



ERIH INDUSTRIAL HERITAGE BAROMETER 2020/21

SURVEY OF EUROPEAN INDUSTRIAL HERITAGE SITES



Co-funded by the
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European
Route of
Industrial
Heritage



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ERIH INDUSTRIAL HERITAGE BAROMETER 2020/21 – THE RESULTS

- *Third European-wide Industrial Heritage Barometer after 2018 and 2019*
- *Initially planned in 2020; due to the Coronavirus pandemic postponed to 2021*
- *Internet online survey in May 2021*
- *376 operators of industrial heritage locations were contacted*
- *73 advertised locations participated in the survey (19,4 %)*
- *topic groups: core data, target groups, perspectives and measures*
- *data from 2019 and 2020 allow to assess the impact of the Coronavirus pandemic on a year-to-year basis*

*Cooperation: - ERIH European Route of Industrial Heritage
- RVR Regionalverband Ruhr*

Abstract

Core data

From the participating locations

- *48% are in public ownership, 34% are run by private organisations, 14% by foundations and 4% other status*
- *80% open all year, 20% seasonal*
- *all sites are dependent on public subsidies of varying amounts to finance current operations*
- *39% have 1-5 full-time employees, 19% 11-20 employees, 8% more than 50 employees*

Abstract

Target groups

- *The industrial heritage sites appeal to broad sections of the population (general public: 68 from 73 sites, families: 62).*
- *In addition, they pursue an important educational mission; for 32 sites, school groups are an important target group.*
- *The tourism target groups (Best Ager Over 50s: 53, Educational Travellers: 40, Young People: 60, and Mice Group: 29) 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 2020, the Corona pandemic resulted in a significant slump.



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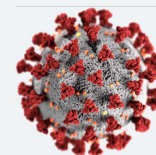
Cultural route
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RUHR

Abstract

Impact of the Coronavirus pandemic in 2020



Due to the measures ordered by the authorities to combat the Coronavirus pandemic

- *the sites had to close on half of the intended opening days*
- *most of the opening days took place under Corona restrictions*
- *special events, rentals pp. could not be carried out*
- *visitor numbers decreased by 56% compared to 2019*
- *79% of all sites developed replacement offers during corona-related closures*

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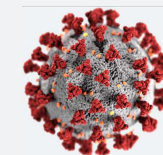
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Abstract

Impact of the Coronavirus pandemic in 2020

- *revenue shortfall in the amount of 28% compared to 2019*
- *34 % of the sites had to reduce staff (especially seasonal workers)*
- *financial support for loss of income due to Corona:*
 - *from public authorities: received by 51% of the sites (public funding is 12% higher than in 2019)*
 - *from others: received by 24% of the sites*
- *14% see site operation as permanently at risk*

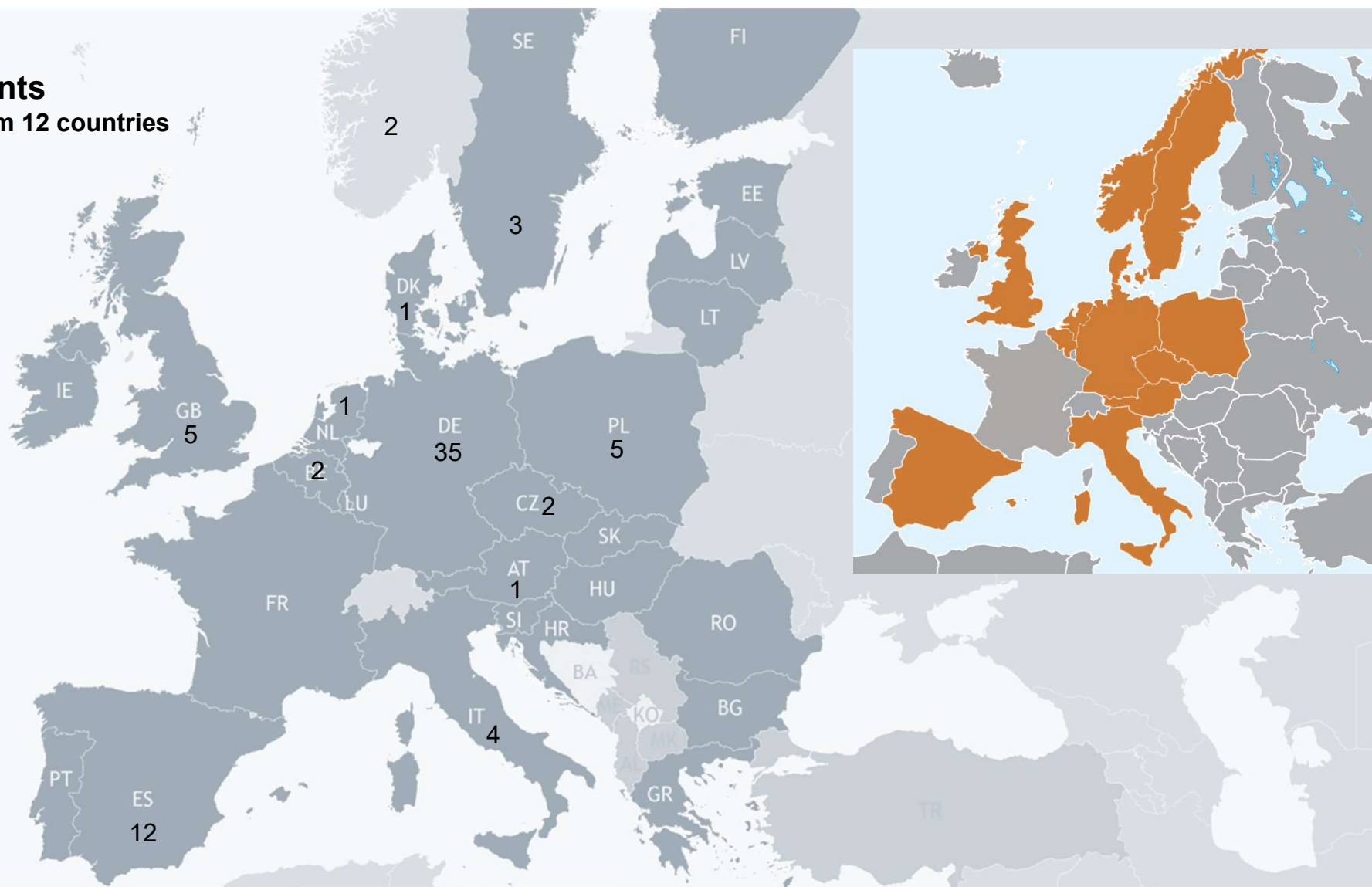


Evaluation of the answers to the individual questions

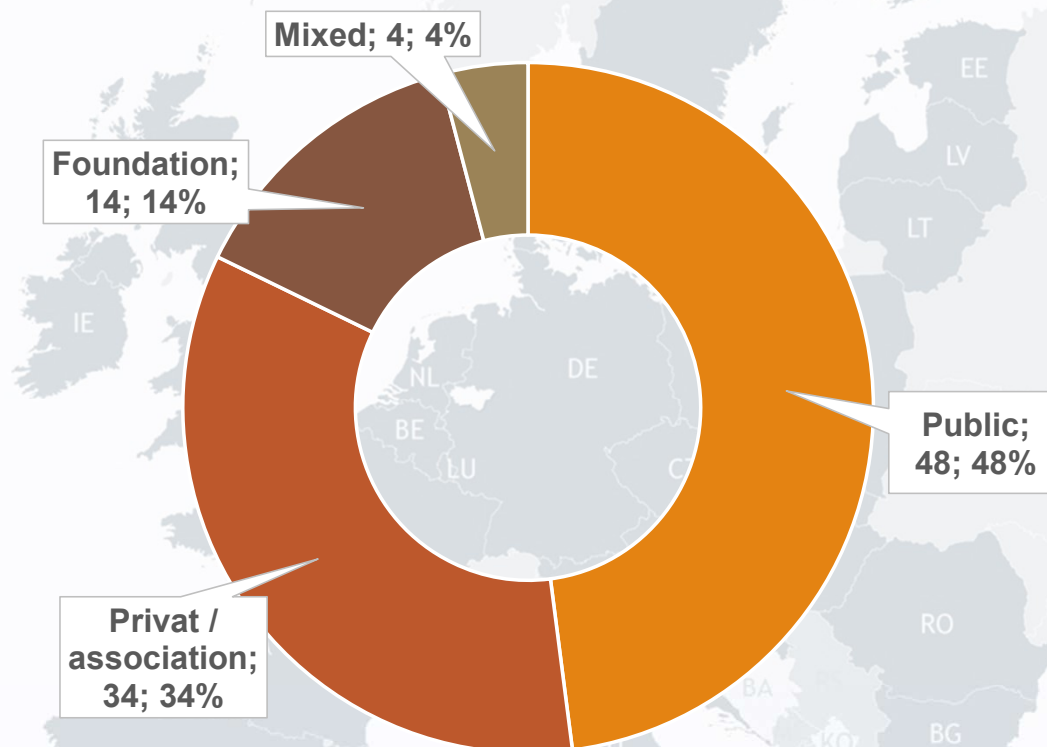
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Participants

