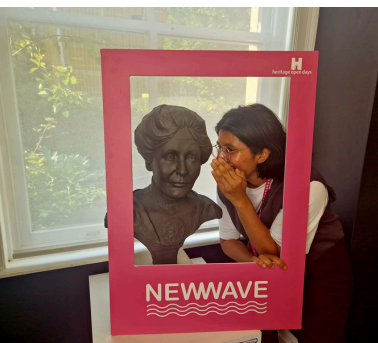


Year in Review



England's Largest Festival of
History and Culture



In partnership with
 National Trust

 PEOPLE'S
POSTCODE
LOTTERY

 POSTCODE
EARTH
TRUST

2024

Every September, thousands of people come together across England to celebrate their heritage, community, and history.

This year we saw our festival community become the largest it has ever been with more than 2,350 organisations, individuals and community groups involved in putting on free events. The number of festival visits increased this year, up by 20% on 2023.

More than ever, the importance of a free festival of history and culture shone through this year, with 44% of visitors stating they would not have visited had events not been free.

2024 FIGURES AT A GLANCE

1,097,000	festival visits
394,920	first-time visits
5,427	events
41,700	volunteers
7,800	paid staff
2,354	organisers took part

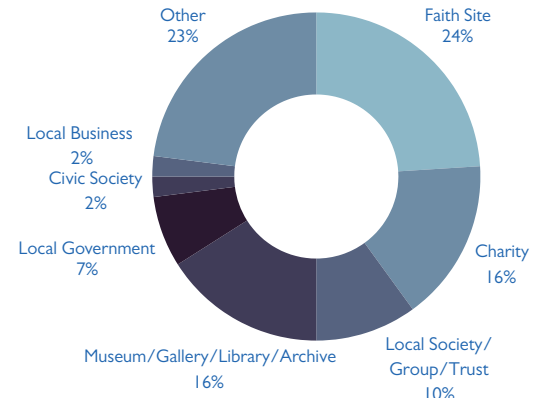
It's about celebrating communities and bringing people together

91% of visitors said that they learnt something new about their local area at a HODs event

82% of visitors said that visiting a HODs event made them feel more proud of their local area

67% of visitors said that the event they went to made them feel more of a part of their local community

Who takes part?



It generates income

"This year, I really enjoyed organising the event because it allowed me to bring the community together in a meaningful way. With more resources and support available, I felt confident in making the experience engaging and accessible for everyone."

- Heritage Open Days Event Organiser 2024



Visitors are keen to support organisations when they visit. When they saw an opportunity 67% of visitors made donations



Sites benefited from an estimated £3.7 million of additional spend, and local area economies benefited from a further £7.8 million

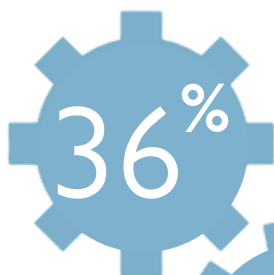


Cover & Images: Squeaky Pedal, 2024 Heritage Open Days & with permission from various Heritage Open Days organisers

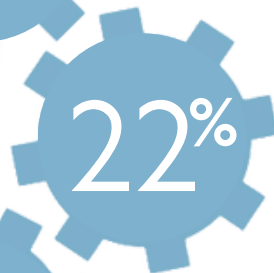
It supports the sector and encourages visits



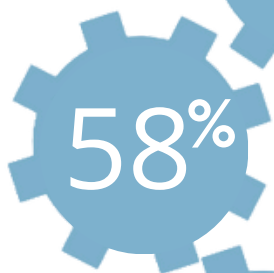
Images: Squeaky Pedal, 2024 Heritage Open Days



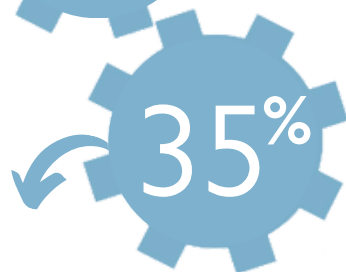
of visitors had never been to a HODs event before



of visitors had not been to a heritage site in the last 12 months



go on to visit heritage sites more often after visiting HODs events



It's FREE to access

Heritage Open Days is founded on the principle of free entry. This year 35% of audiences came from a [C2DE background](#).

"We love heritage open days, the chance to go to places we can't usually afford is wonderful, we always make a small donation to say thank you to the venues, but also the opportunity to go to places normally shut or look behind the scenes - it's a wonderful scheme and we've been lucky to benefit so much over the years." - Festival Visitor

"Nice to visit a place that would normally be chargeable as I wouldn't normally go to a place like this so I'm glad it was free to broaden my horizons and make me more interested in visiting places of this type in the future." - Festival Visitor

Visitors Love HODs

90 NPS

Net Promoter Score (NPS) reflects how many visitors go on to recommend their experience to other visitors. A score of 80 or more is considered world class. Our 2024 score was 90/100

and it gets noticed...



Radio, Press & TV

- More than 3,000 national and regional press covers
- Over 400 radio, TV, and podcast covers



Website

- 52% of visitors find events through our website
- 15 spotlight posts highlighting over 170 events



Social Media

- 9,200 new followers added to our network of 87,800 followers
- 4.7 million users reached during the festival