

# 2018 National Visitor Survey

## 2018 National Visitor Survey – a snapshot of visitors to public museums and galleries

The data for this infographic was collected from 44 Museums Aotearoa member museums and galleries who interviewed 3636 visitors. The survey was run at each institution for 6 consecutive days during February or March 2018. Only adults were surveyed and the data was collected through a combination of interviewer and self-complete questionnaires.

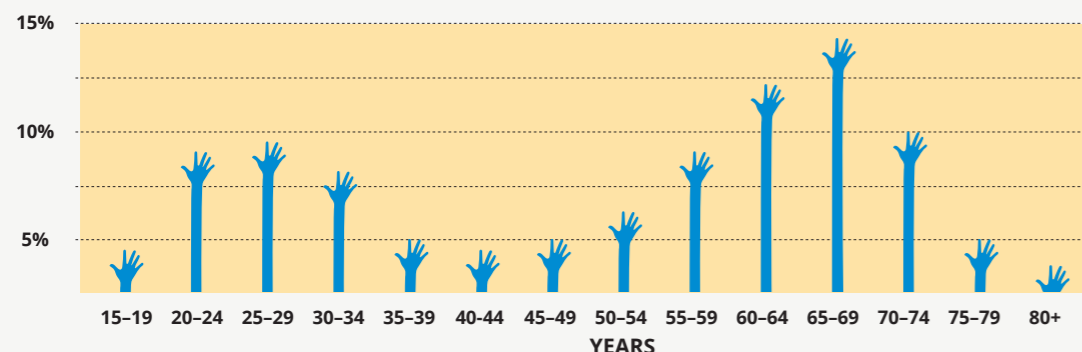
This summary provides a broad overview of the results. It is noted that the data is a 'snapshot' towards the end of the peak summer season, and differs from annual visitation.

