

AMMC CONFERENCE PRESENTATION

Visitor and Member Expectations and How To Fulfill Them

Studies and Panel

In May, we conducted an online survey of more than 45 cultural attraction's visitors, members, donors, and social media followers was conducted. More than 95,000 surveys were completed.

In October, we conducted a survey of cultural attractions; 73 participated.

John Morey

President
Morey Consulting

Tiffany Tessada

Membership and Annual Giving Director
Seattle Art Museum

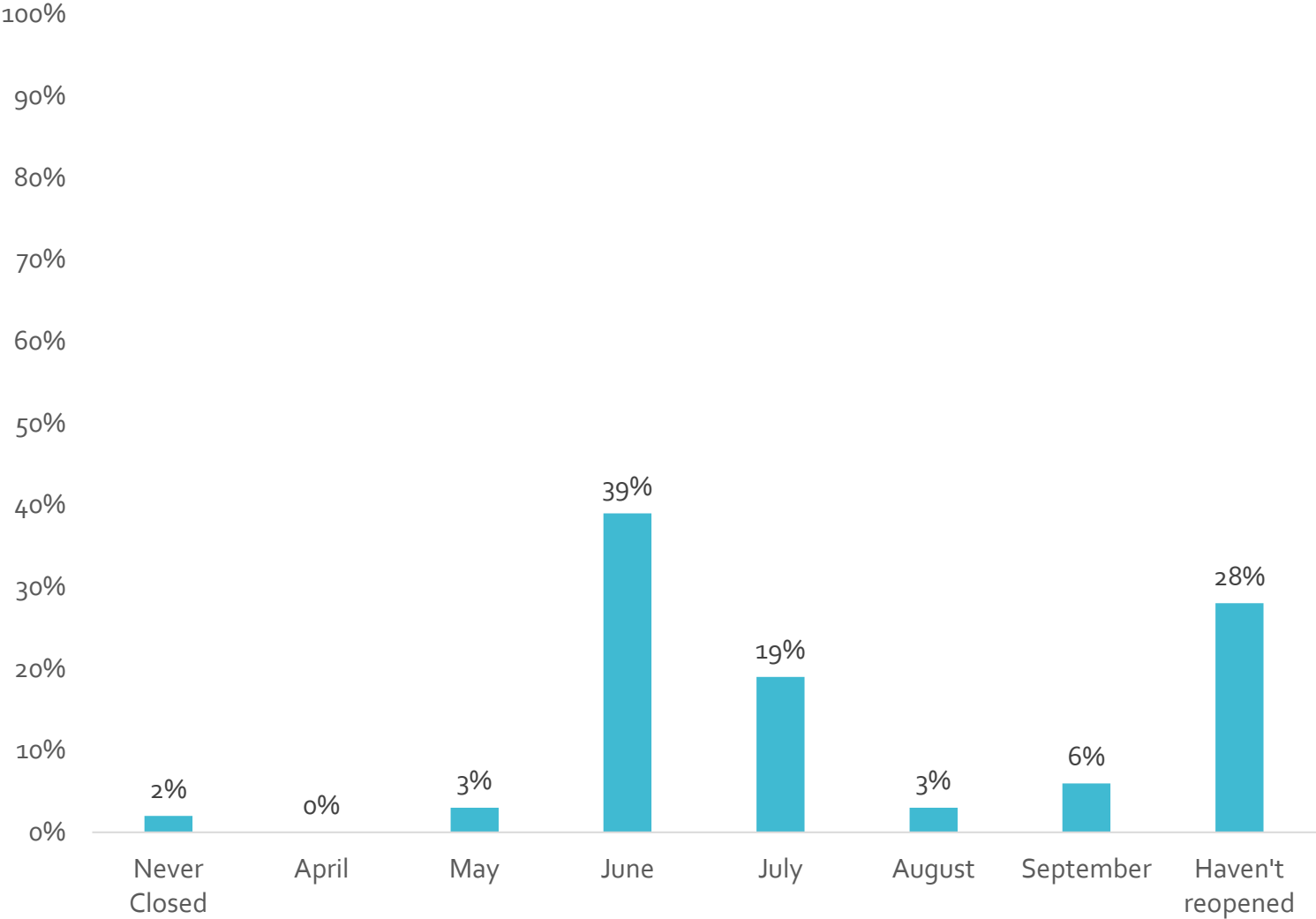
Adrian Cavazos

Senior Director, Business Operations
Houston Zoo

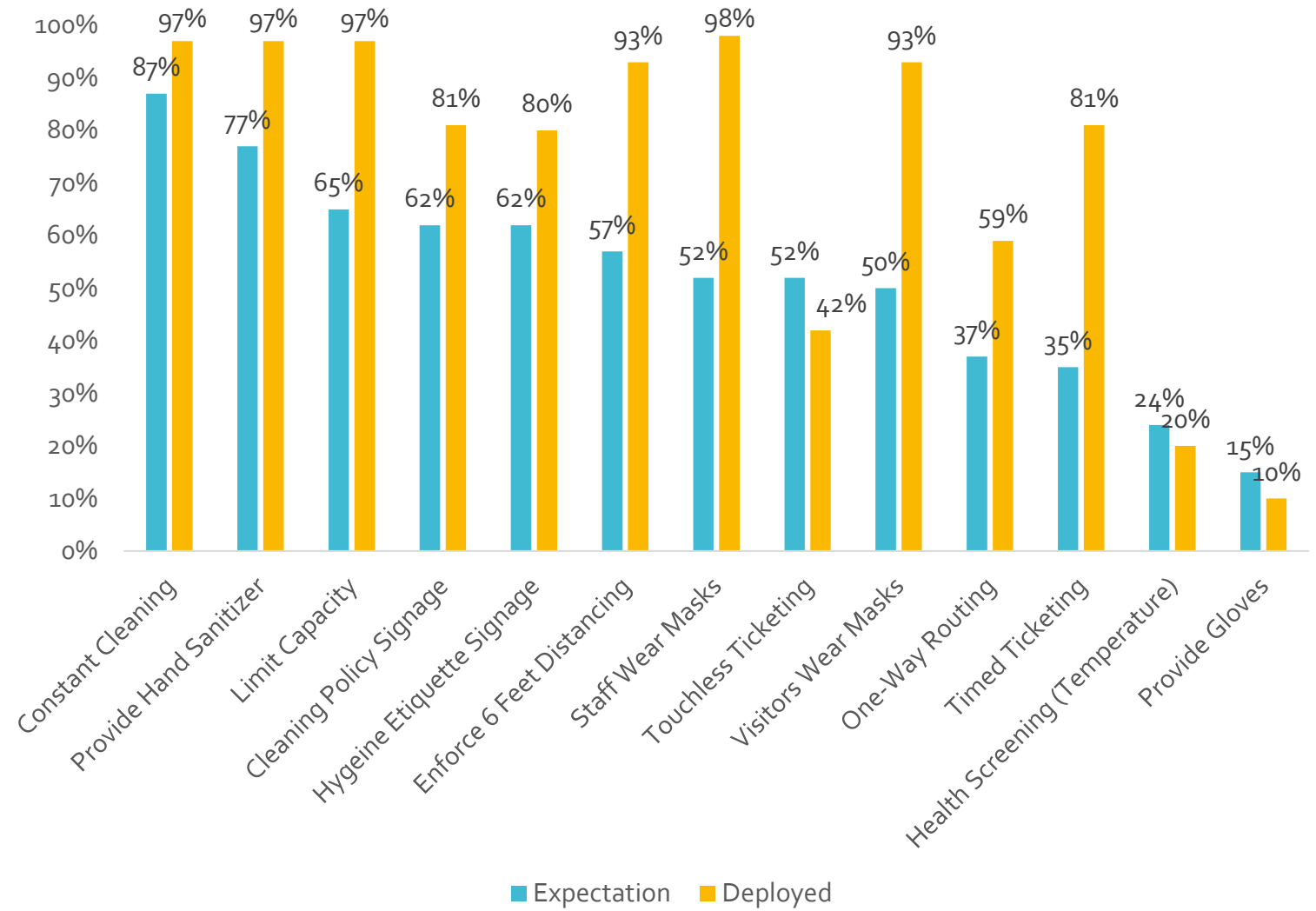
