

Attracting visitors to holiday events at historic sites and buildings

Research into different family activities over the holidays

October 25, 2013



Recommendations

- You're competing against the easy, known quantities of holiday shopping at the mall and going to a holiday movie or blockbuster.
- Nearly half have never or rarely ever gone to a historic site or building at any time of the year. However, about half will find out additional information if they hear of a holiday event there.
- The first place they're going to look for more information is online.
- Explain, in detail, your event. Include activities for kids as well as for older children and adults, and list this in your communications.
- Add details that explain that this is a holiday tradition and that they'll learn more about the history of their community. If you have handmade gifts for sale, note that, too.

Contents

- Who conducted this research and why
- Observations based on the results
- Tips on printing this report
- Methodology
- Responses
- “Make this holiday historic!” Materials to promote your history organization’s holiday events
- Contact information

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Background

- The goal of this small research project was to shed some light on activities that families do and their interest in learning about history-related holiday events, including those taking place at historic sites and in historic buildings.
- This was undertaken by The History List, the largest list of history-related events going on across the country. The History List was created to help history organizations of all types and sizes attract more visitors, members, and volunteers.
 - This is no cost to list history-related sites and events.
 - More information is at www.TheHistoryList.com/getting-started.

Background

- In 2012 we created a campaign that highlighted a different holiday event each day in December.
 - In 2013 we're making all of the materials freely available so that history organizations can promote their holiday events and gifts.
 - Read more here: <http://www.TheHistoryList.com/the-holiday-campaign-for-history>
 - Download the materials here: <http://www.TheHistoryList.com/holiday-materials>
- Additional information is at the end of this report.



Observations based on the results

- **Respondents:** The sample size was small (50) and was predominantly female (43 women and 7 men). We only included people with at least one child. The other characteristics, including education, household income, occupation, marital status, age, and location varied widely.
- **Going to the mall and to the movies** were the most popular last year, and were thought to be the most enjoyable for the family this year.
- Three-fourths have never been to a holiday event at a historic site or in a historic building. **Including activities for kids was the single largest factor in generating interest in attending such an event.**
- **Half said they were likely, very likely or definitely would get more information** if they heard about a holiday event at a historic site or in a historic building.
- **About half (52%) said that the web would be the first place they would look** for additional information. (Since the survey was conducted online, there was likely a bias toward this method.)

Notable comments

“Make it fun while also educational. Drive attention to it and get the word out. Lots of times, these events go unnoticed or don't get enough exposure and folks just don't know that its taking place.”

“Engage children don't make them or even the parents as an after thought.”

“There should also be events that everyone in the family can enjoy.”

“List what activities there would be for all ages. . . . Are there places to keep my children warm if the weather is very cold? **List all this in your ads.”**

“Favorite family activities over the holidays”

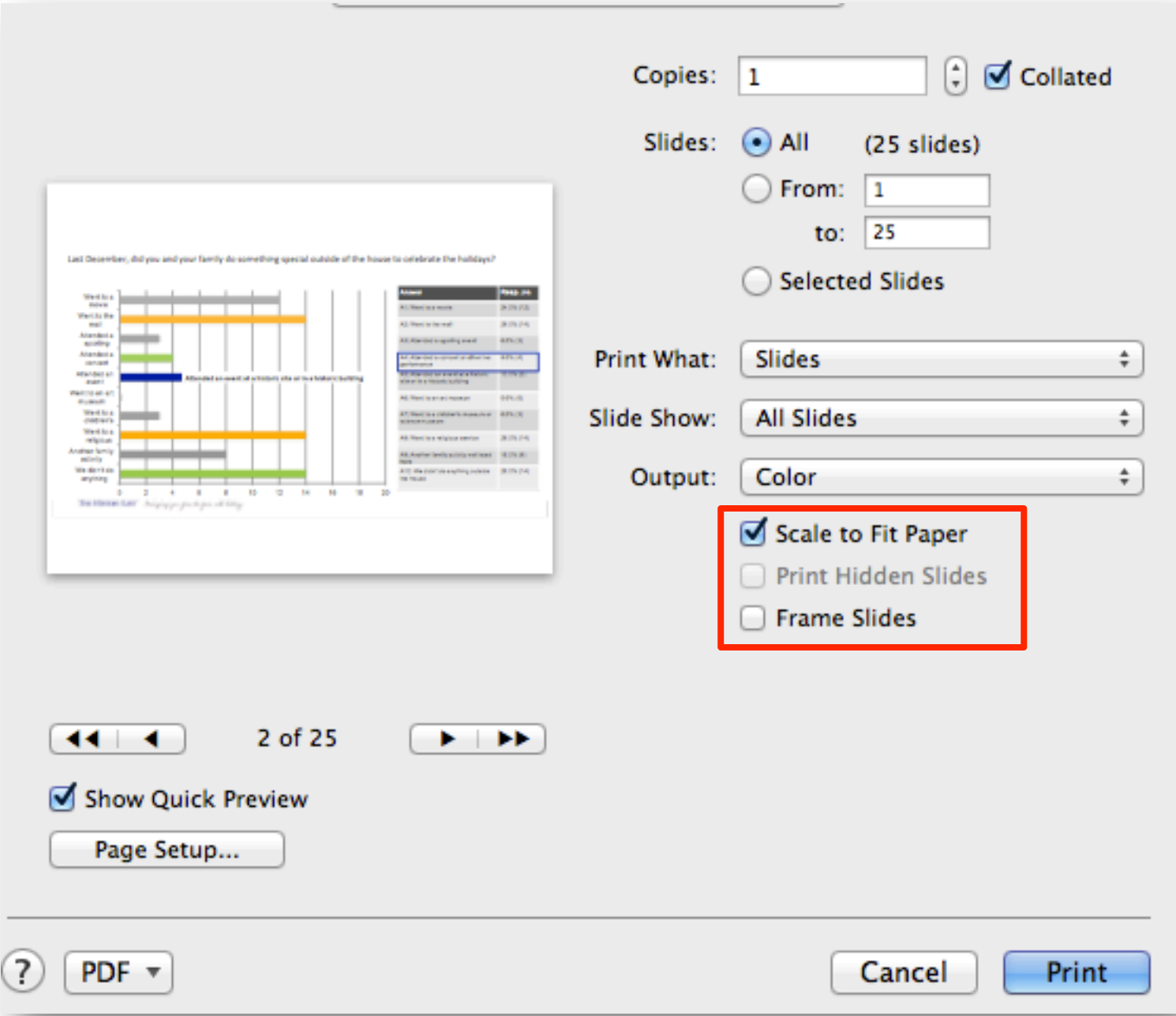
Survey responses: 50

Survey conducted online on October 25, 2013

Screening criteria

- Survey language: English
- Gender: Males and Females
 - Actual respondents: 7 males / 43 females
- **Age: 24 - 65+ years old**
- Ethnicity/Race: Any
- HH Income: Any
- Education: Any
- Employment: Any
- Career: Any
- Relationship: Any
- **Parental status: One or more children**
- Location: United States

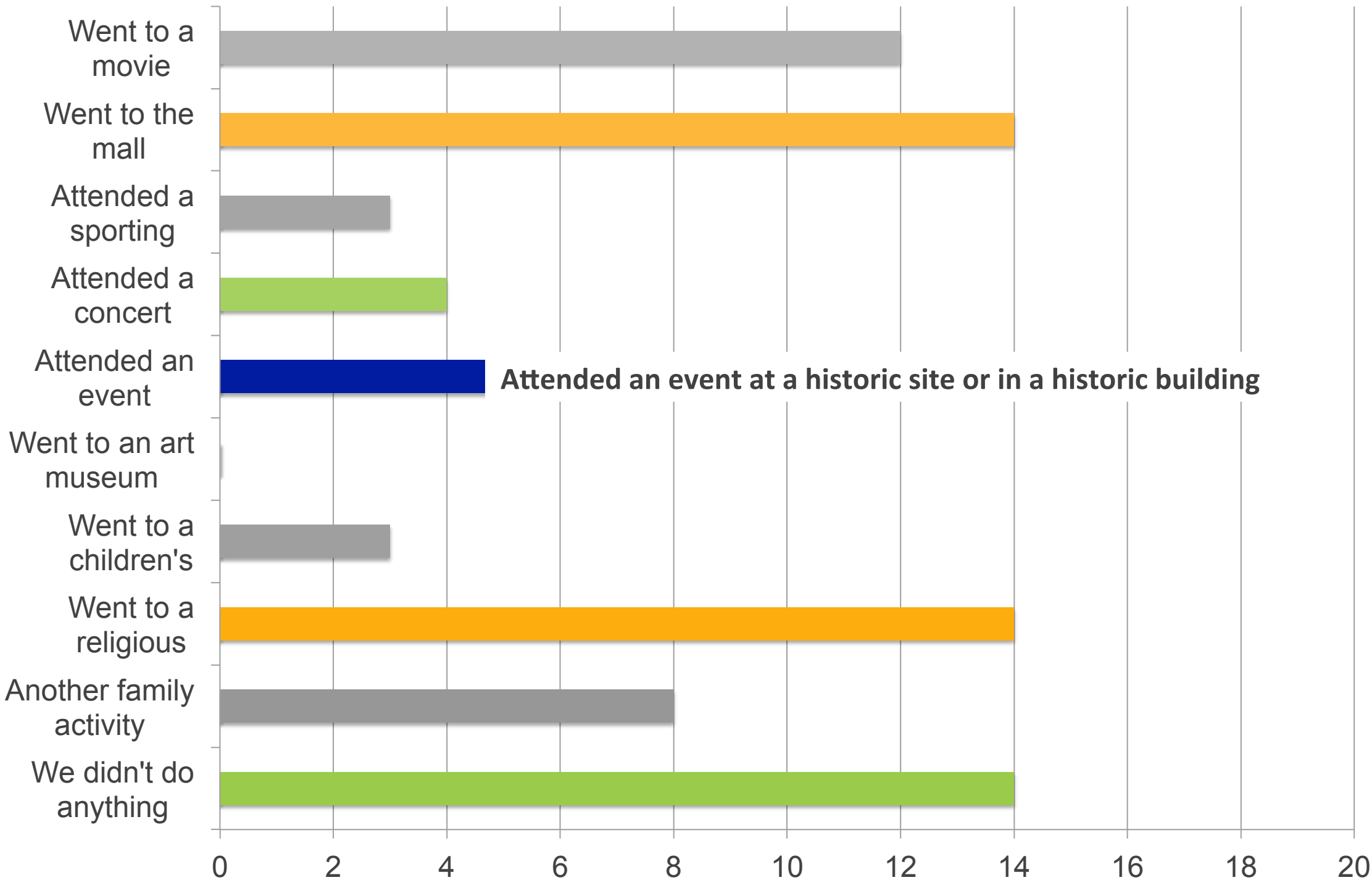
Tips on printing out this report



Check the box, “Scale to Fit Paper.” This will ensure that the slides, which are formatted for a computer screen, print out correctly on letter-sized paper.

