

## 7.7, 7.8 Visitor Numbers and Survey (Interim)

**7.7** ■ Please give details of how visitor numbers and details are recorded. What is the annual number of visitors to the museum in each of the last three years? Please submit an analysis of the previous year's visitor numbers.

■ This is a Minimum Standard for Interim Accreditation.

Please enclose the relevant additional documents along with your Application Form.

### ■ Requirements

- (i) Applicants must have a system to record the number of visitors to the museum. Visitor numbers and other basic data must be collected regularly.

### ■ Guidelines

- A. See also Factsheet 10: Visitor Statistics Survey Form. Museums may use this Factsheet as a template for a visitor statistics survey.
- B. Some museums may have ticketing systems that will give certain information on their visitors.

**7.8** ■ Please submit a copy of a visitor statistics survey. Give details of survey frequency, including when the most recent survey was carried out.

■ This is a Minimum Standard for Interim Accreditation. Question 7.8 also relates to this Minimum Standard.

Please enclose the relevant additional documents along with your Application Form.

### ■ Requirements

- (i) Applicants must have a system in place for surveying and analysing quantitative information about their visitors.
- (ii) Results of the visitor survey must be analysed monthly and annually and the most recent analysis submitted.

### ■ Guidelines

- A. A Visitor Survey is designed to capture the following information about the visitors:
  - (a) Date of visit
  - (b) Number of visitors
  - (c) Length of visit - time of arrival and time of departure.
  - (d) Nationality
  - (e) How they heard about the museum
- B. Visitor Survey may be carried out by the museum or in the case of larger institutions, may be conducted by external companies. Museums may use the template Visitor Survey Form or if they have their own, all the information above must be included.
- C. See Factsheet 10: Visitor Statistics Survey Form.