

Culture Beyond Covid: October Heritage Panel Findings at a glance

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.

The Heritage Panel is made of 85 heritage attenders in Northern Ireland who will be surveyed every two months until May 2022. The first survey ran between 26th August and 16th September 2021. In total, there were 166 responses. Culture Beyond Covid for Heritage is funded by the National Lottery Heritage Fund. Organisations are welcome to quote data from this research, however we ask that you credit the Culture Beyond Covid: Heritage Panel survey from thrive, funded by National Lottery Heritage Fund.