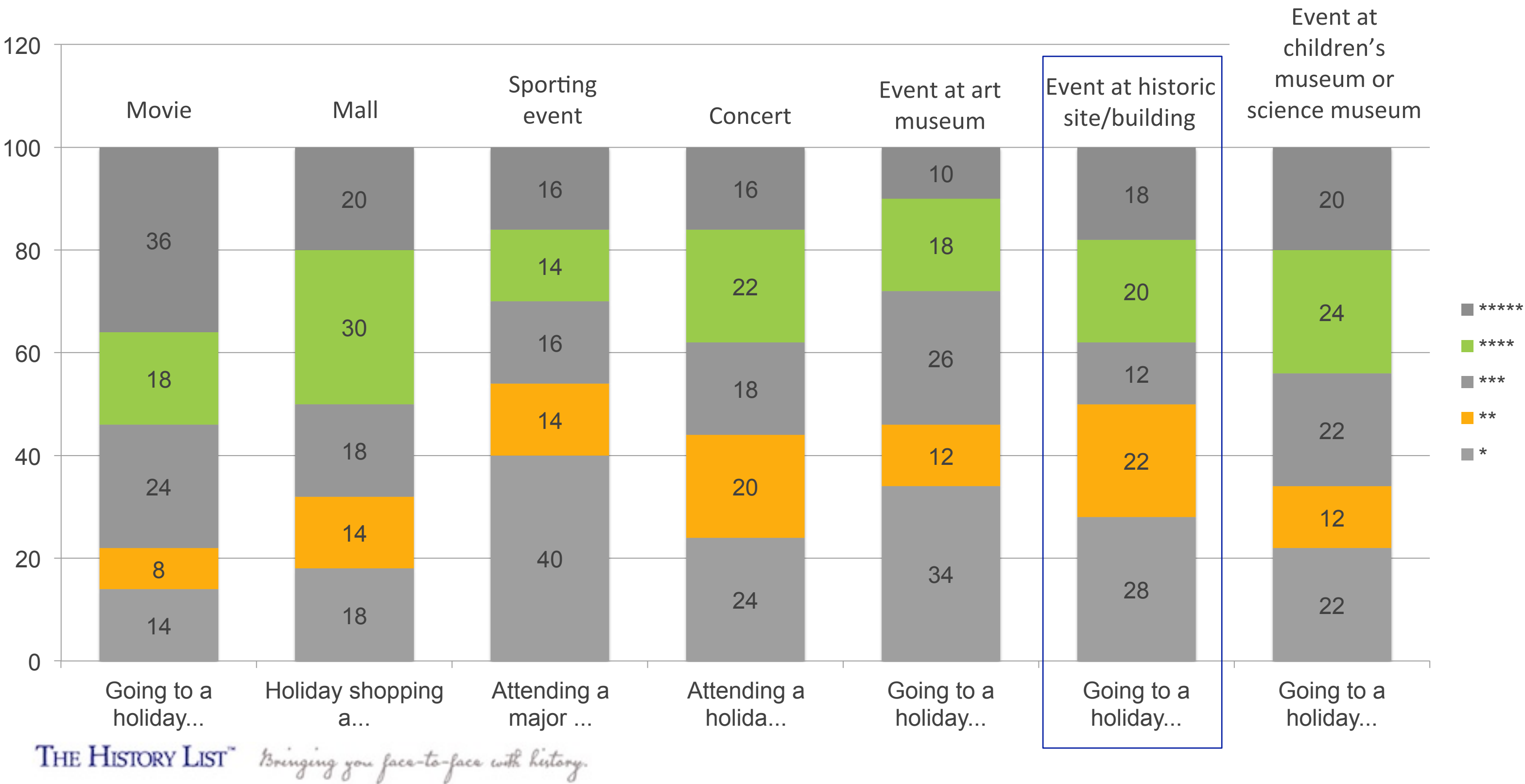
Note: This is the print dialogue box that appears on Macs. There is a similar option for PCs running Windows.

Last December, did you and your family do something special outside of the house to celebrate the holidays?



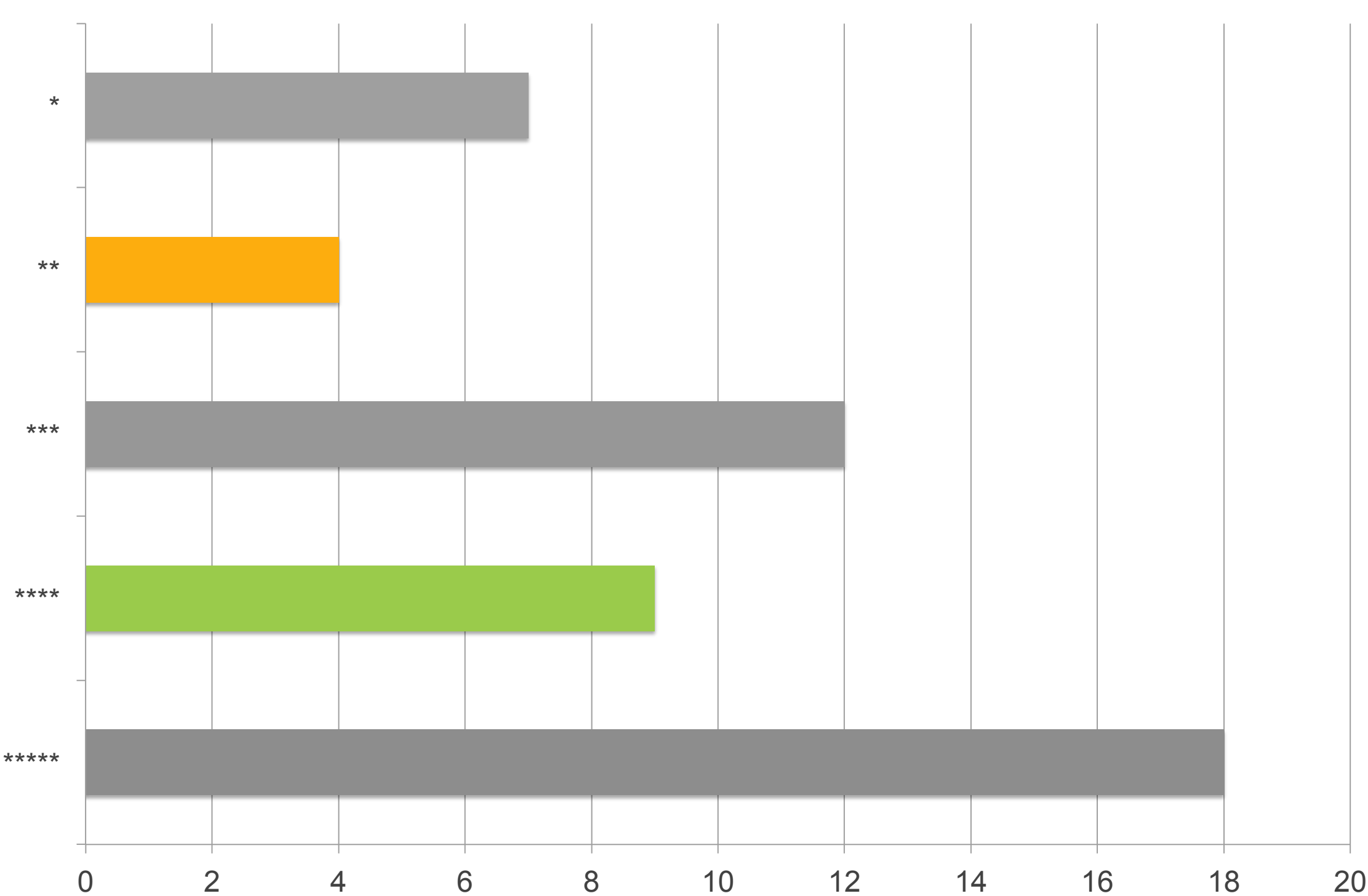
Answer	Resp. (50)
A1: Went to a movie	24.0% (12)
A2: Went to the mall	28.0% (14)
A3: Attended a sporting event	6.0% (3)
A4: Attended a concert or other live performance	8.0% (4)
A5: Attended an event at a historic site or in a historic building	10.0% (5)
A6: Went to an art museum	0.0% (0)
A7: Went to a children's museum or science museum	6.0% (3)
A8: Went to a religious service	28.0% (14)
A9: Another family activity not listed here	16.0% (8)
A10: We didn't do anything outside the house	28.0% (14)

Looking ahead to this December, please rate how much you think you and your family would enjoy these activities.
Rated from one to five stars, with one being the lowest rating.



Looking ahead to this December, please rate how much you think you and your family would enjoy these activities.

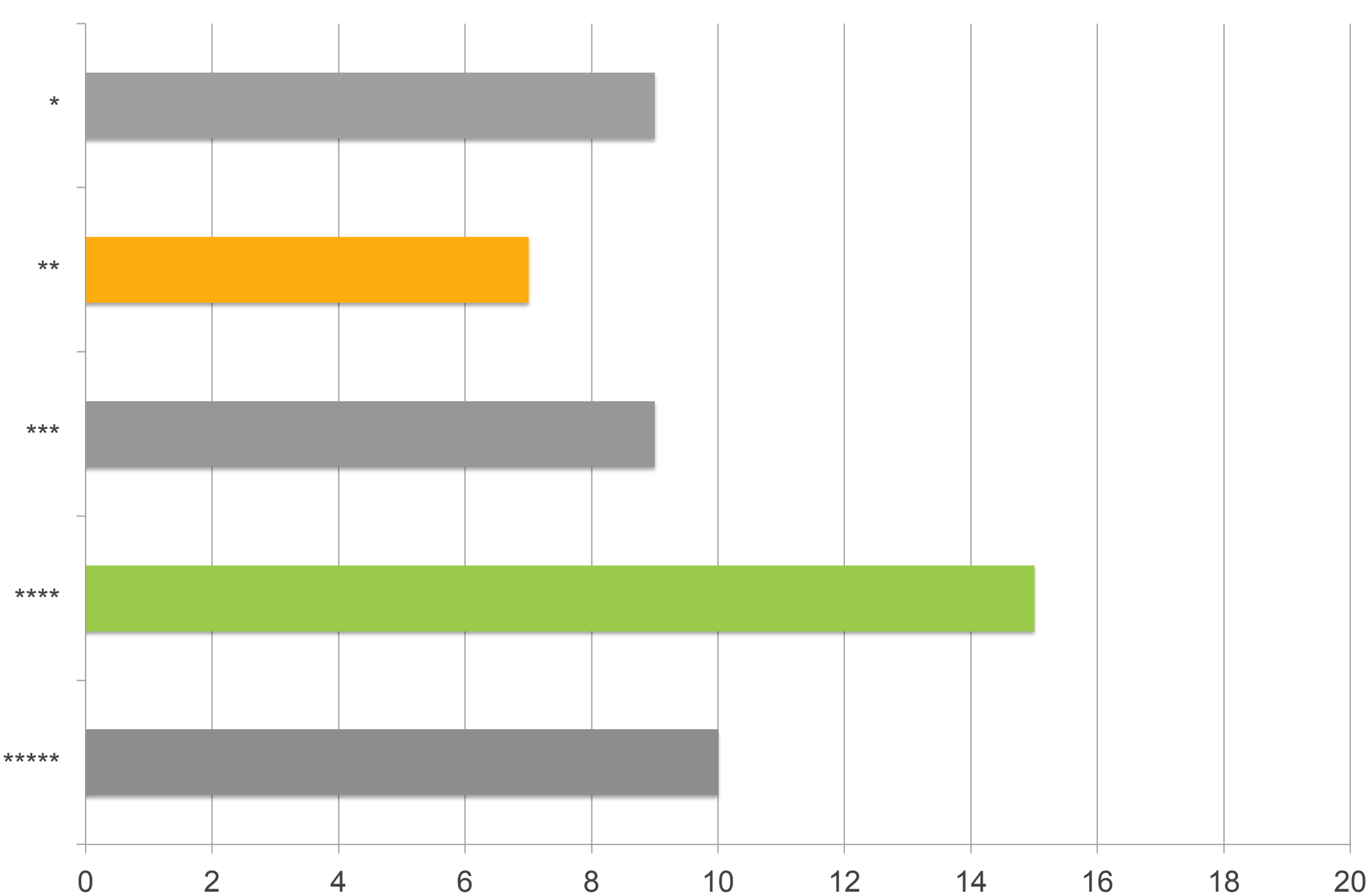
1: Going to a holiday movie or blockbuster movie



Answer	Resp. (50)
*	14.0% (7)
**	8.0% (4)
***	24.0% (12)
****	18.0% (9)
*****	36.0% (18)

Looking ahead to this December, please rate how much you think you and your family would enjoy these activities.

