



Preparing an interpretive inventory

This step in the interpretive planning process is about getting a clear handle on who your visitors are and what you have available to work with in terms of interpretation development.

Develop a visitor profile

Document what you know about your market or market segments, in particular the part of the market you are particularly aiming to attract. You may find research data and publications on the Tourism Tasmania website useful in building the picture.

http://www.tourismtasmania.com.au/research/research_sub_index.html

Once you've gathered as much relevant information as possible, write a visitor profile – a description of things like who your visitors are, where they come from, age ranges, how much time are they likely to have available, what kind of experience are they seeking, what interests them etc.

Use a separate sheet of paper if you need more space.

What's special?

List what is special about the place or product?

Describe your Unique Selling Point

What is your Unique Selling Point (USP), sometimes called a Unique Selling Proposition? This is the specific proposition to the customer that is unique – something competitors do not or cannot offer – and is sufficiently strong to attract customers. It must be relatively easy for customers to observe the difference; for the proposition to stand out in the crowd.

Your USP may relate largely to interpretation or it may relate to another facet of your visitor experience or even a particular combination of elements. Describe it here:

Observable and other features

What are the strongest observable features – the physical components that are likely to get the attention of your visitors?

Generally speaking, what other interpretive features are likely to have strong appeal to your visitors (examples include particular subject matter or broad stories). You'll explore this in much more detail at a later stage of the planning process when you brainstorm topics before developing themes.

Key interpretive features are:

Assessment of existing interpretation

Is there any existing interpretation, such as guided tours, fact sheets, a self-guided brochure or interpretive panels

If so, list current interpretation, briefly describe what and where it is; note your assessment of its existing state (e.g. signage is out-of-date or weather-affected, tour too long, interpretation not using themes), and whether it should be refreshed, scrapped completely or replaced with something new.

If there is a range of interpretation, you may wish to record it in a table –

EXISTING INTERPRETATION		
Interpretive Medium	Current Situation	Recommendation