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Laboratory Memorandum

LM-2004-22

A Guided Tour of Tour Guiding

E. Sharpe

August 2004



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<p>This has been my second summer as the IOT Tour Coordinator, last time it was in 2002. I took a summer off from this, and there were lots of changes. The building is bigger, the staff has changed a little bit, there is even a new DG. Some things are the same. People here are easy to get along with, there is a new batch of work term students that are fun to eat lunch with, and the weather is garbage. But you're in for a good time with a good bunch of people and a supervisor that's really easy to get along with and knows what he's talking about, so read my report for what its worth, and enjoy.</p> <p><i>-challenges-</i></p> <p>I have different challenges for the job this time around. There is no advertising budget for the tour coordinator this year, due to the federal sponsorship scandal. I have to find some creative ways to get the word out without any money! I have also decided to make it a priority to try to get more francophone visitors into the Institute. I don't get to practice my French as much as I would like. I also had to ask myself when I saw the numbers of French tours, did I really reach out to French speaking people? Almost all the information was in English. And then some things are not as big a challenge as they were the first time. Despite the 2-year gap between even entering this building, I remembered a lot of the details of the tour. Once the information gets in there, future coordinators will be glad to know that it just sticks.</p>			
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National Research Council Canada
Conseil national de recherches
Canada

Institute for Ocean
Technology
Institut des technologies
océaniques

A GUIDED TOUR OF TOUR GUIDING

LM-2004-22

Erin Sharpe

August 2004

TOUR COORDINATOR'S REPORT

Introduction:

This has been my second summer as the IOT Tour Coordinator, last time it was in 2002. I took a summer off from this, and there were lots of changes. The building is bigger, the staff has changed a little bit, there is even a new DG. Some things are the same. People here are easy to get along with, there is a new batch of work term students that are fun to eat lunch with, and the weather is garbage. But you're in for a good time with a good bunch of people and a supervisor that's really easy to get along with and knows what he's talking about, so read my report for what its worth, and enjoy.

-challenges-

I have different challenges for the job this time around. There is no advertising budget for the tour coordinator this year, due to the federal sponsorship scandal. I have to find some creative ways to get the word out without any money! I have also decided to make it a priority to try to get more francophone visitors into the institute. I don't get to practice my French as much as I would like. I also had to ask myself when I saw the numbers of French tours, did I really reach out to French speaking people? Almost all the information was in English.

And then some things are not as big a challenge as they were the first time. Despite the 2-year gap between even entering this building, I remembered a lot of the details of the tour. Once the information gets in there, future coordinators will be glad to know that it just sticks.

Advertising:

In order to give tours, you need visitors. In order to get visitors, you need to ADVERTISE. Advertising is a big part of this job. There are free ways and paying ways. The year that had the highest amount of visitors also had the highest budget (2001). For the 2004 tours, there is no budget due to the federal sponsorship scandal. That may or may not be the case for 2005.

FREE ADVERTISING STUFF

Public Service Announcements: Tour Coordinators of the past have stated that paid radio advertising was very costly and didn't bring in many tours. My experience, however, has been that free public service announcements do work well. I called them all initially to see if my PSA was of interest, took fax numbers, and faxed my PSA to them. Every Monday morning, I re-faxed the PSA for the week. (I used one sheet of paper the whole summer too, just changing the dates on the cover pages! Yay!)

Fax-outs/ Call-outs: Sometimes the best way to get the word out is just to plain old tell people! This year, my calls and faxes accounted for **% of visitors who attended IOT tours. Some target groups for call/fax-outs are: summer camp groups, whatever school board encompasses St. John's this year, other school boards in the province, day care centres (a lot have after school/summer programmes for school aged kids) and the Senior's Resource Centre. Be creative! Go through the phone book and see who you can find!

Something new I tried this year was to search the web for any and all conferences that took place in St. John's this summer. Do a web search, but this website:

<http://www.cnlbnc.org/webeventbasic/webevent.wp1> (click on "local events, Newfoundland and Labrador) included almost all of them. I contacted most conference organisers by email, gave a brief overview of what we do here, and asked if they wanted information. Some of them will take some brochures to display, others will ask for brochures or leaflets to insert into their guest packages. Others will ignore you, but it is worth a try. (Sample included in report)

Pippy Park Newsletter: Pippy Park publishes a free newsletter 3 or 4 times a year, and summer edition has always included a write up of the IOT.

TourismAvalon: This year was a big one for the Francophone community, it being the 400th anniversary of the French in Newfoundland. My fax-out to the Francophone Association attracted the attention of a staff member compiling a French language tourist book, and they decided to include our tour! I do not know if this will exist again next year, but it is worth checking into.

MUN Newslane: email sorensen@mun.ca. He is in charge of Newslane, which as far as I can tell is a kind of email newsletter that goes out to faculty and staff at MUN.

The Big Sign: Ask Paul Attwood about putting up "the big sign" out on the front lawn somewhere. People see the sign and wander in.

Leaflets: When I made them, I designed something that could fit on half a sheet of paper, to cut paper wastage, but still had all the pertinent contact information, some exciting points about the facilities, and some eye-catching photos. Basically, I tried to make a half-size poster. (Included in Report)

Poster: The poster, of course, needs to have eye catching action photos of the facilities, relevant information, interesting fonts and colours. This year, I designed several different versions of the poster. This way, posters can be tailored to different areas of interest at the institute. Also, when posterizing a building or an area, there is some variety in the posters. When I made the posters, I used the programme "Power Point", because it is MUCH easier to manipulate images and text boxes to create the effect you want.

The Brochure: The summer tour coordinator is responsible for the creation and distribution of the brochure. This is under free stuff because it can be printed at IOT on the colour printers.

On the computer, select "new" under "file". Under the heading "publications", chose "brochure". This will give you a working area already divided into 3 equal sections that you need to make a brochure. To print the brochure double sided, select "print" under "file". Select a colour printer (at this writing: laser 1C and laser 18C). Click the heading "properties", and chose "**flip on short edge**" under "print both sides".