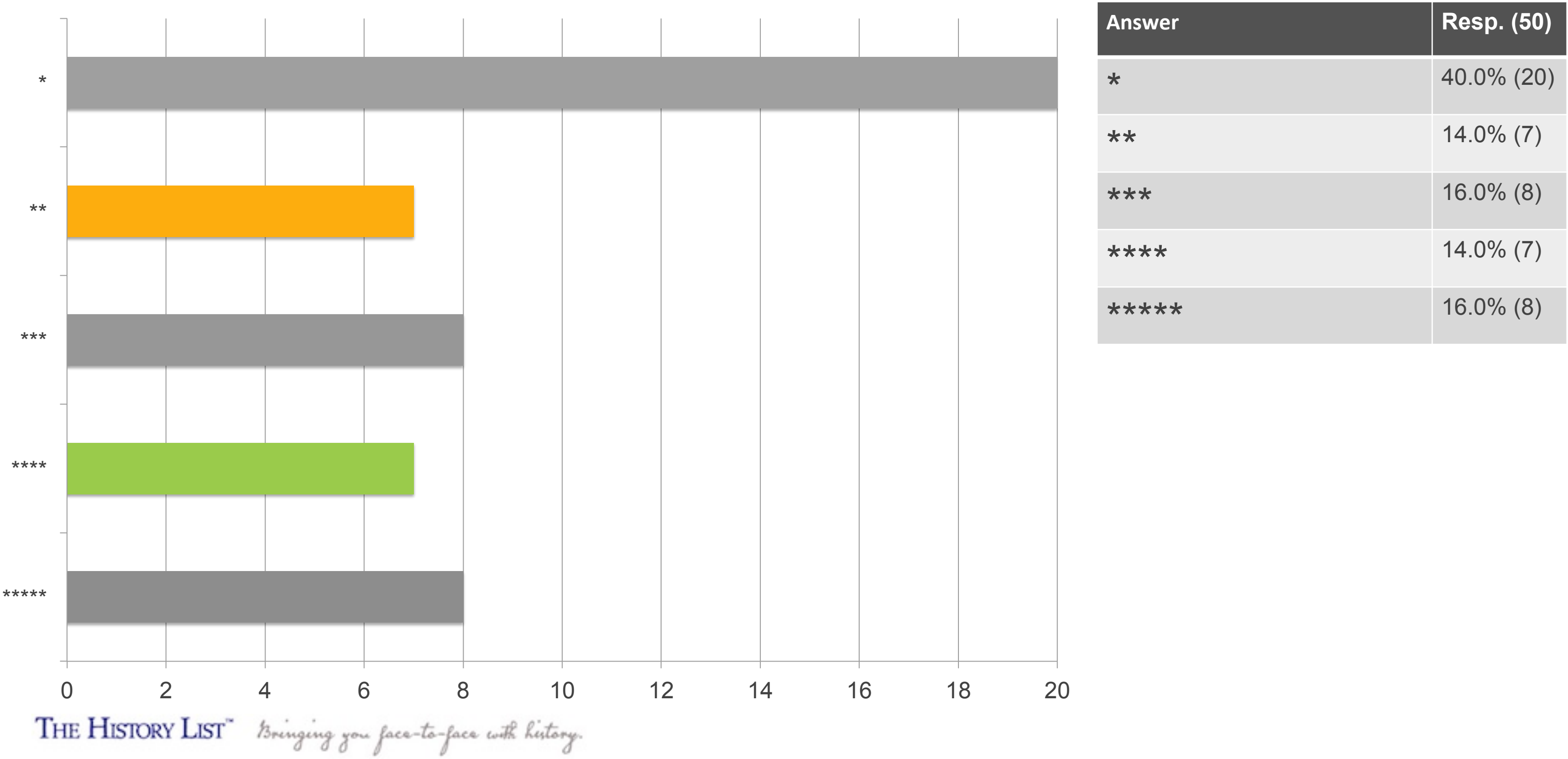
2: Holiday shopping at the mall



Answer	Resp. (50)
*	18.0% (9)
**	14.0% (7)
***	18.0% (9)
***	30.0% (15)
*****	20.0% (10)

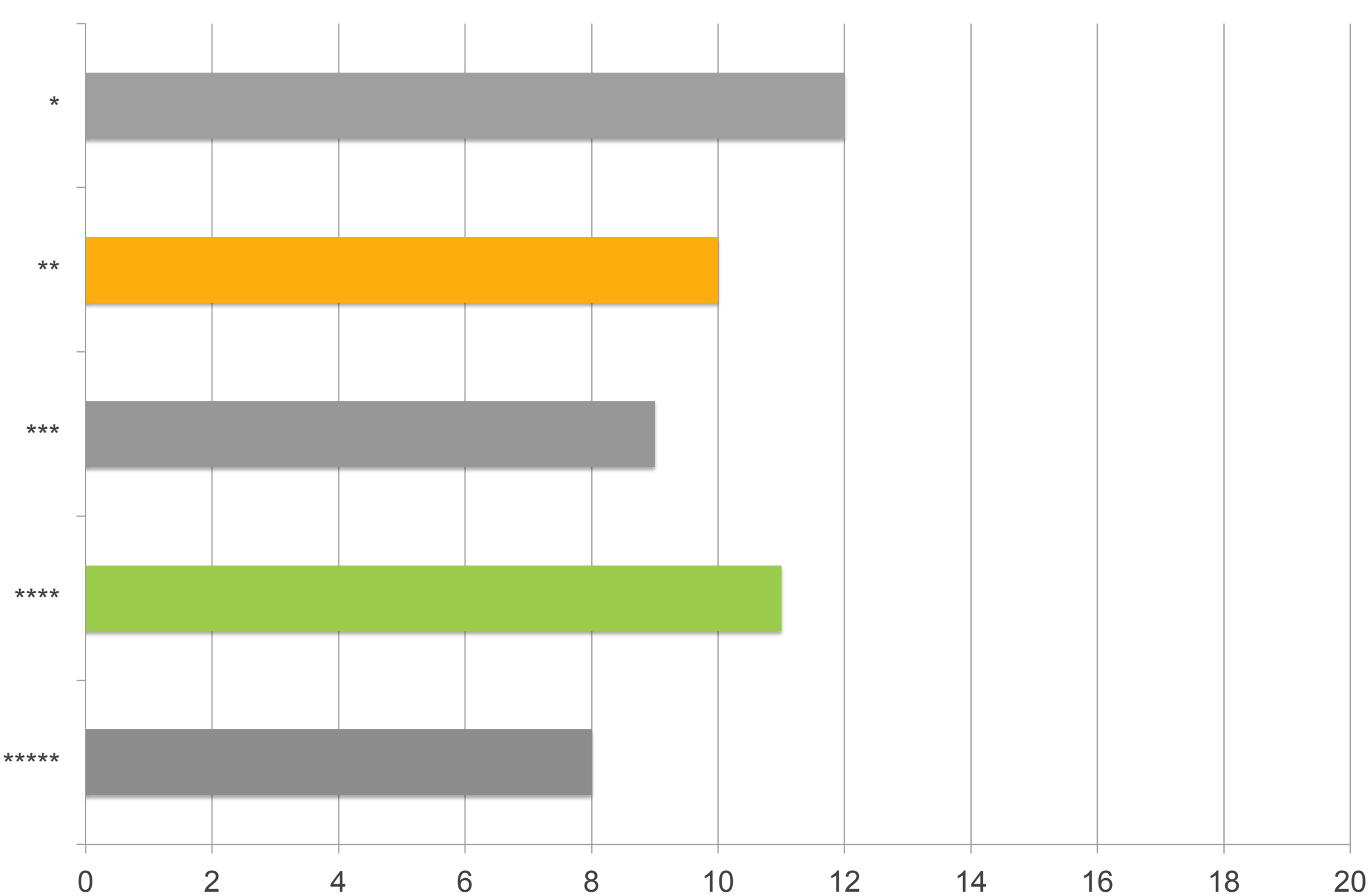
Looking ahead to this December, please rate how much you think you and your family would enjoy these activities.

3: Attending a major sporting event



Looking ahead to this December, please rate how much you think you and your family would enjoy these activities.

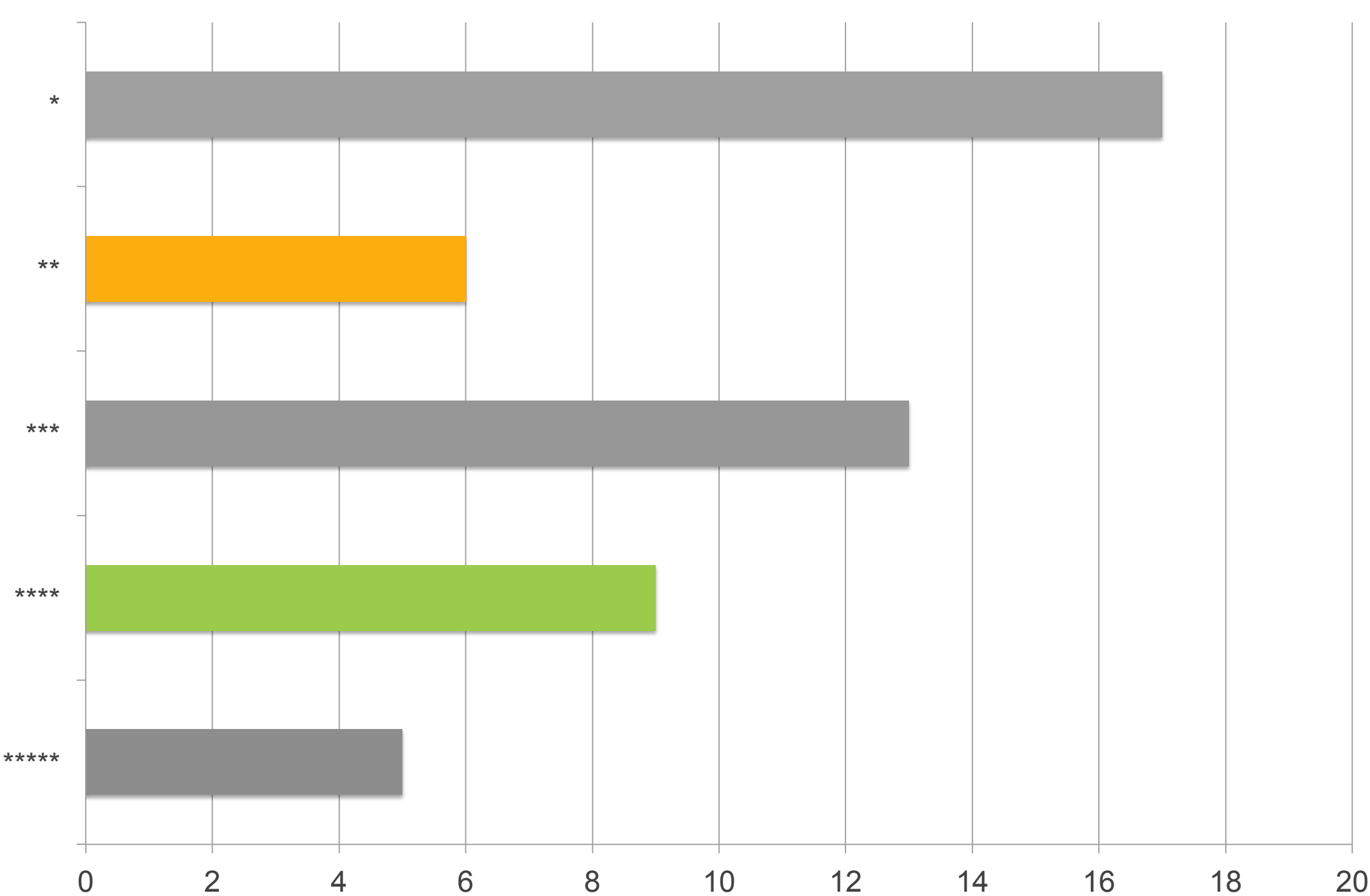
4: Attending a holiday concert or dance performance



Answer	Resp. (50)
*	24.0% (12)
**	20.0% (10)
***	18.0% (9)
****	22.0% (11)
*****	16.0% (8)

Looking ahead to this December, please rate how much you think you and your family would enjoy these activities.

