

ERIH INDUSTRIAL HERITAGE BAROMETER 2018

SURVEY OF EUROPEAN INDUSTRIAL HERITAGE SITES

ERIH INDUSTRIAL HERITAGE BAROMETER 2018 - THE MAIN RESULTS

- 275 operators of industrial heritage locations were contacted
- 80 advertised locations participated in the survey
- Internet online survey in March 2018
- 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, 28% are run by private organisations and 20% by foundations
- 79% open all year, 21% seasonal
- nearly all are dependent on public subsidies of varying amounts to finance current operations:
 - 40% of facilities cover less than 20% of their operating costs through revenue
 - 21% of facilities can cover more than 80% of their operating costs through revenues
- 43% have 1-5 full-time employees, 23% 11-20 employees, 9% more than 50 employees

Abstract

Target groups

- The industrial heritage sites appeal to broad sections of the population (general public: 98%, families: 90%).
- In addition, they pursue an important educational mission; for 94% of the locations, students are an important target group.
- The tourism target groups (Best Ager Over 50s: 85%, Young People: 71%, Educational Travellers: 70% and Mice Group: 63%) 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 2018. The own offer is estimated to be very attractive and competitive.

- 69% judge that the general trend in visitors is good or very good
- 68% assess their own competitiveness good or very good

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

Abstract

Measures

In 2018, numerous activities and measures were planned, in particular to increase the number of visitors and reach new target groups, to renew the permanent exhibitions and to organize temporary exhibitions.

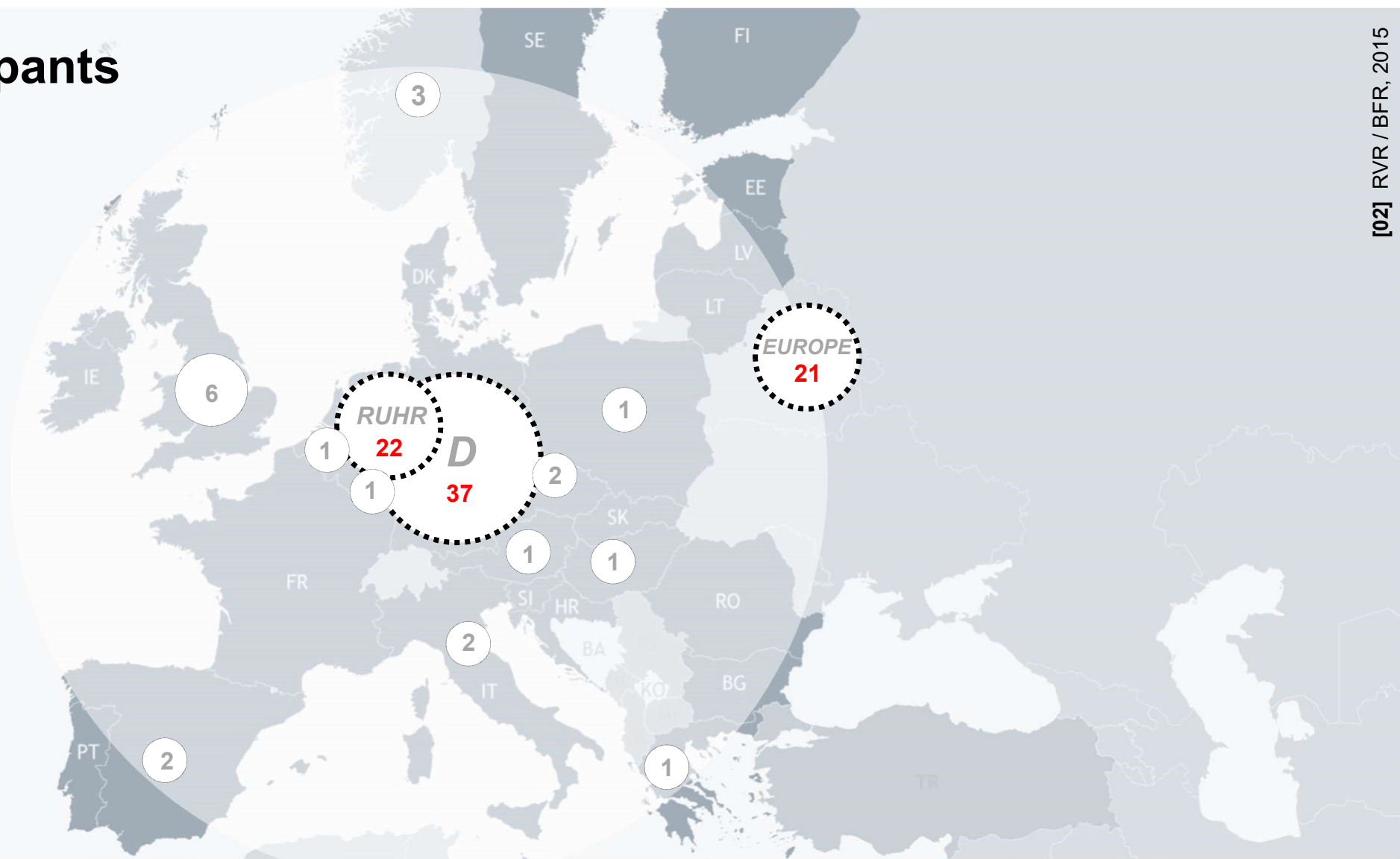
The most frequently mentioned individual measures include increased marketing efforts, the development of new, experience-oriented offers, a stronger customer orientation and better communication of the offer.