### Who visits museums?

#### Gender

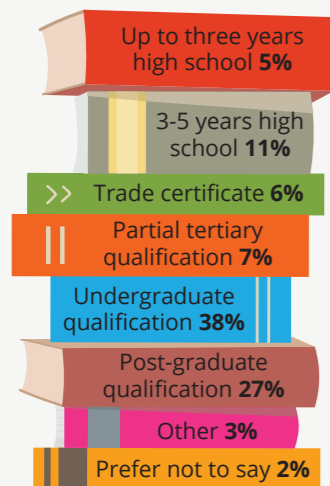


#### AGE

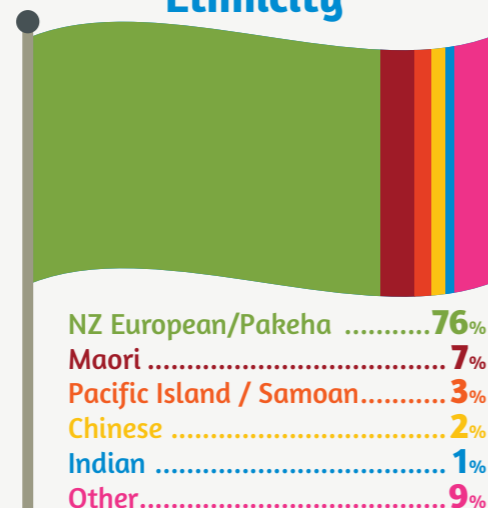


Visitors are most likely to be **female aged 55 years or older**

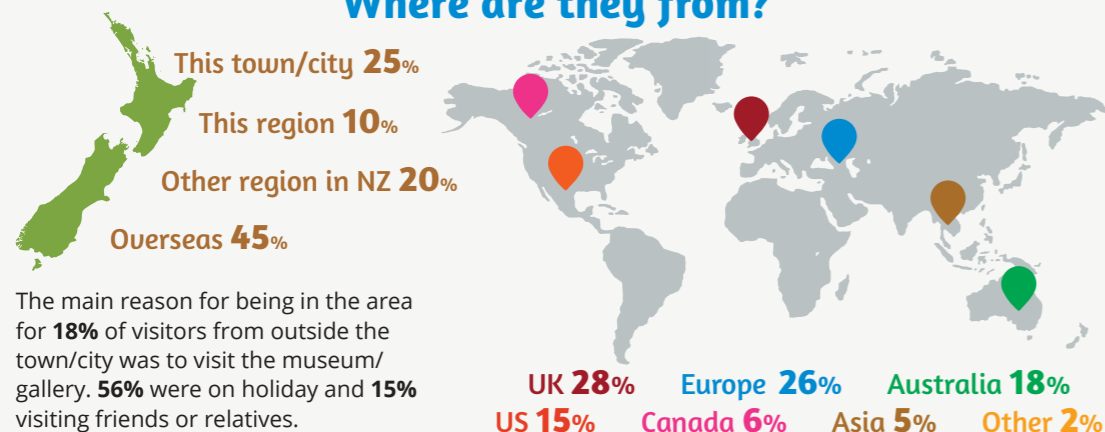
#### Education



#### Ethnicity

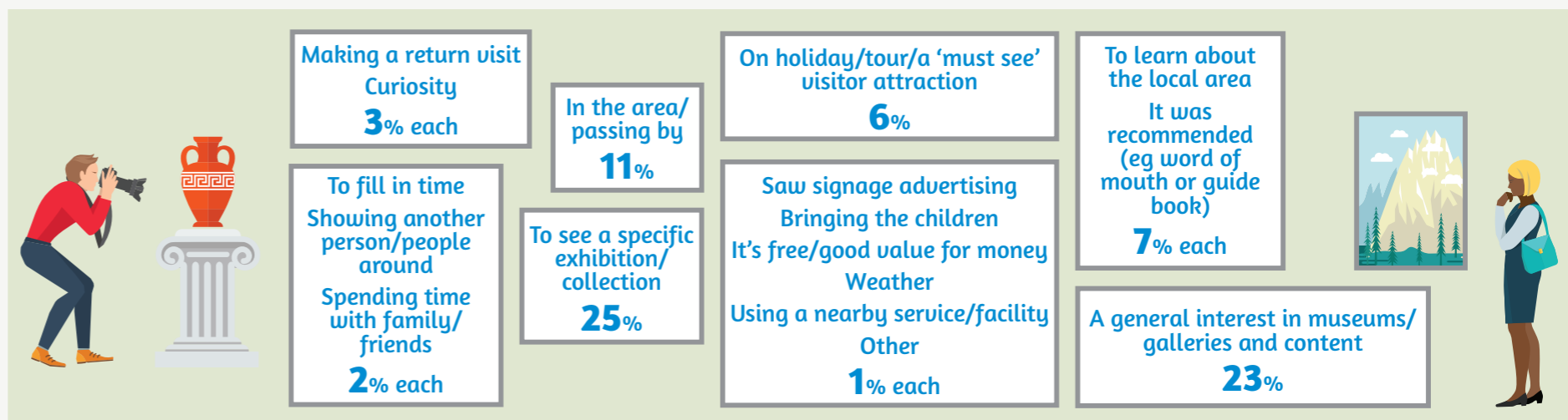


### Where are they from?



The main reason for being in the area for **18%** of visitors from outside the town/city was to visit the museum/gallery. **56%** were on holiday and **15%** visiting friends or relatives.

### Why did they visit?



### How did they benefit?

- Learning ..... **65%**
- Understanding **46%**
- Reflection..... **42%**
- Perspective ... **38%**
- Relaxation ..... **35%**
- Other..... **33%**
- Interest ..... **32%**
- Identity ..... **26%**
- People/social.. **18%**
- Issue..... **16%**
- Values ..... **15%**