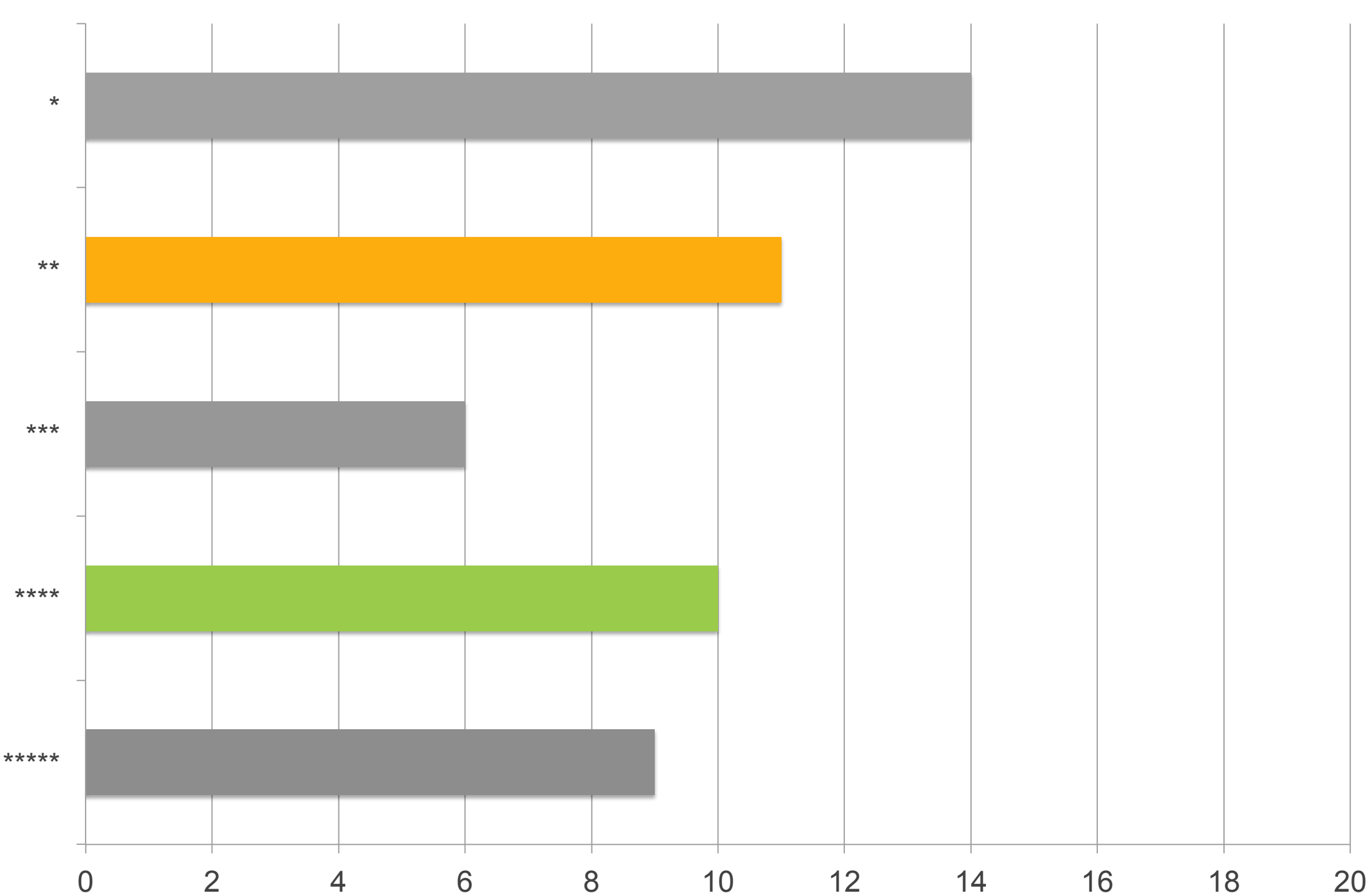
5: Going to a holiday event at an art museum



Answer	Resp. (50)
*	34.0% (17)
**	12.0% (6)
***	26.0% (13)
****	18.0% (9)
*****	10.0% (5)

Looking ahead to this December, please rate how much you think you and your family would enjoy these activities.

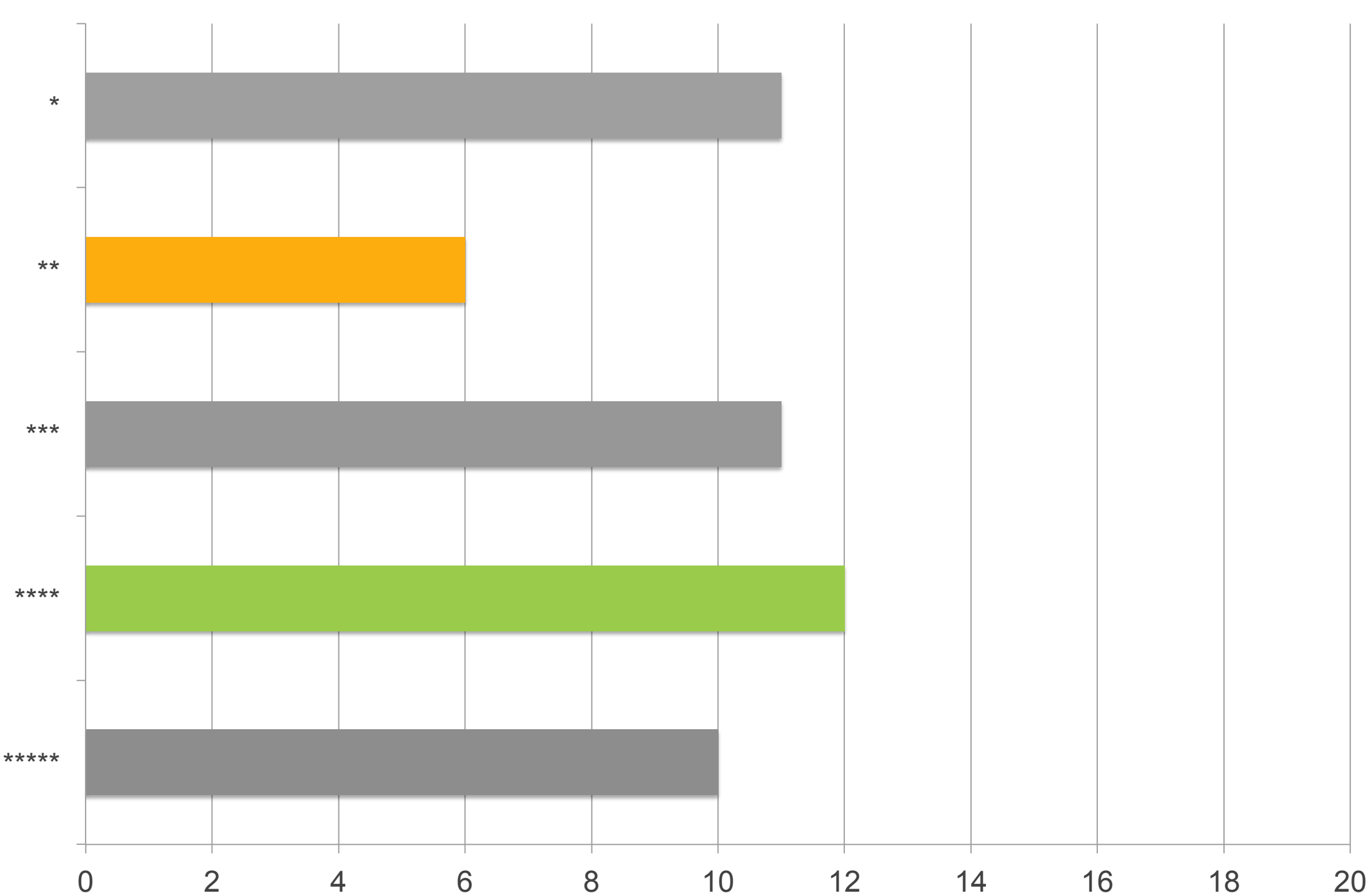
6: Going to a holiday event at a historic site or in a historic building



Answer	Resp. (50)
*	28.0% (14)
**	22.0% (11)
***	12.0% (6)
****	20.0% (10)
*****	18.0% (9)

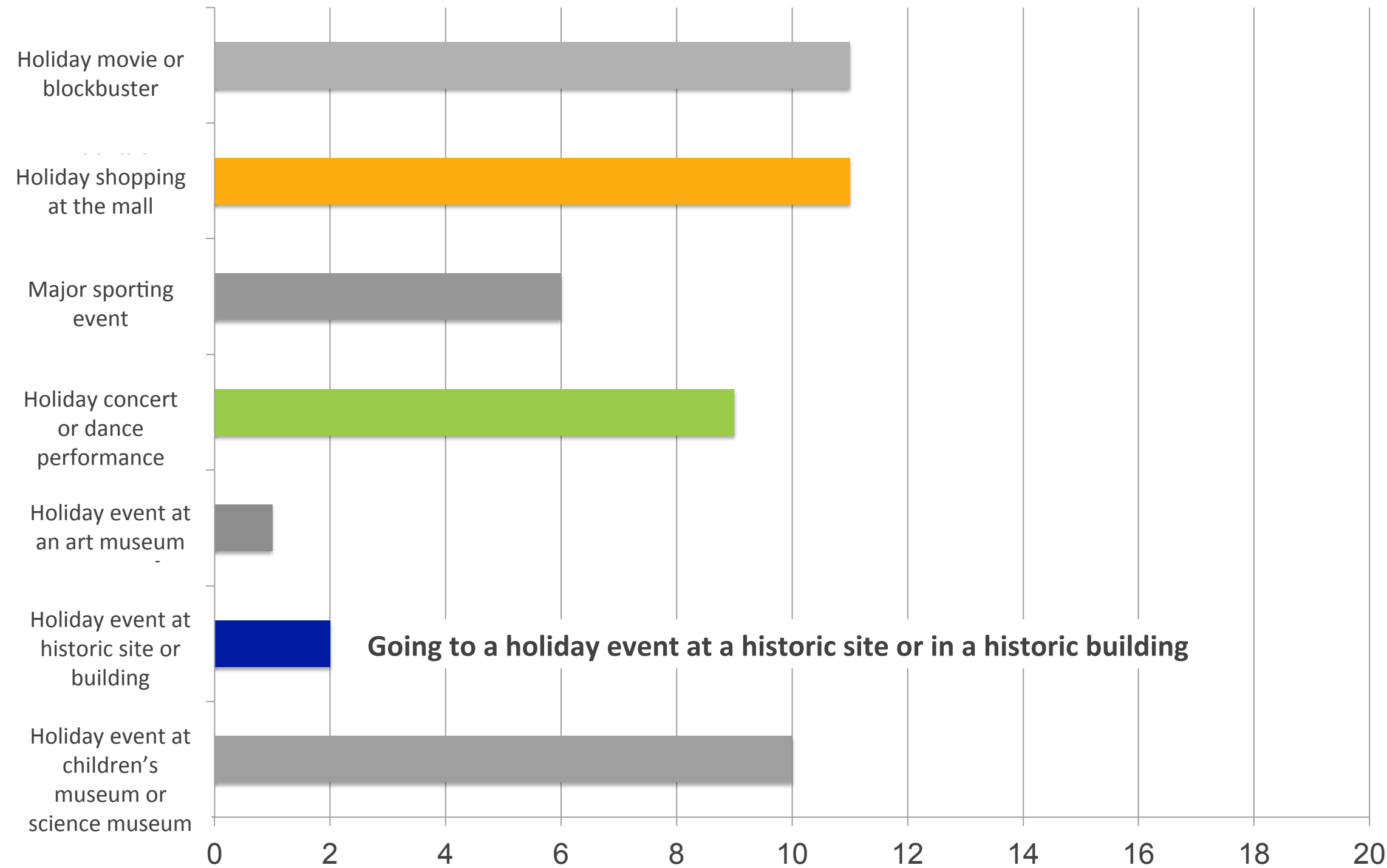
Looking ahead to this December, please rate how much you think you and your family would enjoy these activities.