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

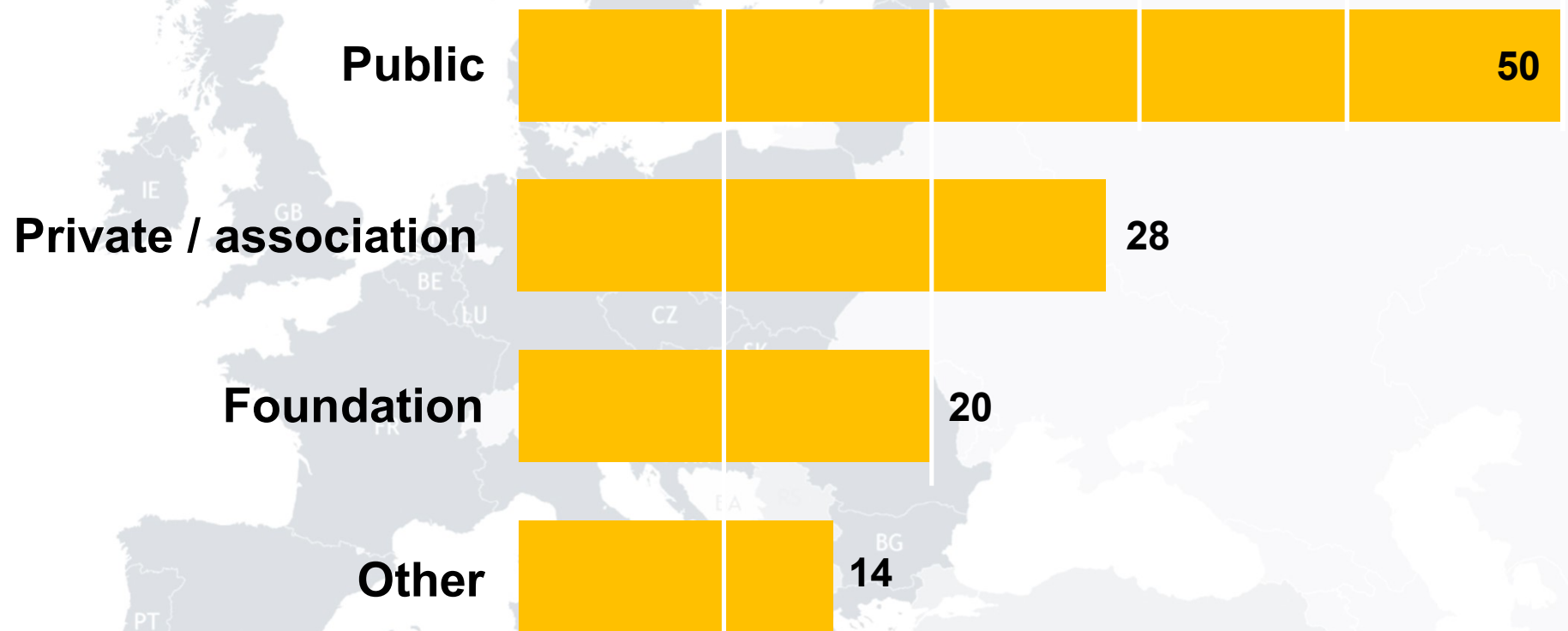
Evaluation of the answers to the individual questions