Mindee Kashiwagi

Director, Membership
California Academy of Sciences

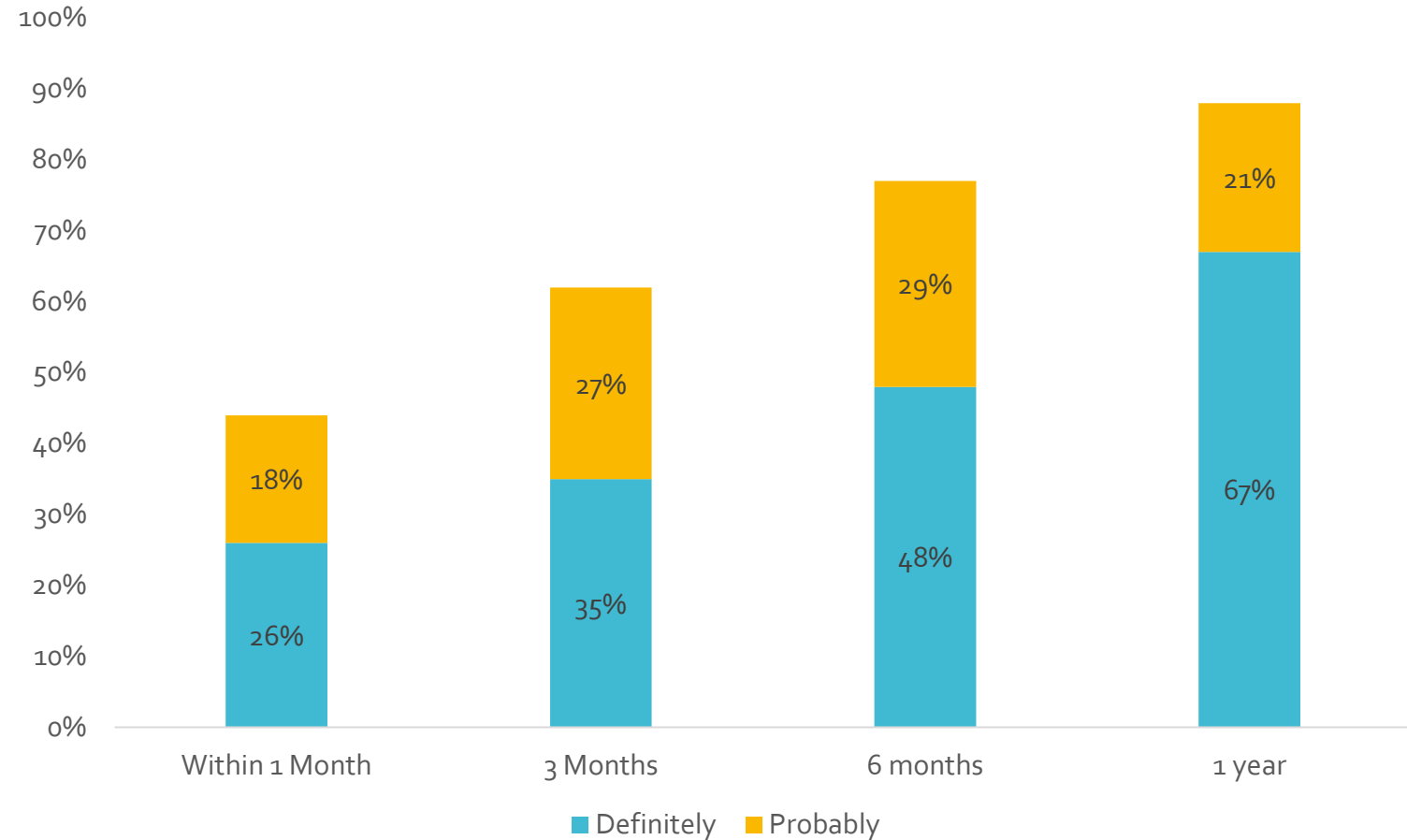
Reopening Status



When the stay at home orders and travel restrictions have been lifted and we reopen, how important is it for us to do the following to ensure your visit safety?