73 sites from 12 countries

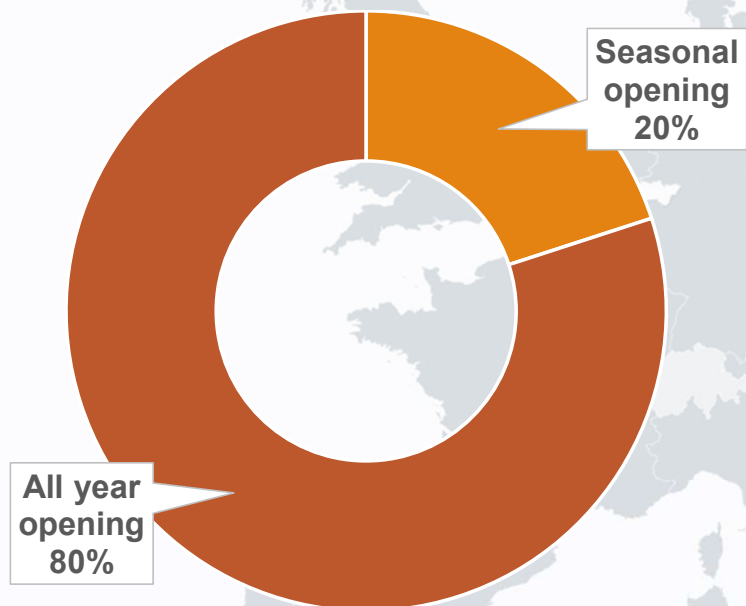


[1] Status of your location

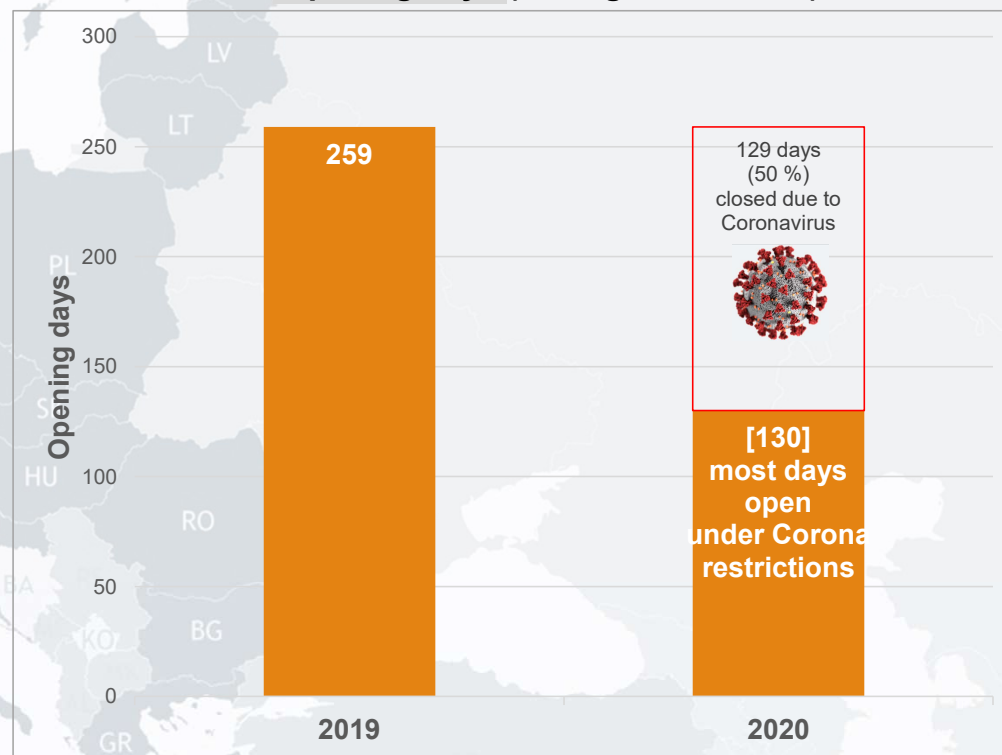


[2] Opening hours

all year / seasonal opening

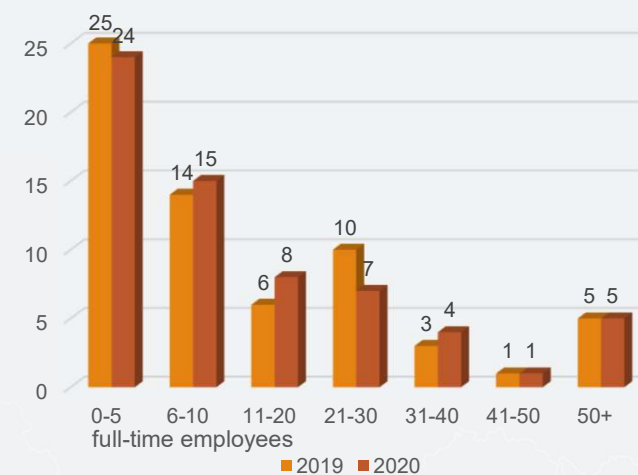
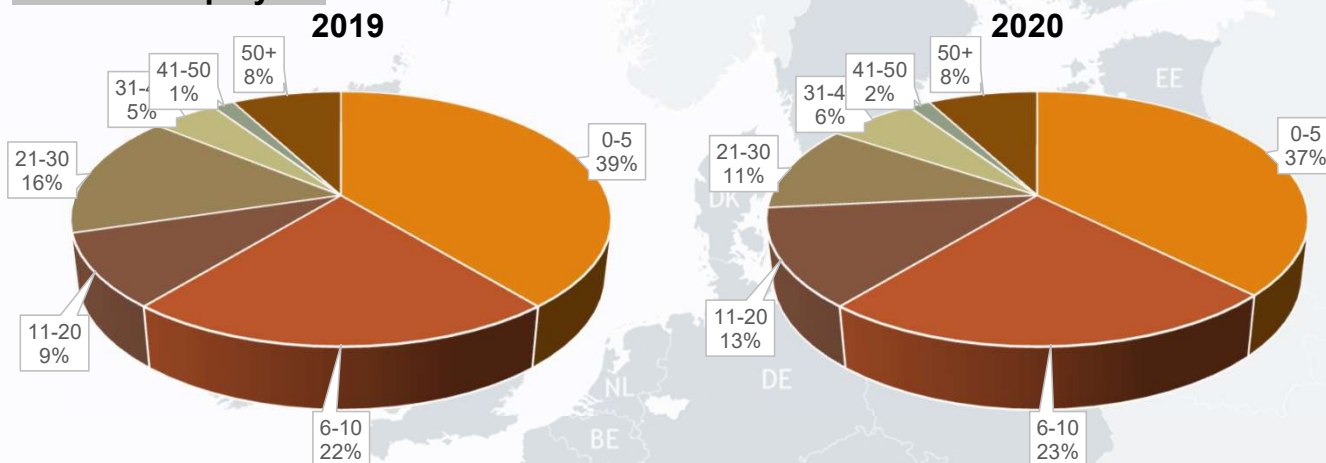


Opening days (average of all sites)

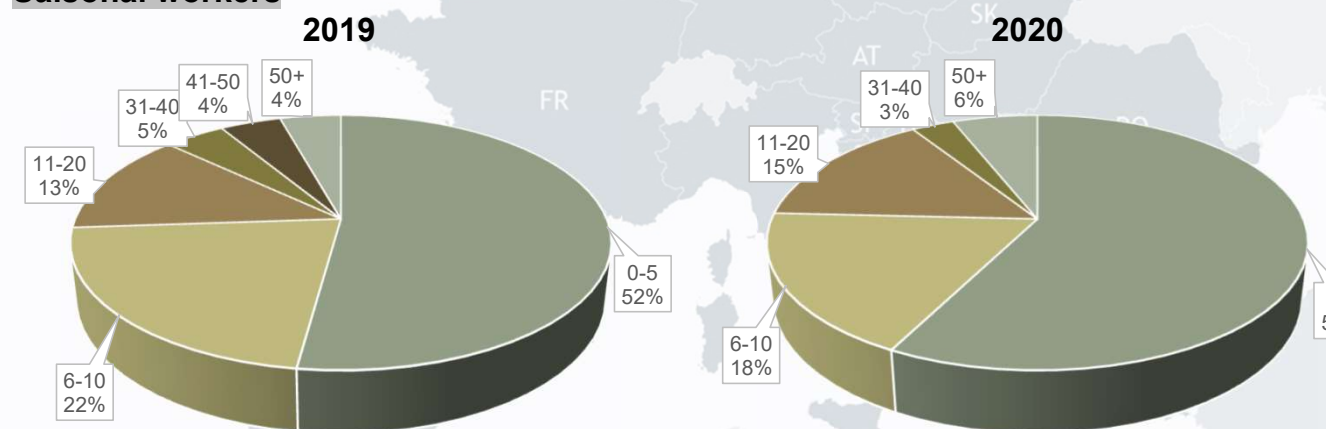


[3] Stuff 2019 / 2020

Full-time employees

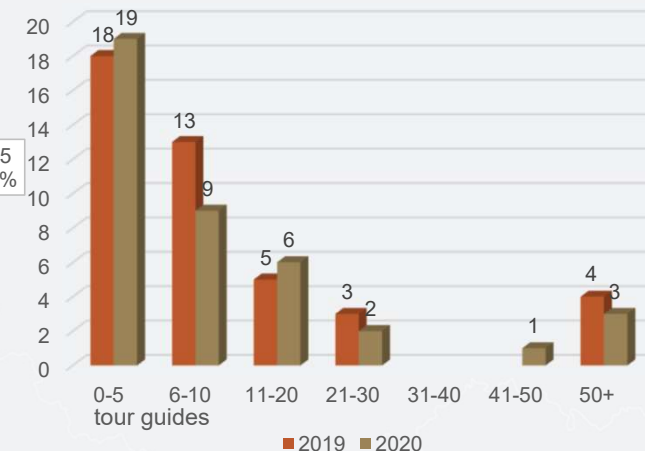
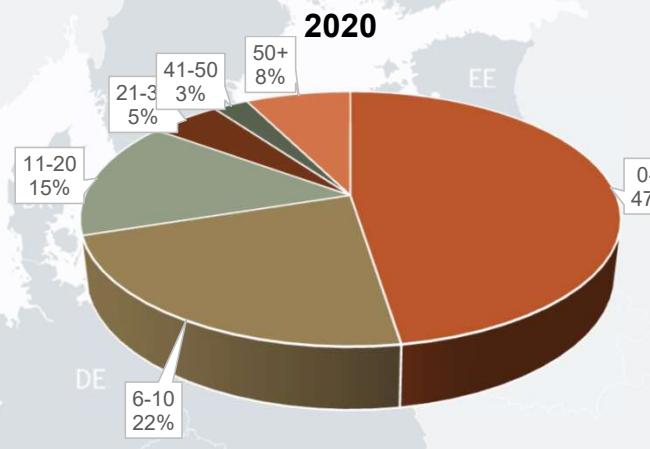
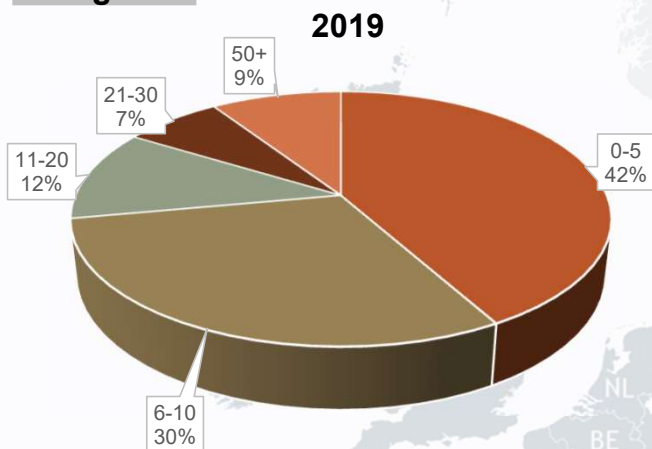