### How happy are they?

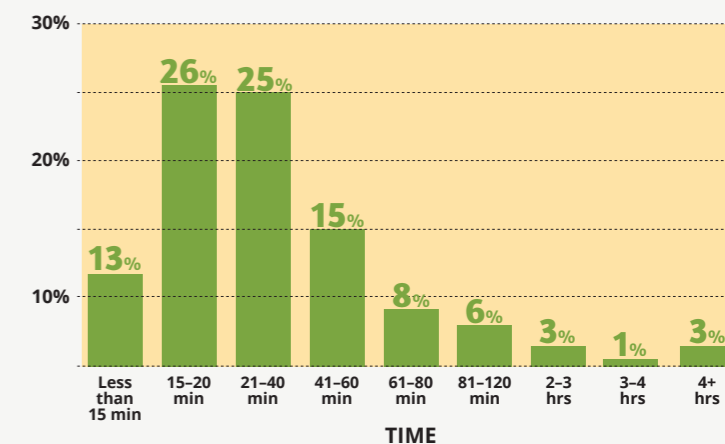
96% are satisfied, very satisfied or extremely satisfied

- Neutral (5)..... **3%**
- 6 ..... **5%**
- 7 ..... **21%**
- 8 ..... **29%**
- Extremely satisfied (9).... **40%**

### Who do they visit with?

- With my partner/spouse **37%**
- With a family member or family group **18%**
- Alone **18%**
- With friends **16%**
- With family and friends **6%**
- With an educational group **2%**
- With an organised tour **1%**
- Other **1%**

### How long do they spend?

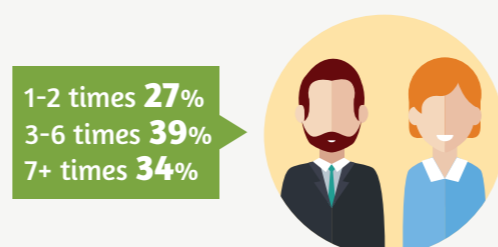


### How often do they visit?

How many times (counting today) have you visited **THIS MUSEUM** in the last 12 months?



How many times (counting today) have you visited **ANY** museum in the last 12 months?



### How do they know?

- Local knowledge or previous visit..... **39%**
- Walking by ..... **25%**
- Verbal recommendation..... **17%**
- Tourist guide book ..... **13%**
- Free tourist publication..... **6%**
- News media ..... **6%**
- Museum media..... **6%**
- Museum website ..... **4%**
- Tourism professional ..... **5%**
- Museum volunteer/friend/member ..... **3%**
- Other..... **9%**

### Participants

**ART** Aigantighe Art Gallery, City Gallery Wellington, Dunedin Public Art Gallery Forrester Gallery, Hastings City Art Gallery, Mahara Gallery, Sarjeant Gallery Te Whare o Rehua Whanganui, Te Tuhi, Te Uru, The Dowse Art Museum, The Suter Art Gallery Te Aratoi o Whakatū, Waiheke Community Art Gallery, Whangarei Art Museum - Te Manawa Toi. **Mixed** Aratoi - Wairarapa Museum of Art and History, Canterbury Museum, Dargaville Museum, Expressions Arts & Entertainment Centre, MTG Hawke's Bay, Museum of New Zealand Te Papa Tongarewa, Museums Wellington, Nelson Provincial Museum, Otago Museum, Puke Ariki, Southland Museum & Art Gallery, Tairāwhiti Museum Te Whare Taonga o te Tairāwhiti, Taupō Museum, Te Awamutu Museum, Te Manawa, Waikato Museum. **Historical** Akaroa Museum, Albertland & District Museum, Cambridge Museum, Central Hawke's Bay Settlers Museum, Coach House Museum, Golden Bay Museum, Gore Historical Museum, Kaikoura Museum, Matamata Historical Society Inc, Okains Bay Māori & Colonial Museum, Waimate Historical Museum & Archives, Waiuku Museum Society, Whangarei Museum & Heritage Trust. **Special**, Air Force Museum of New Zealand, Katherine Mansfield House and Garden, National Army Museum, New Zealand Maritime Museum, New Zealand Rugby Museum, Waitangi Museum & Treaty Grounds.