



ERIH INDUSTRIAL HERITAGE BAROMETER 2019

SURVEY OF EUROPEAN INDUSTRIAL HERITAGE SITES

ERIH INDUSTRIAL HERITAGE BAROMETER 2019 - THE MAIN RESULTS

- Second European-wide Industrial Heritage Barometer
- Internet online survey in April 2019
- 325 operators of industrial heritage locations were contacted
- 113 advertised locations participated in the survey
- topic groups: core data, target groups, perspectives and measures

Cooperation: ERIH European Route of Industrial Heritage +
RVR Regionalverband Ruhr / Route of Industrial Heritage Ruhr

Abstract

Core data

From the participating locations

- 50% are in public ownership, 27% are run by private organisations, 16% by foundations and 7 % other status
- 87% open all year, 13% seasonal
- early all are dependent on public subsidies of varying amounts to finance current operations:
 - 39% of facilities cover less than 20% of their operating costs through revenue
 - 16% of facilities can cover more than 80% of their operating costs through revenues
- 41% have 1-5 full-time employees, 15% 11-20 employees, 7% more than 50 employees

Abstract

Target groups

- The industrial heritage sites appeal to broad sections of the population (general public: 98%, families: 86%).
- In addition, they pursue an important educational mission; for 88% of the locations, school groups are an important target group.
- The tourism target groups (Best Ager Over 50s: 74%, Educational Travellers: 65%, Young People: 50%, and Mice Group: 40%) are highly rated.

Due to their attractiveness, the industrial heritage sites have a trans-regional appeal: 60% of the visitors come from the region, 30% from the respective country, 10% are international visitors.

The annual visitor numbers are varied and depend, for example, on location, size and attractiveness. In general they have risen steadily in the last three years.

Abstract

Perspectives

The locations are optimistic about the future in 2019. The own offer is estimated to be very attractive and competitive.

- 81% assess their own competitiveness good or very good
- 61% judge that the general trend in visitors is good or very good

Only the staffing is critically evaluated: 36% rate the staffing negative or very negative.

Abstract

Measures

Numerous activities and measures are planned, in particular to increase the number of visitors and reach new target groups, to renew the permanent exhibitions and to organize temporary exhibitions.

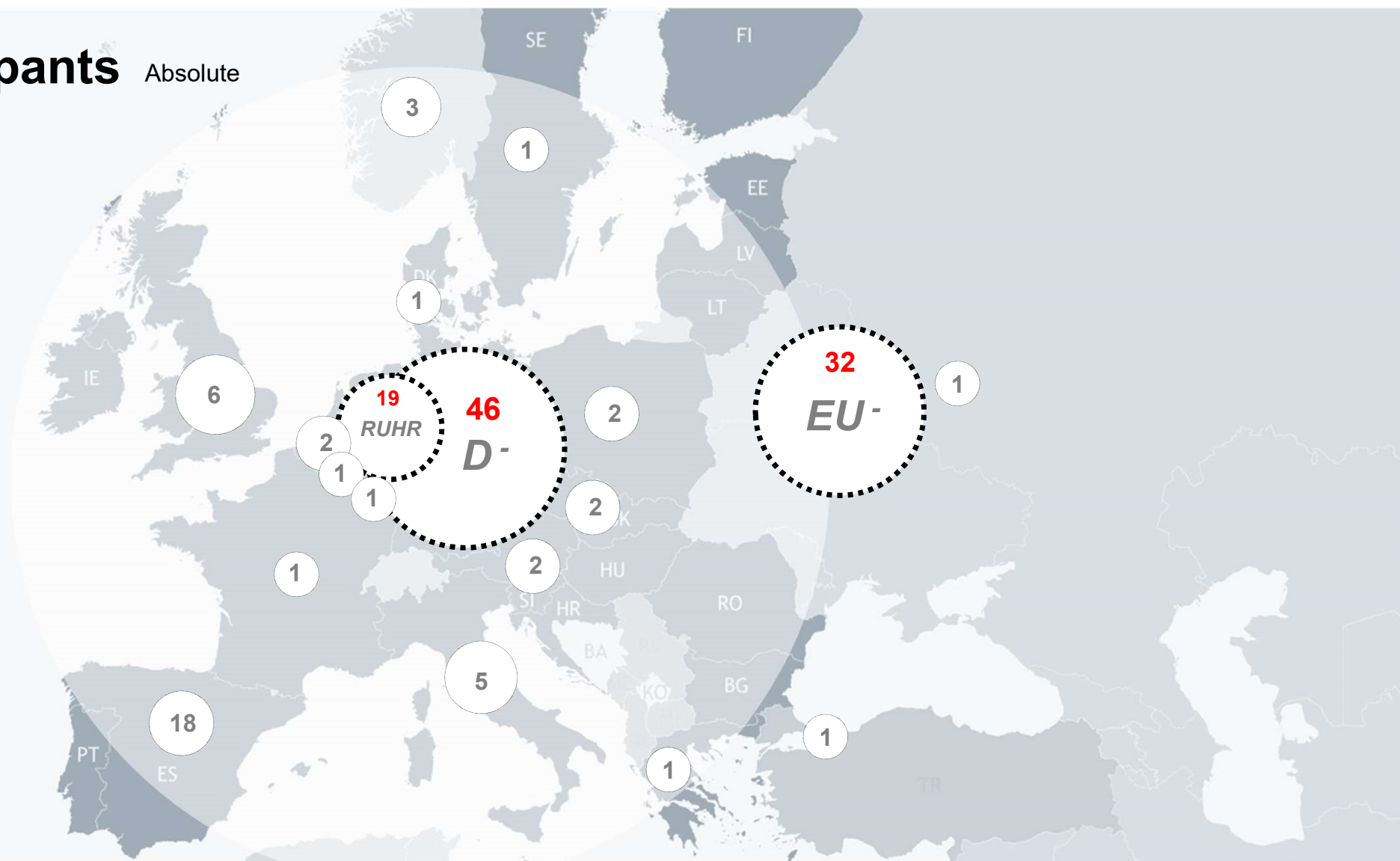
The most frequently mentioned individual measures include increased marketing efforts, the development of new, experience-oriented offers, a stronger customer orientation and better communication of the offer.