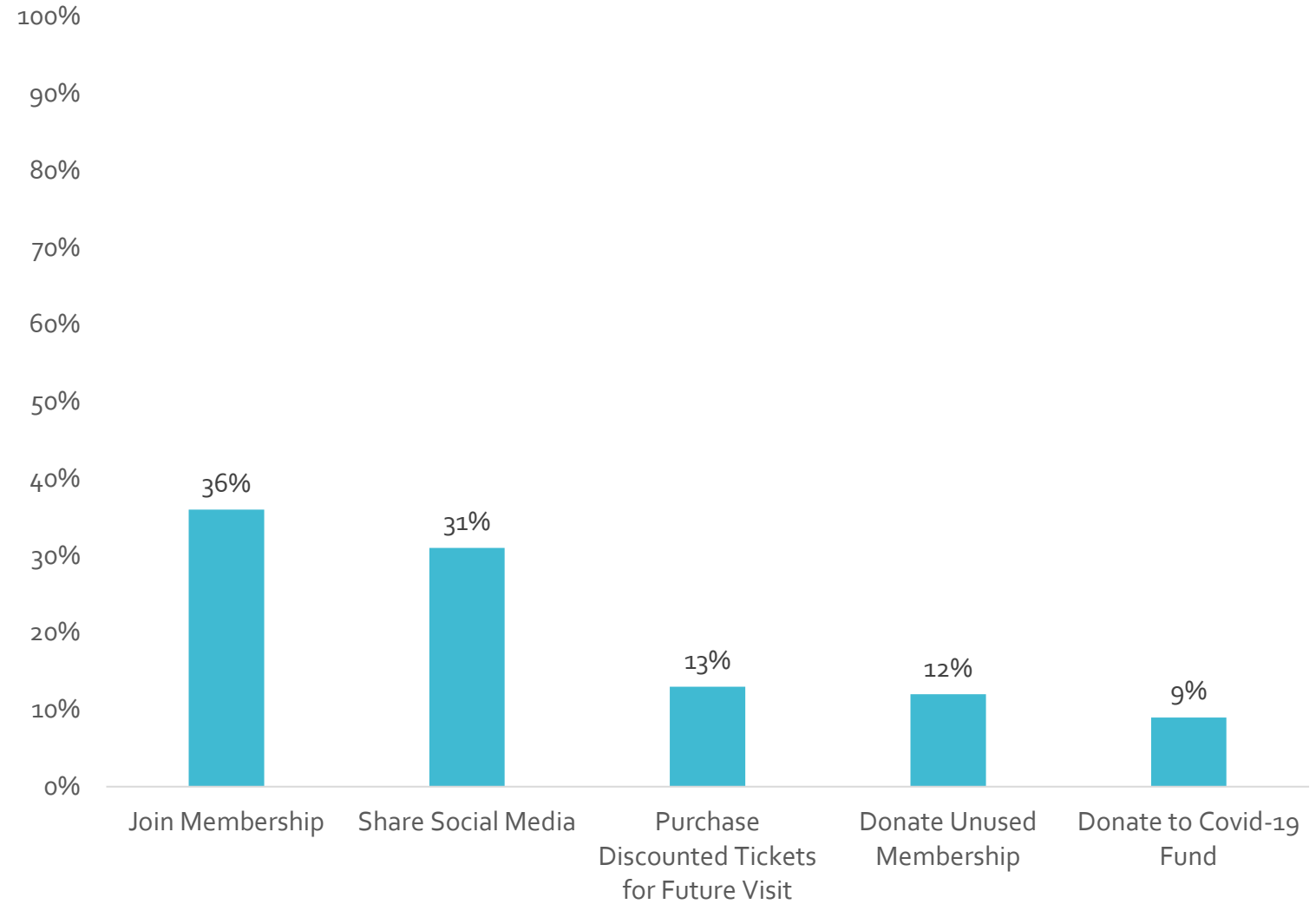


When stay at home orders and travel restrictions are lifted and we reopen, how likely are you to visit CULTURAL ATTRACTION?