Content of the brochure: make sure you include your contact info prominently, as well as the fact that tours are free! It is good to include lots of information about the specialties of the institute, such as the longest ice tank in the world (check and see if that's still true, I hear Germany is making a big one) and the fact that the winner of the 2003 America's Cup, *Alinghi* (Switzerland), used the towing tank right here! Use photos from photo folder, which is under "images", under "presentations", under "PC common", under "My Computer". Ask one of the computer people for the computer program "Irfan" to get at these images and make them smaller. I chose dynamic photos that show what can happen

at this institute. The report, and past reports, includes a sample brochure. This might be useful for choosing photographs and determining content.

It has been recommended in the past that the brochure be printed at a printer's office. Printing brochures at IOT has its advantages, such as being able to print new brochures when you think of something new, and not using budget money. But there are also disadvantages, using up print time and ink cartridges, and paper cuts from folding. If you chose to do this, do up a hard copy of what you want your brochure to look like first anyway. In 2002, the only print shop that could offer this service for a reasonable price was the HUB. They needed the hard copy, and wanted the photos emailed to them in a high-resolution format.

BROCHURE/POSTER DISTRIBUTION:

The brochure needs to be distributed around town to places where tourists and locals who might be interested will find them. Bed & Breakfasts and Hotels are great locations to place brochures. The tour coordinator should go through the phone book for a complete list with accurate names and addresses. Tourist information centres and other places likely to be visited are good brochure locations as well, such as the St. John's Tourism Centre (Water St.), On Your Own Tours (Duckworth St.), The Ocean Sciences Centre, The Fluvarium, and The MUN Botanical Gardens.

Posters need to be put out as well, of course! I put them up in the university, the Arts and Culture Centre, Churchill Square, and Downtown. But once again, I recommend that the tour coordinator explore the city, pick through the phone book, whatever, to find more and more places to put up posters.

In all Parks Canada sites, any brochures or similar material must be in both official languages. The tour guide could perhaps make a brochure with English on one side and French on the other, or print up a few French language brochures for these sites.

PAID ADVERTISING

Of course, there is the idea of doing the brochure in a print shop. I discussed all those particulars under the brochure section of free advertising.

WHIN: What's Happening In Newfoundland is a free magazine published monthly that is distributed all over the province. Quarter page black and white ads should be affordable for the 3 months of the summer tours. However, if there is a decent sized budget, a bigger or coloured ad might be a good idea. If you look at a list of past years, the year the tour coordinator had a budget of 5000\$ was the year that there were the most tours.

St. John's Telegram, The Express: Check current prices, of course. Saturday's paper is the most popular, followed by Wednesdays, so those should be the top two choices for advertising days. Again, depending on the allotted budget, look at what size you can get and if you fit in any photos. It is better if you can, the more eye catching the better. Include all relevant information, including the times and dates of tours, and perhaps say that there is free parking for tourists. I've been berated by people who didn't know about the free parking.

Derek recommends trying to get Places to go with Sharon Snow, from the NTV News to do a piece on the place. I was too shy for TV so I didn't do it, but maybe you could!

Preparing for the Tour:

So, you may or may not have any background in science or engineering. How are you going to go about talking about all this stuff in both official languages?

READ: -the website, in both languages

-site booklets in both languages

ASK: -the people who work in the various areas. The best person to tell you how the ice tank work is someone who works in the ice tank! Plus, they are all nice people.

-Marilyn and Derek for help with French (or for a loan of a French dictionary or a Bescherelle). Other French speakers are: Chris Williams, Ahmed Deradji, Caroline Muselet

-Engineering work term students to tell you the projects they are working on, to explain how some of these things work. It helped me a lot. They are usually less busy than the staff, and they seem to be able to break down into non-scientist language.

WATCH: the video in both French and English. Some Discovery Channel specials on this place are out there somewhere too.

PRACTICE. Walk through the areas a few times before your tours start. Look at some of the details as you read along in the booklet. Ask the people who don't look too busy to explain a few things to you.

Booking tours:

This is another thing that everyone does differently. Some tour guides prefer to give hourly tours or tours at set times, and advertise them like that. This way, people know ahead of time when tours are, there can be less tours in a day, and there are fewer people who show up just as a tour is leaving. However, I chose to do it another way. My policy was to give priority to people who called or emailed ahead to book a tour, as much as possible. Then, people who just walk in can join those tours. I advertise the need to book tours ahead of time, so most people should be able to tell that they are taking their chances by just walking in.

It is imperative that there is some kind of calendar in which to keep track of the tours. Take down the time, the number of people, and a contact telephone number. This way you can call to confirm tours and you avoid some waiting around for people who are not coming. This is especially good when there are several different groups on one tour. The people who have arrived get bored waiting for the people who are not yet there. Make sure not to book two groups together who do not speak the same language. Keep tours to one official language or the other!

Leave time between tours! There will be days when so many people want tours that there may be back to back tours. Try to leave at least half an hour between tours. If a group is booked at 1pm, give an hour for the tour and an extra half an hour to account for lots of questions, people with mobility problems, and a bit of time to rest one's vocal chords.

Giving the Tour:

Make people feel welcome! Tour guides should introduce themselves, and encourage the tourists to feel free with questions. This is also a good time to give safety warnings. It is best to be rather blunt and tell people they cannot touch things. Otherwise, things can get out of hand with children and adults alike. With younger visitors, it is really better to explain WHY the rules exist. They will feel more respected because the guide is treating

them like they are smart enough to understand the reasons, and they are more likely to remember the rules if they know why they are there.

Generally speaking, while giving a tour, remind people of the safety issues and make the tour fun. More on that to follow in the making it meaningful section.

Making it Meaningful:

Giving the same tour to every group does nothing to help make the experience mean anything to the tourists.