7: Going to a holiday event at children's museum or science museum



Answer	Resp. (50)
*	22.0% (11)
**	12.0% (6)
***	22.0% (11)
****	24.0% (12)
*****	20.0% (10)

Which one would you and your family be most interested in learning more about?



Answer	Resp. (50)
A1: Going to a holiday moview or blockbuster movie	22.0% (11)
A2: Holiday shopping at the mall	22.0% (11)
A3: Attending a major sporting event	12.0% (6)
A4: Attending a holiday concert or dance performance	18.0% (9)
A5: Going to a holiday event at an art museum	2.0% (1)
A6: Going to a holiday event at a historic site or in a historic building	4.0% (2)
A7: Going to a holiday event at a children's museum or science museum	20.0% (10)

Tell us more. Why is that one of the greatest interest?

Longest responses

“We are visiting families and friends this year in another states. Since my parents are looking forward to see the kids, it would be a good time for me and my husband to see a movie.”

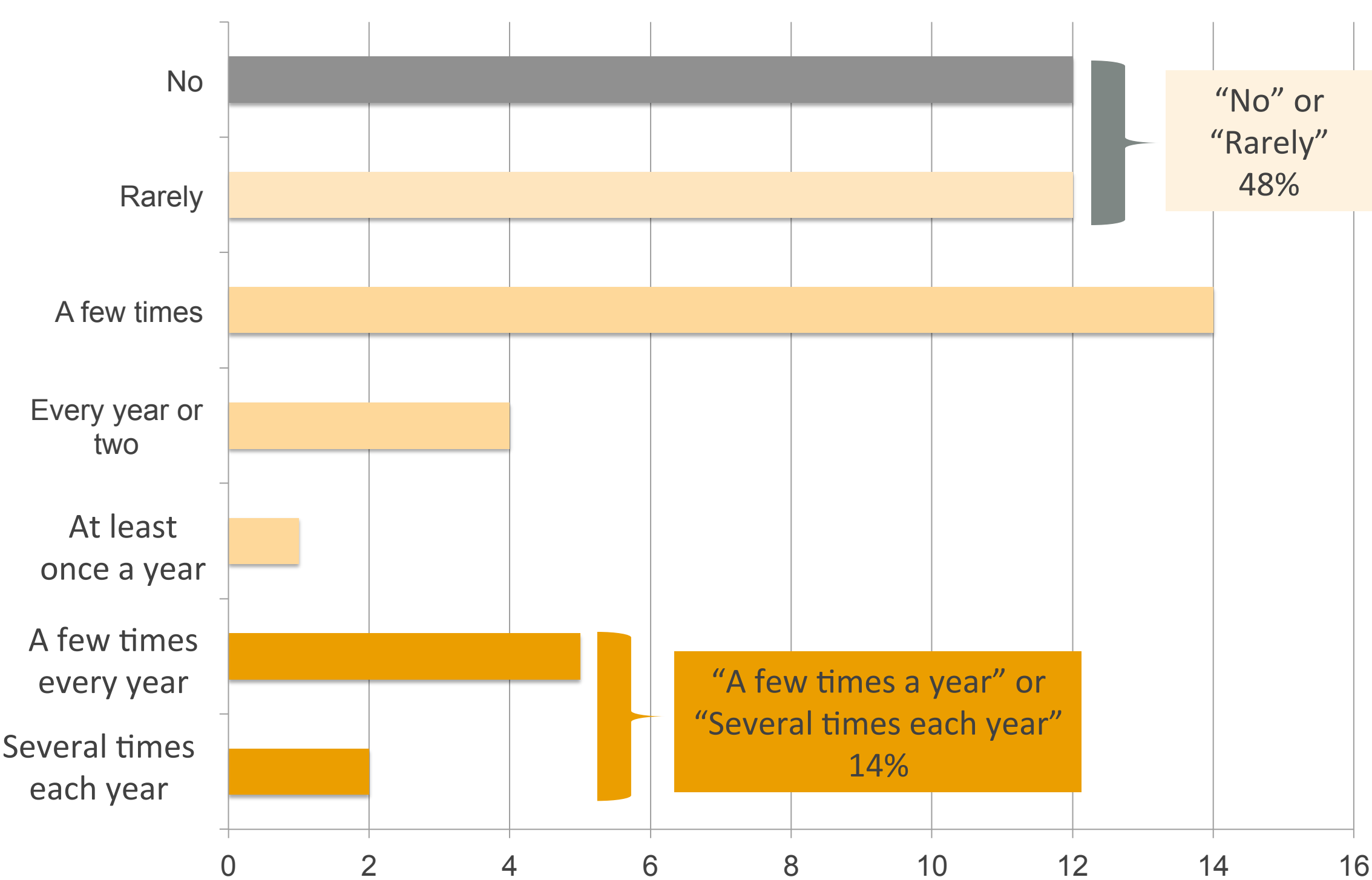
“My children. Love going to the children's museum and I think the whole family would like to continue enjoying the holiday festivities that the children's museum may be throwing.”

“We love shopping and the mall presents lots of other things we can do at the same time like eating, going to a movie, doing a kid activity, etc.”

“My son would love to go explore the stores and see what he could get for Christmas, and he also loves choosing gifts for others.”

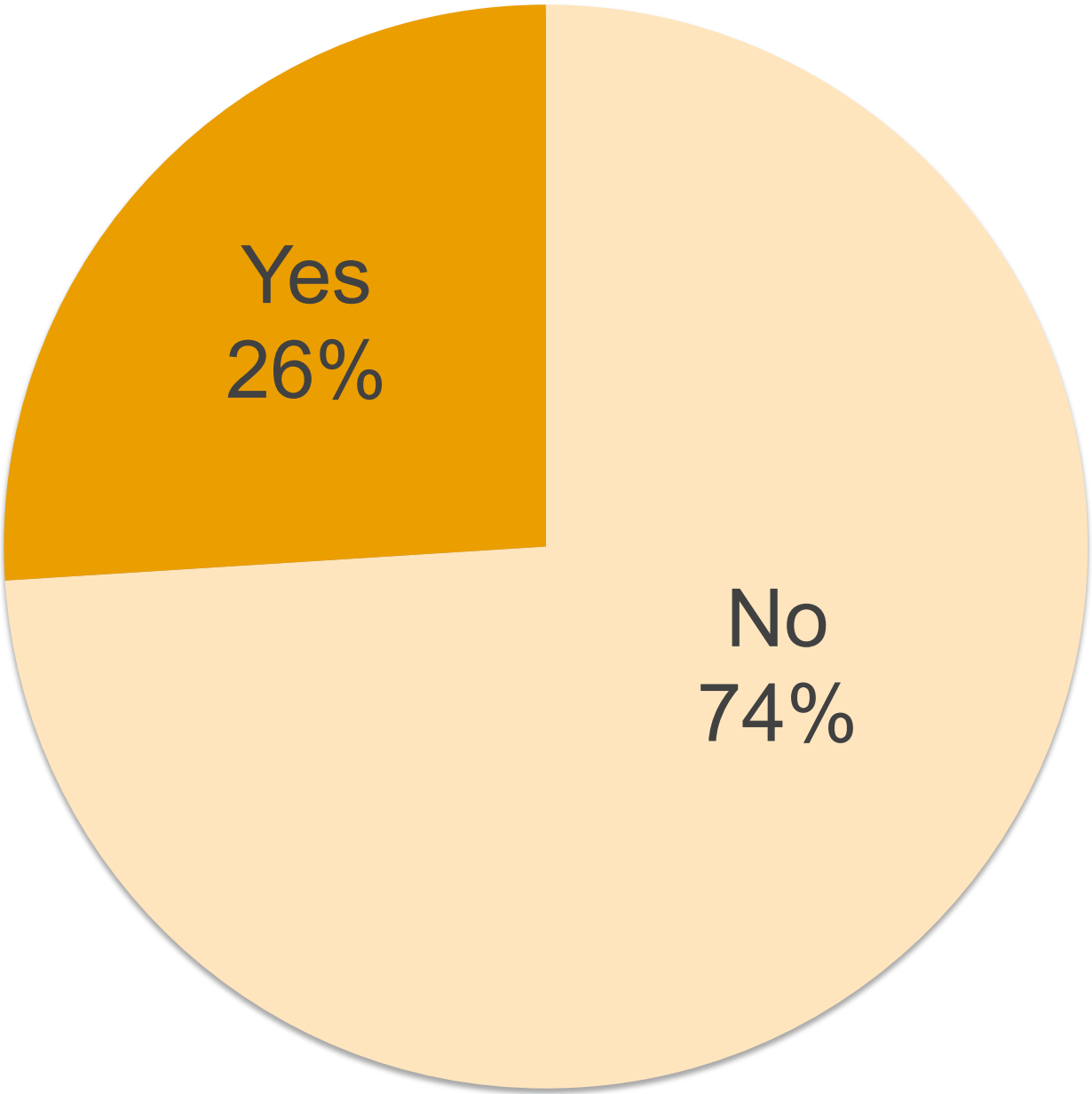
“Because my family enjoy going to the movies and it would be something that we could do together at an affordable price.”

Have you ever been to a historic site or history museum at any time of the year?