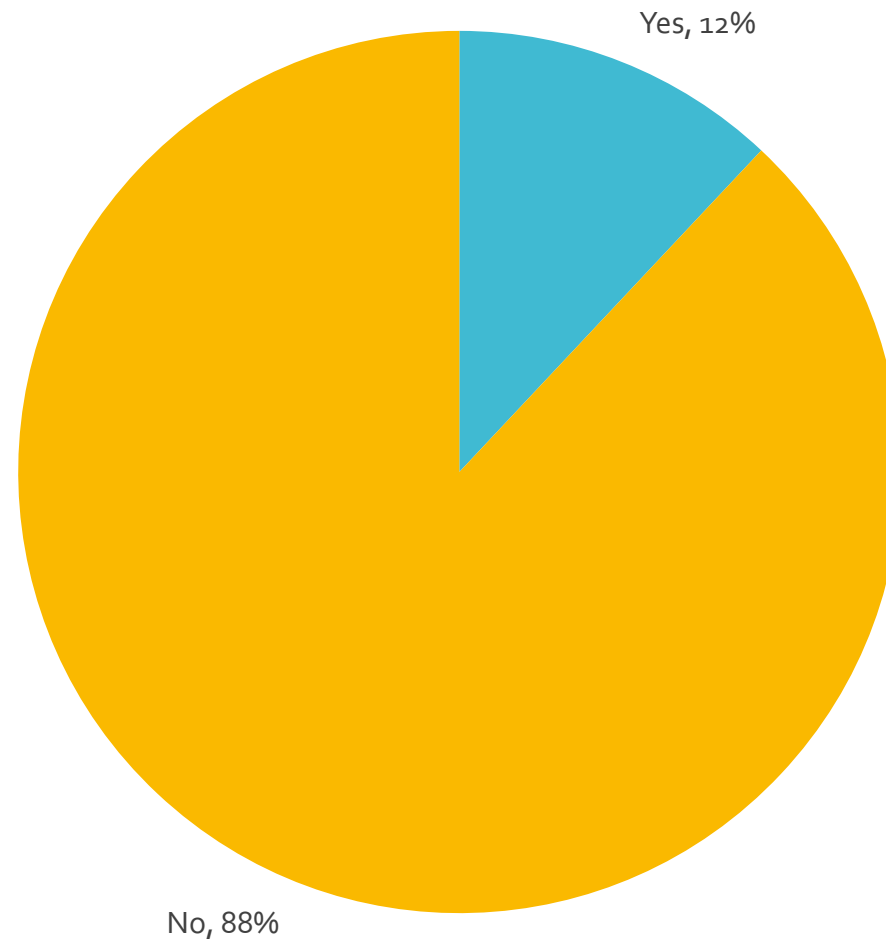


Actual visitation has been 39%, which suggests the percentage that will “definitely” visit mirrors actual visitation and that a year from now visitation will represent approximately 67% of traditional annual attendance (not including tourism).