GENERAL THINGS: Always speak to the audience. The naval engineering class does not need the same tour as a family group. Telling people funny anecdotes along the tour adds personality to the place. Describing the action of the wave panels in the OEB is one thing, but adding life to the tank with the story of Kevin Spacey's swim in the OEB as Quoyle from The Shipping News makes it more interesting for most people. Every group needs something different for the tour to be meaningful to them. I once had a group from a group home for minors who had been in trouble with the law. They seemed to be a hard bunch to impress, but they also seemed like they didn't think much of themselves. So I made that tour about not only what the people who work here do for a job, but also about how they got here. What kind of schooling did they go through to be here? I asked the people in each area (who were not too busy to talk) about the paths that led them here. Some came through community college programmes, others through university, others again through technical college. This way, the young people in the group could see that this was something they could do. Also, it will be a more meaningful tour for some of the tourists if you let someone else do the talking. When a man who owned a machine shop in Quebec showed up, I let John do the talking. What can I tell this man about machines? Nothing. It is okay to let an expert give part of the tour.

KIDS: Explain things so that it makes sense to them. Mass over volume will not help 10-year-olds understand what density is. My explanation for density is to compare marshmallows and marbles. You can't squish a marble, but you can squish a marshmallow. That is a concept children are familiar with. Explaining to them that the reason for this is that the marshmallow has lots of empty space between the bits of marshmallow and the marble is pretty tightly packed is simple for them to grasp. Then, just give it a name: that tight-packed-ness of the marble is called density. General rule of thumb: start with something they will understand, add the new piece of information and then give it a name. Also, make games out of little things. Ask them questions instead of just telling them things all the time.

Making it Bearable:

This section is for the sanity of the Tour Coordinator.

Do not be afraid to say at the beginning of the tour that no one may touch anything. Be polite about it, but it saves the trouble and embarrassment of telling an adult not to touch something during the tour. It also gives the tour guide more of a right to say so if someone touched something anyway. They were warned, so if they cannot listen the guide needs to remind them! With kids, it is easier. Get them onside, treat them like they know what they are doing and explain the why behind the rules (as mentioned above.) They will usually not take offence to reminders. Another great way to get the kids on your side is to tell them that the worst group ever was an adult group. When it comes to getting young people to be their best, nothing compares to telling them how bad the grownups are, and asking if they can do better. My worst groups for not listening, for

touching things, for talking when I was talking were all adults, and I have no qualms about telling the kids that.

People who talk whilst the guide is talking are sometimes hard to deal with. If they are not destroying the train of thought of the guide or making it difficult for the guide to be heard, then let it be. If they are more interested in something else and just want to look, that's fine. (It does get irritating when they ask you to repeat everything you just said, but that's the life of a guide.) If, however, they are making it difficult to conduct the tour, something must be done. The best way to address the issue is to say how difficult it is to talk over the noise of the machines and how it is not made easier by talking over people as well. If delivered the right way, this phrase can quell the talkers without offending anyone.

Tour Coordinators in the past, myself included, have given a kind of narrative of their tour at this point in the report. I am not going to because every tour coordinator is different and has his/her own style. I like to give a light hearted, kind of humorous tour. When clients or potential business people are touring, I have a more serious style, but still upbeat and friendly. But my way will not be your way and that's as it should be. If you really want narratives, check some reports from past years, they are still here. The information is also presented in the order that I like to do the tour, but that's up to you too. [Most measurements included in metric and imperial (centigrade and Fahrenheit) because lots of American tourists come and don't know metric.]

I also don't always include all the information shown below in every tour. It depends on the group, how much time I have, how sore my throat is... I sometimes skip the photo section or don't bother with some of the specific details. The following information is just everything I know, so pick what you want to say. I of course haven't included information on specific pieces of equipment that may or may not be in a given place at a given time. Most people are happy to have someone who wants to listen to them talk about the gear they use, because everybody here loves their job a whole lot! Learn from the masters!

WELCOME –

Cameras or PDAs or cell phones capable of photography are not permitted on site. If Gerry Trepanier is still the commissionaire, he'll handle it for sure.

IOT is the new name of IMD (Institute for Marine Dynamics). The name was changed because a lot of people confused us with the Marine Institute. (Which has a similar name, some similar facilities, and a lot of people connected with us went to school there.)

IOT is one of 20 Institute and Technology Centres across Canada. IOT is aptly placed in Newfoundland where we are close to the ocean. The Plant Biology Institute is in Saskatchewan where farming is a major industry. There is a map on the wall that shows all the Institutes across Canada, that can be useful.

PHOTO GALLERY –

Facing the larger group of photos, we have:

Left: barges, transport ships, cargo ships

Centre: yachts. Many have been tested here. The big one in the middle is the Alinghi, which won the America's Cup race in 2003. (if you happen to not be into yacht racing, that's a really big deal. Lots of people at IOT can tell you a whole lot about yacht racing.) Slightly right of the center (the progressive conservatives are now defunct): ice breakers. Canadian government doesn't have to pay a second time to get the ice-breakers and other coast guard ships tested since they already fund NRC. The American government also tests its ice-breakers here since they don't have a facility that can handle the tests.

Facing the smaller groups of photos, we have:

Left: Various submarines. The one called "Amethyst" is a French design for ice conditions. The green one is C-SCOUT. (The leader of this project is Chris Williams, so you can ask him all about it.) It's a project that students work on a lot. It's an autonomous underwater vehicle. The hope is that it will eventually be able to be programmed to perform a certain task and it would go do it on its own. If it were something like taking a sonar of the underside of an iceberg, and the iceberg happened to tip at that moment, no lives would be lost.

Centre: Confederation Bridge between PEI and Nova Scotia. The cones were tested here to get the right shape for deflecting ice. Aquaculture cage. IOT tested this cage for stability in weather. (I have been told and it's been backed up that the fish can get "sea-sick" from too much wave action. I have been working on confirming it beyond doubt, but I usually say it anyway cause it's funny, and add the disclaimer that it may not be quite right.)

Top: Safety tests. Life boat ejection system full scale testing done, St. John's Harbour, and life boat testing in the OEB.

Right: Oilrig section. FPSO's (Floating, Production, Storage and Offloading), White Rose and Terra Nova, were tested here. FPSO's are basically oil rigs that, instead of being in a fixed location and needing other vessels to offload the oil, are the offloading vessels themselves. They stay in place while sucking up oil, and when they are full they just sail to the offloading place and offload. It skips on the steps where oil spills are most probable, so that's a plus. Hibernia, the gravity based system, was also tested here. The real life GBS was towed out empty to its location, and then filled on site with a particular blend of super dense cement. The model was tested here for resistance to wind and waves. Molikpaq is a Canadian design for use in Arctic conditions which is now off the coast of Russia.