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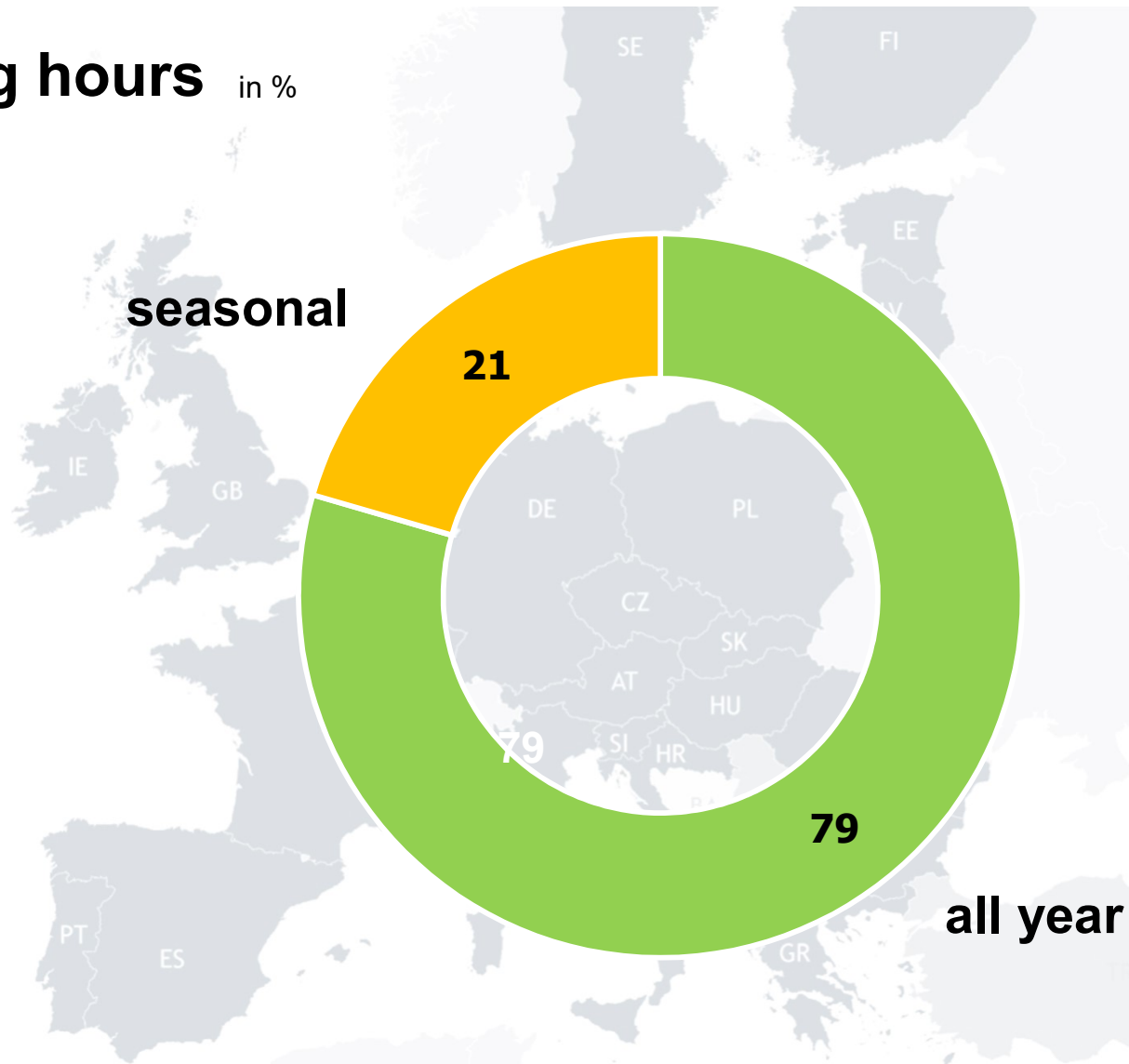
