

# FREE TO EXPLORE

Every September, thousands of places across the country open up to celebrate their heritage, community and history. Stories are told, traditions explored and histories brought to life. It's a once-a-year opportunity to see hidden places and try out new experiences – and it's all FREE.

In 2018, for the first time ever, Heritage Open Days was across two weekends, the 6-9 & 13-16 September.

Heritage Open Days thrives on the commitment of some 56,000 local people from all walks of life, who share a passion for places, history and culture.

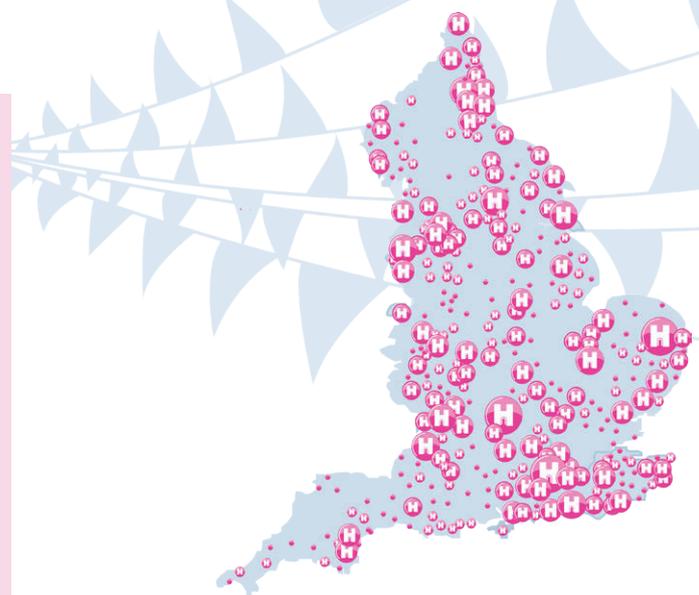
The festival is coordinated nationally by the National Trust with support from players of People's Postcode Lottery.



## 2018 FIGURES AT A GLANCE

2,046	registering organisers
5,517	sites & events taking part
49,000	volunteers
5,400	paid staff
961,000	'non-heritage' visitors attracted
1.5 million	new visitors through the doors
3.1 million	visitors in total
£20+ million	added to local economies
14.2 million	people aware of the event

[www.heritageopendays.org.uk](http://www.heritageopendays.org.uk)



"Still buzzing from the experience"

Visitor comment



National Trust





"A fantastic morning - a real privilege to be able to explore an otherwise inaccessible place"

Visitor comment

## PARTICIPATION IN HERITAGE OPEN DAYS MAKES A DIFFERENCE

### People and communities

- 74% of visitors live **locally**
- 86% feel **more part** of their local community
- 88% feel an **increased pride** in their local area
- 76% see their **well-being enhanced** as visiting helped them to relax
- 90% of visitors attend in order to **support** local heritage
- 91% of visitors feel that it helped them to have **more appreciation** for their local area
- 79% of visitors feel that it helped them to **understand** the background of others

Visitor evaluation for 2018 based on telephone omnibus survey of c.2,000 adults in GB and 403 face-to-face interviews at 38 locations across England. Volunteer findings based on feedback from 191 volunteers and 313 organisers, supplemented by 16 teledepth interviews.

### Cultural gateway

- 96% of visitors **enjoyed** their experience
- 49% visited the festival for the **first time**
- 31% had **not visited a heritage site** in past year
- 80% feel now that heritage and/or cultural sites are for people like them
- 61% of visitors go on to **visit more** heritage sites
- 94% of volunteers fully **enjoyed** their experience

As a result of their Heritage Open Days experience...

- 85% of visitors feel **inspired** to visit other heritage sites in the future
- 99% plan to visit a HODs event **next year**
- 86% of volunteers are **more likely to** volunteer with other heritage sites/ organisations

### PR power

Extensive national and regional media coverage including 20+ different radio stations, 9 regional TV networks, and features in The Daily Mail, The Times and Grazia, as well as on ITV's This Morning. Over 2.8 million website page views and 400,000 social media post views over the festival period, resulting in a combined 44% of overall visitor awareness.

"The atmosphere was just wonderful with so many happy people having fun exploring."

Organiser comment

Did you know? 50 countries take part in the European Heritage Days. Heritage Open Days is England's contribution to this joint initiative of the Council of Europe and the European Commission.



European Heritage Days  
Journées européennes  
du patrimoine