THE SHOPS –

Before making a model: someone with an ocean technology problem comes to IOT. Perhaps they have a ship that is not performing as expected. Perhaps they have no vessel at all, but several ideas for designs and they want to know which best suits their purposes before they spend the money on a vessel (example: America's Cup yachts). So IOT makes a model or models to scale to test in our facilities.

CARPENTRY SHOP

The first of the 3 model making shops

This is where model hulls are built.

The next bit can be shown by the model that outlines the steps of making a model -

Step one: Styrofoam is stacked, glued together, and cut into the rough shape of the model

Step two: model is placed in the milling pit of the milling machine [aka liné]
computer controlled, 5 axis milling machine carves out exact shape of model
this is really precise work; scale is often 40-1, so small mistakes matter

Step three: apply fiberglass. Very carefully done again to avoid all inconsistency
fiberglass is applied in a separately ventilated room

Step four: fiberglass is carefully sanded to get a smooth finish

Step five: a type of gel coat (grey on the model) is applied

Step six: the model is painted

The paint is tested for coefficient of friction to ensure accurate testing

MACHINE SHOP

The appendages (except propellers) and testing equipment are built here for the models
“You can’t buy this stuff at Canadian Tire” – Enos or John (I forget)

In the closed-in machining area- lathes, drill presses... precision metal cutting machines,
all computer controlled

Most machines accurate to within 1/1000 of an inch

Surface grinder accurate to within 1/10,000 of an inch

The cool part is the floor: the floor is made of wooden blocks 10 centimetres/3 inches
deep, and packed in with sand. This allows the floor to absorb the vibrations from the
operation of the machines. The vibrations caused by the working of several machines
simultaneously would cause errors in each machine’s work.

The big machine: is called the boring mill, because it both bores (makes holes) and mills
(precise grinding down of the material)

Accurate to within 3/10,000 of an inch

This machine came to IOT from Romania in 2002, after the company won an
international tender

Took several months to build it

The Romanian dudes were super nice and they became buddies with our machinists
despite not speaking the same language

5-axis machine (in-out, up-down, left-right, 360 degree turning, and tool arm)

Computer controlled machine to change tools

Extremely precise

Costed about 800,000\$

Trim Tank: (I usually come back through the machine shop on my way tot the ice tank
to talk about this bit after going to the model prep shop, I think it makes more
chronological sense, but its your call.)

Models that are outfitted with all their gear get put in the trim tank before going to a real
tank to make sure they are balanced and at the right depth in the water. For the purposes
of our testing, the hull has to be the right shape and has to have the correct amount of the
hull in the water. Also, it would be very embarrassing to have model sink in front of the
high paying clients, as well as just a waste of time and money of the institute.

MODEL PREPARATION SHOP

This is the place where hulls from first shop and the components from the second shop
are put together.

Propellers are kept- 10,000\$ to make, so if reusable, excellent
ASK PEOPLE WHAT STUFF IS. Things are always changing in there, so ask.

THE ICE TANK-

I like to show them the photos of the expeditions to the arctic before we go in, explaining that all those accurate models have no point if once they get into the ice tank, the ice isn't right! Measurements are taken of: cracks in ice, thickness, density, temperature at different levels...

Before entering, stress safety issues. Keep away from the edge of the tank! The tracks for the carriage are greasy, don't get your pants ruined. The smell is ammonia from the cooling system. It is well within safety limits, so no worries. (I ask people if they would rather stay out, a pregnant woman once did, but its safe.)

Longest ice-tank in the world, 90 metres (295ft.) long! Length means more accurate results since there is more information per run

Testing area (from half wall to far end) 76 metres (250 ft.)

Depth: 3 metres (10 ft.), width 12 metres (39 ft.)

Temperature can get as low as -30°C (-22°F)

Due to cost of cooling, most work is done at about -20°C (-4°C)

Getting the ice right: "Water" in tank is chemical solution, EGADS [ethylene glycol, aliphatic detergent and sugar], lets water get below zero before freezing, more like arctic ice

Ice is formed by service carriage (orange machine at far end of tank) spraying mist [water approx 36°C, 97°F] over ice water, ice crystals form, gather on ice, and start ice sheet

Cost of forming an ice sheet: 7000\$. 12 metre wide tank allows more runs per sheet of ice than a narrower tank

Service carriage also gets rid of used ice sheet, has platform to stand to take ice samples

Bubble carriage- black bar along the floor sprays up bubbles to freeze air in the ice to get a density that works for the model (only visible when tank is empty)

Testing: The separating wall is put down to make ice, lifted for the test

Ice is formed on the long side of the tank

Models are lifted by the crane (ceiling) into the water on the non-frozen side of the tank

Models are attached to the towing carriage, which was specifically built for our facility by a Japanese company

Towing carriage both drags model through ice and testing equipment in the model is attached to computers in the towing carriage to gather the information

Videos of the test are taken from above and below the water

THE OFFSHORE ENGINEERING BASIN-

75 metres long (246 ft.), 32 metres wide (105 ft.), 4 metres deep (13 ft.)

168 wave panels, individually computer controlled to create waves

Waves can be: big or small, uniform or random, unidirectional or multidirectional

Wind generators can be installed for certain tests

Things in floor that look like triangle with tip cut off: 1000HP generator for creating current

“Beach”- sheets of metal meshing spaced at various intervals from one another to absorb wave energy and keep testing area uncontaminated by bouncing back wave energy

Between wind, waves and current, most ocean conditions can be recreated here for testing

Tested here: oilrigs- Hibernia, Ocean Ranger (inquiry after disaster of Feb. 1982), White Rose and Terra Nova FPSOs; lifeboat testing, submarines, most vessels with their own engines

Nothing to do with science: scenes from Rare Birds and The Shipping News were filmed here. Scenes where characters fall into the ocean were filmed in the OEB instead of in the Atlantic Ocean. Kevin Spacey of The Shipping News wouldn't get in the water until it was 26°C, so the film company spent 1 week and 100,000\$ to warm the water. Rare Birds was much lower budget, so William Hurt and Andy Jones were just cold.

