

MAKING MONEY

After reading about revenue streams, think about the site you identified in the 1st Challenge and answer these questions:

- A. What is the site called?
- B. What is the main attraction?
- C. Is it a place or an experience?
- D. Does anyone make money there?
- E. What food or beverages could be sold there?
- F. Would a guide be helpful there?
- G. Is there equipment that could be rented to visitors?
- H. Is special transportation needed to get there?
- I. How else could visitors spend money there?

Write the answers to these questions on a document with your name on it (and names of others who helped you). If you can, take a picture too. Then save everything to the chip. That's it!

Remember: Even though some revenue streams exist, that doesn't mean they can't be improved!