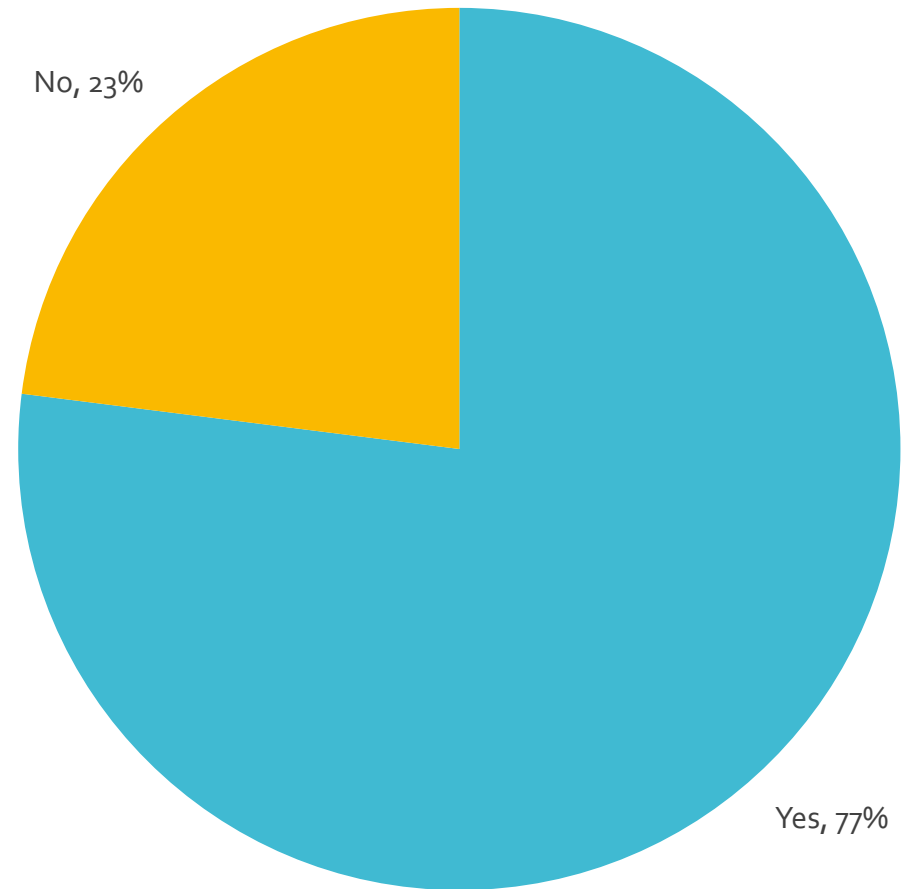
We, like most organizations need help. How likely are you to do any of the following to help us while we are closed or when we reopen?



