REFERENCES – Intentions to Visit in the Time of COVID-19: Where things stand, what will make people feel safe, and the redistribution of demand for cultural experiences
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COVID-19 Data
IMPACTS is tracking how the pandemic is influencing perceptions and intentions to visit cultural entities. For the latest data, please visit COVID-19 Updates or subscribe to receive email notification of new articles.

- **Market potential:** This metric is a modeled measure of the size of the market for cultural experiences at a specific time, and serves as a data-informed, industry-based benchmark for attendance projections. This type of analysis is the product of modeling robust data relating to the US public's attitudes, perceptions, and behaviors concerning cultural enterprise. Market potential studies leverage data concerning visitor behaviors to develop models of both the market and the experiences offered to the public by cultural organizations and quantify the outputs of the simulated interactions between these two models during a defined duration to produce a data-informed attendance forecast. The forecast considers visitation as a percentage of 2019 attendance if programming in 2020 -2023 were similar and capacity limitations were not enforced. As of August 2020, market potential for cultural organizations in the Greater Atlanta DMA is 35.4% of 2019 attendance for exhibit-based entities, and 21.2% of 2019 attendance for performance-based entities. Neither entity type is currently projected to have recovered to 2019 performance by 2023. (See market potential for US cultural entities as of August 2020.)

- **Intent to visit (ITV):** Unlike market potential, ITV is not a key performance indicator, but a diagnostic metric that is one of many inputs informing market potential. We monitor this metric in order to track when people plan to start returning to their more traditional visitation patterns. Data is shown in scalar variables on a 1-100 scale, with "1" indicating no intentions whatsoever to visit and "100" essentially a certainty. Presently, the findings indicate that people intend to start having cultural experiences again at their usual rate at a time period of three months. However, we've found that intentions to start returning to usual visitation patterns within three months has been a rolling target since shortly after the pandemic began. People remain hopeful that conditions surrounding COVID-19 will stabilize and are actively making plans around this hope, whether or not they may be realized. Critically, it demonstrates that people are not generally deciding that they will no longer be participants in cultural experiences. (See data through August 3, 2020. For a breakdown of intent to visit vs. interest in visiting, see Intent Vs. Interest In Visiting Cultural Organizations: Why These Metrics Matter (DATA).)

- **Distribution of demand:** This metric tracks the likelihood of pre-coronavirus visitors returning to participate in different cultural organization experiences. (i.e. Are people who identified as art museum visitors prior to the pandemic more or less likely to return to the art museum experience now?) Demand is increasing for entities that allow for freedom of movement and social distancing – and particularly those which offer outdoor experiences. It is decreasing for entities which offer tactile experiences (such as science museums and children's museums) and stationary, confined experiences (such as performing arts organizations). For those decreasing in demand, there is an opportunity to evolve perceptions of how an entity is best experienced to one that optimizes safety conditions. (See national data through July 18, 2020.)

- **What will make people feel safe:** This research informs strategies, operations, and communications to help people feel comfortable attending. Responses about safety measures were collected using [lexical analysis](), then used to populate a multiple-choice question which ranked the relative importance of each factor. Audiences expect to see organizations altering their operations to prioritize safety. Measures such as mandating masks and managing crowds are within an organization's control to implement. Findings also illustrate the growing importance of mandatory mask requirements for securing visitation – especially for likely visitors residing within the Greater Atlanta DMA. ([See national data through July 20, 2020.]())

How to Maximize Opportunities Right Now: References

There are three things for organizations to keep in mind immediately as they make plans:

(1) **Stay engaging and remain top of mind.** Stay engaging, as people are currently making plans to attend – even if those intentions may not be realized due to the coronavirus other shifting factors. For a look at the lead time before a visit, see [A Long Lead: The Decision-Making Timeframe of Cultural Attendees (DATA)]().

(2) **Meet people where they are.** They are online more than ever before. For more on meeting audiences where they are, see: [Why Marketing Matters During COVID-19 Closures – Key Factors to Consider (DATA); Social Media is More Important Than Ever for Cultural Entities – Here's What You Need to Know]()

(3) **Be responsive, not reactive.** Use data to make decisions and rethink immediate assumptions. Organizations benefit by being agile right now, as chips are still in the air surrounding the coronavirus and other factors. For insights into data-informed decision-making, see our four-part series on becoming a data-informed organization:
    - [Let's Talk Nerdy: Collecting Good Data]()
    - [The Few, the Proud, the Nerdy – Why Your Organization Needs Data Advocates]()
    - [Accepting Data Can be Hard – These Brain Tricks Make It Even Harder]()
    - [Seven Things Data-Informed Organizations Do Differently]()

For insights into common cognitive biases and rethinking assumptions, see:
- [Why Forgetting that Industry Experts Have Biased Perspectives Hurts Cultural Organizations]()
- [Three Cognitive Biases That Skew the Thinking of Cultural Professionals]()