Physical enhancements are designed and implemented at numerous locations. These include development plans, energy efficiency improvements and the enhancements to physical and intellectual accessibility.

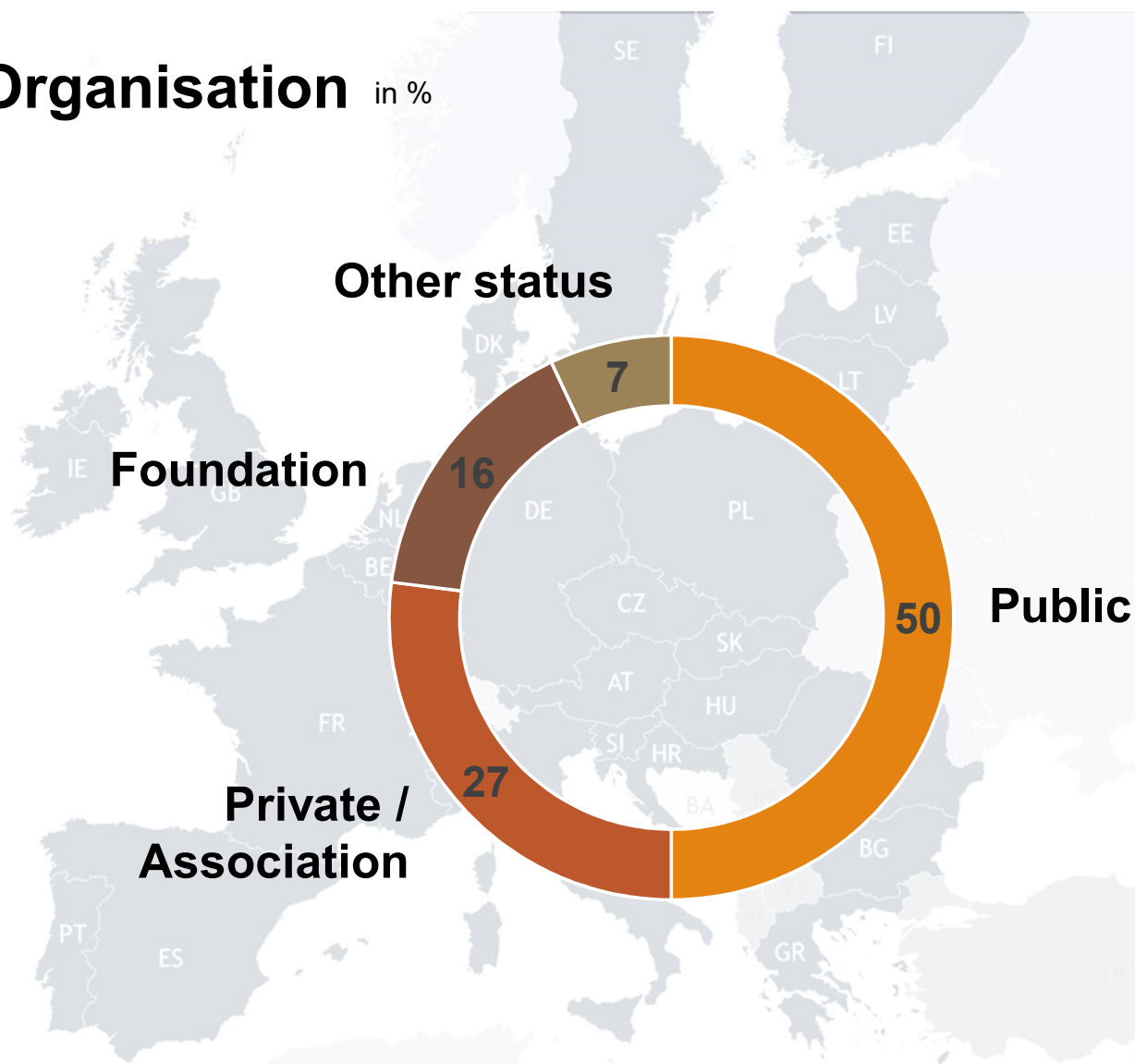
Evaluation of the answers to the individual questions

