

# 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.\*

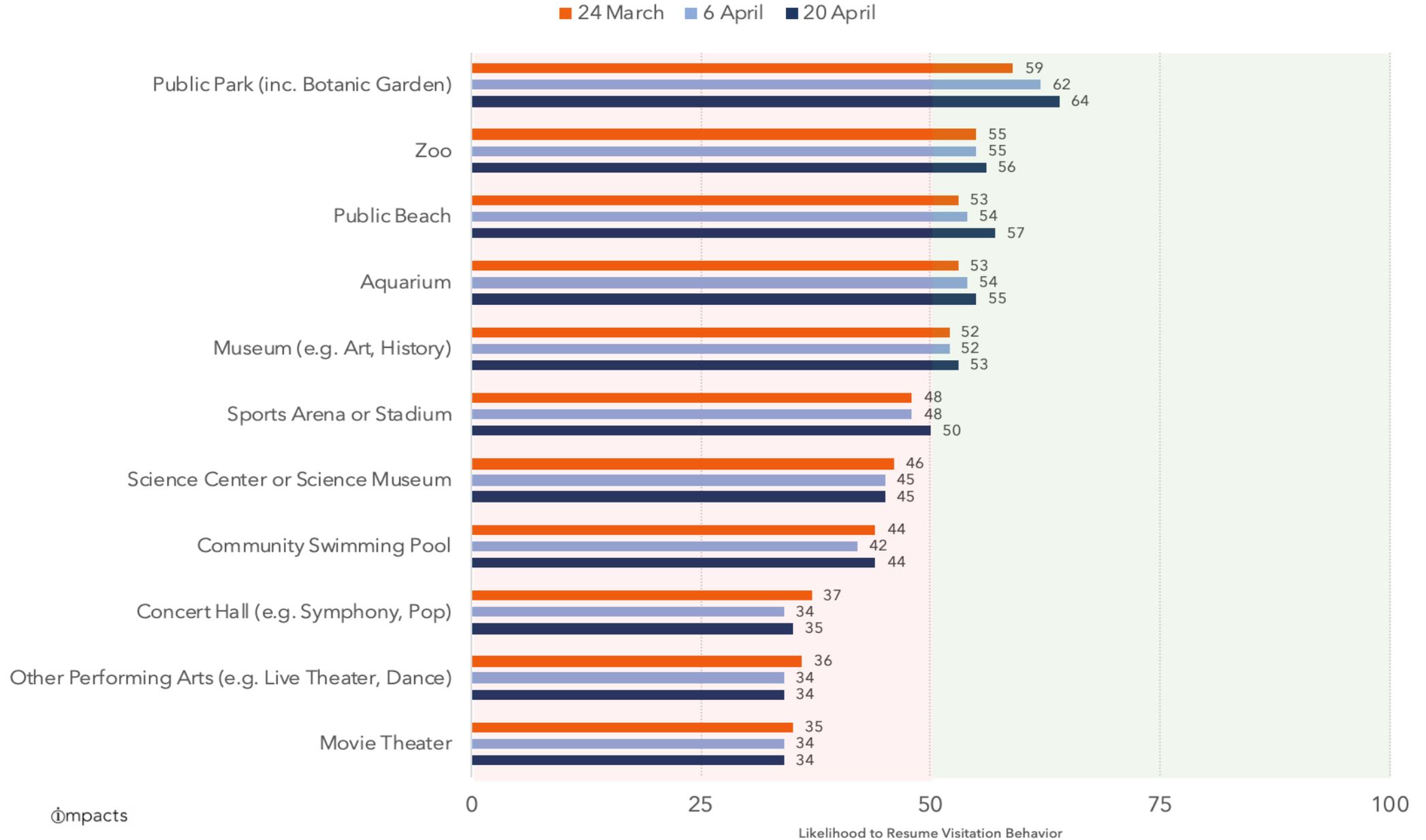
\*provided that we make them aware of additional measures to keep them safe.

