

## **How do you know when heritage sites need interpretation – warning signs.**

Here are a few indicators that heritage sites are in need of interpretive programs or services (new or improved):

- Visitation numbers have not significantly increased over the past 2-3 years (and you can't always blame it on the weather).
- Visitation numbers have flat lined (no growth).
- Visitation numbers are far below expected numbers in relationship to site location (population bases), and visitation numbers to other similar heritage sites.
- Visitation numbers are decreasing (over one or more years).
- Site visitor management problems are increasing or remain unresolved (littering, etc.).
- You have very poor community support (image, etc.).
- You are experiencing a reduction in grant aid support from past years.
- Visitors do not leave your heritage site truly understanding the story of the site, or the value in preservation of historic sites and landscapes.
- Memberships to your organization are flat or declining.
- Your agency has poor name (and mission) recognition.
- Your heritage site lacks sparkle, excitement, fun, experiences, and BENEFITS to visitors.
- Your marketing brochures have pictures of landscapes, furniture or buildings, but no people in the pictures.
- You have to reduce hours of operation due to poor visitation.
- It is difficult to keep guides or volunteers.
- Staff begin to move on to other sites.
- On a Saturday afternoon in the summer your site looks "empty".