Participants



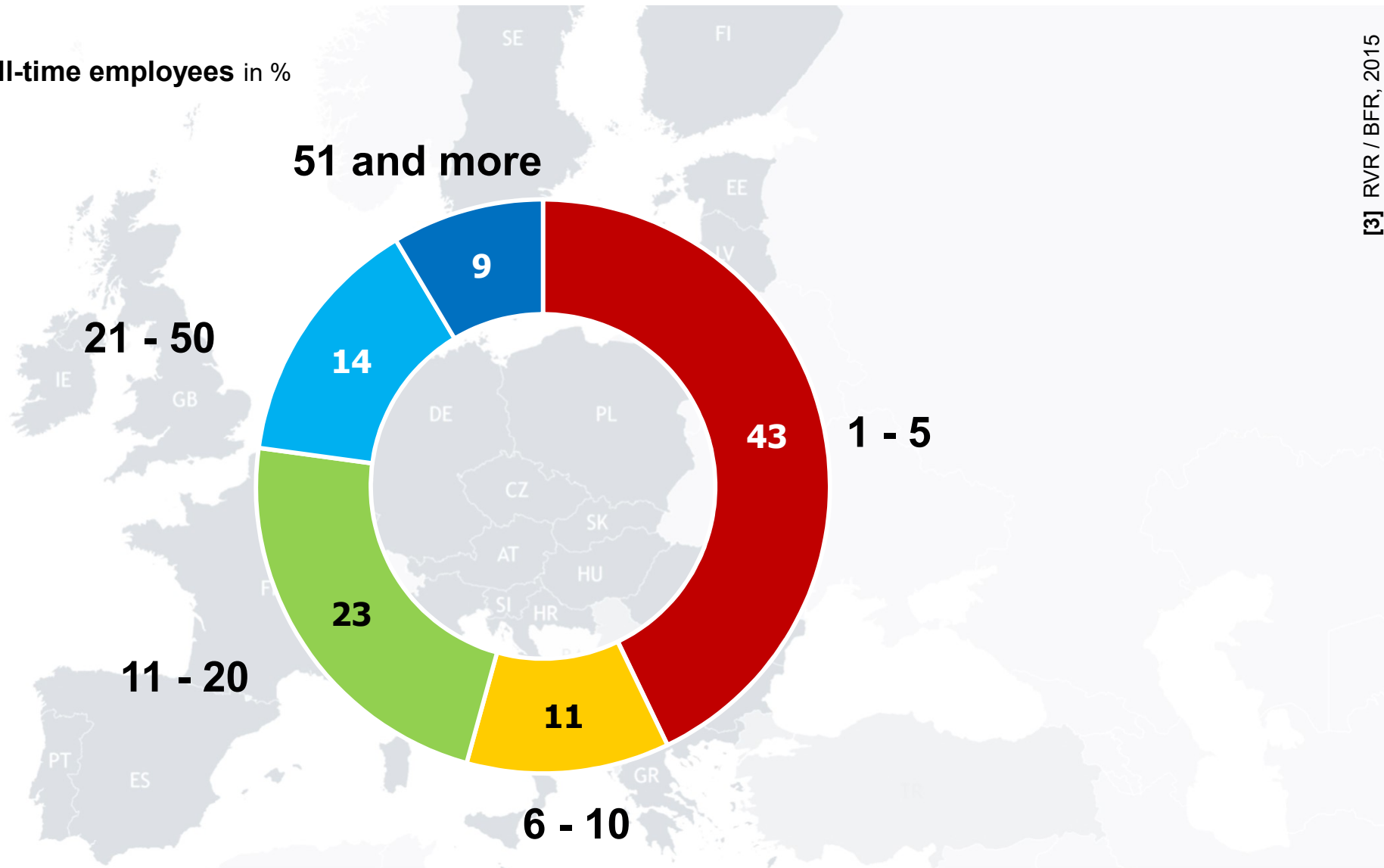
Status Organisation multiple choice in %