Source: Colleen Dilenschneider, “DATA UPDATE: How COVID-19 is Impacting Intentions to Visit Cultural Entities,” *Know Your Own Bone* (blog), April 27, 2020, [www.colleendilen.com](http://www.colleendilen.com)



# Return to Normal Activities

by category of visitor-serving organization



# 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](http://www.colleendilen.com)

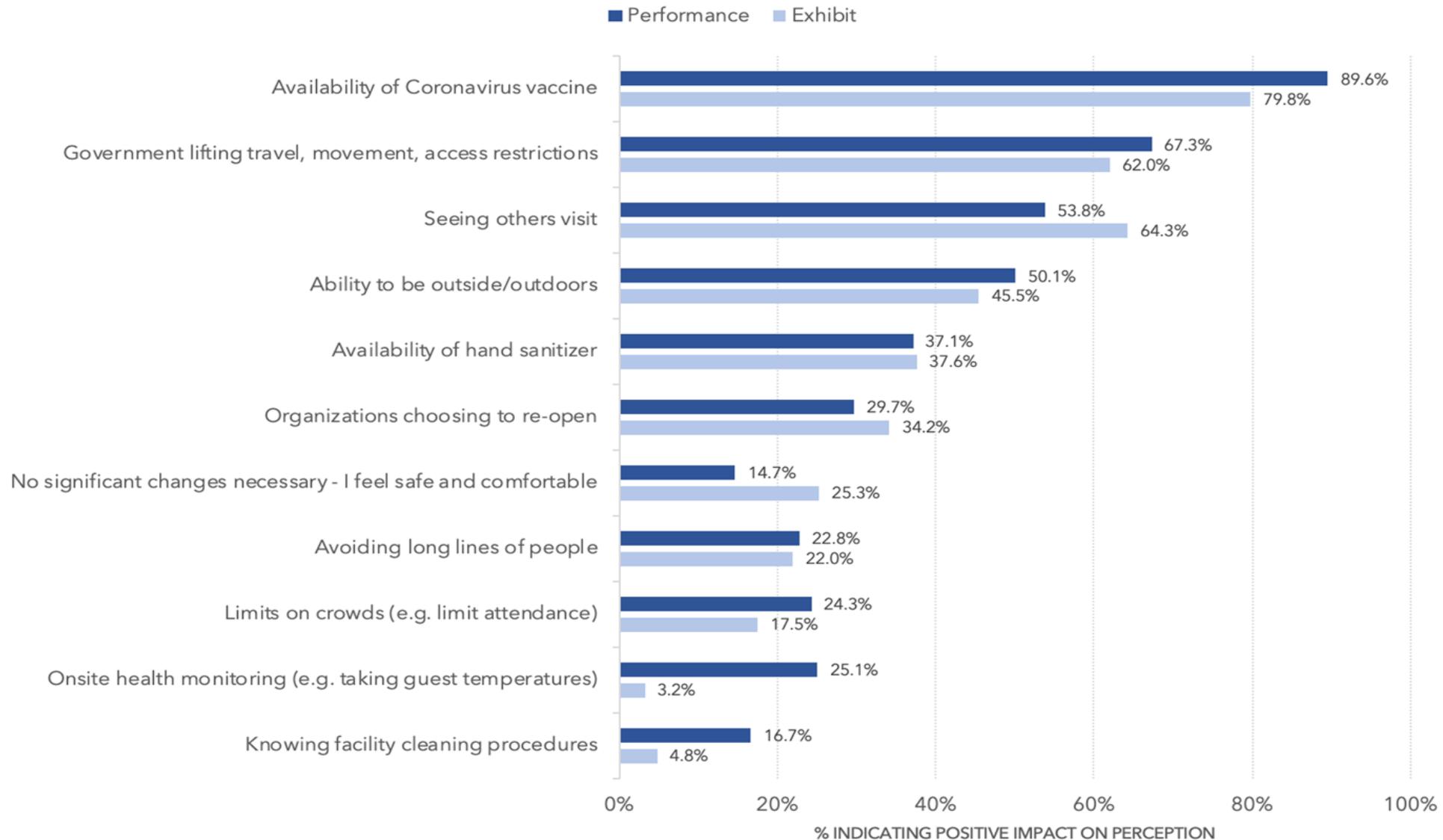


What will make people feel safe attending performances again?



# “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



# 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](http://www.colleendilen.com)



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