

MONTHLY COMPARISON OF VISITOR PROFILE CATEGORIES FOR 1010/11 AND 2011/12

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Key for Complimentaries

- 1 Museum Pass Holders are free on the point of entry, but pay an annual fee for a season ticket to all NMAS sites
- 2 Friends have free admission to the Norwich Museums, but donate funds for acquisitions and projects
EAAF (East Anglian Art Fund) have free admission to Norwich Castle, but donate funds towards the temporary exhibitions program
C&TA (Costume & Textile Association) have free admission to the Norwich Museums, but donate funds towards maintaining and displaying the costume and textile collections
- 3 Norfolk County Council school pupils have free admission to all NMAS museums. Schools pay for additional services, e.g. Roman workshop.
- 4 To include selected NUCA, City College & UEA research students & staff whom Norwich Museums have arrangement with or are working on joint projects, e.g. NUCA pay an annual fee for admission for their students. Members of Art Fund and NCAS who have support acquisition of collections and/or exhibitions. Museums Association, VIPs, Cllrs, Blue Badge Guides, Group Leaders, Carers for disabled, School teachers, NMAS staff, press, Spree, Grab a Grown up and other vouchers, free entry for Museums at Night, HODs.

Visiting Trends / Explanation

- Lower Special Exhibition ticket sales correspond with the months where there is an exhibition changeover and the gallery is dark for some or all weeks, also longer school holidays where a higher proportion of visitors, of which a higher percentage are families, tend to choose to visit all galleries.
- School Holidays fall on different dates each year, this is evident from total monthly visitor numbers. There are generally more visitors during school holidays except for December, which is the quietest month of the year and when the Museum is also shut for 4 days. There are also a higher proportion of paying visitors to complimentaries partly as a result of having fewer school visits. Also as one would expect, there are a higher proportion of families evidenced by higher proportion of 'Family Adult' and 'Young Persons' ticket sales.
- Higher percentages in paying 'Other' corresponds with fixed period money off voucher promotions in EDP or similar.
- There is a higher proportion of paying visitors to complimentaries during school holidays due to increased numbers of first time visitors, many of whom are visitors to the region, also because of fewer school visits.
- There is a higher proportion of complimentaries in May and September due to free admission to Museums at Night and Heritage Open Days.