THE TOWING TANK-

200 metres (656 ft.) long, 12 metres (39 ft.) wide, 7 metres (23 ft.) deep

Length is such that curvature of the earth affects the accuracy of the test in the tank: if the water curves and the rails don't, there is an inconsistent amount of the hull under water

To correct for the curve of the earth: trough on the side of the rail is filled with water, water naturally takes curve of the earth, distance from water in trough to rail is measured at each point where there is a big screw, height of rail adjusted with screw, rail takes curve of earth to be level with water in tank all along testing area

If this correction is not made, less of the model hull is under water at the end of the test than there was at the beginning, which is a big problem since that's one of the main points for our tests!

Models are tested for resistance and propulsion, ie: cutting down on friction

America's Cup models tested here

Models and test equipment are attached to towing carriage, like in ice tank

Towing carriage moves up to 10m/s!

Tests conducted in calm water or in waves

Only single direction waves can be made, but from ½ metre to 40 metres in length, and up to a metre high

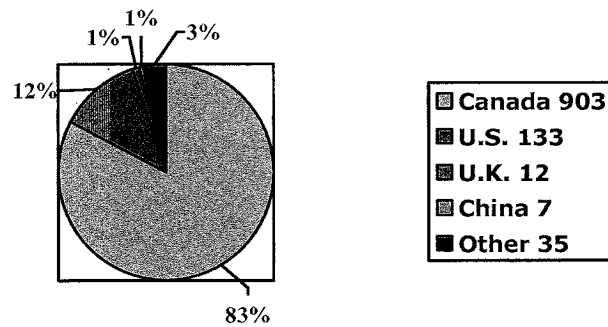
Parabolic beach- shape and construction absorbs wave energy so the waves don't bounce back and contaminate testing area

I hope you enjoyed the tour. If you would like, I can show you a 7-minute video of our facility, which shows the tanks and shops in operation.

(see past reports for help with the French tour)

Results:

GRAND TOTAL: 1090 VISITORS!

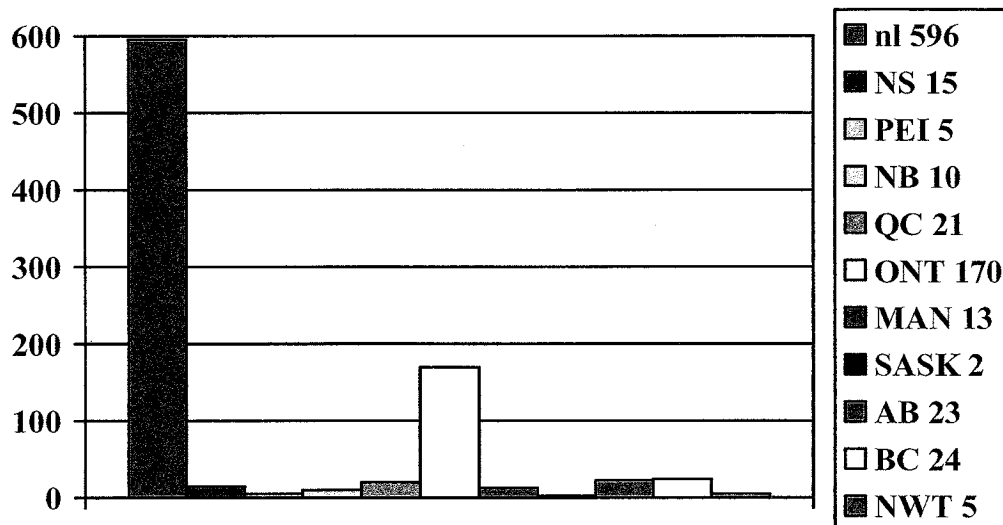


WHO WERE THE “OTHER” 3%?

Australia – 3 Norway – 3 Holland – 3 Poland – 3 Kazakhstan – 3
Pakistan – 2 Ukraine – 2 Turkey – 2 Germany – 2 Romania – 2
Jakarta – 1 Belgium – 1 Finland – 1 Austria – 1 Spain – 1
Italy – 1 Iran – 1 Jordan – 1 Japan – 1 Croatia – 1



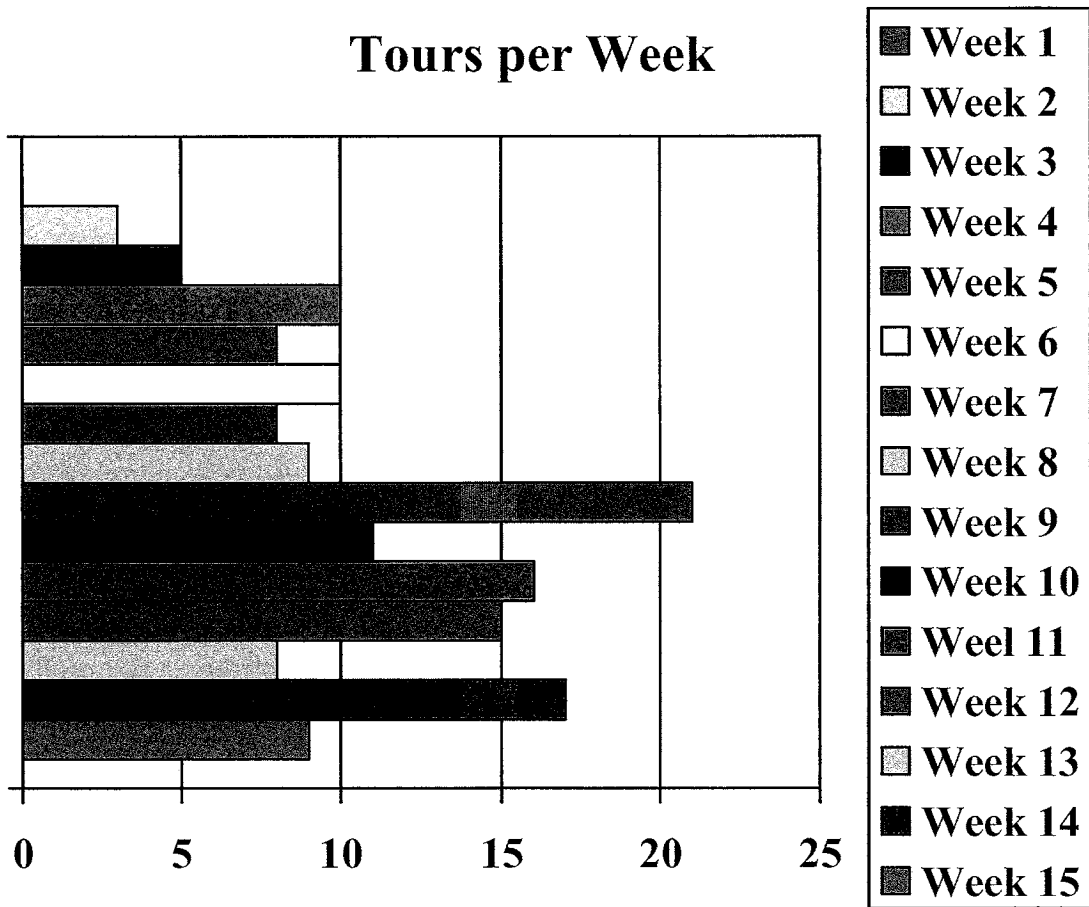
WHERE DID ALL THE CANADIANS COME FROM?



