Audience Development Research - Codi Gaudi / Espai Imagina

Public-evidence audience strategy sample for an immersive cultural attraction in Barcelona

Central question

How can Codi Gaudi convert launch visibility into diversified paid audiences - families, schools, tourists, Gaudi/culture visitors and local residents - while reducing barriers around price, timing, accessibility, XR expectations and perceived tourist-trap risk?

Prepared by Paula Wegier

Independent portfolio case | Desk research using public evidence | October 2026

Scope. This is not commissioned work. No internal visitor data or primary research was available. Evidence, interpretation, hypotheses and research gaps are kept separate.

1. Strategic Diagnosis

Codi Gaudi launched in September 2026 with unusually strong credibility assets: scientific curation by the UPC Gaudi Chair, Mediapro production capacity, official Gaudi Year status and a globally recognised cultural subject. The audience-development challenge is therefore not simply awareness. It is converting visibility into a balanced audience mix while making the offer easy to understand and trust.

What the public evidence suggests

• **One offer, several jobs-to-be-done.** Families, schools, tourists, local cultural audiences and architecture/design visitors have different motivations and different reasons not to buy.

• **Price is a meaningful segmentation variable.** Official adult prices range from EUR 12.50 on Monday to EUR 23 at weekends; the four-person family pack ranges from EUR 37.50 to EUR 69.50.

• **The strongest differentiator is research, not immersion alone.** UPC describes an experience built from years of research into original plans, including virtual access to projects Gaudi designed but never built.

• **XR creates value and uncertainty at the same time.** Headset experiences are recommended from age six; clearer expectation-setting can support families and accessibility-sensitive visitors.

• **Public information currently contains small inconsistencies.** Official pages do not always surface identical group/gift prices, and public listings show different end dates. That makes information consistency itself part of the visitor journey.

Strategic opportunity

Position Codi Gaudi as **research-backed access to Gaudi's creative system and unbuilt work**, then translate that core promise into segment-specific reasons to visit. The aim is not five separate brands; it is one credible proposition with five conversion paths.

2. Method & Evidence Discipline

The case uses public desk research checked in October 2026: official Espai Imagina visitor information, UPC and public cultural listings, plus public information from comparable Barcelona attractions. It demonstrates how to move from observable evidence to testable audience strategy without inventing internal performance data.

Evidence framework

Type	Meaning
EVIDENCE	Directly supported by a public source.
INTERPRETATION	A reasoned reading of that evidence.
HYPOTHESIS	A proposition that should be tested.
RESEARCH GAP	Cannot be answered responsibly without internal or primary data.

Key research gap. Public sources do not establish actual attendance by segment, conversion, occupancy, repeat visitation, customer-acquisition cost or resident/tourist split. Recommendations below are therefore framed as prioritised tests, not claims about current performance.

Credibility signal

UPC states that Codi Gaudi is organised by Grup Mediapro and the UPC Gaudi Chair, is part of the official Gaudi Year programme, and lets visitors explore Gaudi's creative system and unbuilt projects through immersive technologies. This is a stronger trust signal than generic “immersive experience” language.

3. Priority Audiences

These are strategic segments inferred from the offer and public context - not measured customer segments.

Audience	Primary motivation	Likely barrier	Conversion proposition
Barcelona families	Shared plan + learning + novelty	Weekend cost; XR age/comfort	A smart family plan: play with Gaudi's ideas, not just look at them.
Schools / educators	Curriculum relevance + structured learning	Teacher effort; logistics; proof of educational fit	A ready-to-use learning visit with age-adapted material before, during and after.
International tourists	Distinctive Gaudi experience + easy itinerary planning	Limited time; crowded attraction market; tourist-trap concern	Research-backed access to Gaudi work visitors cannot experience elsewhere.
Local cultural audiences	Novel cultural content + city relevance	“Gaudi is for tourists”; price; saturation	Rediscover Gaudi through research, technology and unbuilt Barcelona.
Architecture / design audiences	Process, geometry, models, research depth	Fear of superficial spectacle	Gaudi's method and unrealised projects as a design-thinking experience.

Prioritisation hypothesis. Local families and schools can help build local/weekday demand; tourists provide reach and volume; architecture/design audiences can reinforce cultural credibility and high-quality word of mouth.

What would validate this. Ticketing origin/postcode, party composition, time-slot occupancy, school enquiries, referral source and a short post-visit motivation survey.

4. Barriers & Visitor Journey

Stage	Visitor question	Observed friction / opportunity
Discovery	Why this one?	Strong Gaudi/UPC credibility, but a crowded immersive-attraction category.
Evaluation	What exactly will I do?	XR is prominent; explain headset dependence and what non-VR visitors still experience.
Price	Is it worth it?	Large weekday/weekend spread; family weekend total is materially higher.
Planning	Can I fit it in?	Timed admission; Tuesday closed; Wed/Thu split hours.
Confidence	Is the information reliable?	Official/public pages currently surface some inconsistent operational details.
Visit	Will everyone manage it?	Mobility access is described; XR age/comfort needs equally clear pre-visit information.
After visit	What next?	Newsletter, social sharing and future Espai Imagina programming can turn a one-off visitor into an owned audience.

Price barrier. The family pack is EUR 37.50 Monday, EUR 48 Wednesday-Friday and EUR 69.50 at weekends. This is rational yield management, but it places the highest family price on the days when many local families have the most availability.

Information-confidence barrier. The official “Plan Your Visit” page and homepage currently disagree on some group/gift prices. Separately, Generalitat lists the run through 31 January 2027 while Barcelona's city guide currently lists an earlier end date. These may be routine update issues, but a timed-ticket attraction benefits from a single authoritative information layer.