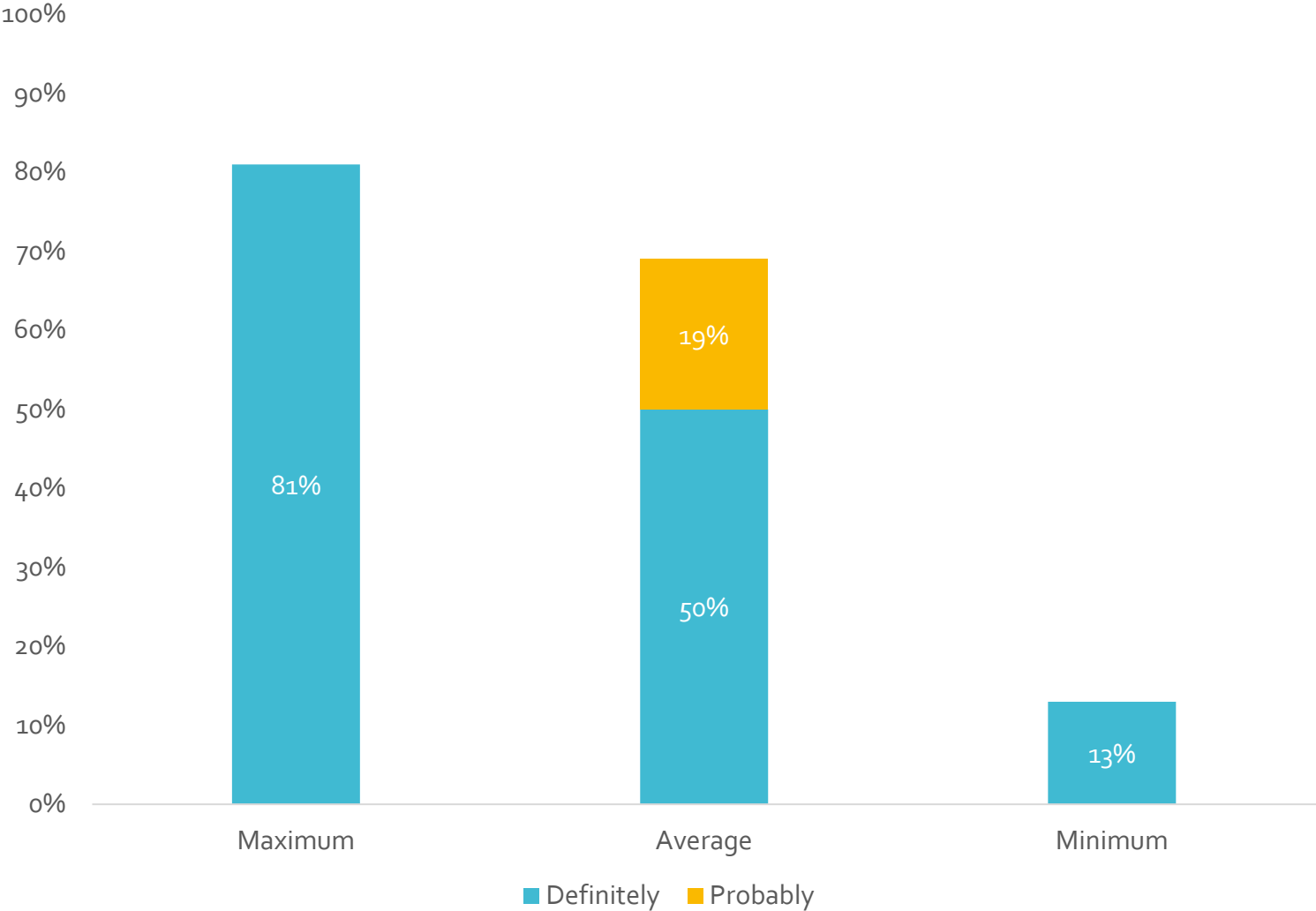
Offered discounted admission
tickets



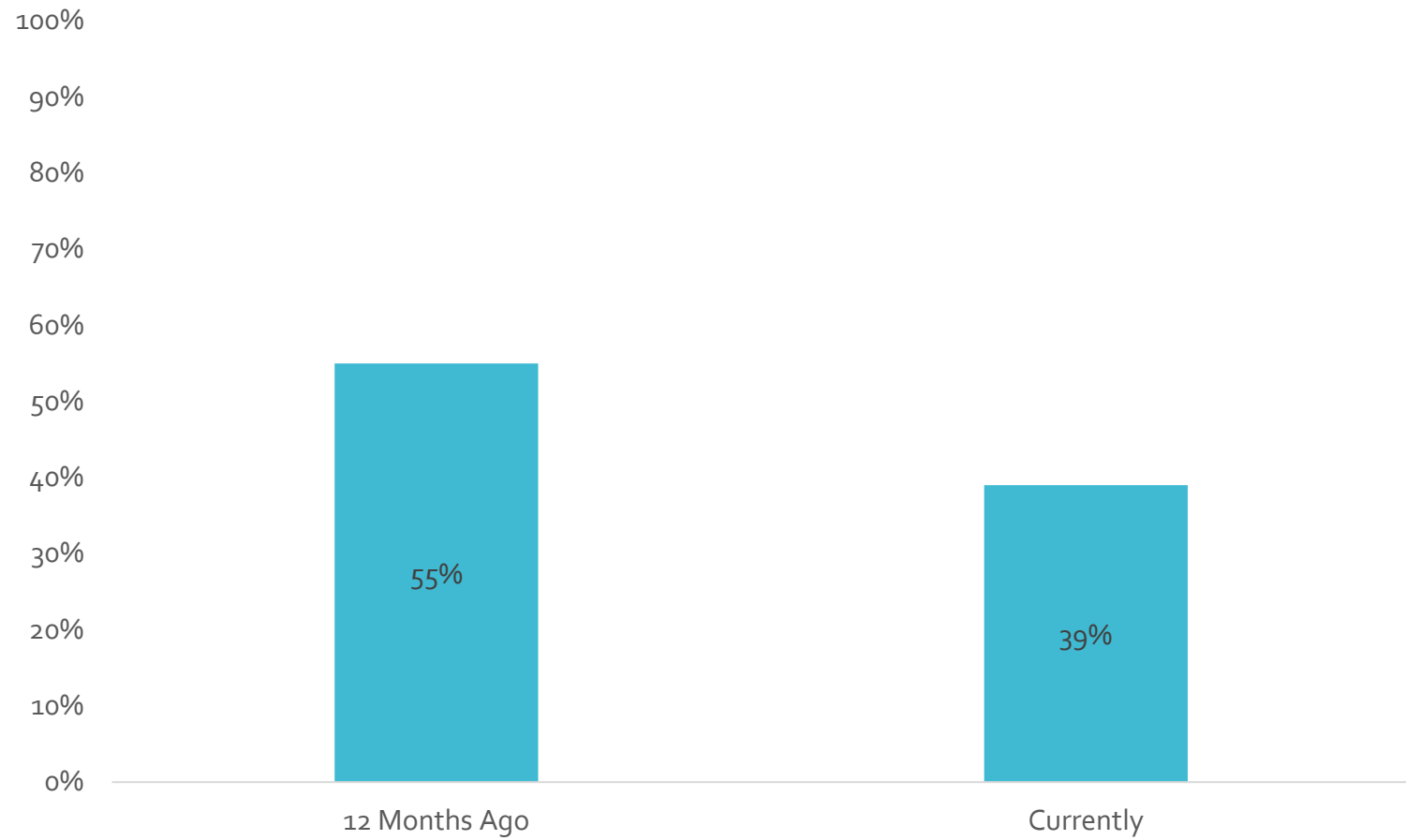
Have you extended
membership by the number of
months you were/are closed?



