

Visitor Readiness Assessment Tool -- A lens to apply to heritage sites

Please check () the answer(s) that best describes your circumstance, and include comments as needed.

A. VISITOR EXPERIENCE

1. Do you have the physical infrastructure (parking, driveway, water/sewer, heat/electricity, etc.) needed to handle visitors successfully?

- Yes
- Incomplete

Please explain: _____

2. Can you accommodate group tour buses?

- Yes
- No
- Not sure

3. Do you have regular hours when you are open to the public?

- Yes, seasonally
- Yes, year round
- Not always

Please explain _____

- We are only open by appointment
- Access to our site is open at all times regardless of whether we are open

4. Is there signage along the road approaching your attraction?

- Yes
- Yes, but it is not sufficient

Please explain _____

- No

5. Do you have a sign at the entrance to your attraction?

- Yes
- Yes, but it is not sufficient

Please explain _____

- No

6. Do you have signage on-site to guide visitors around?

- Yes
- Yes, but it is not sufficient

Please explain _____

- No

7. Does the site have appropriate signage for interpretation?

- Yes
- Yes, but it is not sufficient

Please explain _____

- No

8. Do you offer any formal educational programs or events for visitors?

Yes

Somewhat

Please explain _____

No

9. Do you have sufficient volunteers/staff equipped to greet and manage visitors in a clear, courteous manner?

Yes

Somewhat

Please explain _____

No

10. Do you offer training for your volunteers/staff to improve the visitor experience?

Yes

Please explain what type of training you offer _____

No

11. Are you equipped to deal with emergencies so that your visitors are safe and secure?

Yes

Somewhat

Please explain _____

No

12. Do you have public restrooms?

Yes

No

13. Is your attraction ADA accessible?

Yes

Partially

Please explain _____

No

14. What ways can visitors travel to your attraction? (Please check all that apply)

Car

Public transit

Bicycle

Walking distance from other attractions

Other

Please explain _____

15. Do you regularly evaluate the quality of your visitors' experiences?

Yes

Please explain how _____

No

16. Are there related visitor services (food, lodging, etc.) available nearby?

Yes

Please explain _____

No

B. OUTREACH

1. What are the ways visitors can find out about your attraction? (Please check all that apply)

- Road sign
- Phone call
- Listing in regional visitor publications
- Brochure distribution

Please explain _____

- Referrals from other attractions

Please explain _____

- Media coverage

- Website

- Facebook

- Twitter

- Instagram

- Other

Please explain _____

2. Do you package and market your attractions with others in the area?

- Yes

Please explain _____

- No

3. Are there other nearby attractions that would lend themselves to collaborative marketing to create a critical mass to attract visitors?

- Yes

Please explain _____

- No

4. If you have a website, please indicate which statements are true

- Our website is currently up to date
- We update web content regularly (at least once per month)
- We track activity on our websites to understand our potential visitors
- Our website is a valuable outreach tool
- We are satisfied with our capacity to manage our website

5. If you have a Facebook page or use other active social media, please indicate which statements are true?

- We update our social media content at least weekly
- We interact with our audience through social media exchange
- Our social media activity is a valuable outreach tool
- We are satisfied with our capacity to engage in social media activities

6. Do you track visitors to identify and understand who is visiting?

- Yes

Please explain how _____

- No

C. NEXT STEPS (open ended questions)

1. What future improvements or expansion (both physical and/or programmatic) are planned?
2. Are you interested in more information about trainings for your staff or volunteers?