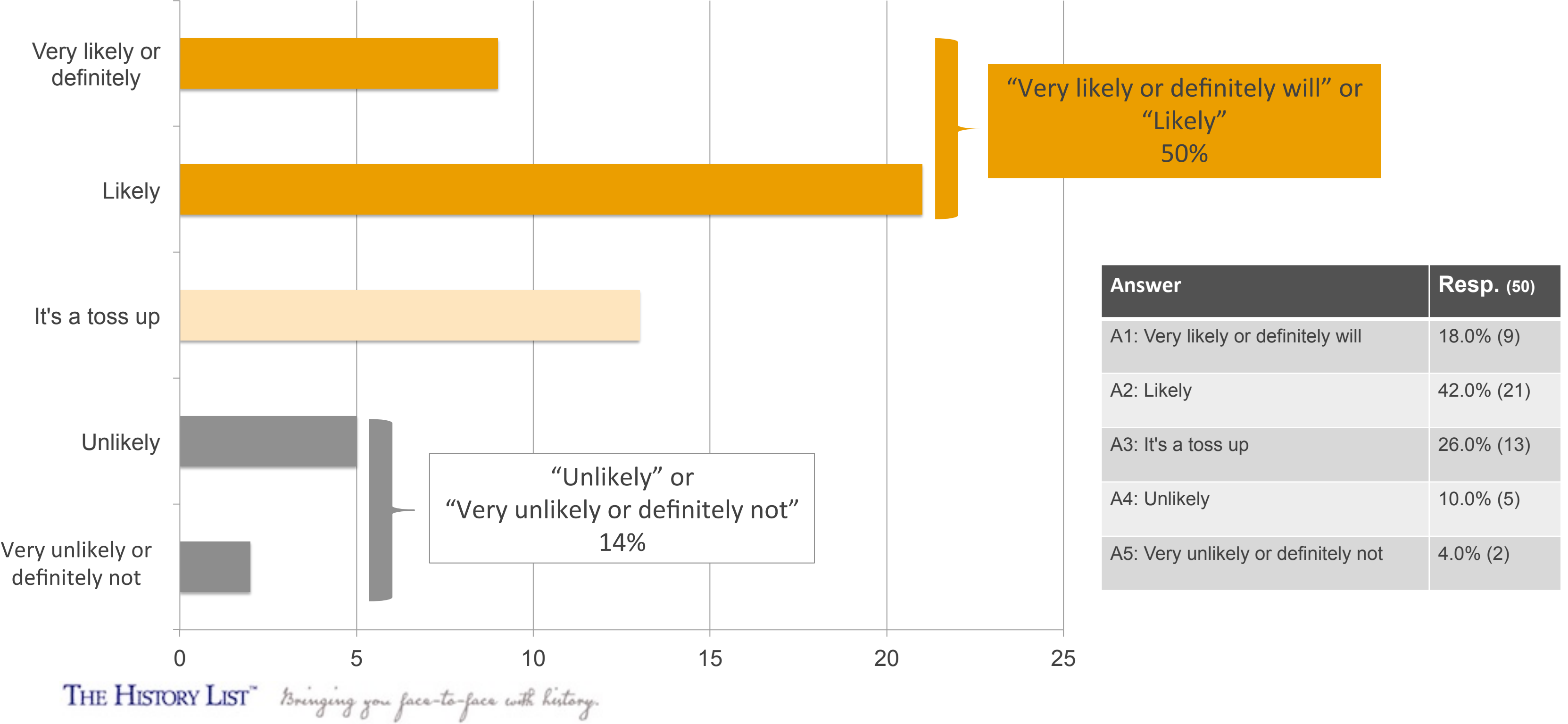
Answer	Resp. (50)
A1: No	24.0% (12)
A2: Rarely	24.0% (12)
A3: A few times	28.0% (14)
A4: Every year or two	8.0% (4)
A5: At least once a year	2.0% (1)
A6: A few times every year	10.0% (5)
A7: Several times each year	4.0% (2)

Have you been to holiday event at a historic site in your community or surrounding communities?

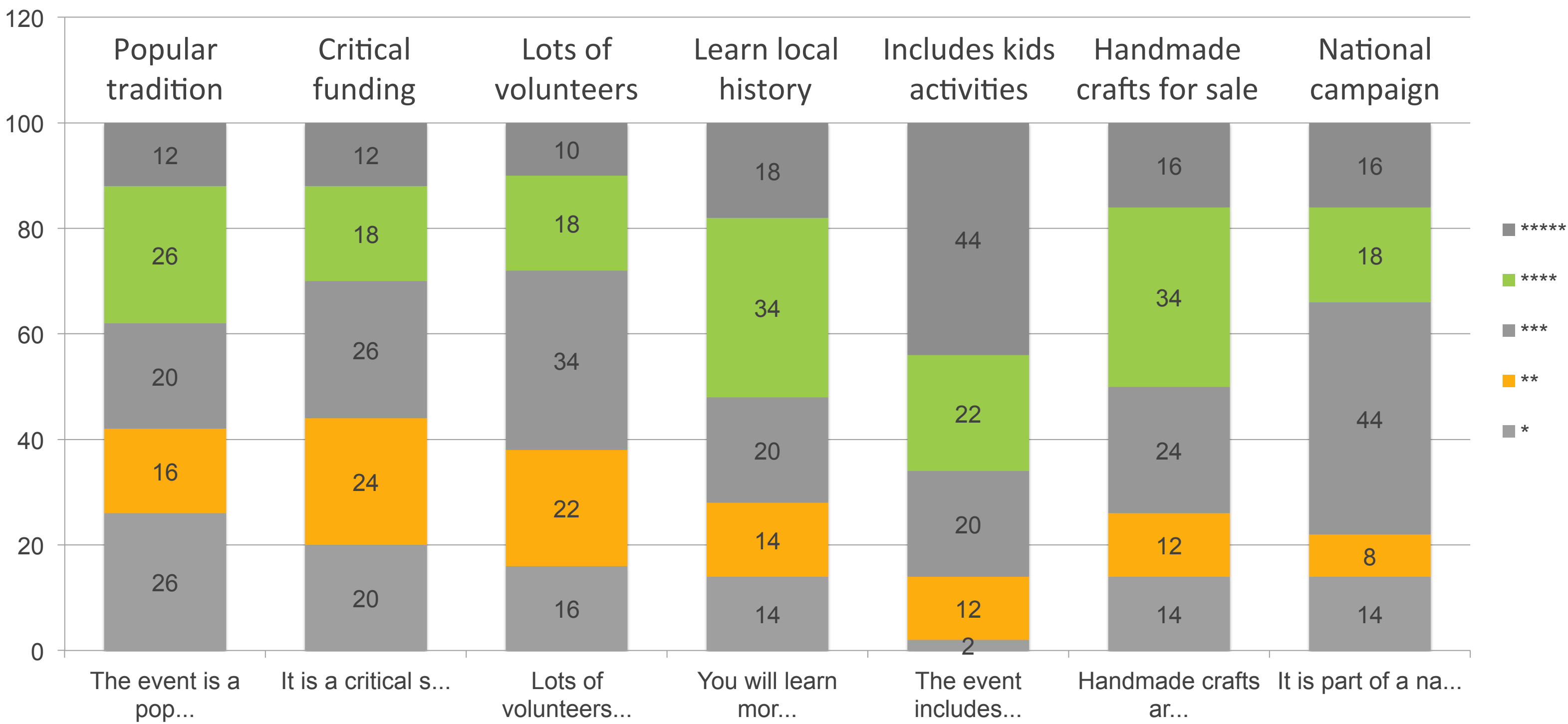


Answer	Resp. (50)
Yes	26.0% (13)
No	74.0% (37)

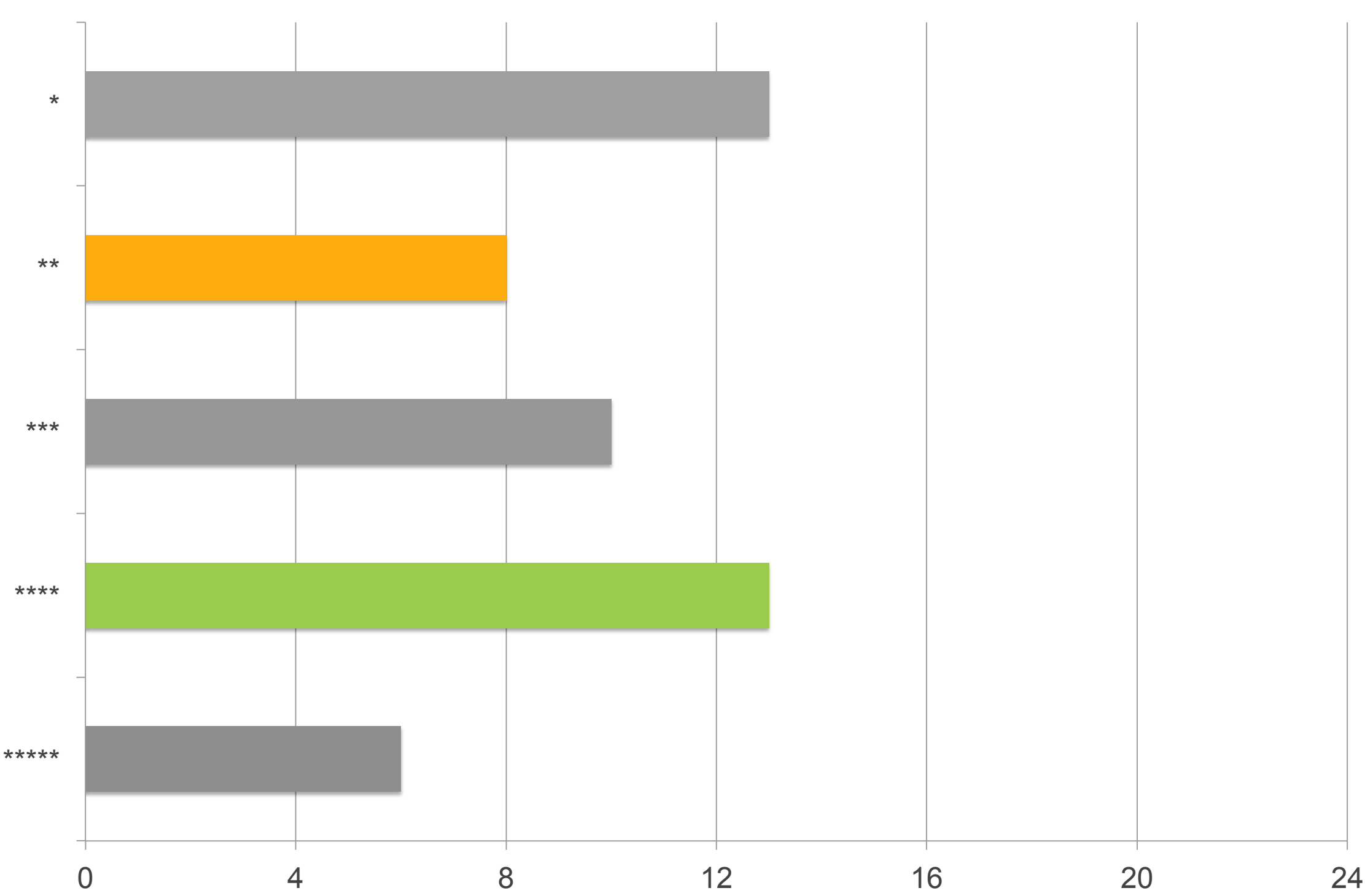
If you heard of a holiday event at a historic site in or near your community, would you try to get additional details?



Thinking about a holiday event at a historic site, how important is each of these in your interest in going?
Rated from one to five stars, with one being the lowest rating.

