

# REVENUE STREAMS

For every place or experience there should be an opportunity for visitors to spend money. We call these revenue streams. Some of the common examples include;

Tickets: If the area has a fence around it, or if it's difficult to get to, a ticket can be sold to enter.

Food & Beverage: Selling foodstuffs and drinks to people. They will pay more than the normal price because you are providing a convenience.

Guides: For sites that are an experience, a tour guide is helpful to tell a story about it.

Merchandise: Visitors sometimes want a souvenir to show that they were at a site. Examples include a keychain or t-shirt.

Equipment: To fully enjoy a site, sometimes a visitor needs equipment like a life vest or map. These can be rented or sold to them.

Transportation: Not all sites are easy to get to. There can be a charge for a car, bus or boat ride to the location.

Can you think of another revenue stream? Also, while the goal is to bring money into the community, don't charge too much. We want people to come back!