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Participants Absolute

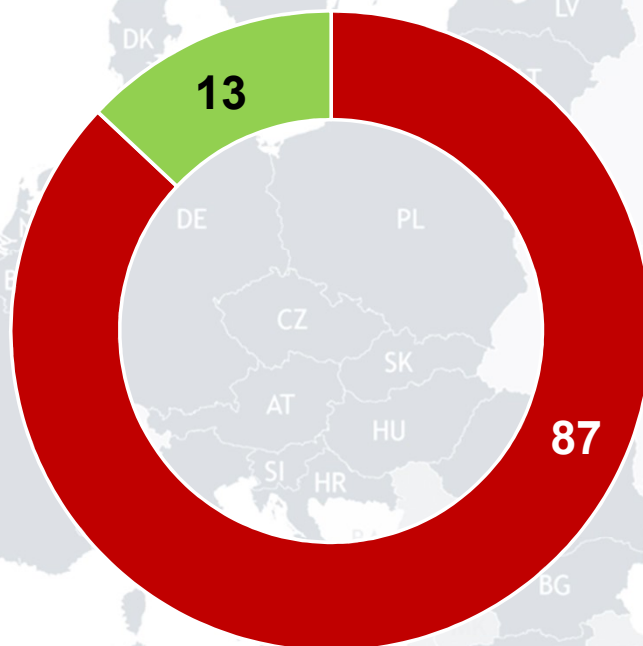


Status Organisation in %

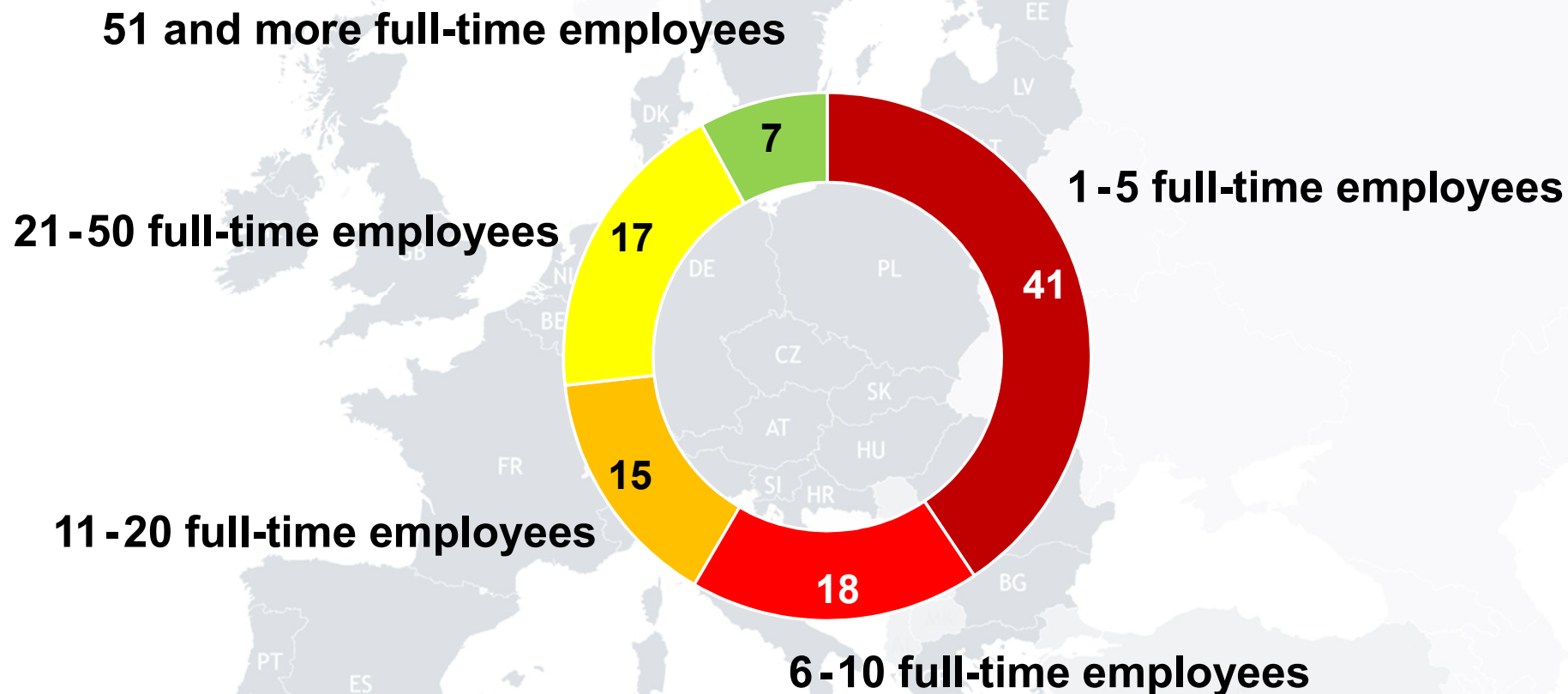


