

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 2019, for the first time ever, Heritage Open Days was across ten days, from the 13-22 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.

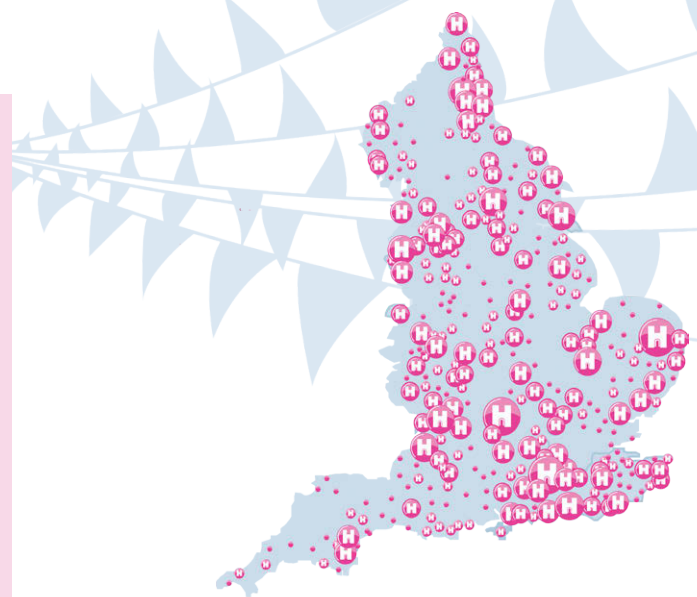
The festival is coordinated nationally by the National Trust with support from players of People's Postcode Lottery.



2019 FIGURES AT A GLANCE

2,159	registering organisers
5,794	sites & events took part
53,000	volunteers
5,700	paid staff
576,000	'non-heritage' visitors attracted
1 million	new visitors through the doors
2.4 million	visitors in total
£20 million	added to local economies
11.7 million	people aware of the event

www.heritageopendays.org.uk



"Still buzzing from the experience"

Visitor comment





"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

- 78% of visitors live **locally**
- 87% feel **more part** of their local community
- 91% feel an **increased pride** in their local area
- 92% feel **uplifted** after attending an event
- 94% of visitors attend in order to **support** local heritage
- 84% of visitors feel that HODs events help bring different people **together**
- 79% of visitors feel that it helped them to **understand** the background of others

Visitor evaluation for 2019 based on telephone omnibus survey of c.2,000 adults in GB and 1,797 responses to a post-event survey. Participant findings based on feedback from 213 volunteers and 385 organisers.

Cultural gateway

- 96% of visitors **enjoyed** their experience
- 41% visited the festival for the **first time**
- 24% had **not visited a heritage site** in past year
- 78% feel now that heritage and/or cultural sites are for people like them
- 69% go on to visit heritage sites **more often**
- 96% of volunteers fully **enjoyed** their experience

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

- 86% of visitors feel **inspired** to visit other heritage sites in the future
- 97% 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 features in the Guardian, Evening Standard and Time Out Magazine, as well as mentions on ITV's This Morning and BBC Arts.
Over 2.3 million website page views and 660,000 organic social media impressions over the festival period.
Over 1.35 million paid impressions as part of our online advertising campaign.

"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