

**People are increasingly returning to indoor heritage sites, with the same or higher frequency as before Covid from 40% in our November 2021 report to 57%**



People attending a museum has increased to 64%, as opposed to 32% in Panel 1

People visiting historic houses increased from 47% in Panel 1 to 56%

Those who have not returned to indoor heritage sites are now at 8%

**There has been a reduction in people feeling completely safe visiting indoor heritage as legally enforceable restrictions are removed, from 58% in Panel 1 to 29%**



More people than previously identified are feeling unsafe at built heritage (8% to 14%)



74% are visiting a garden at built heritage sites, which is higher than those attending indoor heritage



84% of people are visiting natural heritage with the same or higher frequency as before Covid (with 30% attending more often)



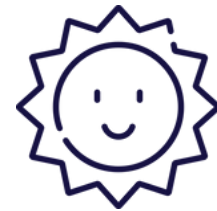
Showing you have both an outdoor and indoor offer will increase your appeal as an indoor heritage site

**There has been an increased awareness of the heritage offer in NI with 65% looking to spend time in NI and 77% looking to find new places to visit in their local area**

Half of respondents will keep visiting heritage places they discovered during Covid restrictions

45% will continue to prefer outdoor activities as Covid continues

### **What are people's summer plans?**



80% plan to have local days out close to home

71% have days out further afield in NI

Equal numbers (52%) will holiday in NI and elsewhere

**How can you provide a good heritage experience for your visitors this summer? Our Heritage Panel offered some suggestions...**

*"Space to move around, less formal tours, more flexible self-guided tours"*

*"Plenty of activity on site. Country fairs at gardens and musical events"*

*"Well signposted walks, sufficient information on what to see or what to expect to see"*

## And there were some more suggestions...



*"Good access for those who have poor mobility - not just wheelchair users"*

*"More activities for families and young people aged 12-16"*

*"Good facilities, toilets, cafe etc. Well maintained Children's activities, good play parks"*

### Our tips

- For outdoor heritage sites, people are also looking for information, interpretation and a story. There is also the same desire for a fuller experience with catering and practical information, for example toilets and level access.
- Managing capacity to allow social distancing and offering specific slots for people who would prefer to visit with restrictions in place will increase accessibility for this segment.
- People are looking to revisit the places they would go to before Covid – they need to know practical information about anything that has changed; they also want positive information about what's new to encourage them to re-visit.
- There is also a desire to visit new places with events, activities and a full day experience being key factors that people are looking for.