How is COVID-19 influencing intent to visit cultural entities?

Chief Market Engagement Officer,
IMPACTS Research and Development

colleendilenen.com
The US public anticipates soon resuming their more “normal” behaviors attending visitor-serving cultural enterprises.*

*provided that we make them aware of additional measures to keep them safe.

Return to Normal Activities by category of visitor-serving organization

- Public Park (inc. Botanic Garden)
- Zoo
- Public Beach
- Aquarium
- Museum (e.g. Art, History)
- Sports Arena or Stadium
- Science Center or Science Museum
- Community Swimming Pool
- Concert Hall (e.g. Symphony, Pop)
- Other Performing Arts (e.g. Live Theater, Dance)
- Movie Theater

Likelihood to Resume Visitation Behavior

- 24 March
- 6 April
- 20 April
Without operational and strategic changes to prioritize safety, people may feel uncomfortable visiting institutions. According to Colleen Dilenschneider, 1 in 4 people feel comfortable attending exhibit-based institutions (museums, historic sites), while 1 in 7 feel comfortable attending performance-based institutions.

Source: Colleen Dilenschneider, “Performance Vs. Exhibit-Based Experiences: What Will Make People Feel Safe Visiting Again?,” Know Your Own Bone (blog), April 15, 2020, www.colleendilen.com
What will make people feel safe attending performances again?
“What would make you feel safe and comfortable going to a museum, aquarium, theater, zoo, or concert again?”

Multiple choice, select all that apply, choices populated by lexical analysis

- Availability of Coronavirus vaccine: 89.6% (Performance 79.8%)
- Government lifting travel, movement, access restrictions: 62.0% (Exhibit 67.3%)
- Seeing others visit: 53.8% (Performance 64.3%)
- Ability to be outside/outdoors: 50.1% (Performance 45.5%)
- Availability of hand sanitizer: 37.6% (Performance 37.1%)
- Organizations choosing to re-open: 34.2% (Performance 29.7%)
- No significant changes necessary - I feel safe and comfortable: 25.3% (Performance 14.7%)
- Avoiding long lines of people: 22.0% (Performance 22.8%)
- Limits on crowds (e.g. limit attendance): 24.3% (Performance 17.5%)
- Onsite health monitoring (e.g. taking guest temperatures): 25.1% (Performance 3.2%)
- Knowing facility cleaning procedures: 16.7% (Performance 4.8%)

*April 14
Factors that we can control:

- Ability to be outside/outdoors
- Availability of hand sanitizer
- Avoiding long lines of people
- Limits on crowds (e.g. limit attendance)
- Onsite health monitoring (e.g. taking temperatures)
- Knowing facility cleaning procedures

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Tom Clareson
Project Director

Mollie Quinlan-Hayes
ArtsReady Director, South Arts