

Marketing the Lighthouse

The following is a brief analysis of strategies and tactics that might be employed to achieve the goal of attracting more visitors and increasing their spend when on the site.

STRATAGY

In simple terms, the objective is to attract more people to the lighthouse, attract them inside the grounds and have them to spend money when they are there.

This is accomplished through communication of the offering and making that offering so attractive to the visitor that they elect to spend their time and money at Point Pinos as opposed to other alternatives available to them.

The easiest way to measure the overall success of such a program is the revenue generated through both admissions and merchandise sales.

TACTICS

Visits to the lighthouse can be broken into two sub categories; those that are planned and those that are spontaneous.

The planned visit is by definition based upon prior knowledge from word of mouth, or printed and/or electronic media. Word of mouth can be enhanced by doing everything possible to assure that all visits end on a positive note. Communication through printed or electronic media should be constantly reviewed and updated to reflect and take advantage current trends (ie: the continuing switch from desk top to mobile).

Spontaneous visits are now primarily created by the potential visitor stumbling upon the lighthouse by visually seeing the structure. A tactic to increase the rate of unplanned visits would be to broaden the scope and effectiveness of visual cues (signs in more places for example).

Once the visitor has arrived at the site, provided that it is within visiting hours, the task is to encourage as many as possible to visit the interior of the lighthouse proper and the gift shop. The following are suggestions to turn photo only visitors to the site into fully involved individuals. Some suggestions for achieving this goal are:

- Secure all gates in the white fence except the one that leads to the gift shop.

- All admissions collected in gift shop (exposes every visitor to merchandise)

- Advertise and promote the attractions available inside to visitors as they approach the entry to convince those undecided to enter the building. (blow the fog horn, get up close to the light, see how the keepers lived 100 years ago)

Enhance visitor experience by furnishing recyclable sheets with a brief synopsis of the individual exhibits and their location. (a personal docent)

REVENUE ENHANCEMENT

To assure that the lighthouse remains a viable entity and able to support itself should the need arise it is necessary to find ways to generate an on going cashflow to cover enhancements to the facility as well as maintain those improvements which have already been achieved.

Offer special escorted private group tours before or after hours and on special occasions.

Raise entry fees. For example \$4 for adults, \$3 for seniors and students, \$2 for children over 10 years and \$10 for a family.

Lengthen open hours, especially during the summer and weekends.

DOCENTS

Docents are the key to successfully implementing any marketing program. Two suggestions to enhance their contribution to the successful implementation of a marketing program.

1. Consolidate the gift shop and lighthouse under one command to create a situation so that personnel can work in either venue.
2. Develop a rewards program for docents, similar to those used in industry, structured to build enthusiasm and encourage greater coverage from the existing cadre. (For example, each docent receives X points for every hour worked which can be redeemed for merchandise, funded by increased revenue generated.)

January 2015

Minutes of the Lighthouse Restoration Committee; Sub- committee of the Heritage Society of Pacific Grove

In Attendance: Ken Hinshaw; Fred Sammis, Dan Myers, Dennis Tarmina

Meeting at Hinshaw's "orchard" house called to order at 5:00pm.

Established purpose of the meeting to better organize the group's restoration effort and better communicate to assure all involved knew current and future plans. Ken suggested that this new group be formerly made a part of the new proposed agreement with the City. Tarmina did not concur stating that the agreement was between the City and the Heritage Society and that the City did not need to be involved. The group concurred.

Sammis proposed a new mission statement. Hinshaw stating he did not like the Heritage Society statement as being too wordy. Suggested that Peake be asked to compose some suggestion for the statement.

Sammis handed each participant a copy of his suggested rules for accepting donation of items to the lighthouse. Group to review and discuss at next meeting, (yet to be scheduled)

Sammis spoke of the need to update the website. Tarmina suggested that new Society board member Hefner be asked to take it over.

Membership of the committee was discussed with the following recommendations: It should be composed of 5 members. Sammis, Tarmina, Hinshaw, Myers and either Peake or Honegger. It was noted that Peake might be a better choice since Honegger was not as available but was suggested as an alternate. The group agreed. Hinshaw would contact both for their inputs.

The issue of gift shop volunteers was discussed. Tarmina stated that he had not given up and that he was determined to make the shop a success by have a volunteer day at the annual heritage society meeting in February. It was suggested that Tarmina contact the Museum for possible volunteer leads.

Hinshaw discussed the plans for the kitchen restoration and gave each participant a written plan.

Meeting adjourned and the group agreed to limit each meeting to one hour, no longer.

Prepared by tarmina, Feb 6th, 2015

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