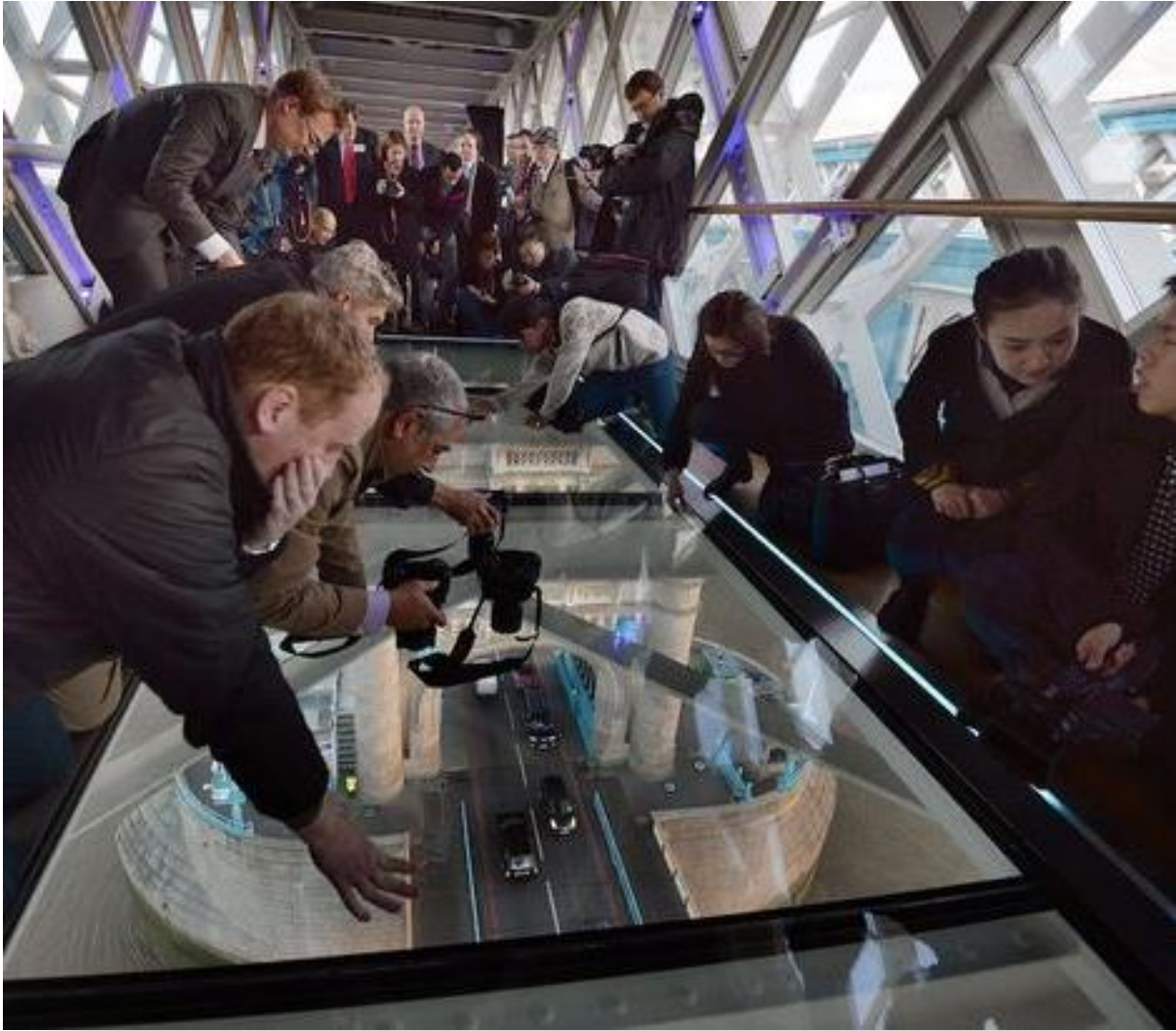
- Percentage above expected might be a more accurate indicator of an implementation's success (instead of comparing to average percentage for the year)

A photograph of the Tower Bridge in London, viewed from the River Thames. The bridge's two towers and suspension cables are silhouetted against a dramatic, cloudy sky at sunset or sunrise. The water in the foreground is dark with some ripples. The overall mood is serene and atmospheric.

# Recommendations

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# Crowdedness

Modifying the traffic flow of some visitors

- Would probably increase the percentage of visitors who see the Engine Room
- Would be most effective towards the beginning or end of the day
- Logistically difficult
- Might make other areas more crowded

Alternative: Have every visitor start at the Engine Room

- Would require a major rework of the bridge (specifically the ticket office and gift shop)

# Getting More Specific Visitor Data

Continue surveys at the Entrance Queue

- Gauge English proficiency
- Better understanding effect of the language barrier on visitors
- Collect more demographic data





# Language Barriers

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Offer Smartify tours in languages other than English.

Hire translators to orate the current English script in other languages

- Use data from “Getting More Specific Visitor Data” to determine the most common languages used by visitors at Tower Bridge.

Have current staff members who are fluent/proficient in other languages record audio

The logo for Smartify is displayed on a black rectangular background. The word "SMARTIFY" is written in a white, bold, sans-serif font. The letters are arranged in a grid-like pattern: "S", "M", "A", "R", "T", "I", "F", "Y" are in the top row, and "L", "J" are in the bottom row. The "L" and "J" are positioned below the "S" and "M" respectively, and below the "F" and "Y" respectively. The "A", "R", "T", and "I" are centered between the two rows of letters.

# Alternative for Language Barrier

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Updating signage and leaflets to be in other languages

- Use data from “Getting More Specific Visitor Data” to determine the most common languages used by visitors at Tower Bridge.

Signage in different languages may lead to a visually cluttered space

