



CREATING GREAT VISITOR EXPERIENCES

A Guide for Museums, Parks, Zoos, Gardens, & Libraries

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STEPHANIE WEAVER

"Essential reading for those tasked with keeping their visiting public satisfied and engaged."

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"We are ordering 25 copies for all of our senior staff, and hope to have a staff seminar using the book. It is particularly poignant in that it engages the entire staff, not just the upper-tier management or exhibit designers."

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I think that it will really bring us together."

Museums, libraries, parks and other cultural institutions today face the daunting task of attracting visitors who have almost limitless choices for education and entertainment. What gets them through your front door and coming back again and again? In this practical, user-friendly guide, Stephanie Weaver introduces readers to the latest thinking and research on consumer behavior, branding, leisure studies, and staff training. She offers an eight-step process to evaluate how the visitors view you, from before they arrive at the front door until after they leave. Exercises in each chapter allow the institution to put this self-examination into practice and find new ways of attracting and retaining visitors. Replete with examples from the business and museum world alike, as well as the medical, retail, hospitality, and tourism industries, filled with resources for further exploration, **Creating Great Visitor Experiences** is a vital resource for administrators, trustees, and front-line staff.

Stephanie Weaver is a consultant to commercial and non-profit organizations on the design and flow of their overall customer experience, and creator of the concept **EXPERIENCEology**. With a background in film and public health, she has spent over fifteen years developing programs, exhibitions, special events, and conducting visitor studies at major museums, including the Chicago Children's Museum, Chicago Botanic Garden, and San Diego Zoo. Please visit Stephanie's web site and blog: www.experienceology.com and <http://experienceology.blogspot.com>

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