Opening hours in %

Seasonal opening



Staff Full-time employees in %



Funding

Revenue income in % of costs [

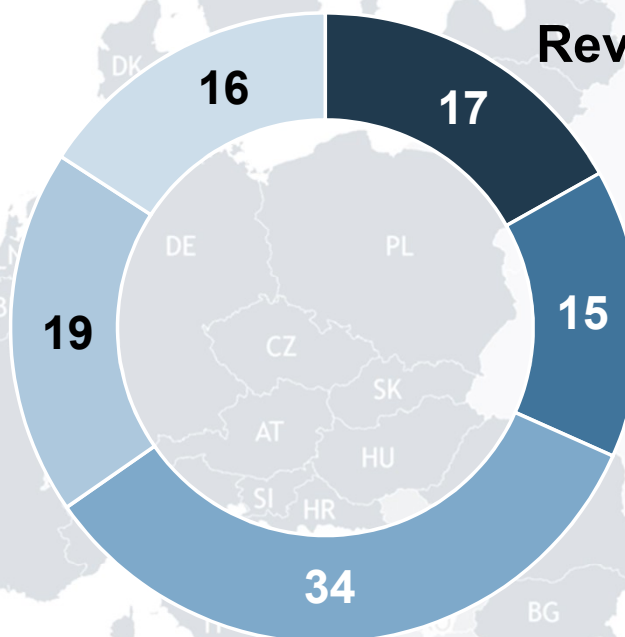