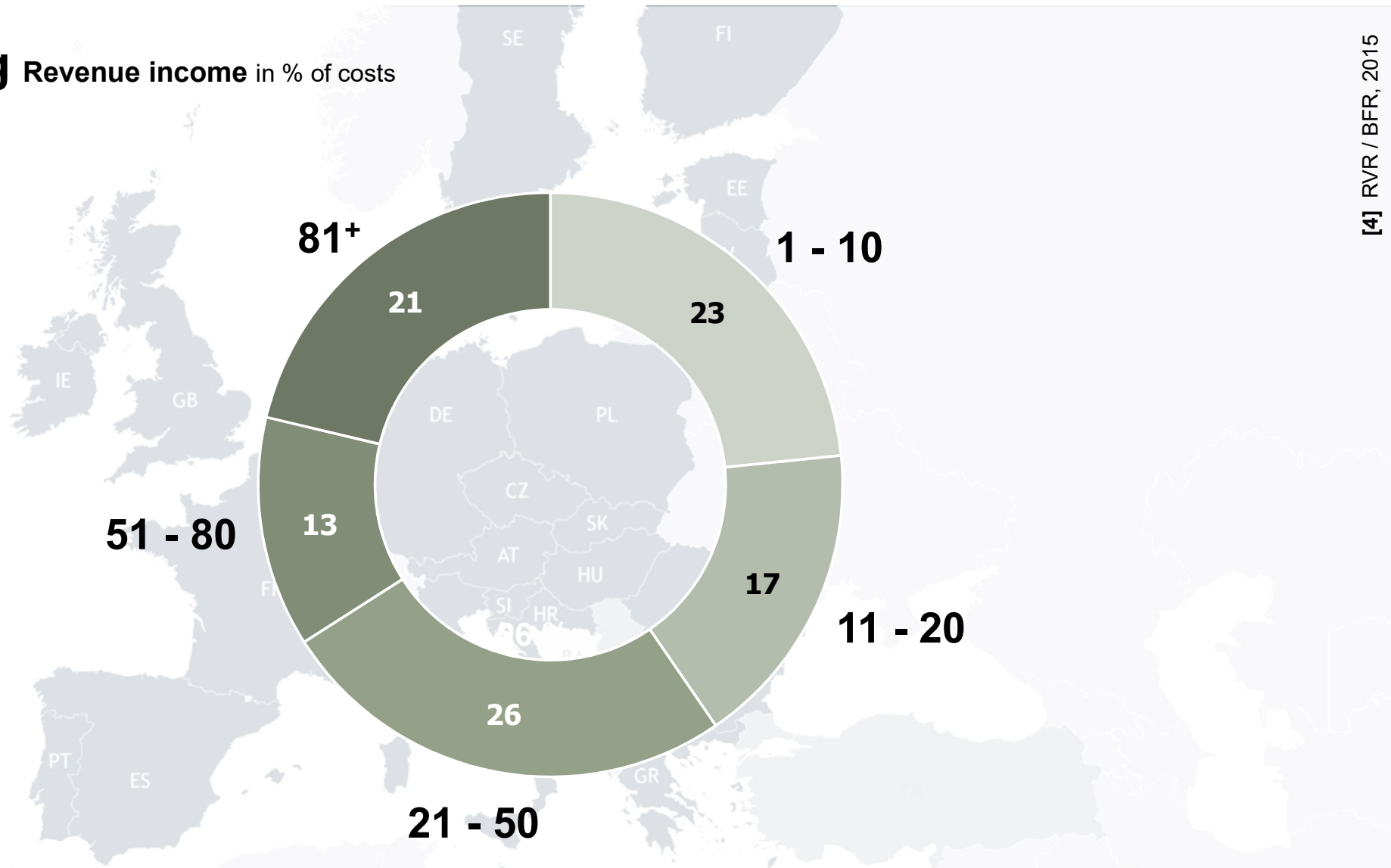
Opening hours in %



Staff Full-time employees in %

