Visitors and Non-Visitors - (Re-)Searching the Gap
Industrial Heritage and Audience Development

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Völklingen Ironworks

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Photographs by Barry Cawston, 2018
Here we are!

World Heritage Site Völklingen Ironworks
In the far far southwest of Germany
Queen Elizabeth II and the three missing letters

The legend Queen Elizabeth II. Luciano Pelizzari Collection
Queen Elizabeth II and the three missing letters
A short story
The Queen is not amused!

B4 Kultur

"I am not amused"


Here he is: The Visitor!
The Visitor enters the stage
But:  
Who is the visitor?

He has many faces.
And was does he expect?
Audience Development

Definition

Audience development is a planned and targeted management process which involves programming, education and marketing (underpinned by research and evaluation) working together to deliver an organisation’s overall objectives.

Strategies

Strategies for attracting and retaining new audiences for cultural institutions

- cultural management
- Public Relations/Communication
- cultural mediation
- user research
Visitor Research Peter’s “K-I-S”

The Questionnaire
- Din A 5 (148 x 210 mm)
- Some 33 Questions
- Most Multiple Choice Questions

The Topics
- Circumstances of visit
- Reasons and goals of visit
- Evaluation of exhibitions and site
- Touristic aspects
- Sociographical data

The Procedure
- Distribution on terminal with ticket
- Return on terminal or return boxes
### Audience Development

#### Your first visit?

- More than 80% of visitors are first-time visitors.

#### When was your last visit?

- Impuls: 30% monument, 50% exhibition.

#### Visit alone?

- With Family?

#### With friends?

#### From where did you get your information?

- Information: 16% Tips from Friends, 14% Newspaper, 14% Posters, 10% Internet

#### The impuls for your visit?

- 30% monument, 50% exhibition.

#### How long lasted your visit?

- 43% of our visitors spend more than 3 hours on site.

#### How do you evaluate

- The selection of the objects?
- The staging of the objects?
- The understandability?
- The information?

#### What ist your overall score for the exhibition?

#### Criticism, proposals, hints

- 26% of our visitors are families with children!

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**Peter Backes**
How do you evaluate:
• Access
• Entrance
• Staff
• Chilling features
• Sanitary facilities
• Accessibility for disabled persons

Judge the entrance fees
81% find our entrance fees appropriate.

Will you stay overnight?

More than half of our visitors spend at least one night in Saarland (51%).

What other visits are planned for today?

Our visitors gave us an overall score of 1.7!

Your overall quote for Völklingen Ironworks?

96% of our visitors will recommend the World Heritage Site!

Would you recommend Völklingen Ironworks to others?

Surprise!
38% male
62% female

Sociographical data:
• Age
• Gender
• Education
• Profession
• Residence

Origin of visitors:
30% Region
60% Germany
10% foreign countries

Our visitors are planned for today?

67% are only visiting Völklingen Ironworks. Some the town of Saarbrücken (11%)
Audience Development

What’s up?

Audience is there ...
... or not there!
Or what?

2017
290,443 Visitors
1994:
The (world-)culture-conscious audience
The tourist audience


178,000 Visitors!
The UNESCO Visitor Centre of the World Cultural Heritage Site Völklinger Hütte
The UNESCO Visitor Centre of the World Cultural Heritage Site Völklinger Hütte
Ferrodrom®: Experimenting and Learning
The young audience

Ferrodrom®: Bluster and play
The young audience

Paaaarty!

Peter Backes
The Paradis

The chilled audience
The chilled audience

Picnic on site
The old audience

Accessibility in the industrial monument
The non-audience

The non-visitors
Audience Development:
Nothing happens without visitors!

Culture is fine, culture is important, but me, I don’t want to go there…
Participation in culture

Three basic groups of cultural users

Group 1
Core culture users
only 8% of the population
regular users of cultural services

Group 2
Occasional users
Approximately 50% of the population,
entertainment-oriented

Group 3
not personally interested in culture 42%
They do not use cultural events at all.
The majority of people consider culture to be valuable for society, but not for their personal lives.
Expectations of a cultural visit:

- Good entertainment
- Experience something live
- Good atmosphere
The non-audience

Reasons for not visiting - and what to do:

• Too expensive
• Too cumbersome to reach
• No interest
• Schools: Too expensive
• Too uncomfortable
• Already seen
Excursion: Apropos „already seen“

Christian Boltanski: The Forced Workers at Völklingen Ironworks

Peter Backes
Culture for all!

The activation of non-visitors also has an important social function: the participation of groups of people in cultural events is to be promoted, people are to be freed from social and cultural isolation.

That is why we have a great responsibility in this field.
Audience Development: The Heirs

Thank you dear friends!