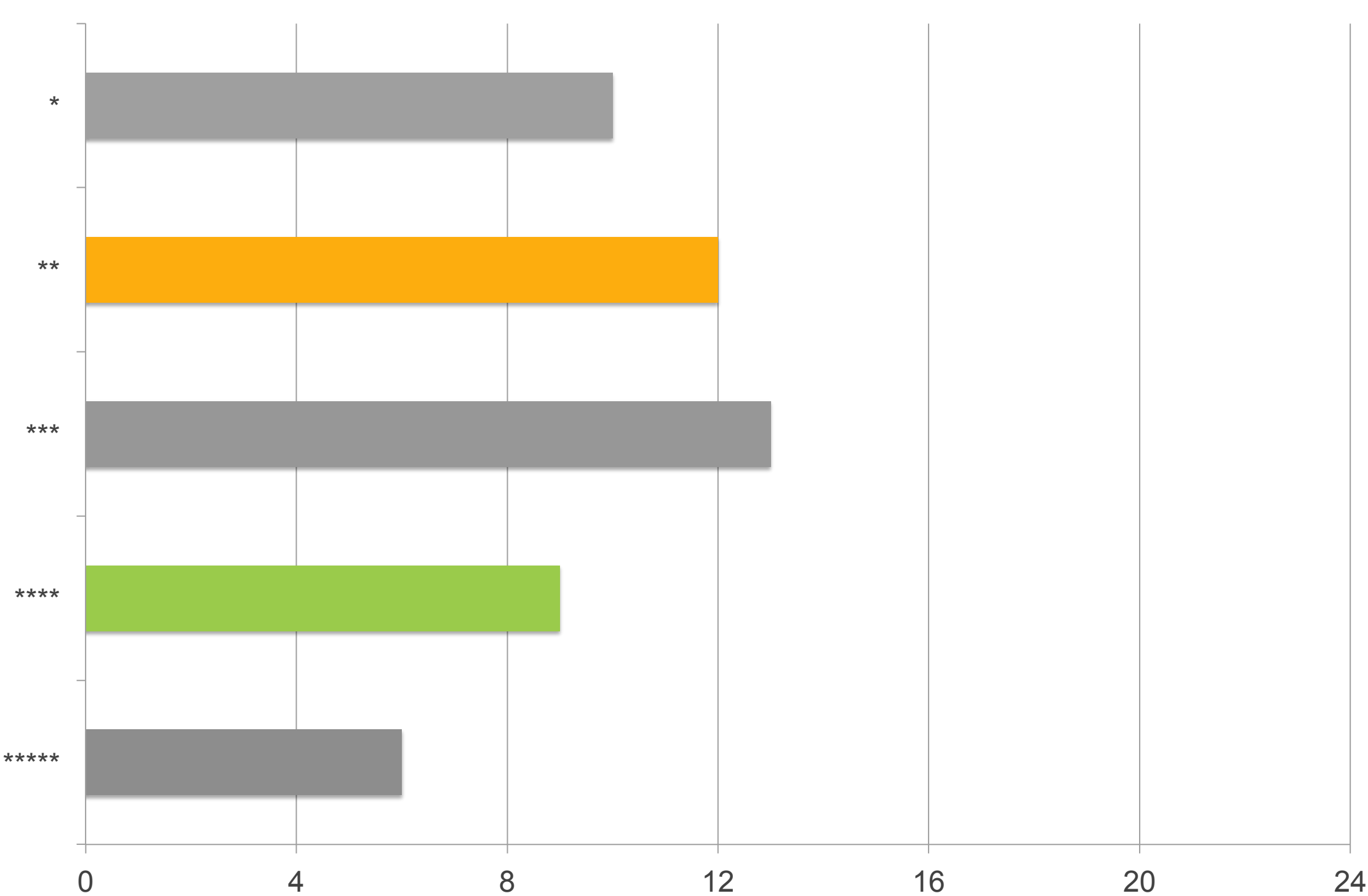


Thinking about a holiday event at a historic site, how important is each of these in your interest in going?
1: The event is a popular annual family tradition in your community.



Answer	Resp. (50)
*	26.0% (13)
**	16.0% (8)
***	20.0% (10)
****	26.0% (13)
*****	12.0% (6)

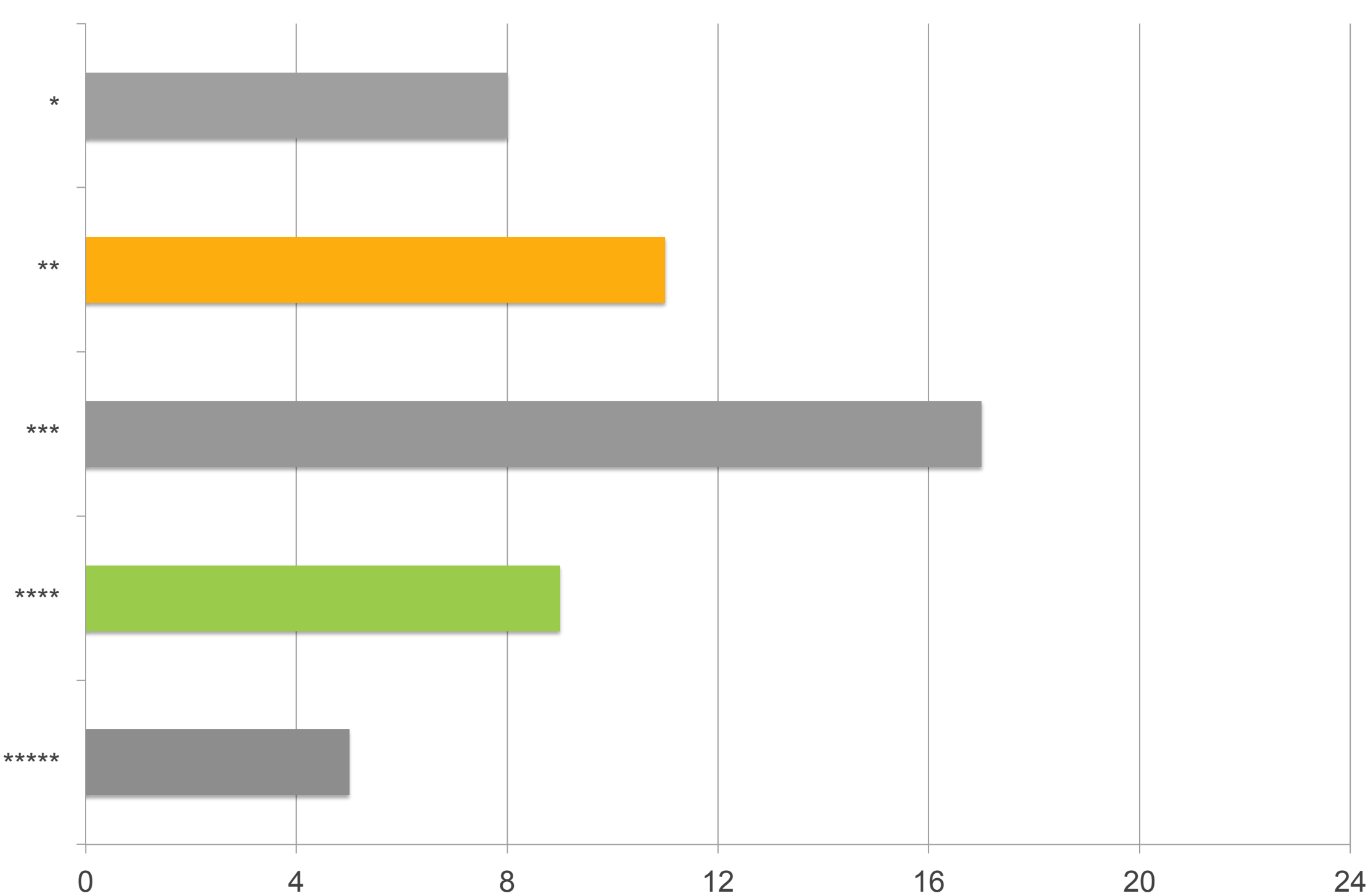
Thinking about a holiday event at a historic site, how important is each of these in your interest in going?
2: It is a critical source of funding for preserving local history, programs, and exhibits.



Answer	Resp. (50)
*	20.0% (10)
**	24.0% (12)
***	26.0% (13)
****	18.0% (9)
*****	12.0% (6)

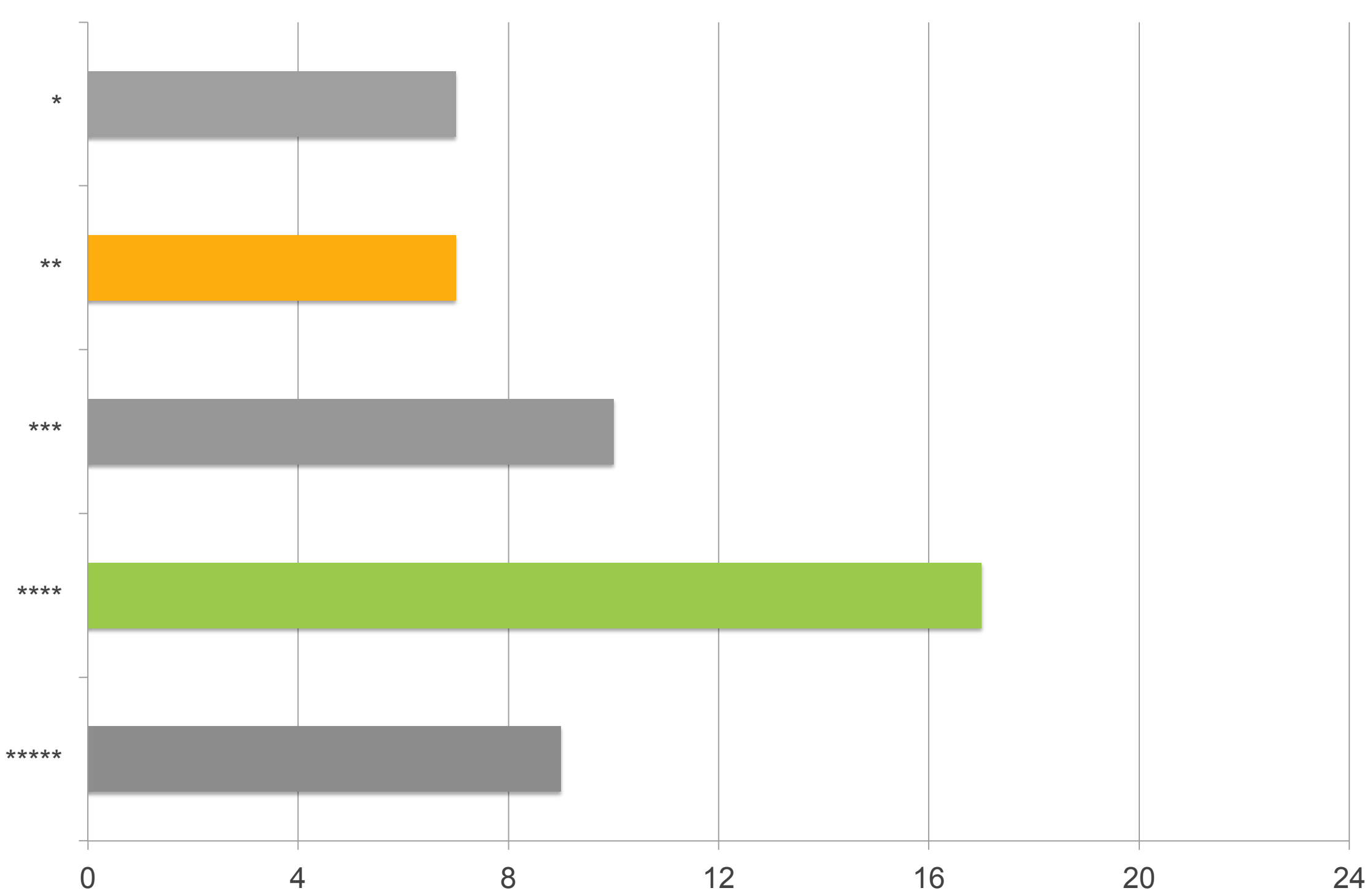
Thinking about a holiday event at a historic site, how important is each of these in your interest in going?

3: Lots of volunteers are involved in putting on the event.