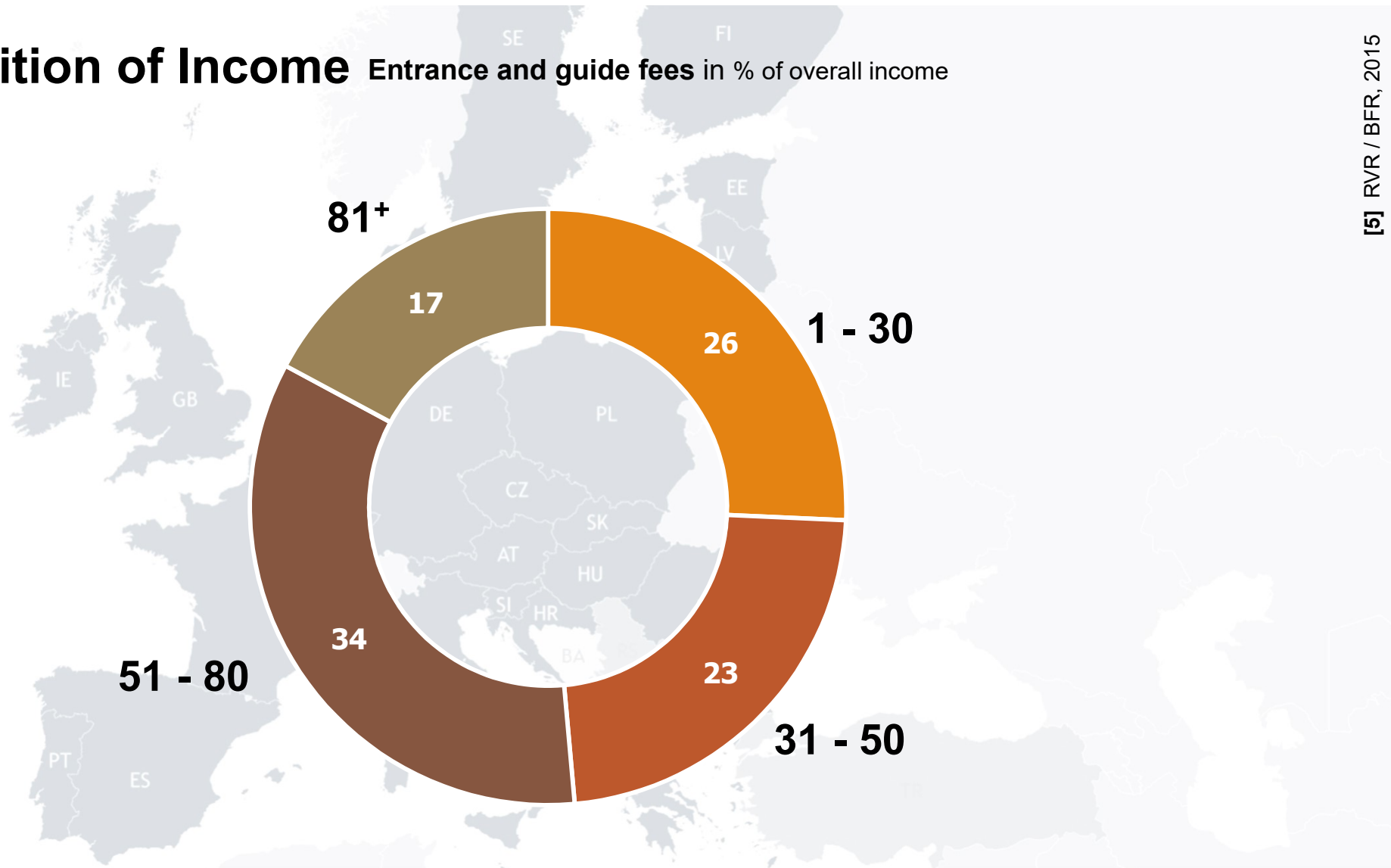


Funding Revenue income in % of costs

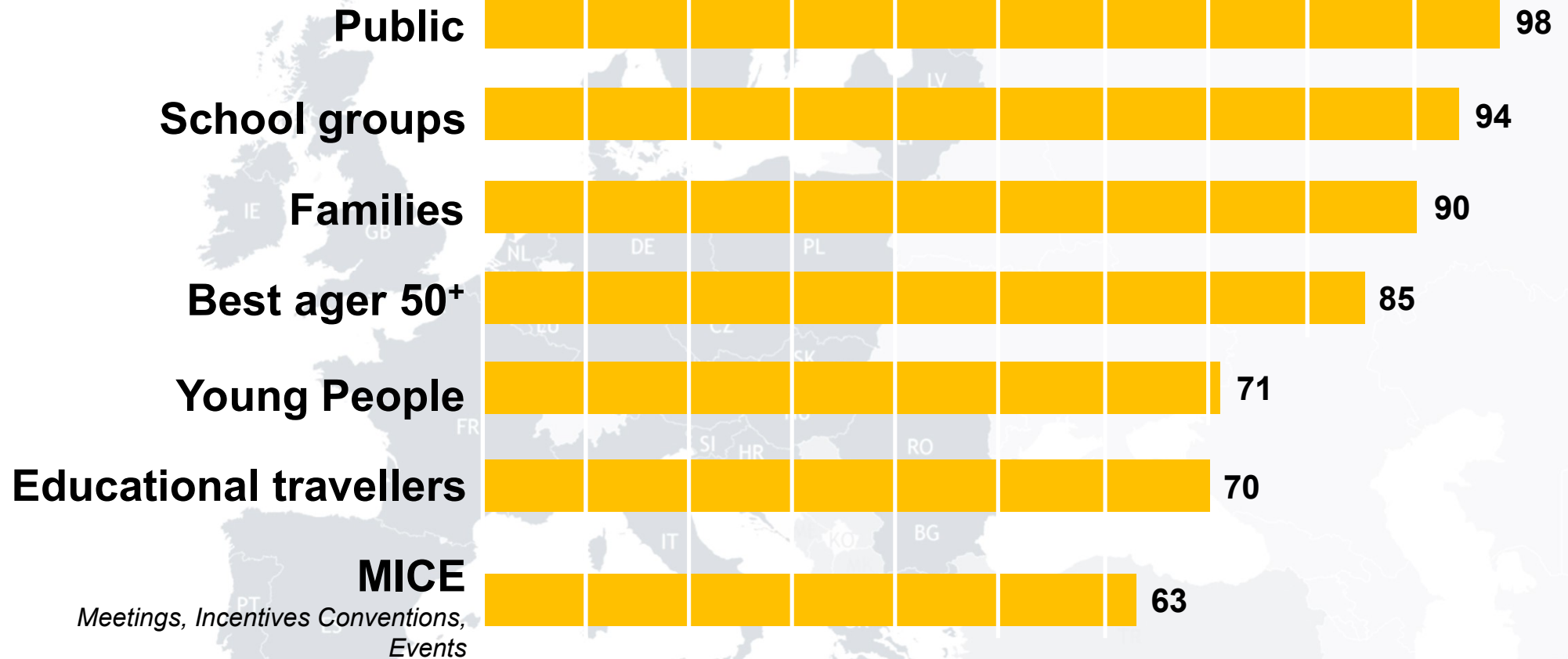