5. Barcelona Benchmark

The comparison is not meant to identify a single direct competitor. It shows how nearby interactive/immersive attractions reduce price and belonging barriers.

Experience	Public signal	Audience-development lesson
Codi Gaudi	Adult EUR 12.50 Monday / EUR 17.50 Wed-Fri / EUR 23 weekend; family pack EUR 37.50-EUR 69.50	Strong variable pricing; local value is implicit in low-demand days rather than explicitly framed around belonging.
White Rabbit	General from EUR 16; local rate EUR 14.50; SX3 listed as free	Explicitly names locals as an audience and uses family/youth partnership mechanisms.
Paradox Museum	Catalonia resident ticket EUR 15; SX3 children offer; Carnet Jove and library-network discounts	Multiple local-affinity mechanisms reduce the “tourist attraction” barrier.
IKONO	Adult from EUR 18; child from EUR 12.50	Simple all-ages price architecture and clear family entertainment positioning.

Interpretation. Codi Gaudi should not compete on “immersive” alone. White Rabbit, Paradox, IKONO and IDEAL already make the category familiar. The defendable territory is **research-backed Gaudi discovery through immersive technology**.

Local-audience hypothesis. Competitors explicitly reward resident identity or local family networks. Testing a Barcelona/Catalonia resident proposition could make Codi Gaudi feel less like an attraction aimed primarily at visitors without permanently discounting all inventory.

6. Audience Development Opportunities

1. Build segment-specific conversion paths

Keep one brand proposition, but give families, schools, tourists, residents and architecture/design audiences different proof, FAQs and calls to action.

2. Turn low-demand pricing into a local-development tool

Test resident messaging, local partnerships or selected-slot benefits instead of treating Monday pricing only as yield management.

3. Make academic legitimacy purchase-visible

Bring the UPC Gaudi Chair, original-plan research and official Gaudi Year credentials closer to the ticket decision. This is the clearest defence against superficial-immersion perceptions.

4. Reduce XR uncertainty before checkout

Explain what uses headsets, age guidance, approximate headset exposure, accessibility alternatives and what visitors experience without VR.

5. Treat schools as a distinct acquisition pipeline

Espai Imagina already states that it prepares age-adapted school materials. Add teacher-facing learning outcomes, logistics, booking lead time and sample material.

6. Build local family partnerships

Benchmark evidence from White Rabbit and Paradox suggests SX3/local mechanisms are normal in this category. Test partnerships rather than broad permanent discounts.

7. Build an Espai Imagina audience, not only a Codi Gaudi audience

Use newsletter, post-visit research and future-programming intent to retain learning from the venue's first major production.

7. Tests, KPIs & Next Research

Without internal data, the strongest recommendations are measurable experiments.

Priority test	Audience	Success signal
Resident-value message / partner code on selected low-demand slots	Local residents	Conversion, occupancy, postcode mix, discount cost.
Research/unbuilt-Gaudi proposition vs generic immersive framing	Tourists + cultural audiences	Ticket conversion and referral quality.
Targeted family value test on peak days	Families	Family-pack conversion, party size, yield.
Teacher acquisition pack + local school outreach	Schools	Qualified enquiries, booking rate, repeat intent.
XR expectation module before checkout	All visitors	Conversion, FAQ/support contacts, ticket-change/refund reasons.
Five-question post-visit motivation survey	All visitors	Segment evidence, perceived value, recommendation intent, qualitative themes.

Minimum KPI set. Audience mix; occupancy and conversion by day/price; resident share; family-pack uptake; school enquiries/bookings; post-visit perceived value; newsletter opt-in; intent to attend another Espai Imagina production.

If I had client access, I would research next: ticketing and conversion data; non-user interviews with Barcelona residents/families; teacher interviews; family usability across ages and XR comfort; tourist itinerary placement; and an accessibility information review.

Three questions worth answering first

• Which segments convert at full price, and which respond mainly to lower-price inventory?

• Does academic/unbuilt-project framing increase willingness to pay or conversion compared with generic immersive messaging?

• Can Codi Gaudi acquire a reusable local audience for future Espai Imagina productions rather than only a one-off exhibition audience?

8. Sources & Limitations

Public sources checked in October 2026

• Espai Imagina - Codi Gaudi homepage / FAQs and Plan Your Visit (pricing, opening hours, schools, families, groups, age guidance).

• Universitat Politecnica de Catalunya (UPC) - Codi Gaudi press release, 21 September 2026 (Gaudi Chair curation, research basis, official Gaudi Year context).

• Agenda Cultural, Generalitat de Catalunya - official Codi Gaudi listing (dates, venue, starting price).

• Guia Barcelona, Ajuntament de Barcelona - public event listing (used as an example of cross-channel date inconsistency, not as the authoritative end date).

• White Rabbit Barcelona - official public ticket information (general/local/SX3 rates).

• Paradox Museum Barcelona / Fever - public resident, SX3 and other local discount mechanisms.

• IKONO Barcelona - official public ticket pricing.

• IDEAL Barcelona - official site/FAQ used as category context; no precise IDEAL price claim is used in this final version.

Limitations. This report cannot establish actual audience composition, demand, profitability, conversion, satisfaction or campaign performance. Competitor prices and offers can change. No public-review sample is used as evidence of overall satisfaction. Any recommendation involving pricing should be tested against internal yield and conversion data.

Portfolio note. This independent case demonstrates a public-evidence audience-development approach: framing an audience question, identifying plausible segments and barriers, benchmarking the category, separating evidence from hypotheses and translating research into measurable next steps. It is not presented as commissioned work for Espai Imagina, Mediapro or the UPC.