Saisonal workers

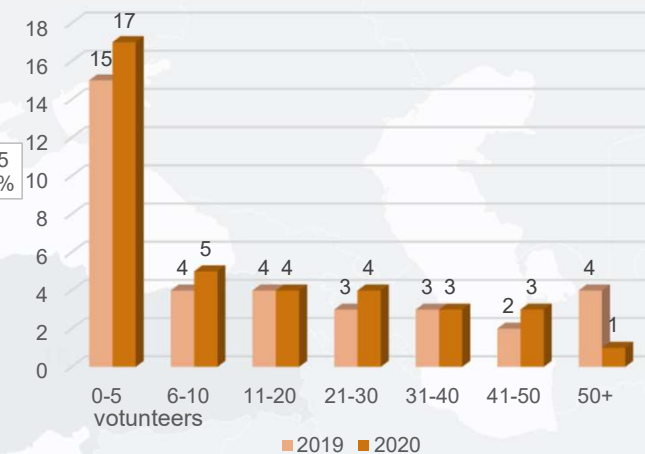
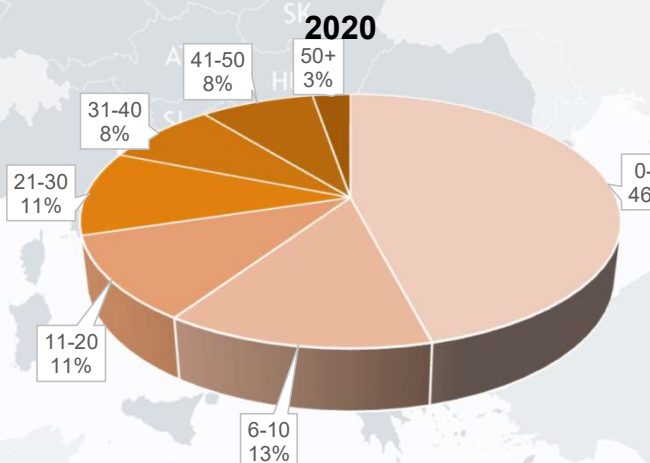
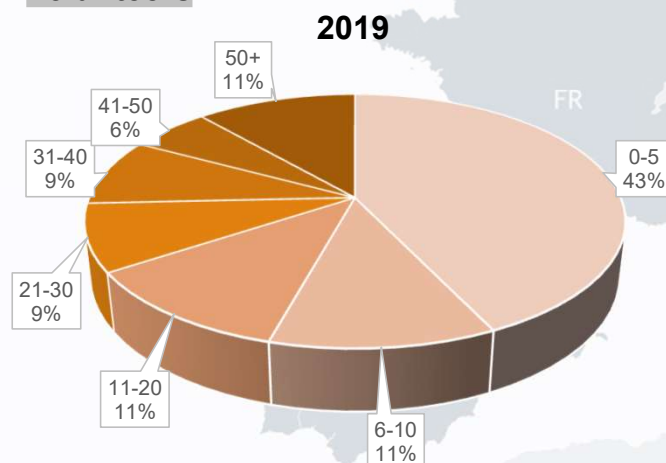


[3] Stuff 2019 / 2020

Tour guides

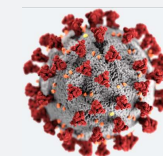


Volunteers



[3] Stuff 2019 / 2020

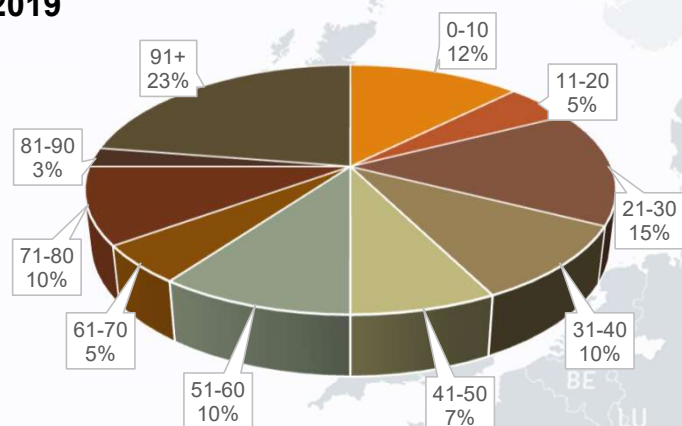
Reduction of staff due to Coronavirus



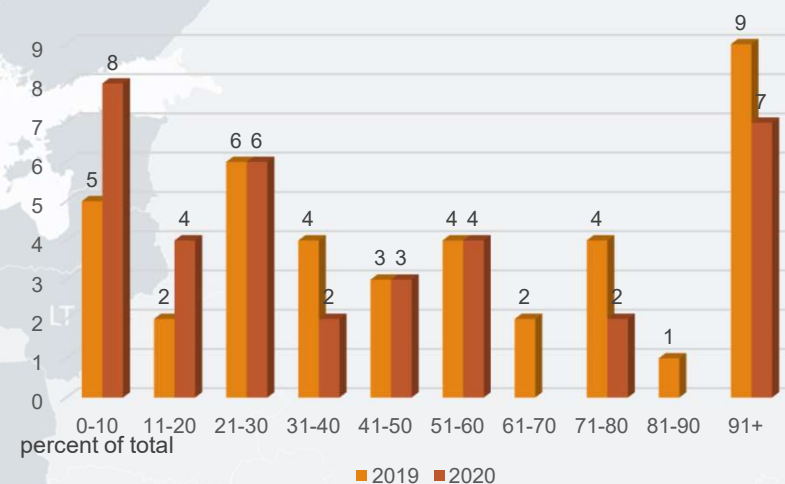
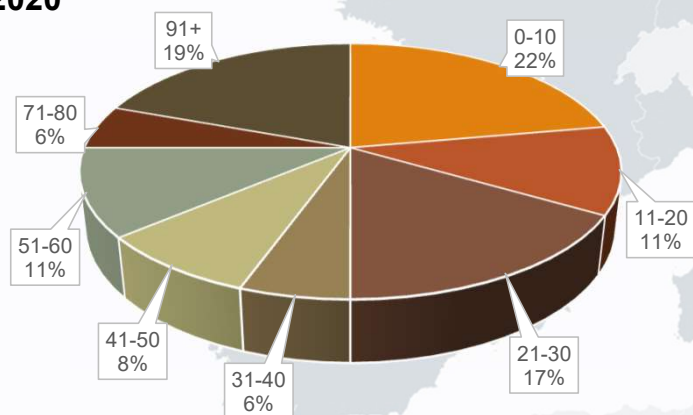
[4] Funding of running costs 2019 / 2020

Revenues (in percent of total)

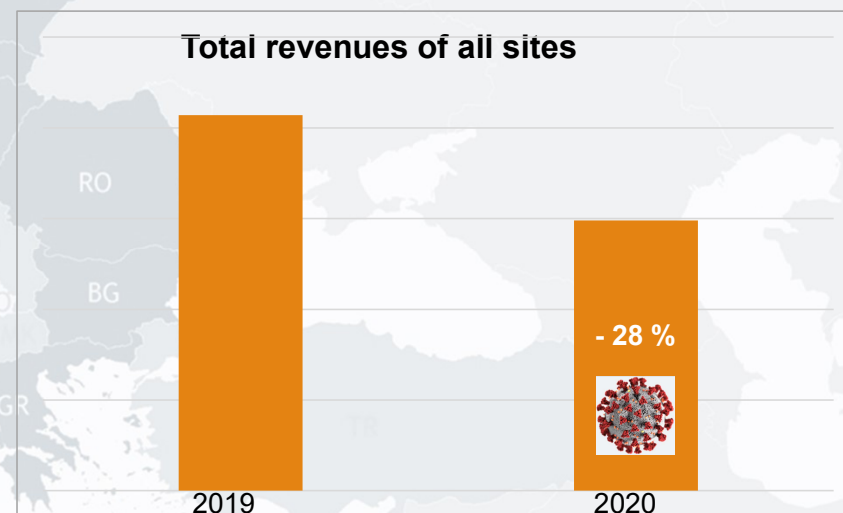
2019



2020



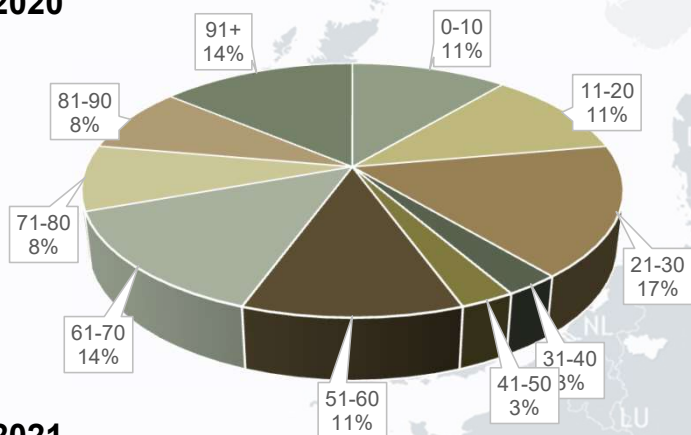
Total revenues of all sites



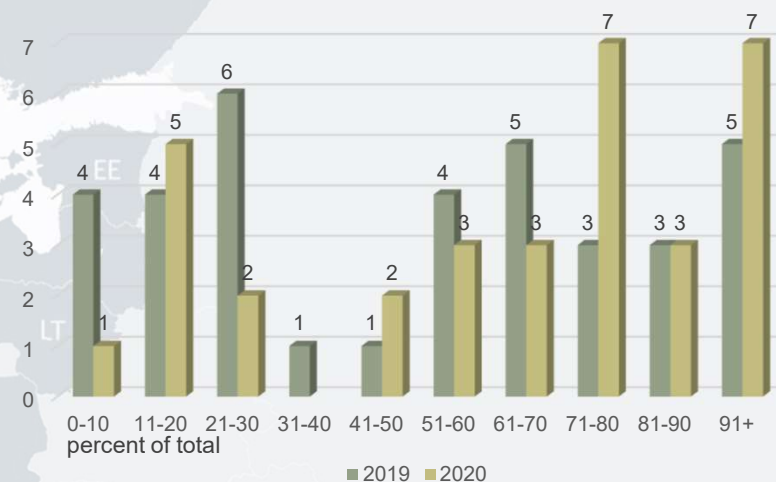
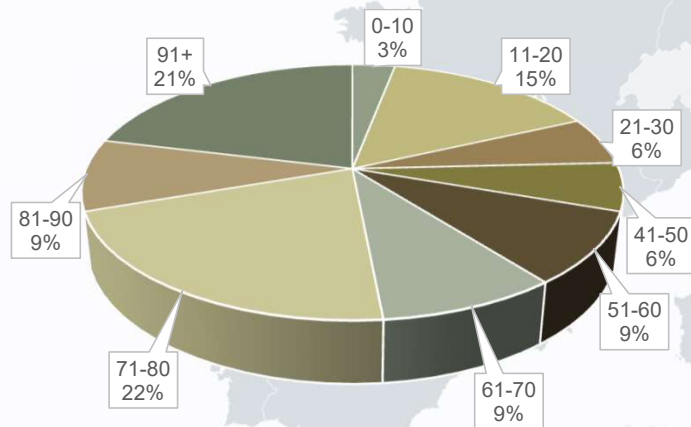
[4] Funding of running costs 2019 / 2020

Public funding (in percent of total)