Composition of Income

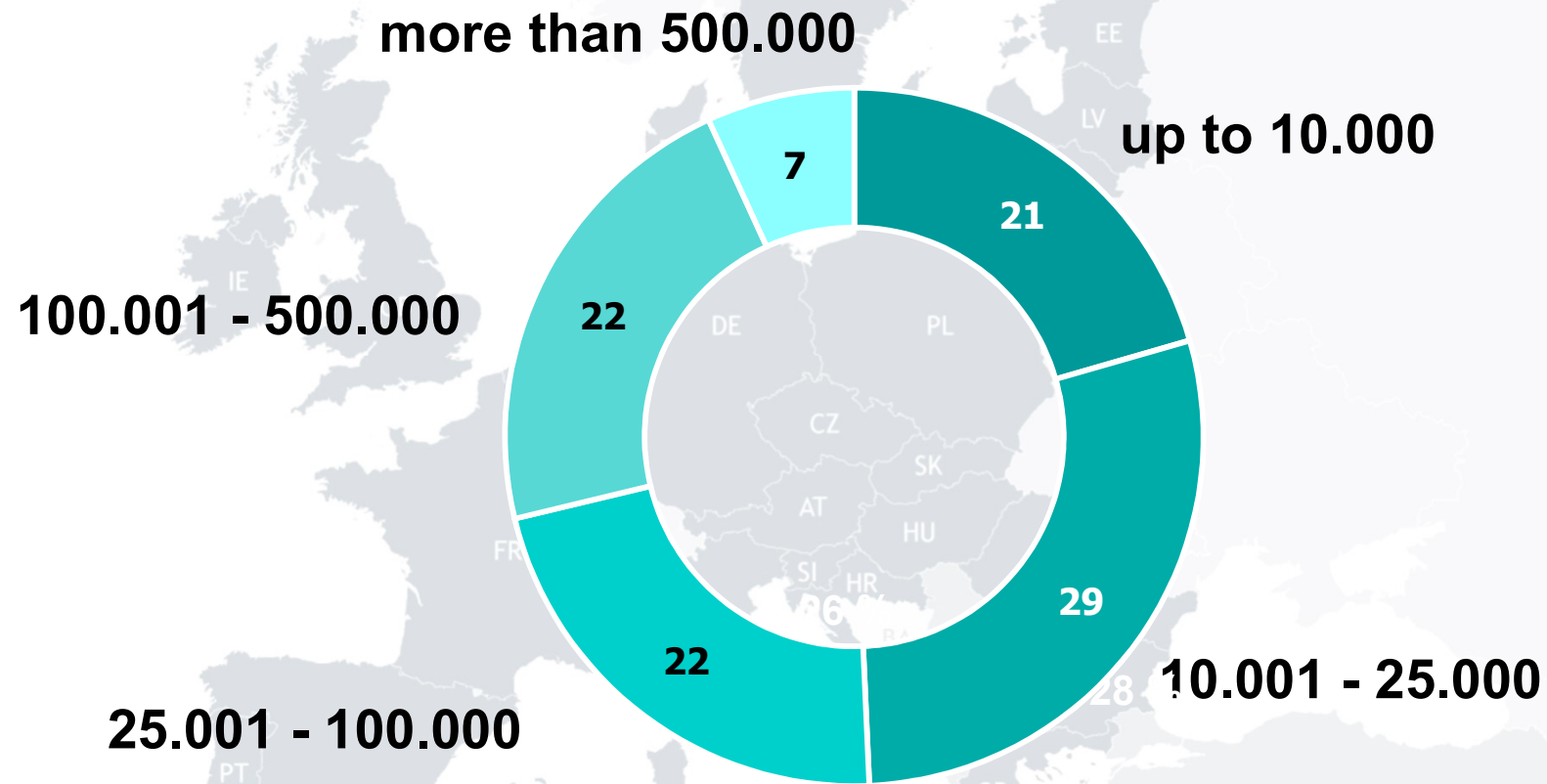
Entrance and guide fees in % of overall income



