

Indoor heritage has experienced a drop in attendance due to covid

26% of respondents have not returned to indoor heritage, mostly due to covid.

Museums have experienced the biggest drop in attendance since covid. 76% had visited pre Covid and 32% since May 21.

Consider what your audience wants to increase attendance and deepen relationships

A third of people are making more monthly visits to natural heritage than they did prior to Covid.

37% of natural heritage attenders are visiting by themselves.

For indoor heritage, there was highest satisfaction with the safety measures in place and lowest satisfaction with the availability of times to visit.

Things to consider going forward:

Heritage sites are attracting a lot of families, yet there was a lower satisfaction with the experience for children for indoor heritage reported.

The social motivations are higher than the learning aspect for both indoor and outdoor. Focus on communicating the opportunities to socialise at your site to your audience.