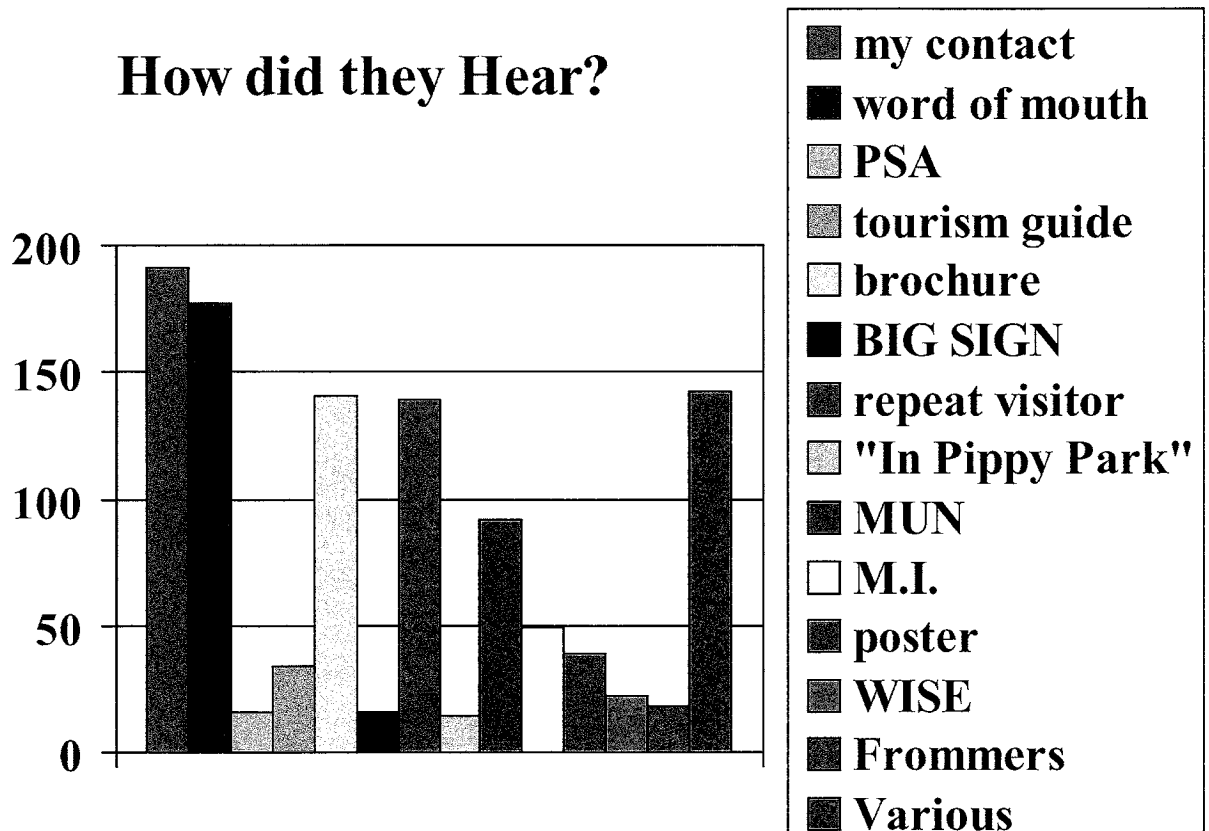
SUMMER AVERAGES

TOTAL VISITORS	1090
TOTAL TOURS	141
TOTAL WEEKS	15
PEOPLE / TOUR	7
TOURS / WEEK	9
PEOPLE / WEEK	73

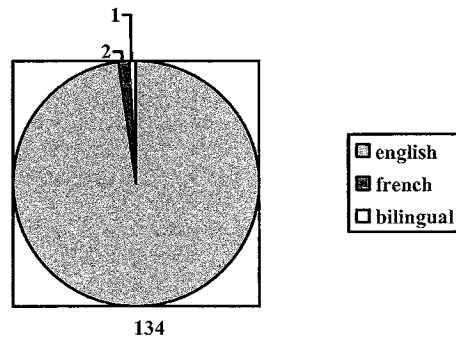
Tours per Week



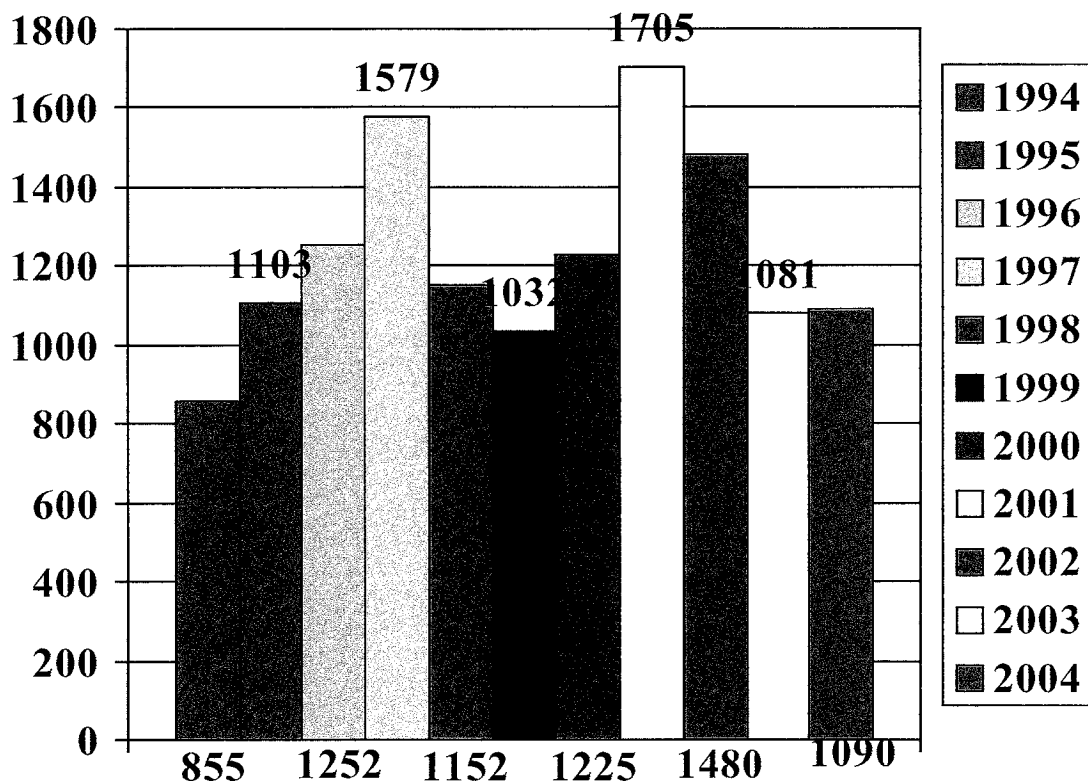
How did they Hear?



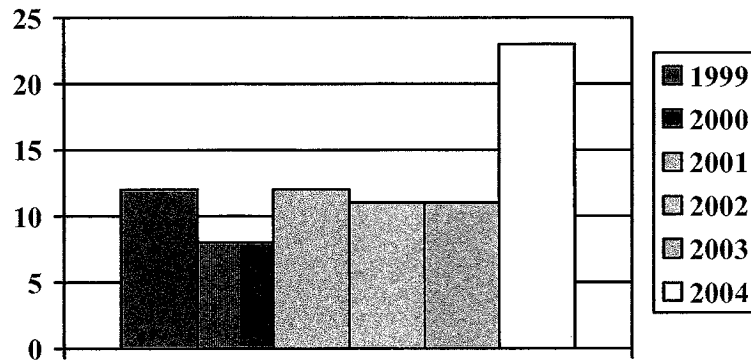
TOURS IN BOTH OFFICIAL LANGUAGES



HOW DOES THIS COMPARE TO OTHER YEARS?



Countries Represented



Visitors came from a record number of different countries in 2004!

Recommendations:

Advice for future Tour Coordinators:

- 1) If you can use a spreadsheet to keep track of your tours, I highly recommend it. I kept a count of the number of people and tours per week and by how many signed in per sheet. And it was still a hassle.
- 2) Don't be afraid to say no. Some people expect you to bend over backwards to accommodate them- its okay if sometimes you can't!
- 3) Write your report as you go if you can. I left it all to the last minute in 2002 and wrote it as I went along this summer. Much less stress in you last week.

