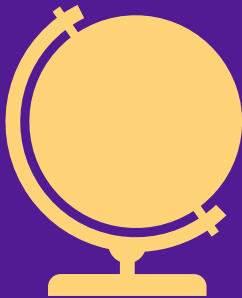


VE PRODUCT ANALYSIS  
CONVERGENCE OF  
MISSION AND MOMENT



Don Enright - the art of visitor experience

(essence of place)



WHY HERE?

(mission relevance)



WHY US?

PRODUCT  
CONCEPT

(interests and needs of market)



WHY THEM?

(moment in time/zeitgeist)



WHY NOW?