How likely are you to renew your membership?

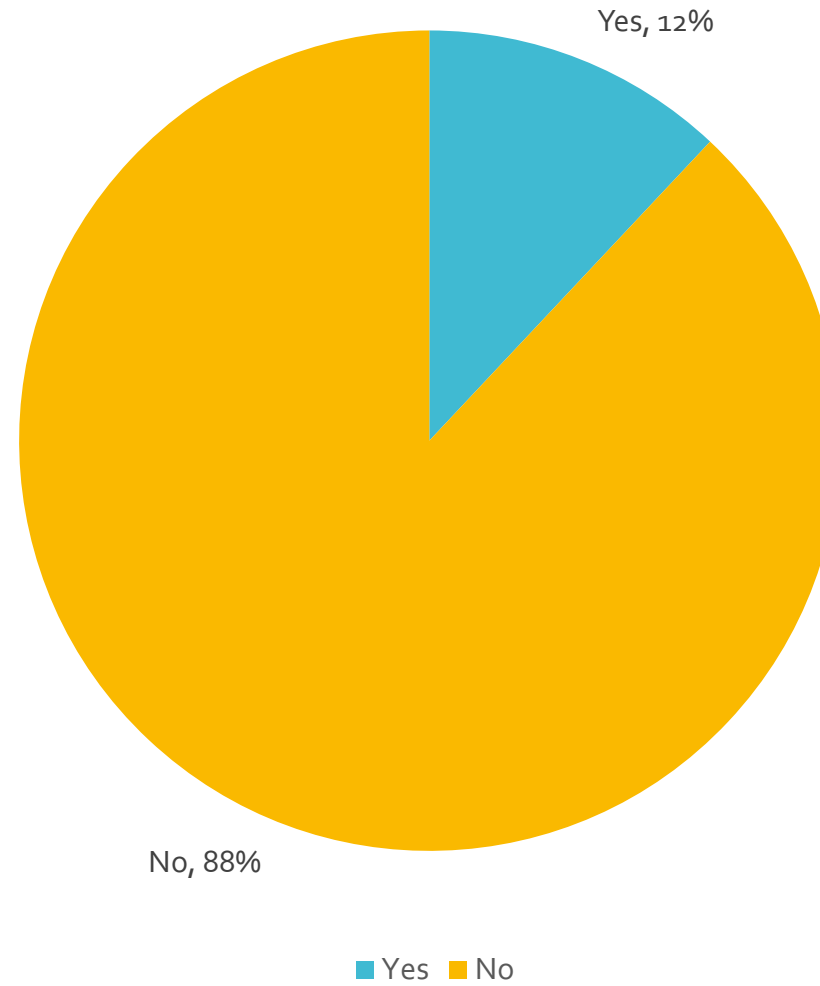


Average Renewal



Renewal has decreased 29%.

In the next 12 months, how likely are you to support CULTURAL ATTRACTION via a donation to our annual fund or other fundraiser?





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