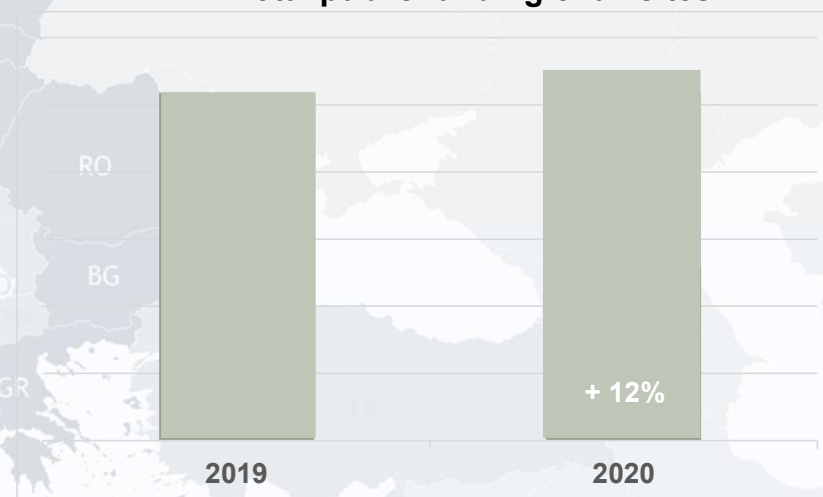
2020



2021



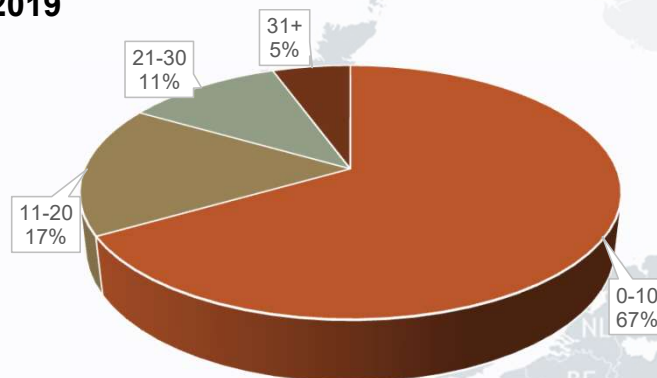
Total public funding of all sites



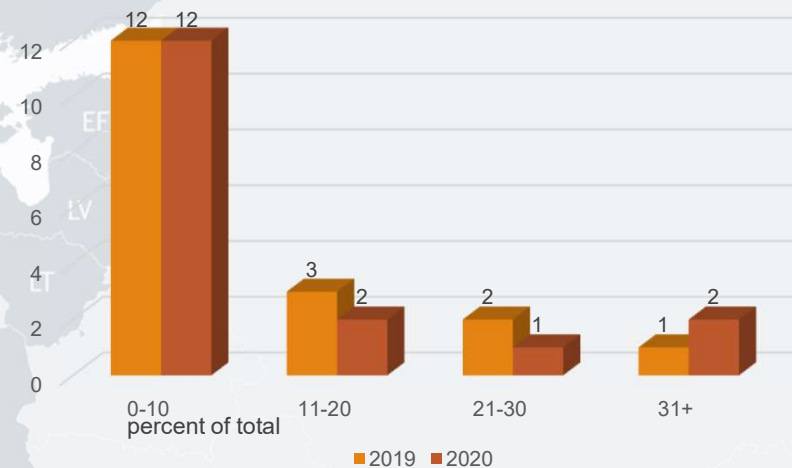
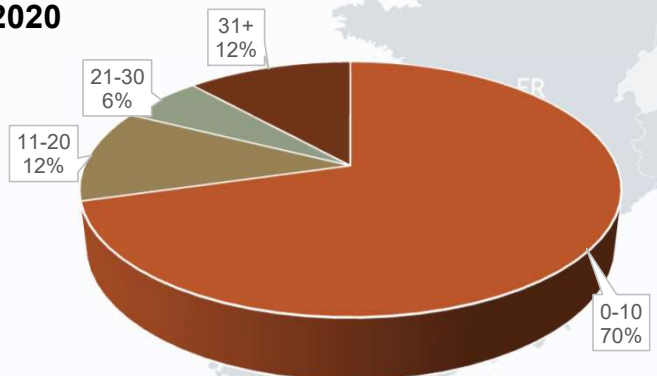
[4] Funding of running costs 2019 / 2020

Donations (in percent of total)

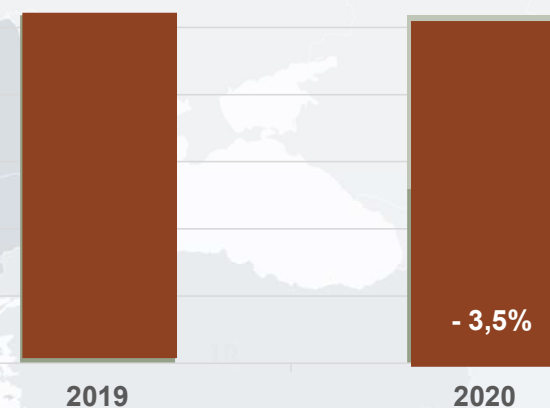
2019



2020



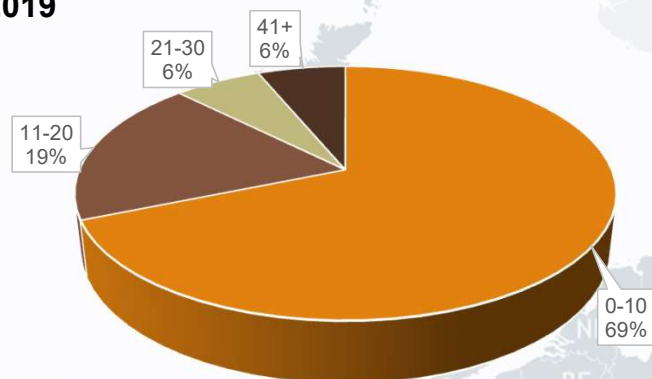
Total donations of all sites



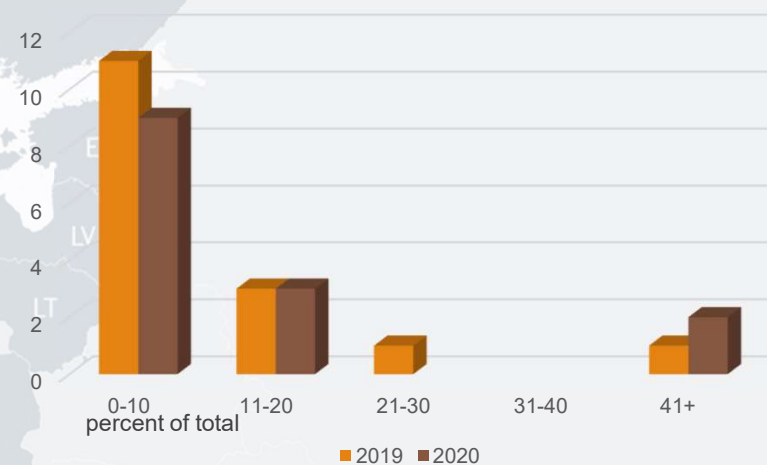
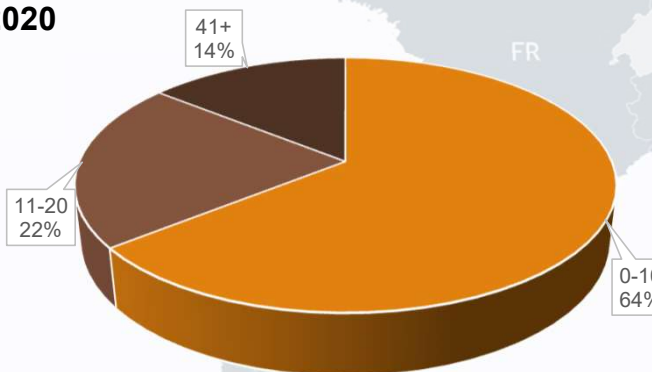
[4] Funding of running costs 2019 / 2020

Other subsidies (in percent of total)

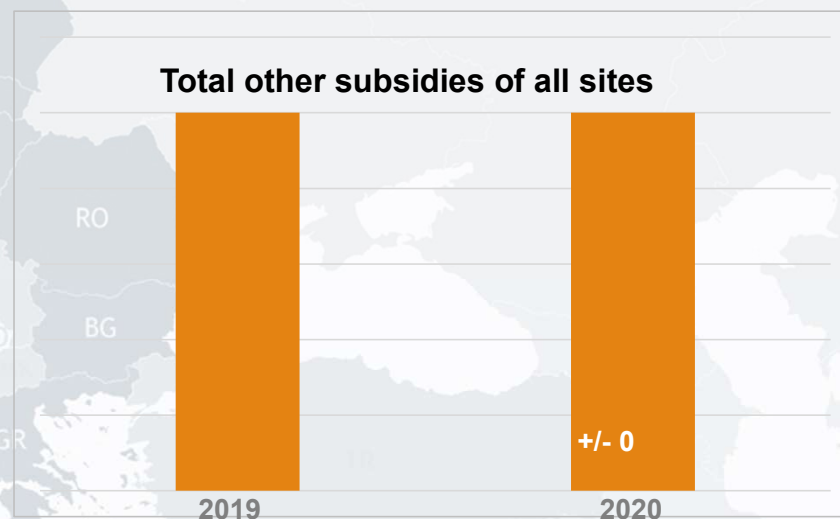
2019



2020

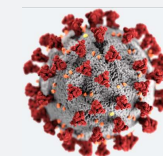


Total other subsidies of all sites



[4] Funding of running costs 2019 / 2020

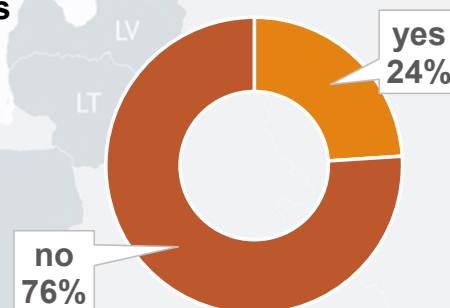
Financial support for loss of income due to Corona



