

Visitor numbers as a tool

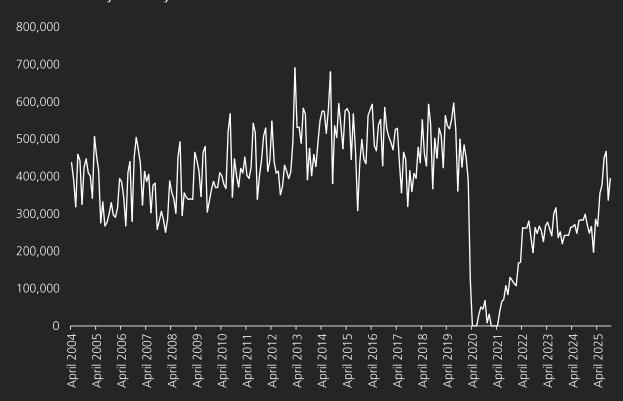
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> NATIONAL GALLERY



Visitor figures tell only one story

National Gallery Monthly Attendance



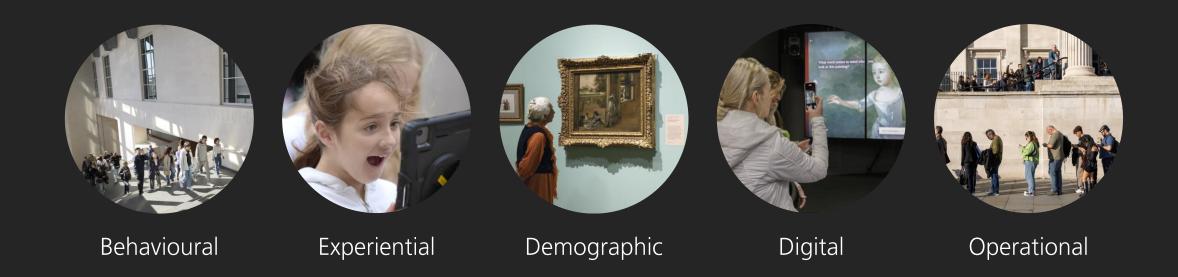
How many of you have seen a chart like this before?

Prioritising quantity of visitors

This is not the only measure that impacts the bottom line...

Source: National Gallery

A holistic approach to visitor numbers



Visitor Figure Toolkit

Behavioural

How do visitors *actually* use the Gallery?



Dwell time Engagement heat mapping



Member engagement Repeat visitation



Conversion rates Event attendance

Visitor Figure Toolkit



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Experiential

What do visitors feel, learn and take away?



Satisfaction/recommendation Net Promoter Score (NPS)



Learning outcomes Perceived relevance



Visitor expectation vs reality

Visitor Figure Toolkit



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Demographic

Who is the Gallery reaching, and who is missing?



Audience profile DEI measures



Frequency of visit Visit history



Barriers to engagement Motivations to visit

Visitor Figure Toolkit



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Digital

How else do visitors engage?



Content consumption



Online collection interaction



Social media engagement

Visitor Figure Toolkit



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Operational & Commercial

How are we serving our visitors?



Queue times Service levels



Capacity utilisation
Staff ratios



Shop/Café conversion Spend per head

Visitor Figure Toolkit



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Bringing it all together Optimise Meaningful digital-tophysical conversion The Demographic Wayfinding reasons Inform vhy interpretation Loyalty Motivating Inclusive Experiential **Digital** Reveal The shifting expectations Inform reasons and interests interpretation why Welcoming Meaningful experience Optimise Improved Staffing visitor layouts Highlights experience where Motivating Marketing resource is stretched Online-first interactions **Behavioural** Operational Create relevance Financial Depth Wayfinding Planning sustainability Inclusive a visit

Bringing it all together

