

What do audiences want when we reopen?

What does looking back on visitor survey data across museums, attractions and exhibitions from the 2020 lockdown window (June - October in the UK) tell us about what audiences might need when we open up our venues again?

1 Audiences want deeper and more varied experiences

Audiences were hoping to squeeze as much out of the experience as possible. Simply having a 'good day out' wouldn't cut it. Motivations were more wide ranging, but also more profound and meaningful.

2 And the experience delivers

Audiences weren't just *hoping* for these things, it seems in the main our organisations stepped up and *delivered*.

3 Museums and zoos are the new classroom

There were huge increases in audiences wanting to stimulate their children's imagination or to increase their knowledge, reflecting the deficit left by school closures. This is a reminder (if it were needed) of the public service our amazing organisations provide.

4 Is the new experience actually better?

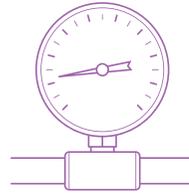
Safety measures meant some inconveniences. But they've not been blockers to emotional connections. Indeed we saw audiences staying longer (therefore needing more food and drink) and leaving more satisfied.



Spending **quality time** with loved ones, in a different space that's not local



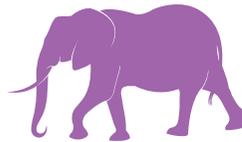
Getting closer to **nature and wildlife**



Escaping and **releasing the pressure valve** of the home



Seeing **beautiful things** in ways you can't appreciate on a screen



Reuniting with favourites, whether that's a favourite animal or painting



But one motivation stood out above all others...

Stimulating children's imagination.



Healthier bodies and minds

On reopening, what do you have planned to deliver on these 7 big motivations?

5 Absence makes the heart grow fonder

Audiences have been reminded why our museums and attractions are so vital to our social, physical and mental wellbeing; and why we must treasure them more deeply.