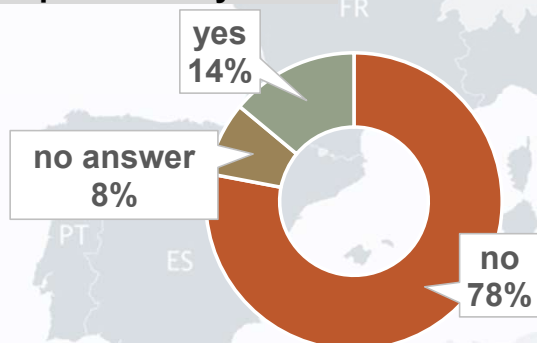
from public authorities



from others



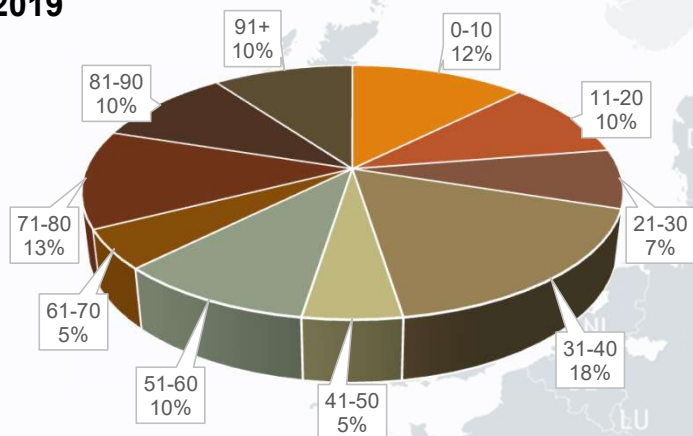
Site operation permanently at risk



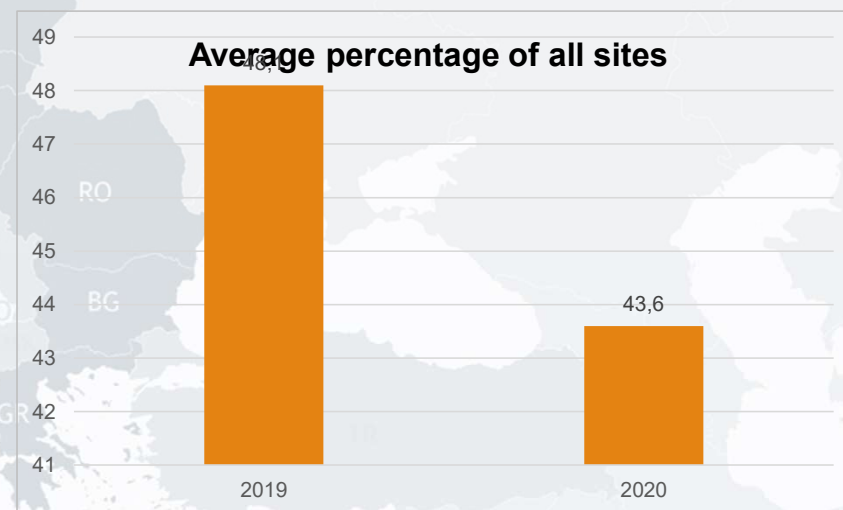
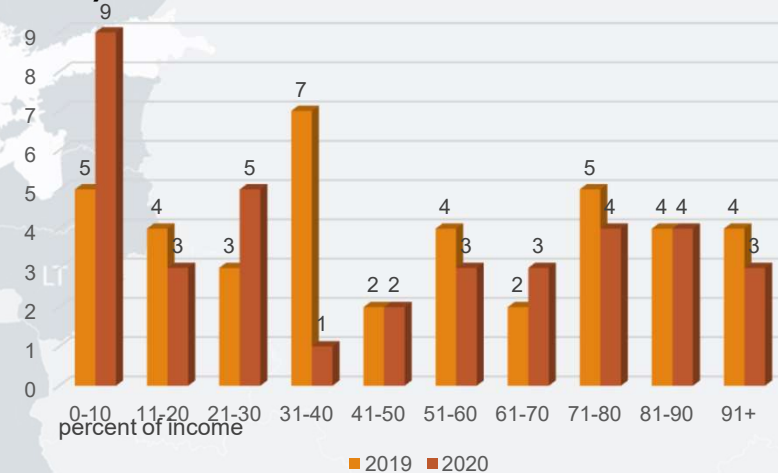
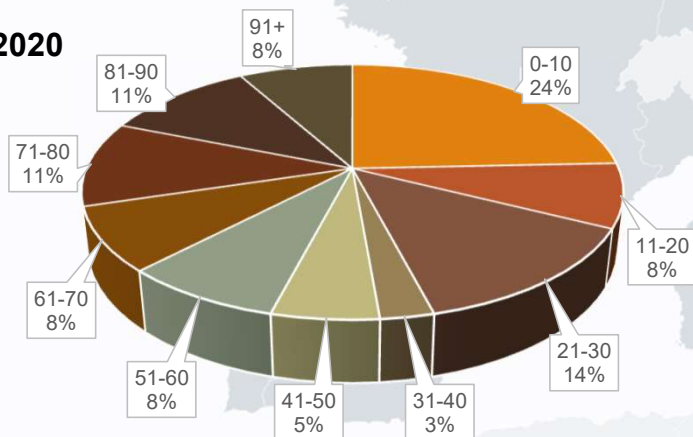
[5] Composition of income (percentage of overall income) 2019 / 2020

Entrance fee

2019



2020



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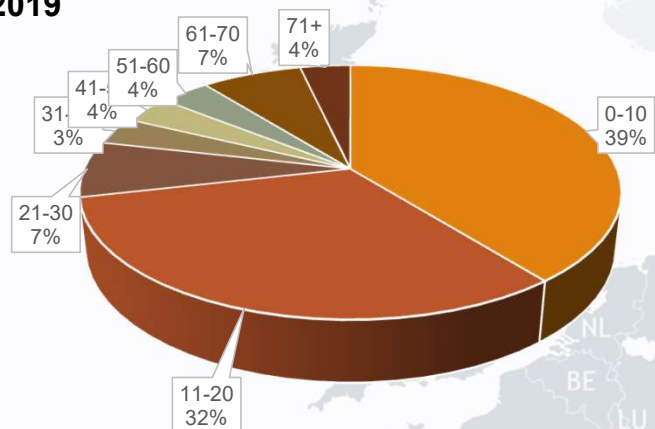


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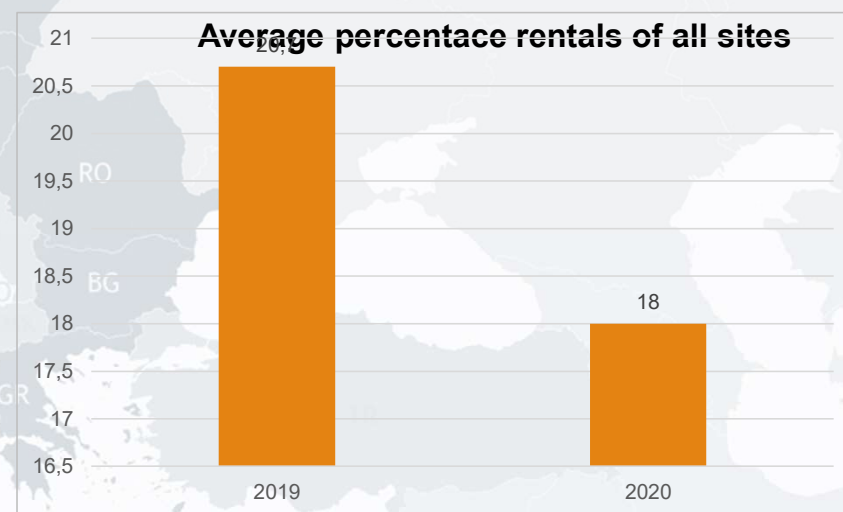
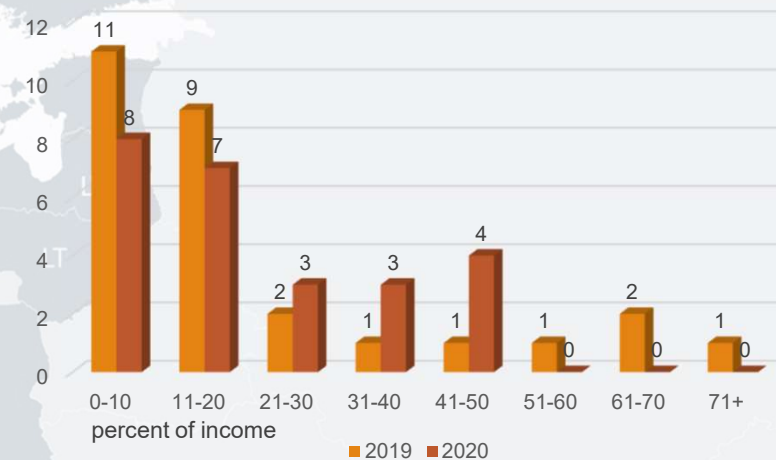
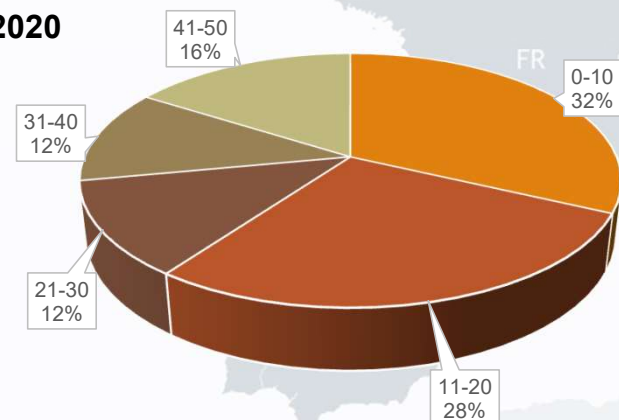
[5] Composition of income (percentage of overall income) 2019 / 2020