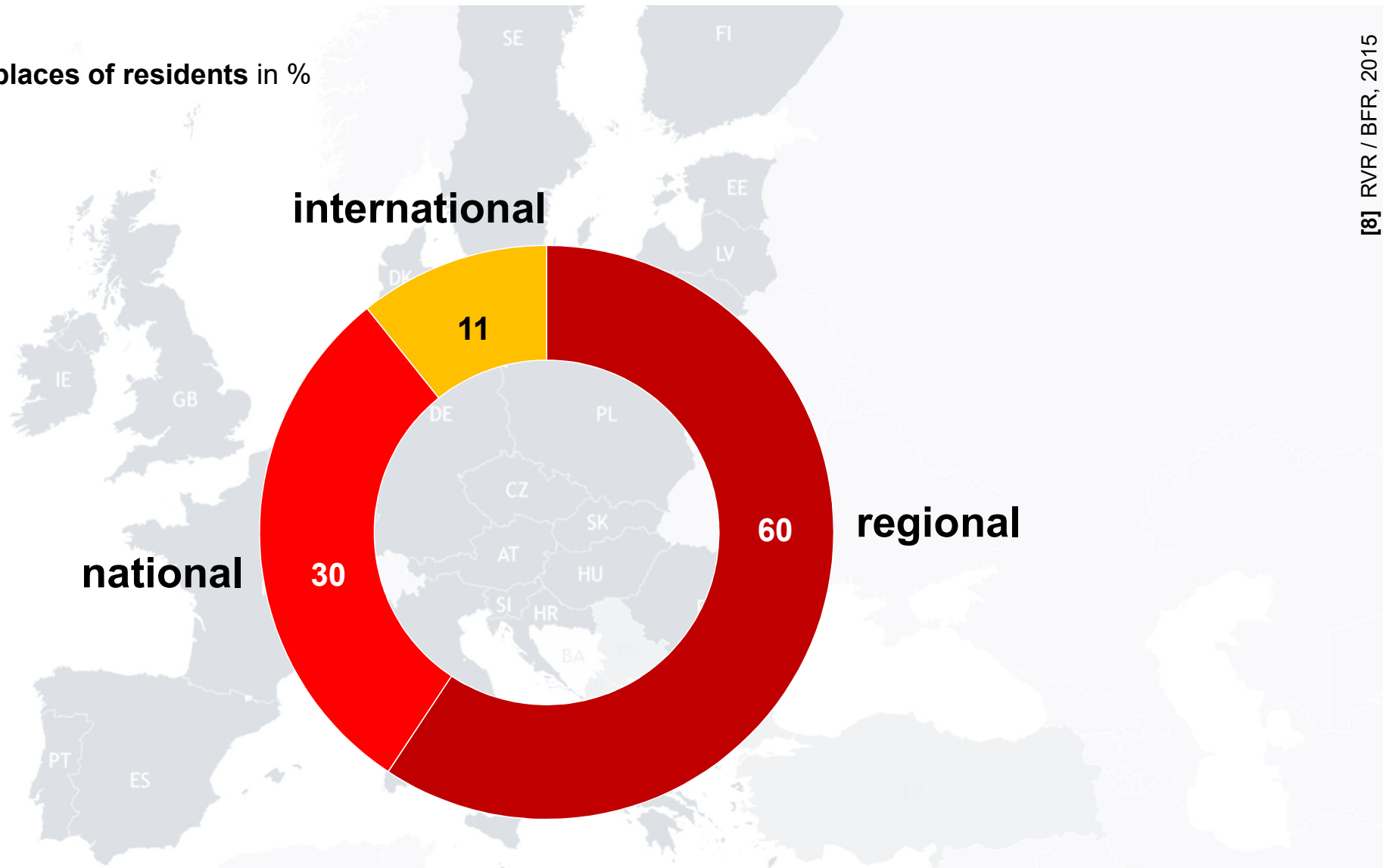
Target groups in %



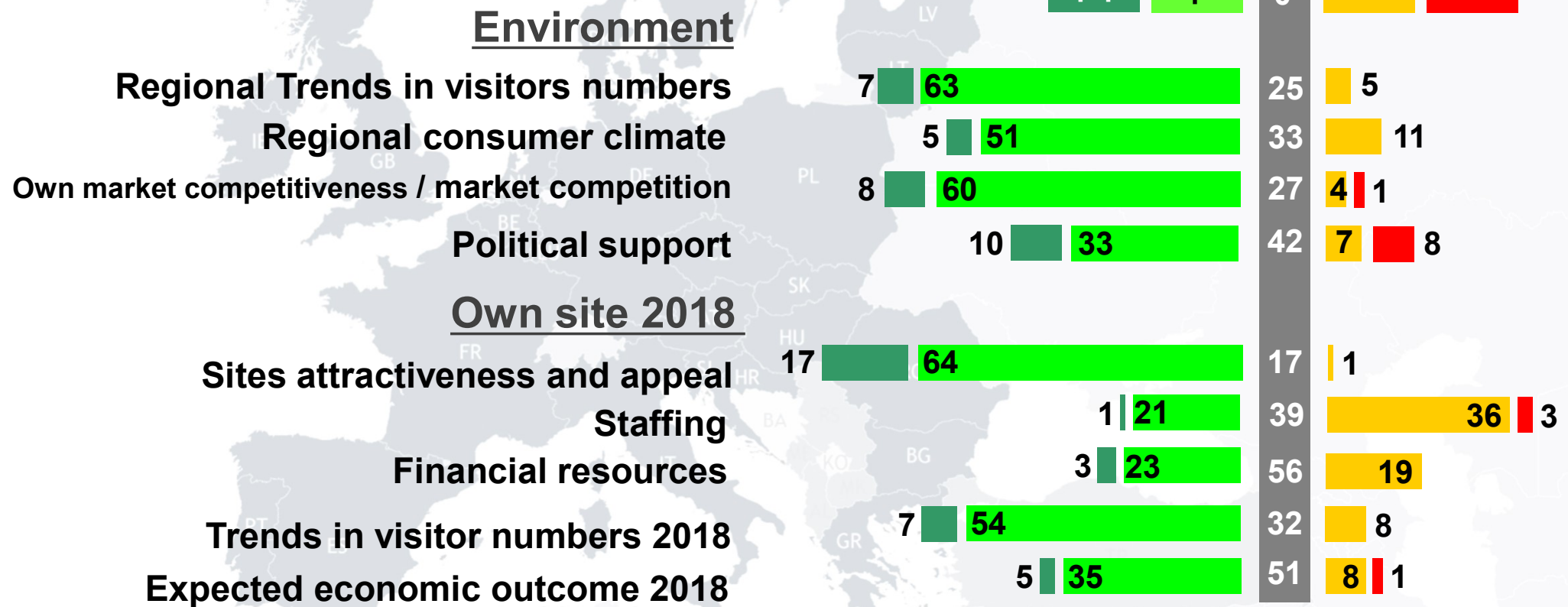
Visits 2017 in %



Visitors places of residents in %



Perspectives 2018



Key objectives 2018 absolute numbers

Environment Integration 2
 Development strategy 9
Architecture 38
 Structural measures 18
 Site development 9
 Development 23
General Aims 27
 Preservation 4
MARKETING 81
 Organisation 7
 Economical optimization 7

Events 7
 New Media 9
Exhibition 22
PROGRAM 63
 New offers 12
 Education 13
 New target groups 10
 Customer focus 16
 Visitors increase 25
MARKETING 81
 Networking 10
 communication & advertisement 6

Actions 2018 TOP TEN in %



ERIH Network activities