Revenue income 81+ % of costs

Revenue income 1 - 10 % of costs

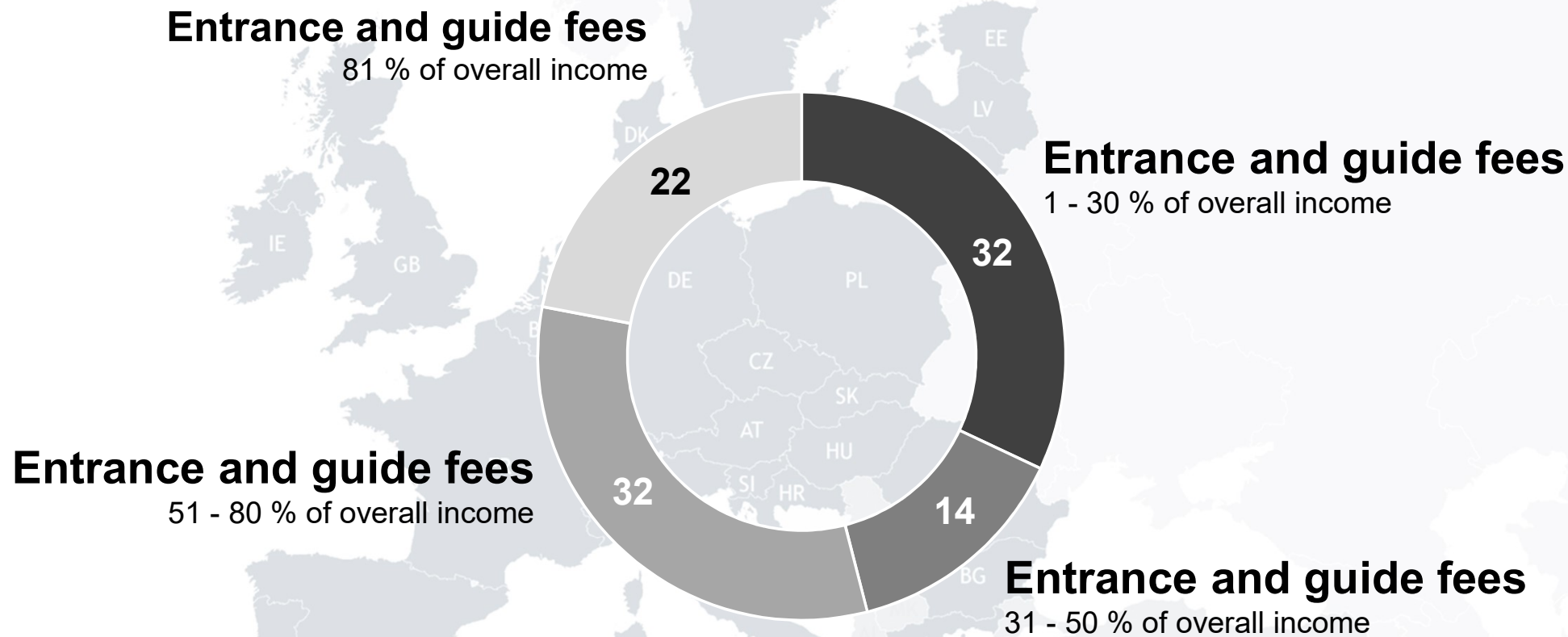
Revenue income
51 - 80 % of costs

Revenue income 11 - 20 % of costs