Rentals

2019



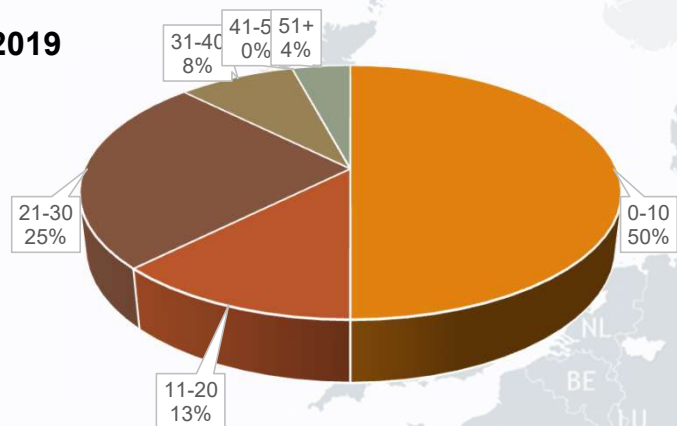
2020



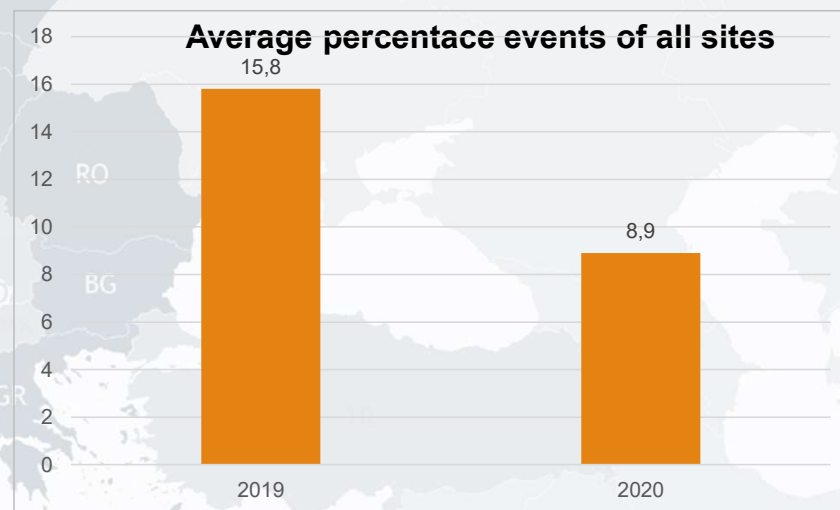
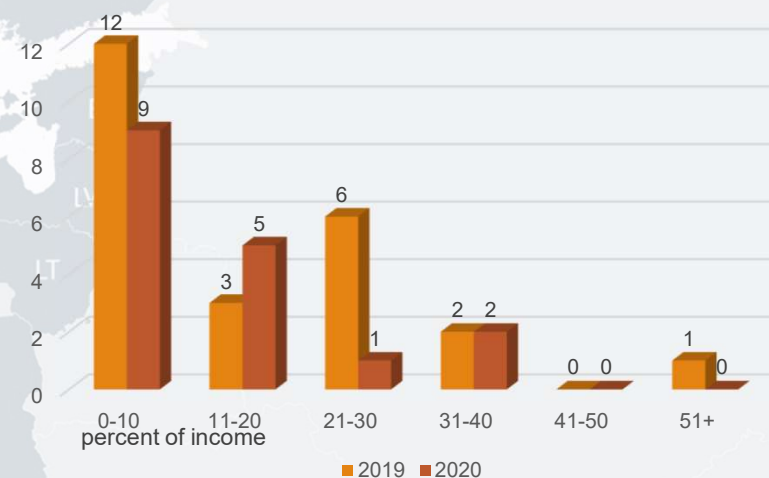
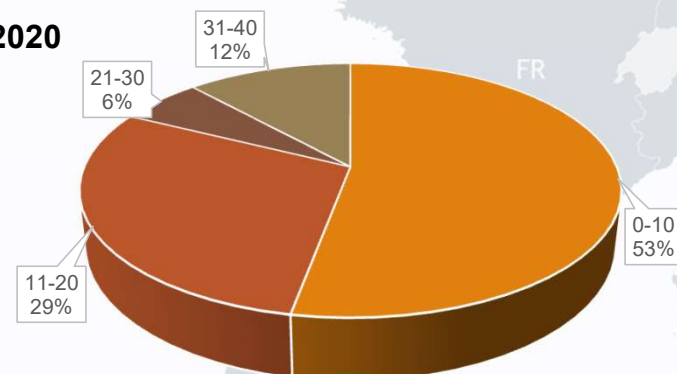
[5] Composition of income (percentage of overall income) 2019 / 2020

Events

2019



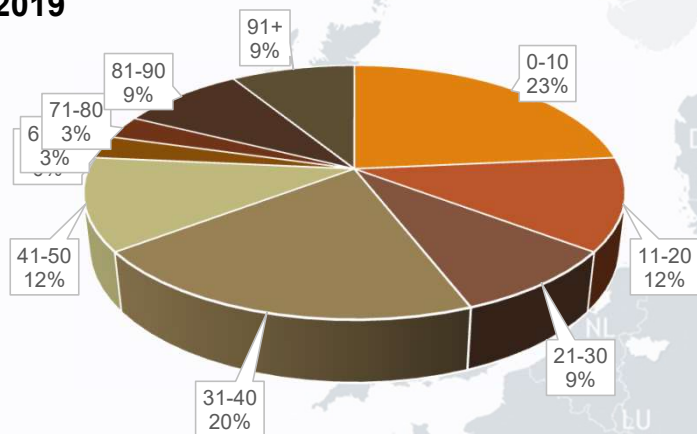
2020



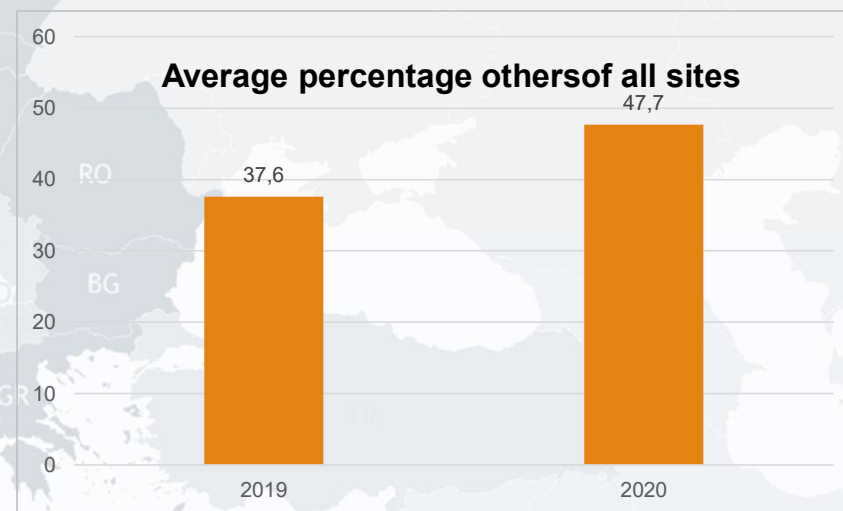
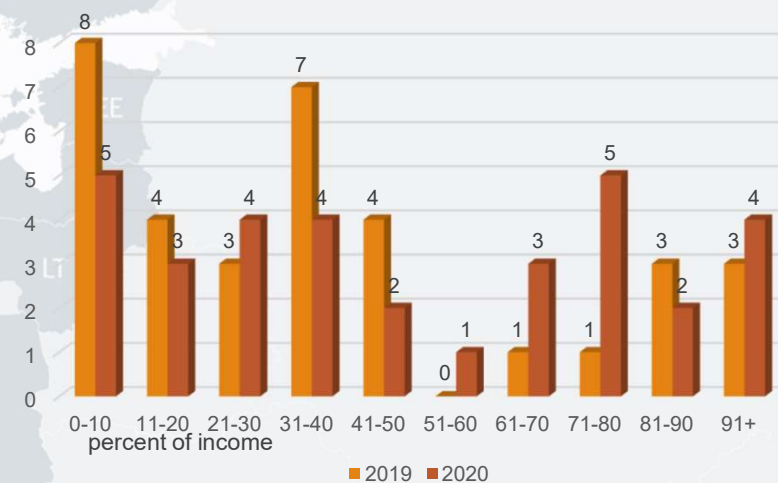
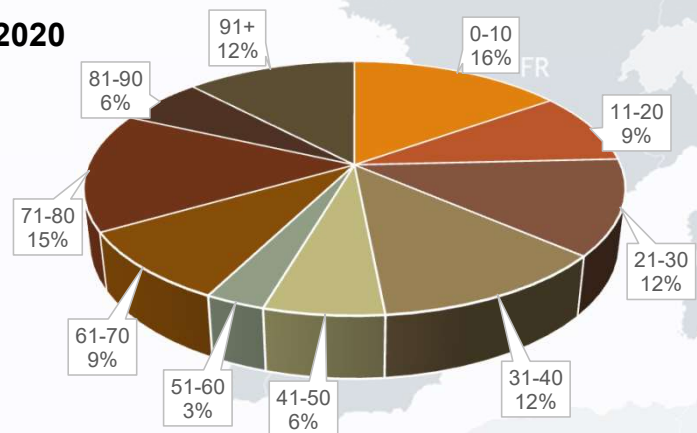
[5] Composition of income (percentage of overall income) 2019 / 2020

