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

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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.

Without operational and strategic changes to prioritize safety....

• 1 in 4 people feel comfortable attending exhibit-based institutions (museums, historic sites).
• 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% Exhibit
- Government lifting travel, movement, access restrictions: 67.3% Performance, 62.0% Exhibit
- Seeing others visit: 53.8% Performance, 53.8% Exhibit
- Ability to be outside/outdoors: 50.1% Performance, 45.5% Exhibit
- Availability of hand sanitizer: 37.1% Performance, 37.6% Exhibit
- Organizations choosing to re-open: 29.7% Performance, 34.2% Exhibit
- No significant changes necessary - I feel safe and comfortable: 14.7% Performance, 25.3% Exhibit
- Avoiding long lines of people: 22.8% Performance, 22.0% Exhibit
- Limits on crowds (e.g. limit attendance): 24.3% Performance, 17.5% Exhibit
- Onsite health monitoring (e.g. taking guest temperatures): 3.2% Performance, 25.1% Exhibit
- Knowing facility cleaning procedures: 4.8% Performance, 16.7% Exhibit

*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

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
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