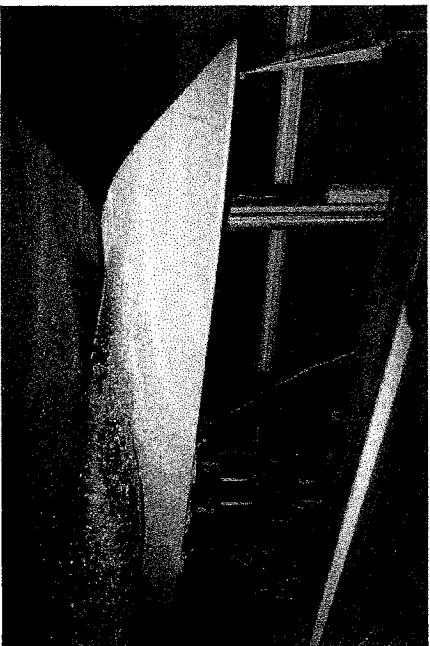
Advice for IOT:

- 1) Even though we managed surpass (though just barely) the number of tourists from last year, I believe there could have been even more if there had been an advertising budget. Even if it was just enough to get ads in WHIN (What's Happening In Newfoundland) for June, July and August, I think it would really help.
- 2) If it is a priority to the IOT that more school kids get in, schools should probably be contacted in April or even March. I would still not book any tours for a tour coordinator in the first week since s/he needs a bit of time to learn the ropes.
- 3) I recommended a wheel chair last time, because some older visitors can't really hack that much walking. Still highly recommended.
- 4) Keep up the good work and friendly attitude!

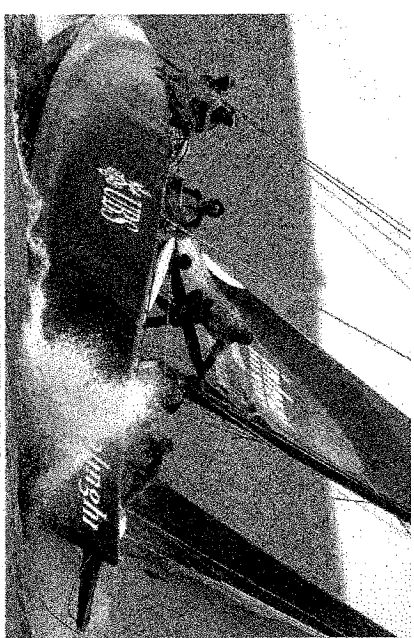
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PRESENTS

FREE TOURS!