Others

2019

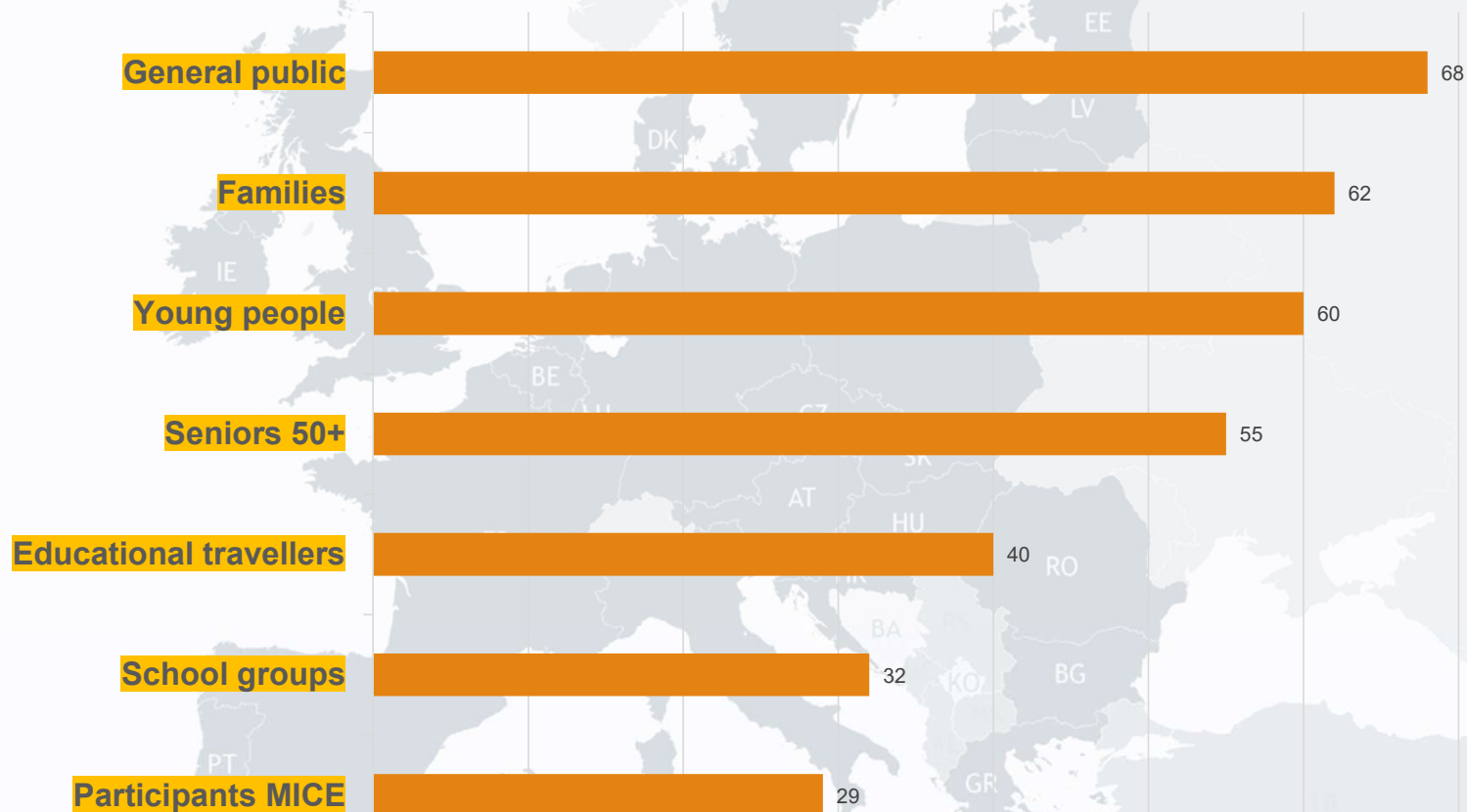


2020



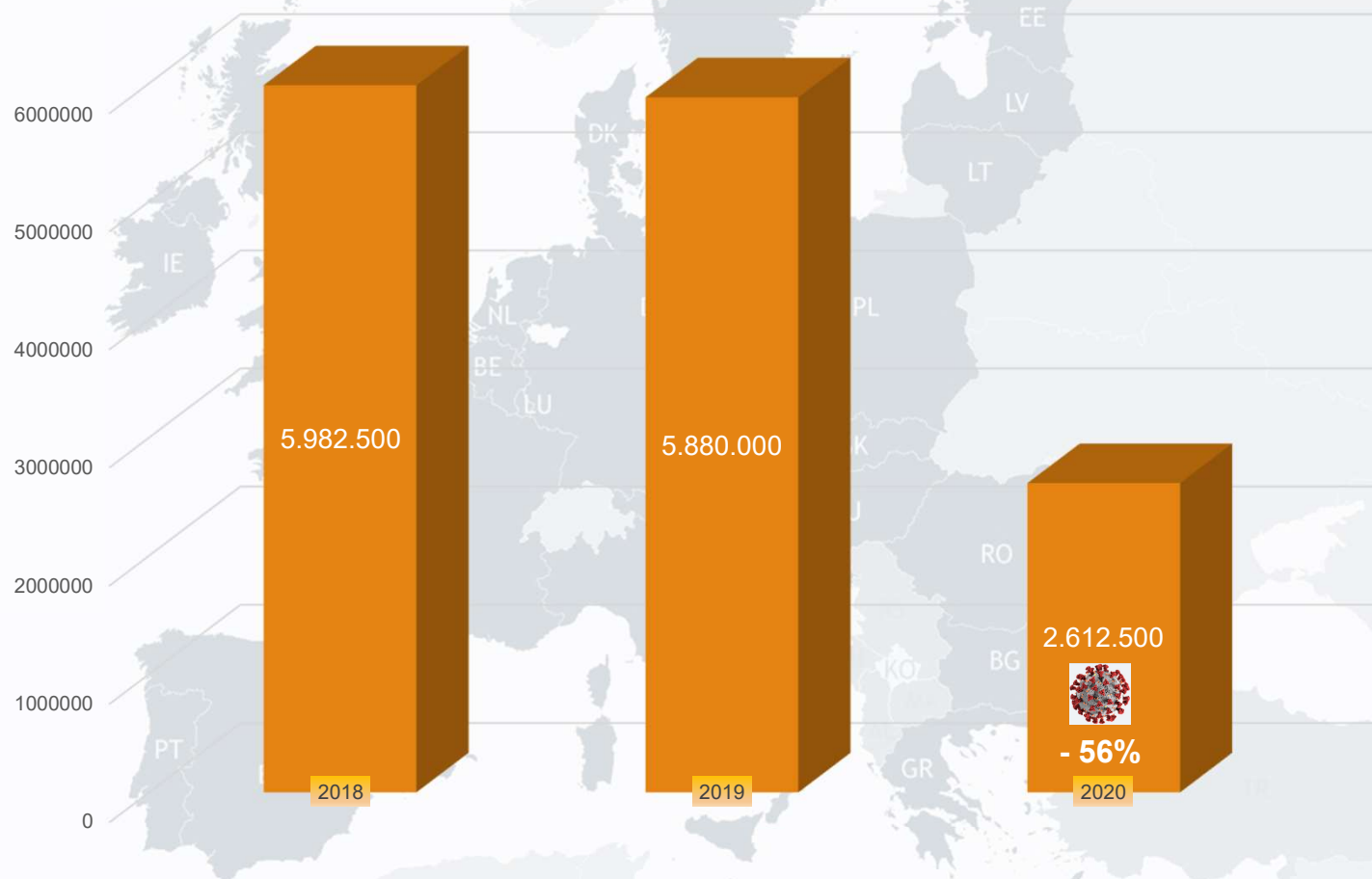
[6] Which is your target audience?

(multiple answers possible)



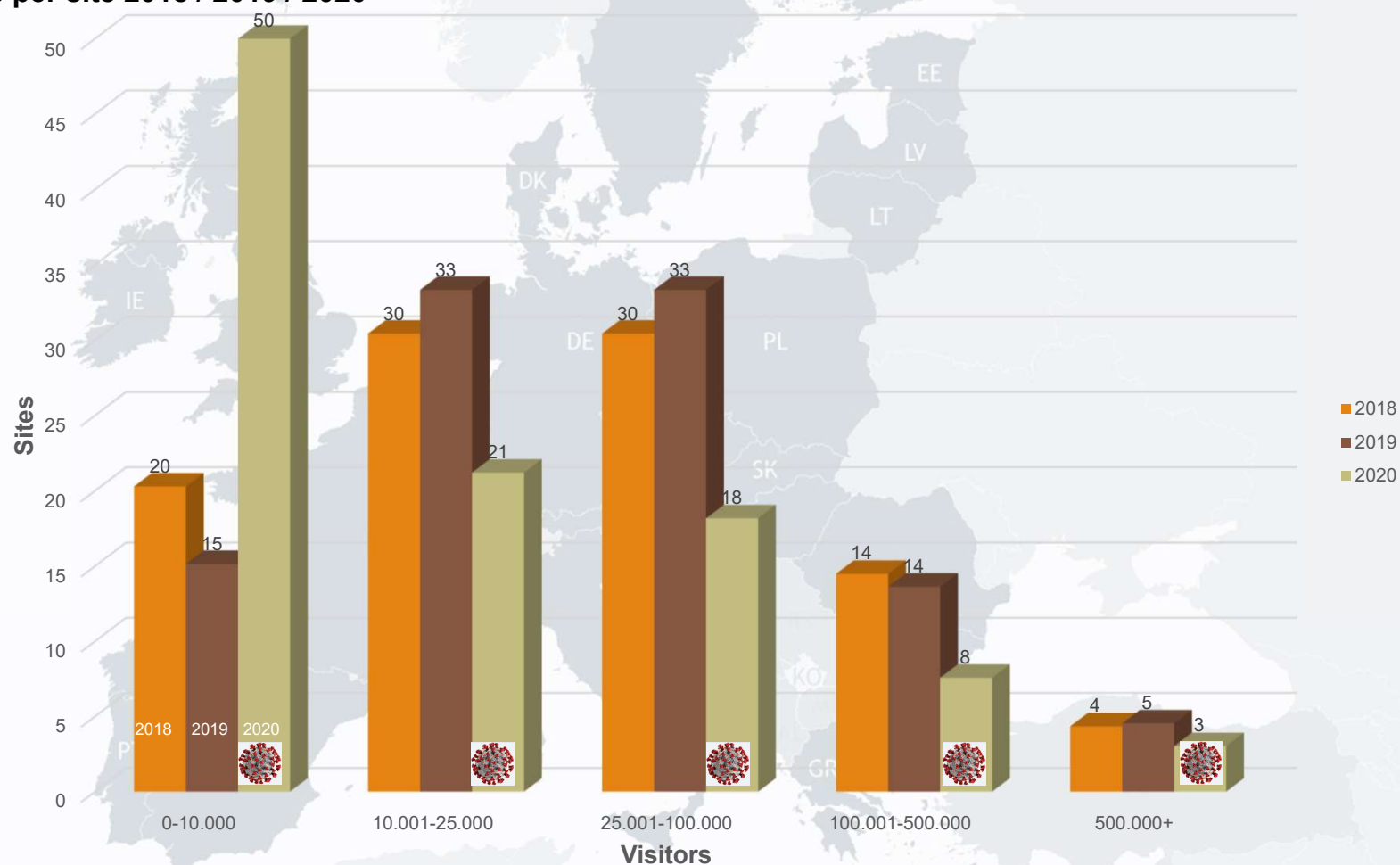
[7] How many visitors did your site receive in the last three years?

Total number of visitors at all participating sites 2018 / 2019 / 2020

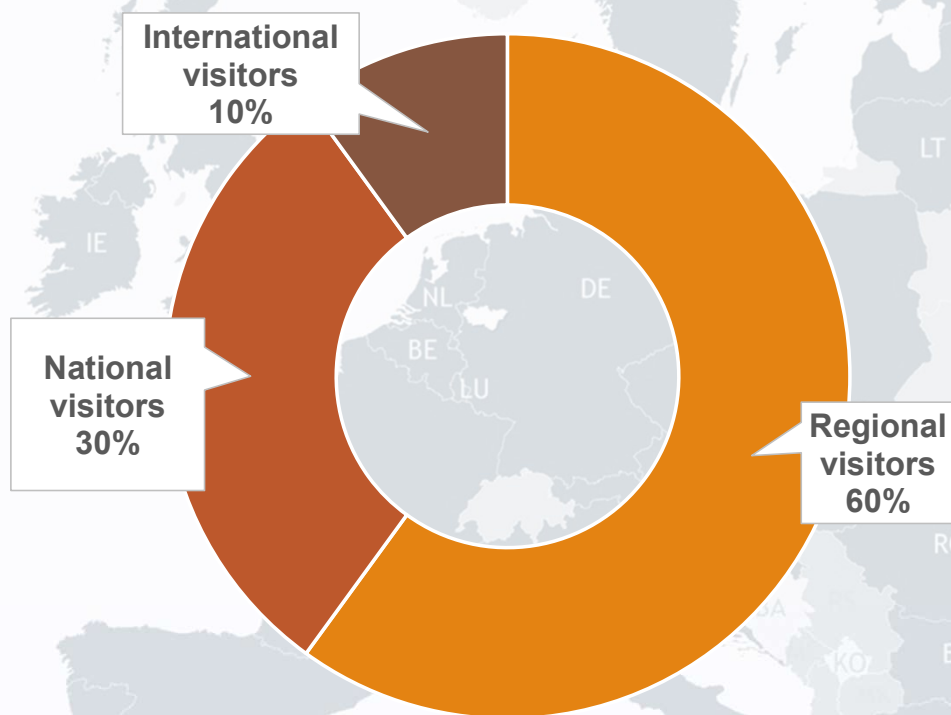


[7] How many visitors did your site receive in the last three years?