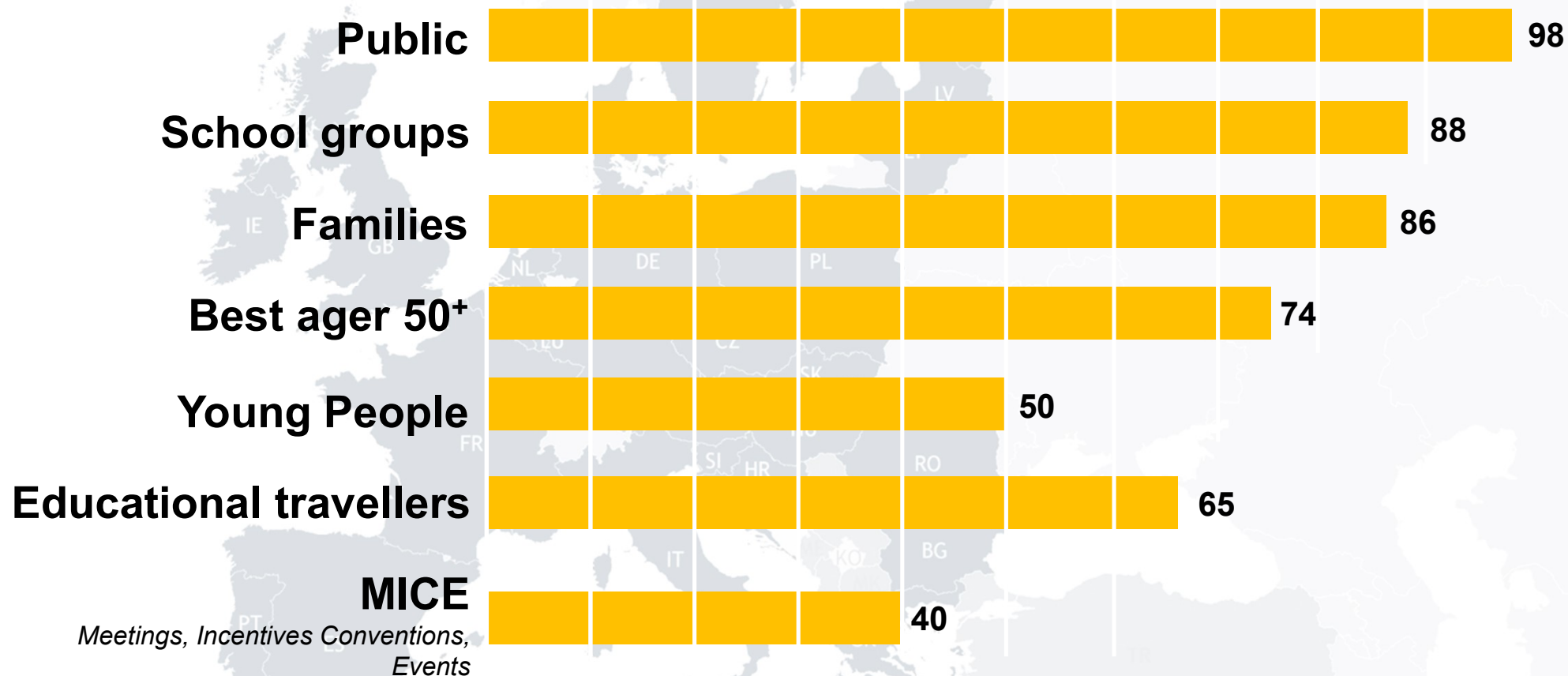
Revenue income 21 - 50 % of costs



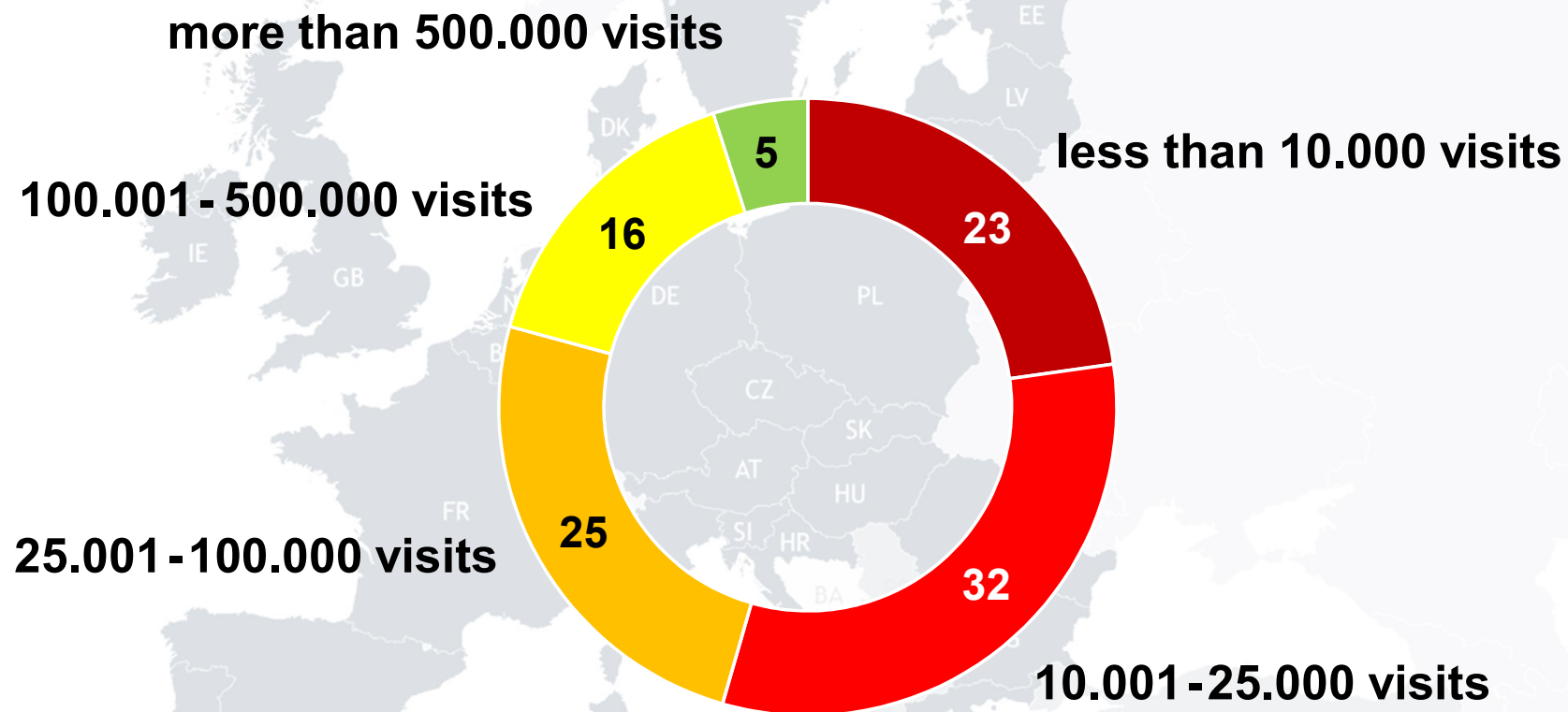
Composition of Income Entrance and guide fees % of overall income



