

# Association of Independent Museums

AIM E-News – September 2014 – Number 61 – **EXTRACTS**

## Museum visitor figures rise

Visits to museums in England rose by 4% in 2013, reports Visit England in its Annual Attractions Survey. Overall visitor figures to English attractions saw a rise of 5% (compared with a 1% decline in 2012). Highlights of the report include:

- The rise was largely driven by an increase to attractions which charge for admission (where there was growth of 7%) – visits to free attractions grew by 3%
- Despite seasonal closure historic attractions experienced strong growth, with historic houses and castles increasing by 7% and other historic properties and sites by 10% (visits in this sector are a quarter higher than in 2008)
- Revenue from admissions rose by 5% (attributed to a 4% rise in prices and the visitor numbers increase)
- The percentage of attractions increasing their marketing spend rose for the first time in eight years; where marketing spend increased, bigger rises in revenue and visitor numbers followed
- 18% now offer some form of mobile app and 21% offer online booking; Facebook and Twitter are now used widely by even small attractions (corresponding with the findings from AIM's Visitor Verdict benchmarking scheme), although use of mobile apps is lower among museums and galleries (8%) than for many other types of attractions - larger attractions with more than 50,000 visitors saw the highest rates of increase, smaller attractions with fewer than 20,000 visits grew at the slowest rate
- Visits to family attractions rose by 6% with over 30% accounted for by children (compared with a 2% decline in 2012)
- Schoolchildren admissions saw a 4% increase (compared with a 16% decline in 2012)
- Overseas visits increased for most types of attractions and in all English regions apart from the South West, but driven by free attractions and primarily by the national museums
- The average entry charge was £7.30 in 2013 (child admission charge £5.18)
- The average increase in adult admission fees is 4%, consistent with increases during the previous five years. The average increase for museums and galleries was 5%, with an average charge of £4.41 and for 'other historic properties' the average increase was 7% giving an average charge of £5.38
- Growth in visitor numbers was stronger for attractions that offered deals or discounts (offered by 61% of charging attractions), particularly in relation to child admissions (the family market)

<http://tinyurl.com/pzwrzv3>

## Choosing collections management software

Collections Trust has launched its Collections Management Software Survey 2014-15. Now updated to include information about digital asset management integration and support for data export to platforms such as Europeana and the Culture Grid, it offers a free online way for museums to compare the features of leading collections management systems. [www.collectionstrust.org.uk/choose-a-cms](http://www.collectionstrust.org.uk/choose-a-cms)

**AIM Training Grants** – for 2014 onwards, 10 March for courses between 1 April-30 June; 10 June for courses 1 July-30 September, 10 September for courses 1 October-31 December and 1 December for courses 1 January-31 March.

[www.aim-museums.co.uk](http://www.aim-museums.co.uk)

The **2015 AIM National conference** will be held at the ss Great Britain, Bristol on 18-20 June 2015. [www.aim-museums.co.uk](http://www.aim-museums.co.uk)