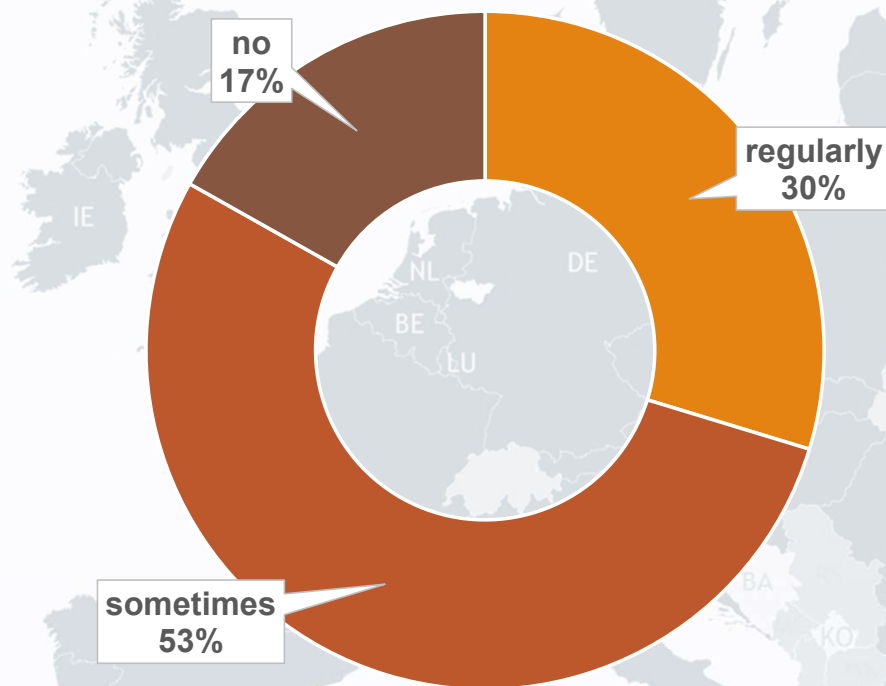
Visitors per site 2018 / 2019 / 2020



[8] Where do your visitors come from?

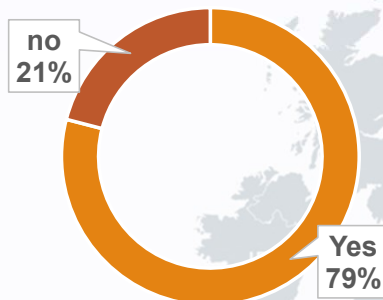
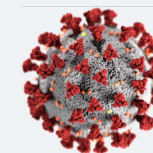


[9] Do you carry out visitor surveys?

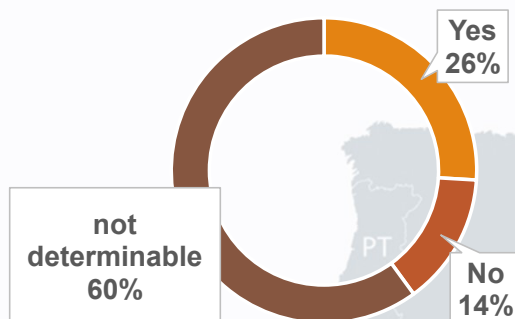


[10] Replacement offers

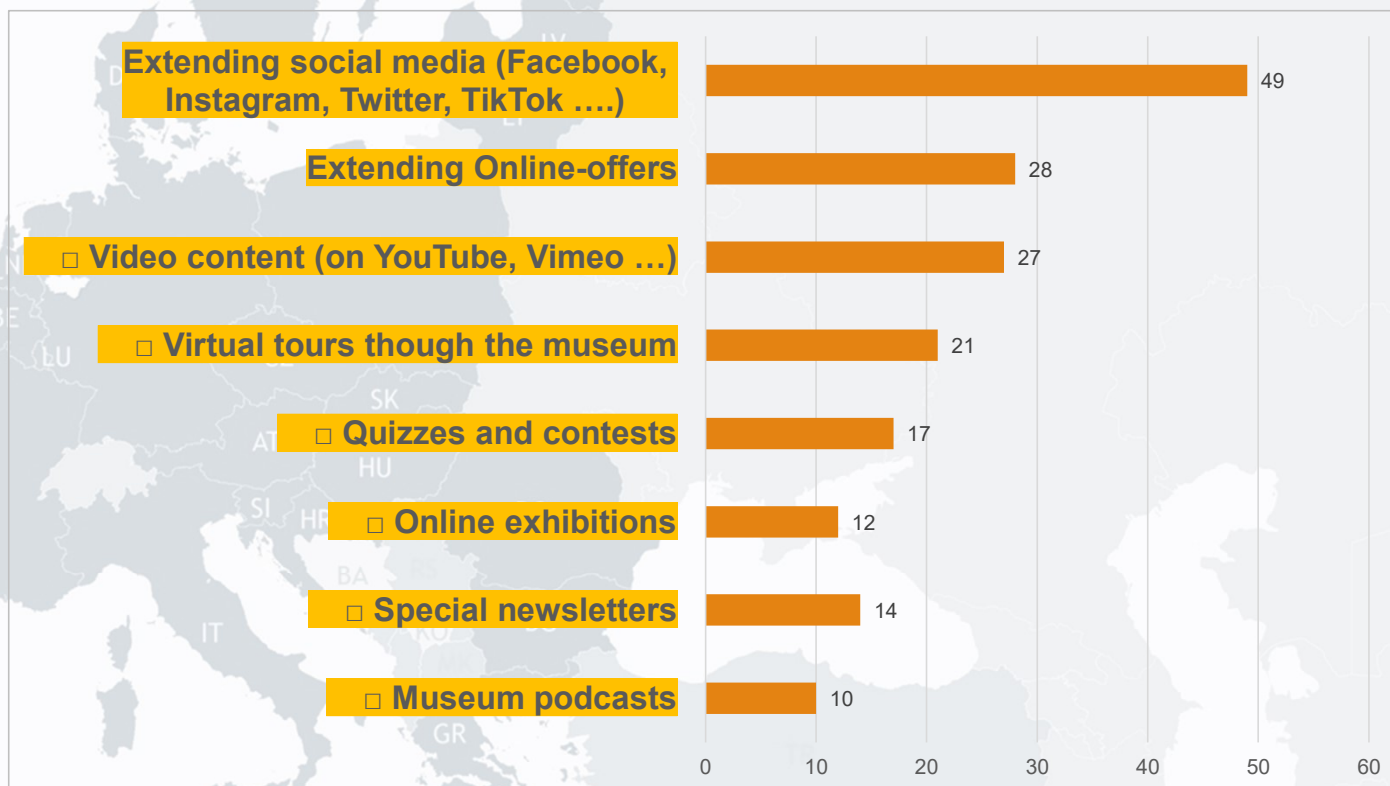
Did you develop replacement offers during corona-related closures?



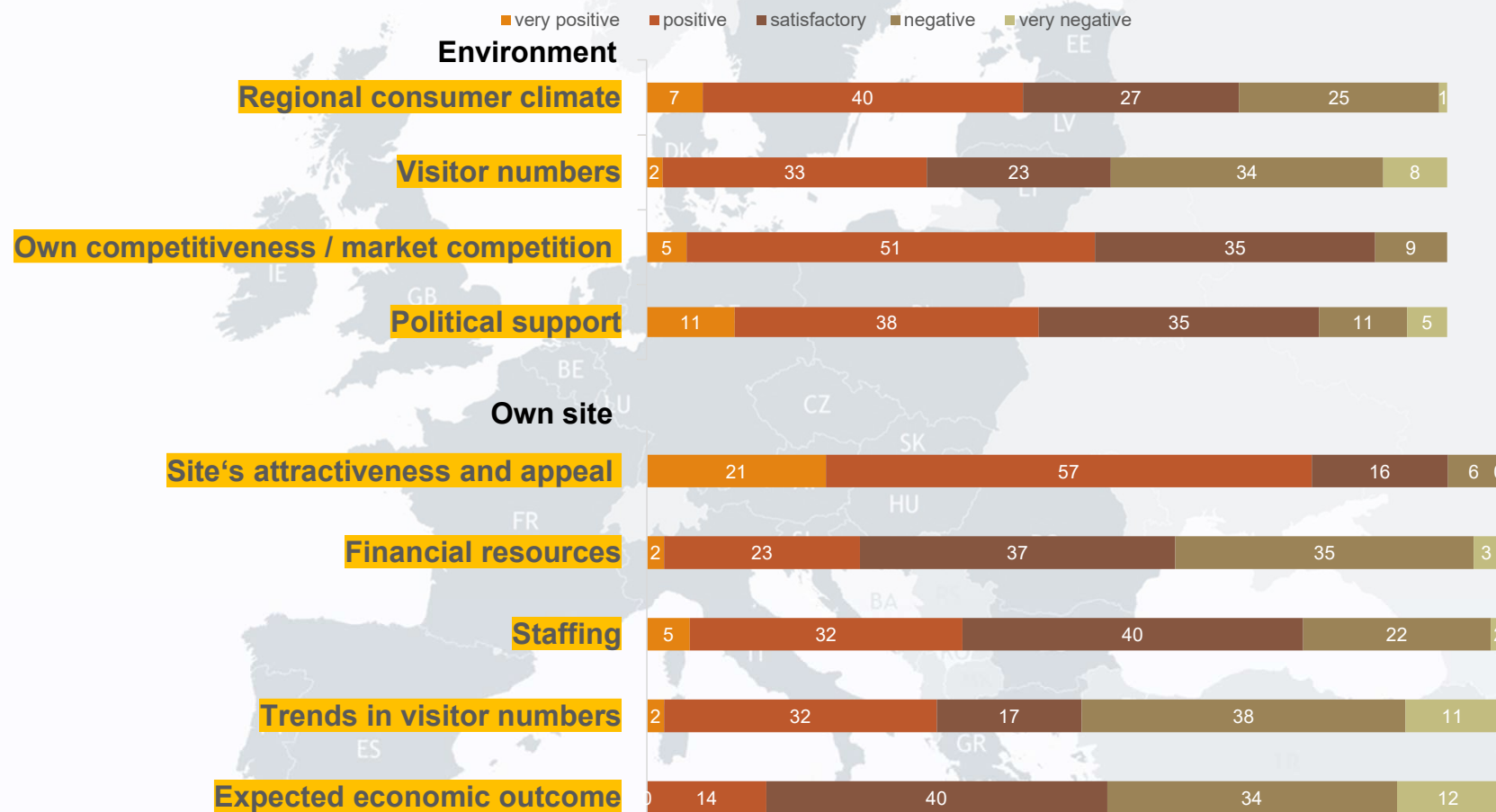
Did the number of online visitor increase ?



Replacement offers



[11] How would you rate 2021 for your site in terms of the following?



[12] What were your 3 key objectives for 2021 ?

TOP 10



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[13] Which of the following actions form part of your current strategy?

(multiple answers possible)

