

VE PRODUCT ANALYSIS
CONVERGENCE OF
BENEFITS

Don Enright - the art of visitor experience

VISITOR

A performing VE product can bring benefits to three areas

AGENCY (YOU)

HERITAGE RESOURCE

Enjoyment
Learning /
Understanding
Connection (to
heritage, each other,
self)

Revenue
Visitation
Compliance
Exposure
Good will (public,
partners, stakeholders,
superiors)

Improved
field indicators:
sustainability, ecological/
commemorative integrity

PRODUCT BENEFITS