



TITANIC
BELFAST

THE TITANIC EXPERIENCE REIMAGINED

OUR DIGITAL INNOVATION JOURNEY

TITANIC BELFAST

OUR DIGITAL INNOVATION JOURNEY



AN ONGOING PROCESS!

- Digitising Our Customer Journey
 - Mobile/Print at Home Ticketing
 - Digital Maps
 - Customer Engagement and Feedback
- Enhancing Our Customer Experience
 - The Titanic Experience Reimagined
 - Multimedia Guides
- Infrastructure Upgrades
 - Wifi Upgrade
 - Car Park Enhancements
 - Linking With Our Environs
- Future Projects
 - Systems Audit
 - Digital Signage and Wayfinding



THE TITANIC EXPERIENCE

REIMAGINED



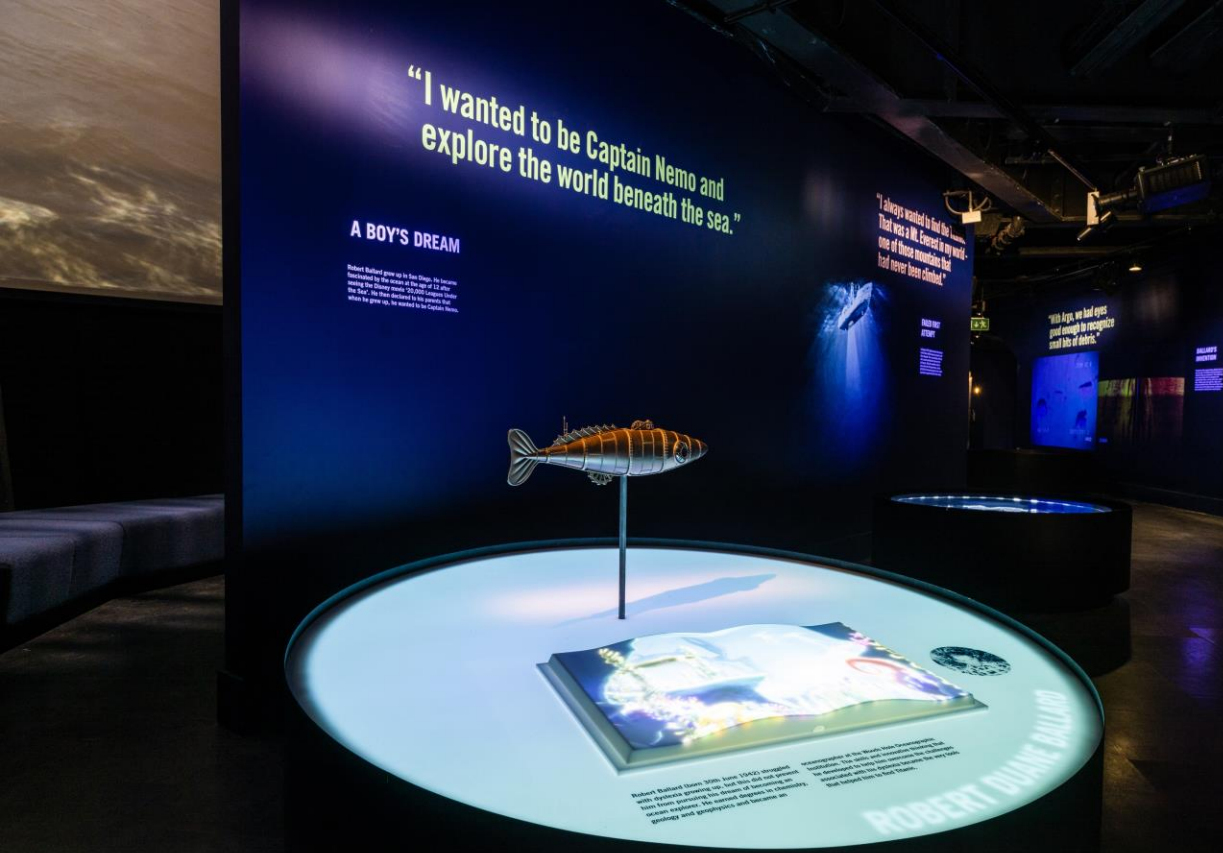
NEVER AGAIN
THE TITANIC EXPERIENCE

Binocular box key

These keys belonged to Second Officer David Blair who was reassigned just before Titanic's maiden voyage. Due to his hasty departure, he inadvertently kept the keys in his pocket, one of which belonged to the binocular box.

Lookout Fred Fleet, who survived, told the official inquiry that if they had binoculars, they would have seen the iceberg sooner. When asked how much sooner, Fleet replied: 'Enough to get out of the way.'





BALLARD'S
THE TITANIC EXPERIENCE
QUEST



THE SHIP OF
THE TITANIC EXPERIENCE
DREAMS