View the facilities
that helped the
Alinghi yacht to
victory in the
2003 America's
Cup Race



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TOURS: Monday to Friday, 9am – 4pm, until August 20th

TO BOOK: 772-4366 -or- email: erin.sharpe@nrc.ca

located on MUN campus, next to Engineering and behind the Student Centre

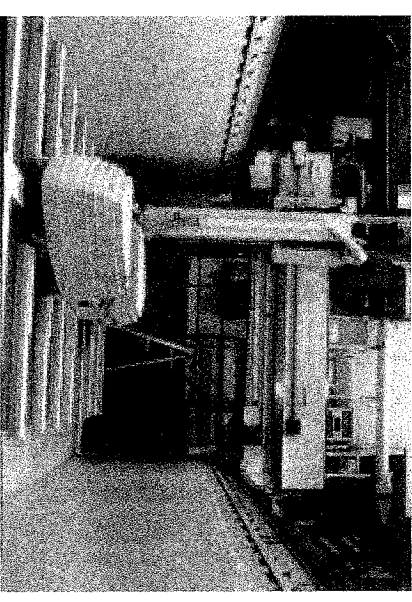
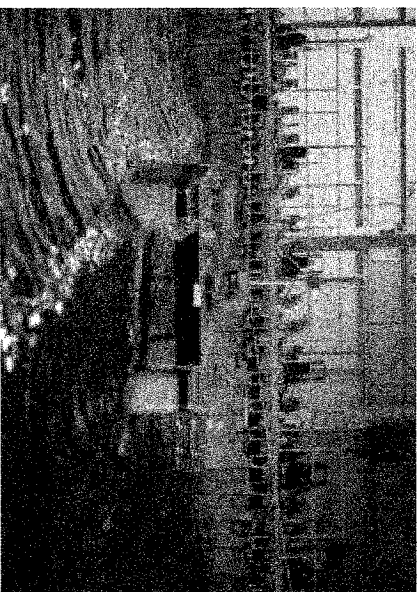
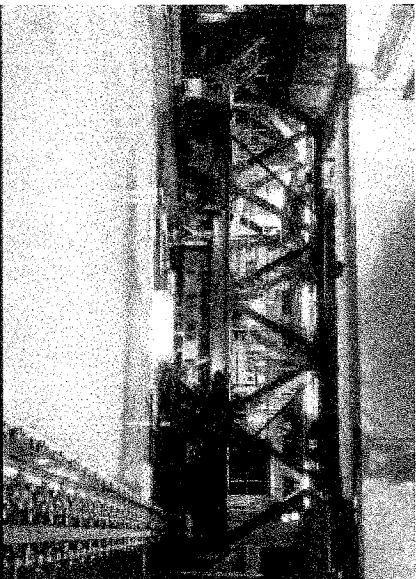
CNRC-NRC

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FREE TOURS

COME AND SEE:

The world's longest ice tank, an indoor ocean, and- the making of model ships!



For more information, or to book a tour:

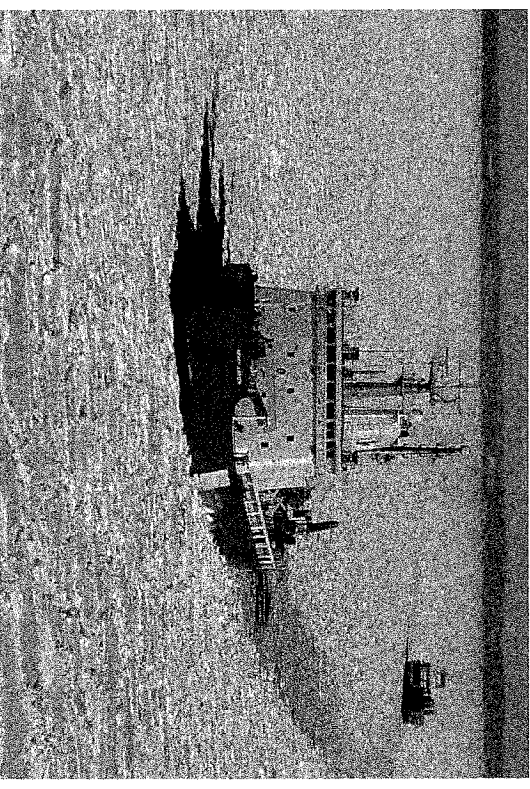
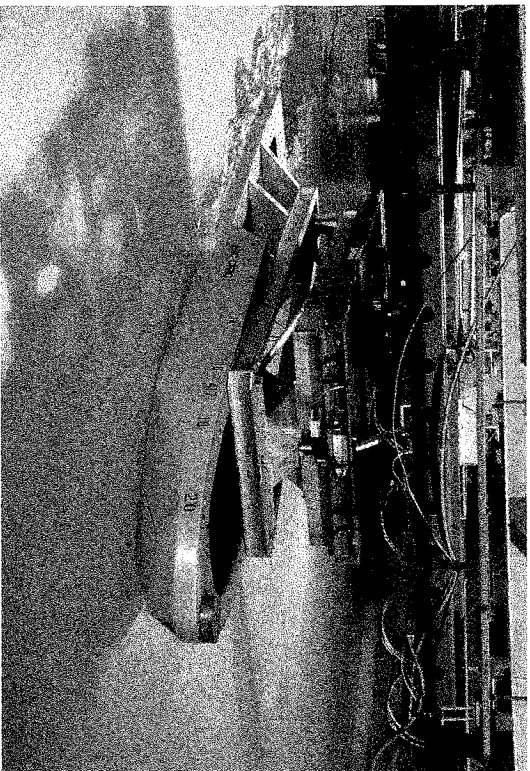
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MAY - AUGUST, MONDAY - FRIDAY, 9am - 4pm



Find out how they get from the testing tank to the high seas!

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