



Visitor numbers as a tool

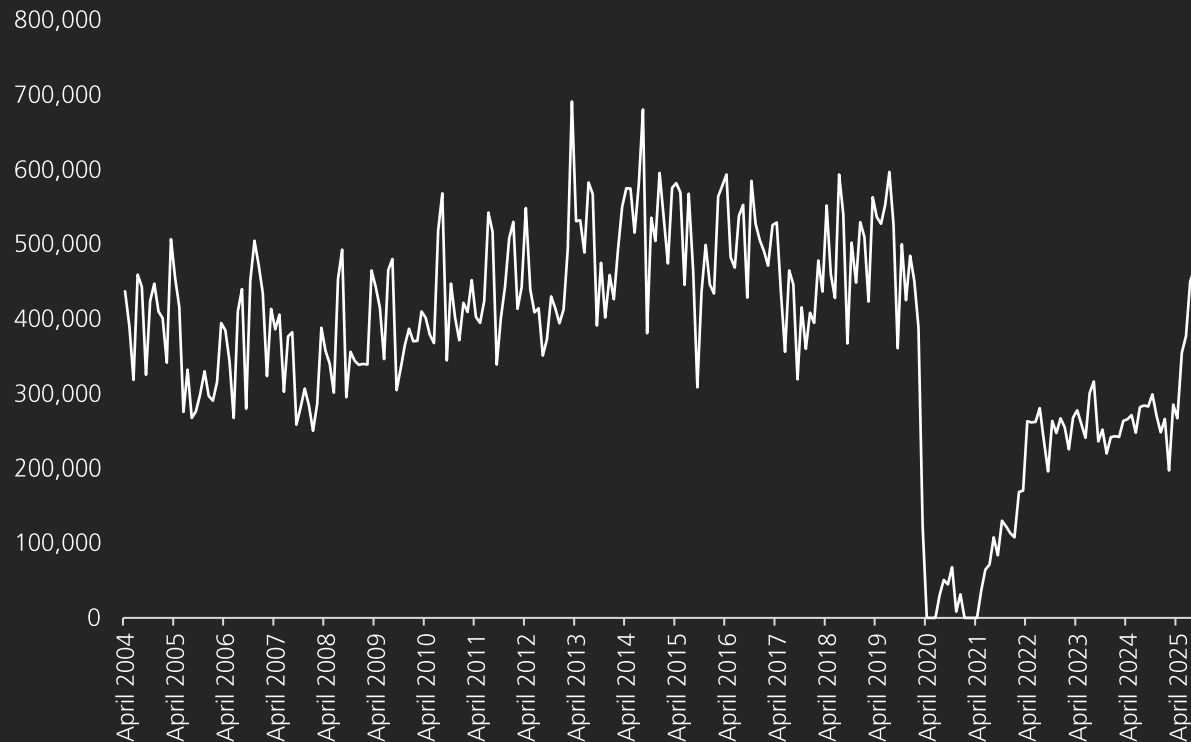
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THE
NATIONAL
GALLERY



Visitor figures tell only one story

National Gallery Monthly Attendance



Source: National Gallery

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...

A holistic approach to visitor numbers



Behavioural



Experiential



Demographic



Digital



Operational

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



Behavioural



Experiential



Demographic



Digital



Operational

Experiential

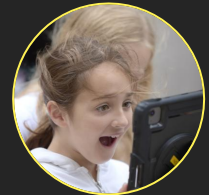
What do visitors *feel, learn and take away*?



Visitor Figure Toolkit



Behavioural



Experiential



Demographic



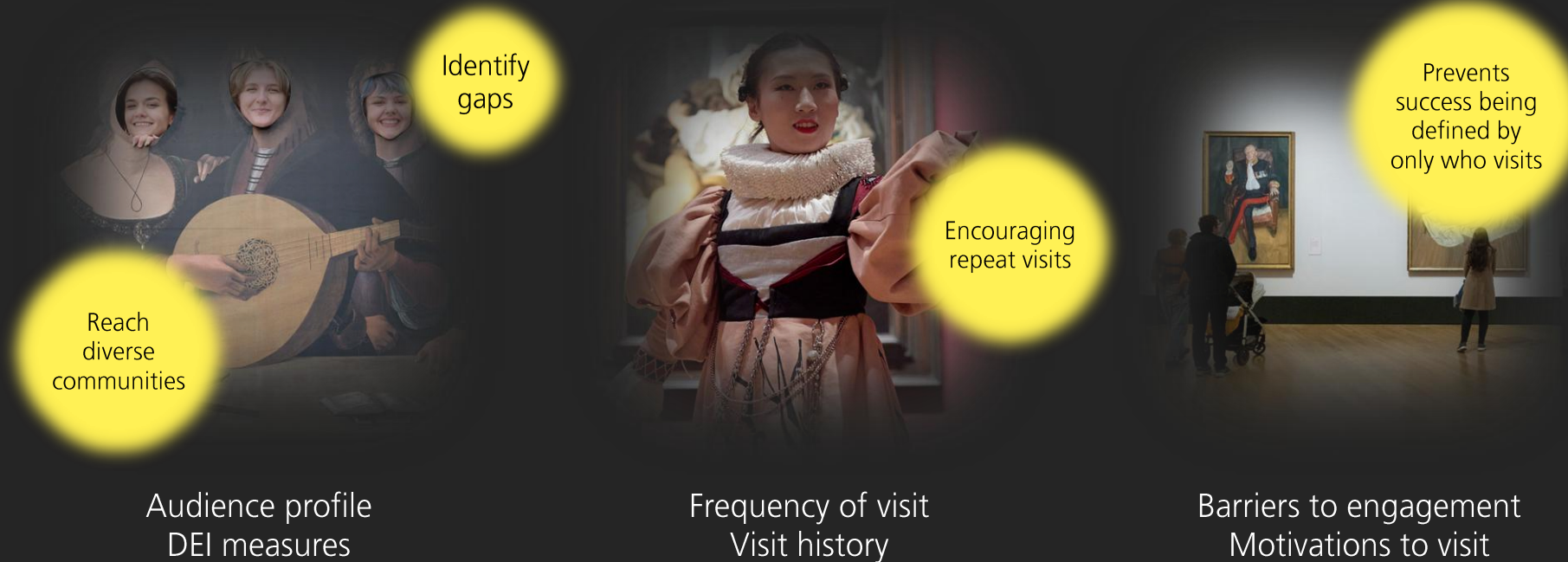
Digital



Operational

Demographic

Who is the Gallery reaching, and who is missing?



Visitor Figure Toolkit



Behavioural



Experiential



Demographic



Digital



Operational

Digital

How else do visitors engage?



Content consumption



Online collection interaction



Social media engagement

Visitor Figure Toolkit



Behavioural



Experiential



Demographic



Digital



Operational

Operational & Commercial

How are we serving our visitors?



Welcoming
experience

Queue times
Service levels

Improved
visitor
experience



Highlights
where
resource is
stretched

Capacity utilisation
Staff ratios



Financial
sustainability

Shop/Café conversion
Spend per head

Visitor Figure
Toolkit



Behavioural



Experiential



Demographic



Digital



Operational

Bringing it all together



Bringing it all together