Target groups in %

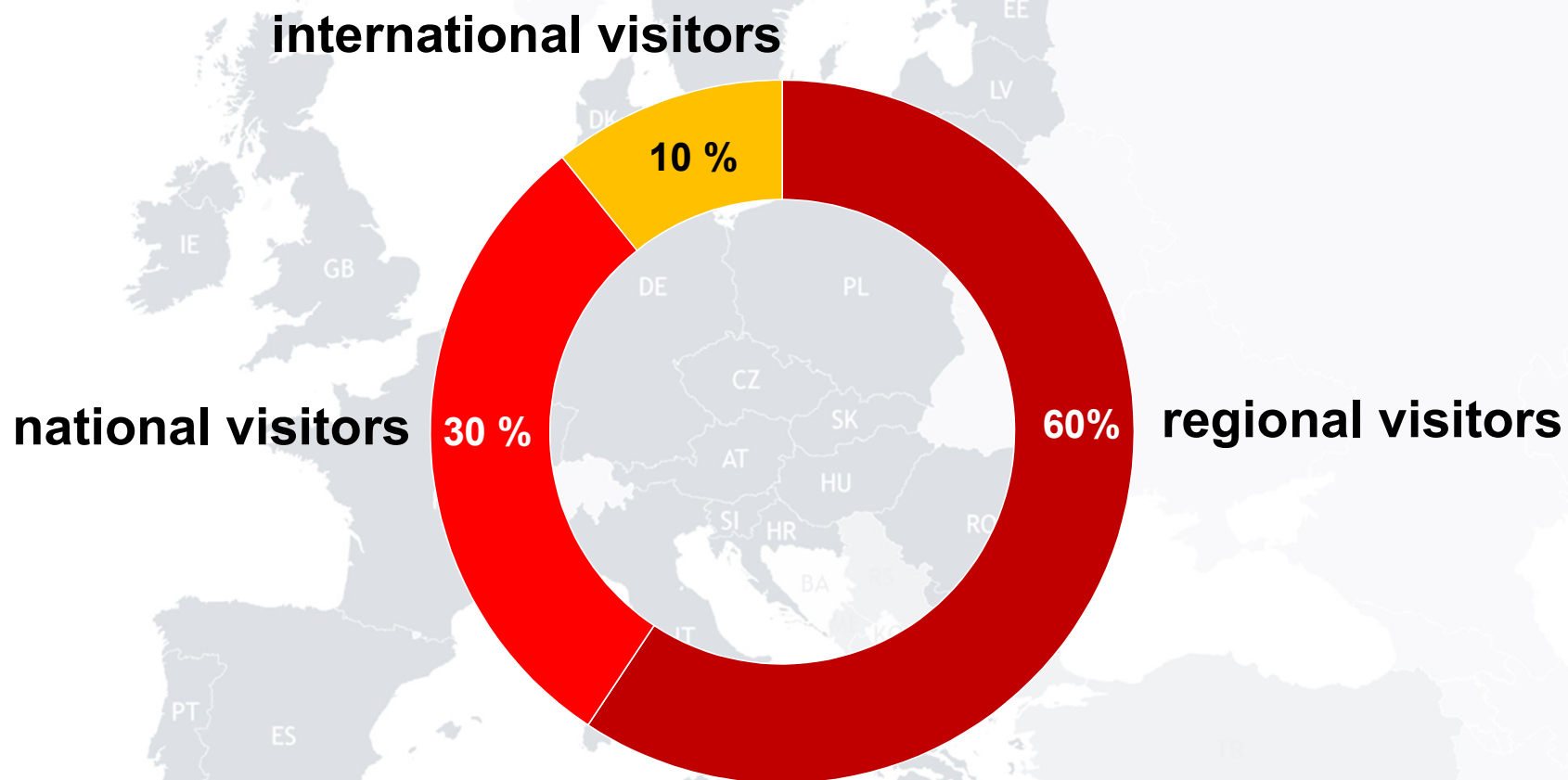


Visits 2018 in %



Visitors

places of residents Median



Perspectives 2019

Environment

Regional Trends in visitors numbers

Regional consumer climate

Own market competitiveness / market competition

Political support

Own site 2019

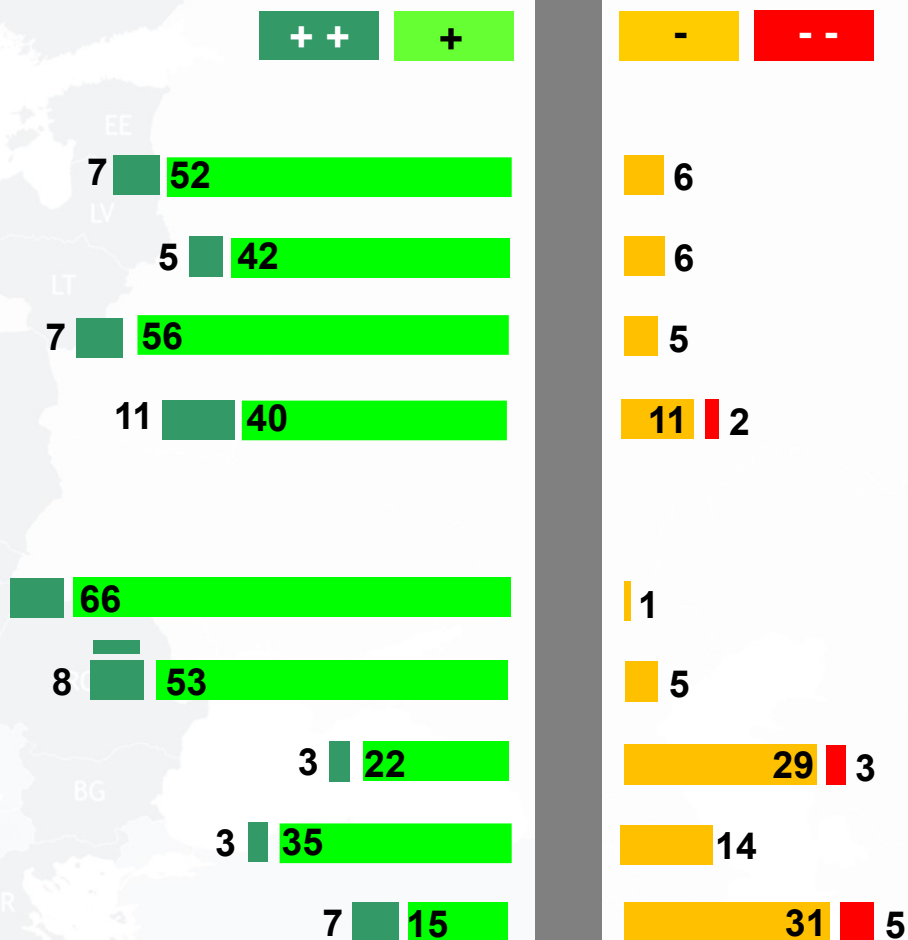
Sites attractiveness and appeal

Trends in visitor numbers 2019

Financial resources

Expected economic outcome 2019

Staffing



Key objectives 2019 absolute numbers

Environment Integration 4

Conservation & Development strategy 27

Architecture 49

Structural measures 6

Site development 12

Development 26

General Aims 26

Events 13

New Media 8

Exhibition 30

PROGRAM 86

New offers 24

Education 11

Customer focus 31

New target groups 18

Visitors increase 45

MARKETING 173

Organisation 14

Economical optimization 14

Actions 2019 TOP TEN in %