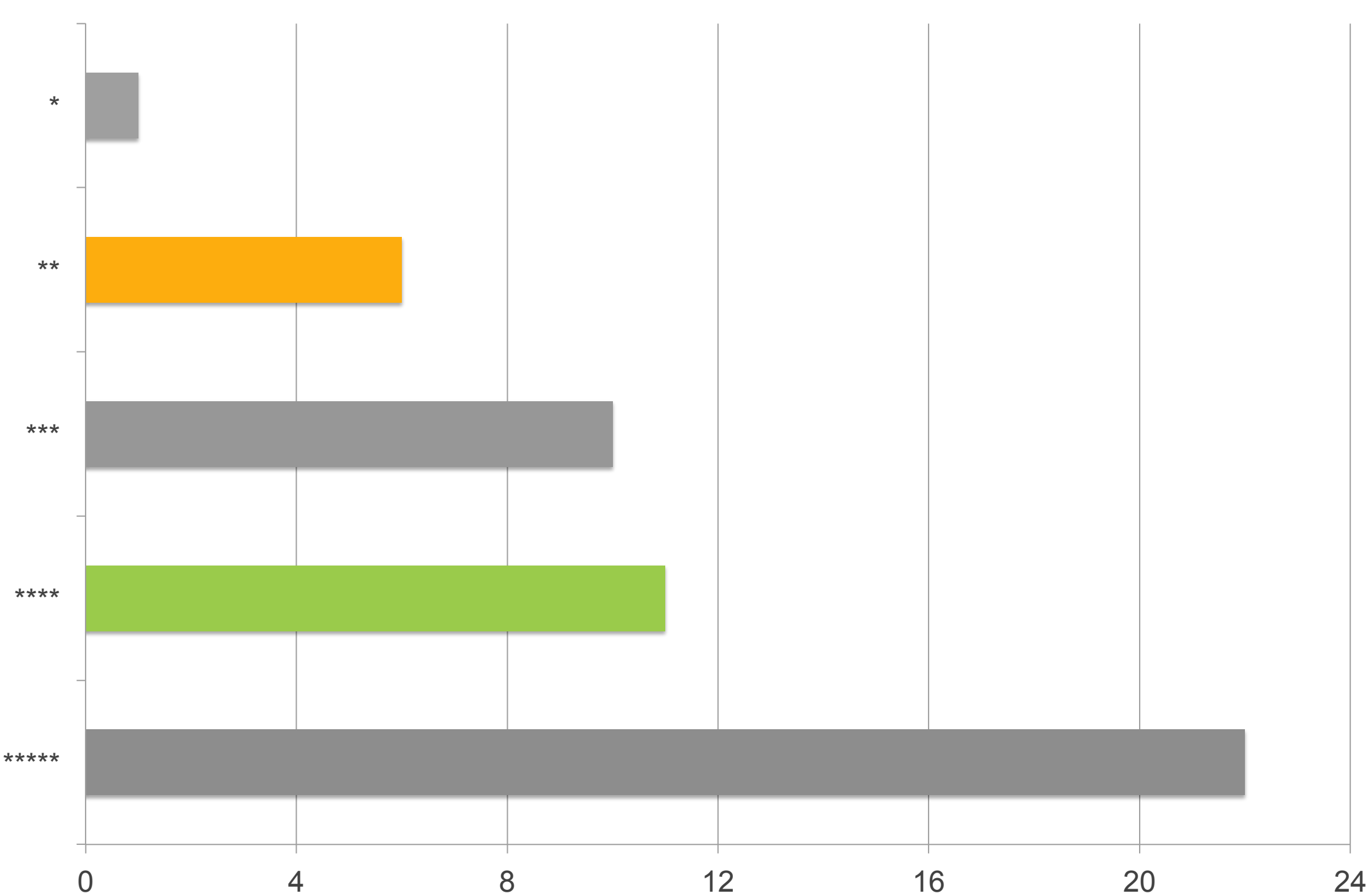
Answer	Resp. (50)
*	16.0% (8)
**	22.0% (11)
***	34.0% (17)
****	18.0% (9)
*****	10.0% (5)

Thinking about a holiday event at a historic site, how important is each of these in your interest in going?
4: You will learn more about the history of your community.



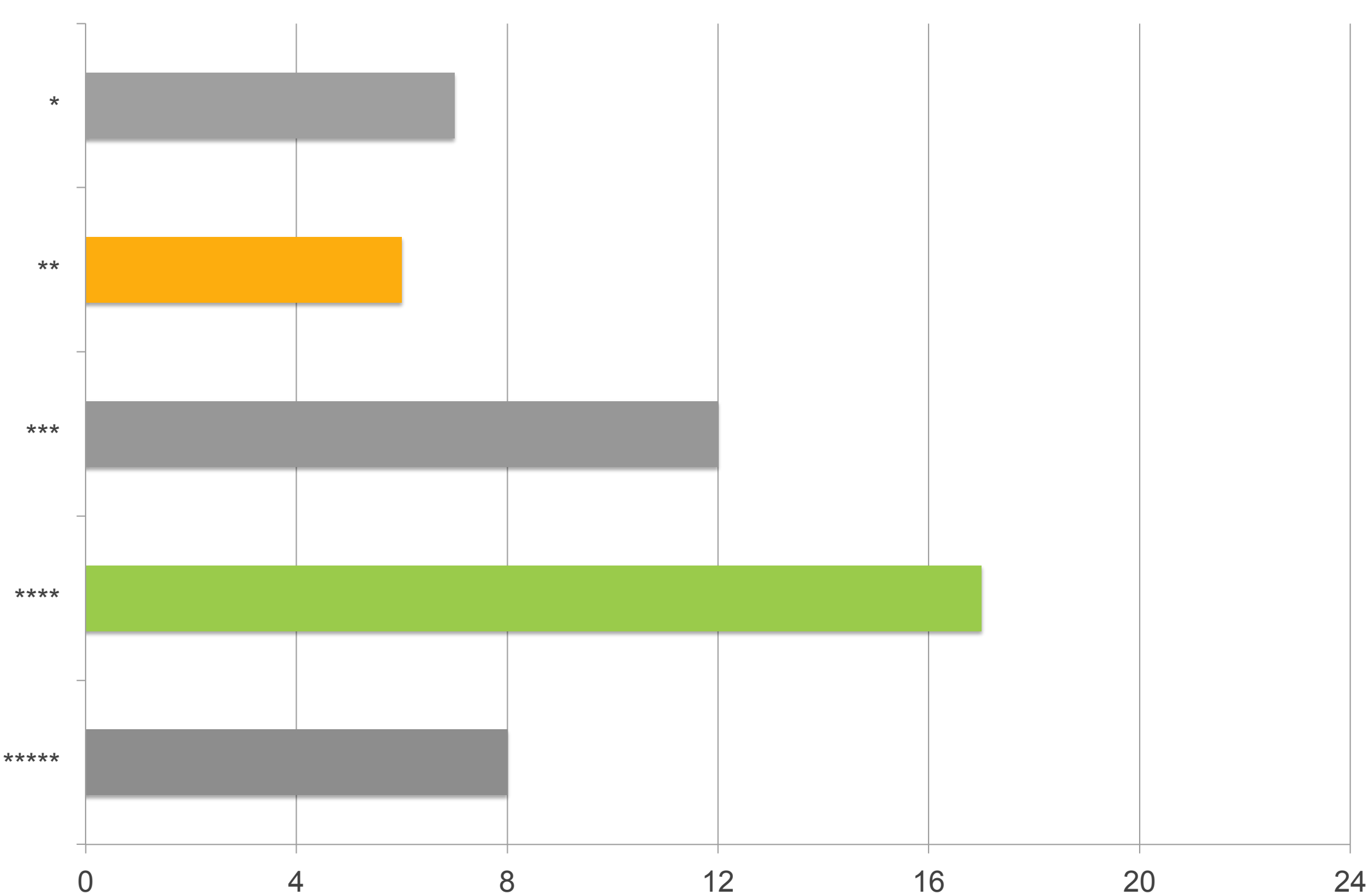
Answer	Resp. (50)
*	14.0% (7)
**	14.0% (7)
***	20.0% (10)
****	34.0% (17)
*****	18.0% (9)

Thinking about a holiday event at a historic site, how important is each of these in your interest in going?
5: The event includes special activities for kids.



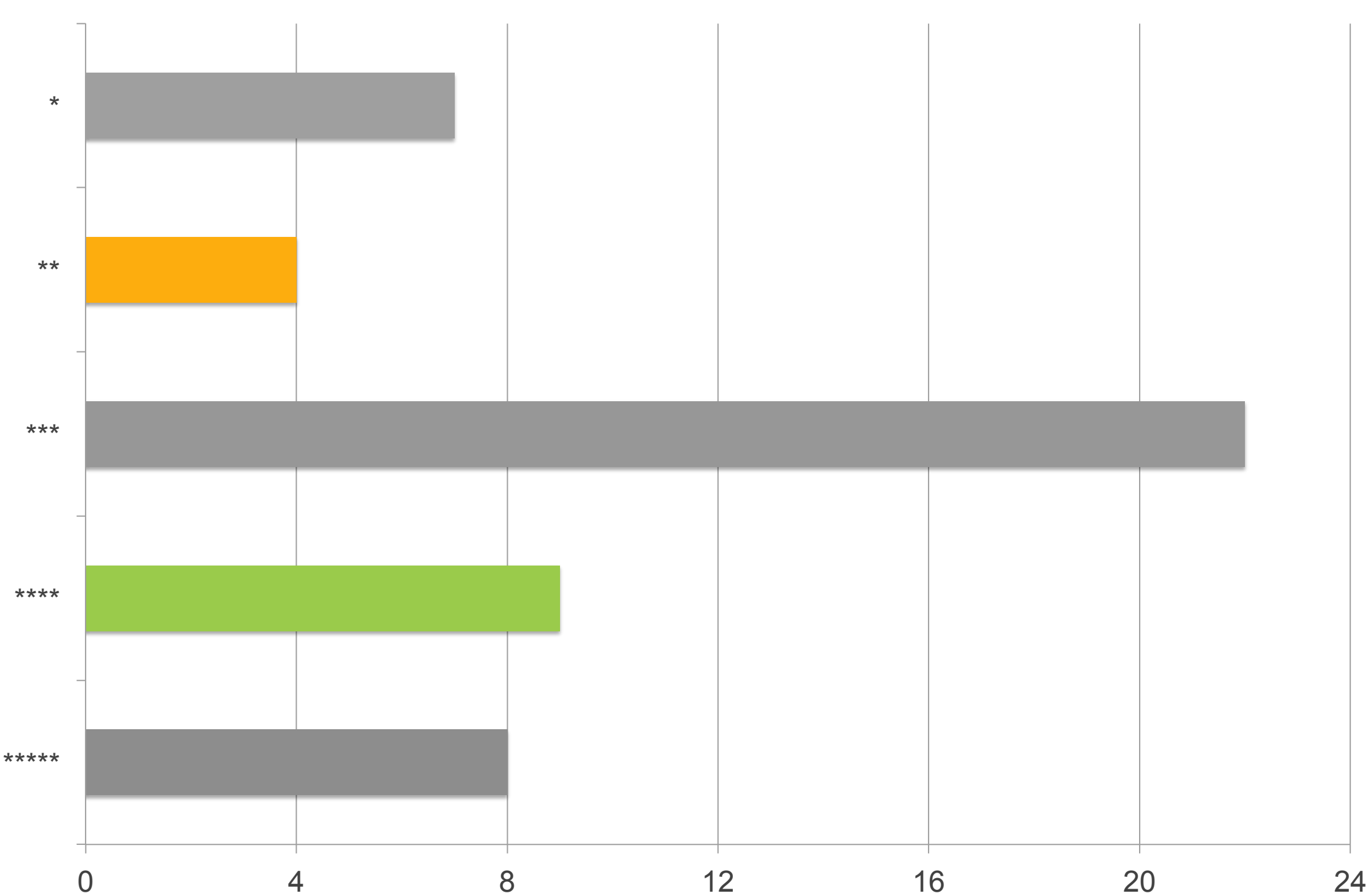
Answer	Resp. (50)
*	2.0% (1)
**	12.0% (6)
***	20.0% (10)
****	22.0% (11)
*****	44.0% (22)

Thinking about a holiday event at a historic site, how important is each of these in your interest in going?
6: Handmade crafts are available for purchase.



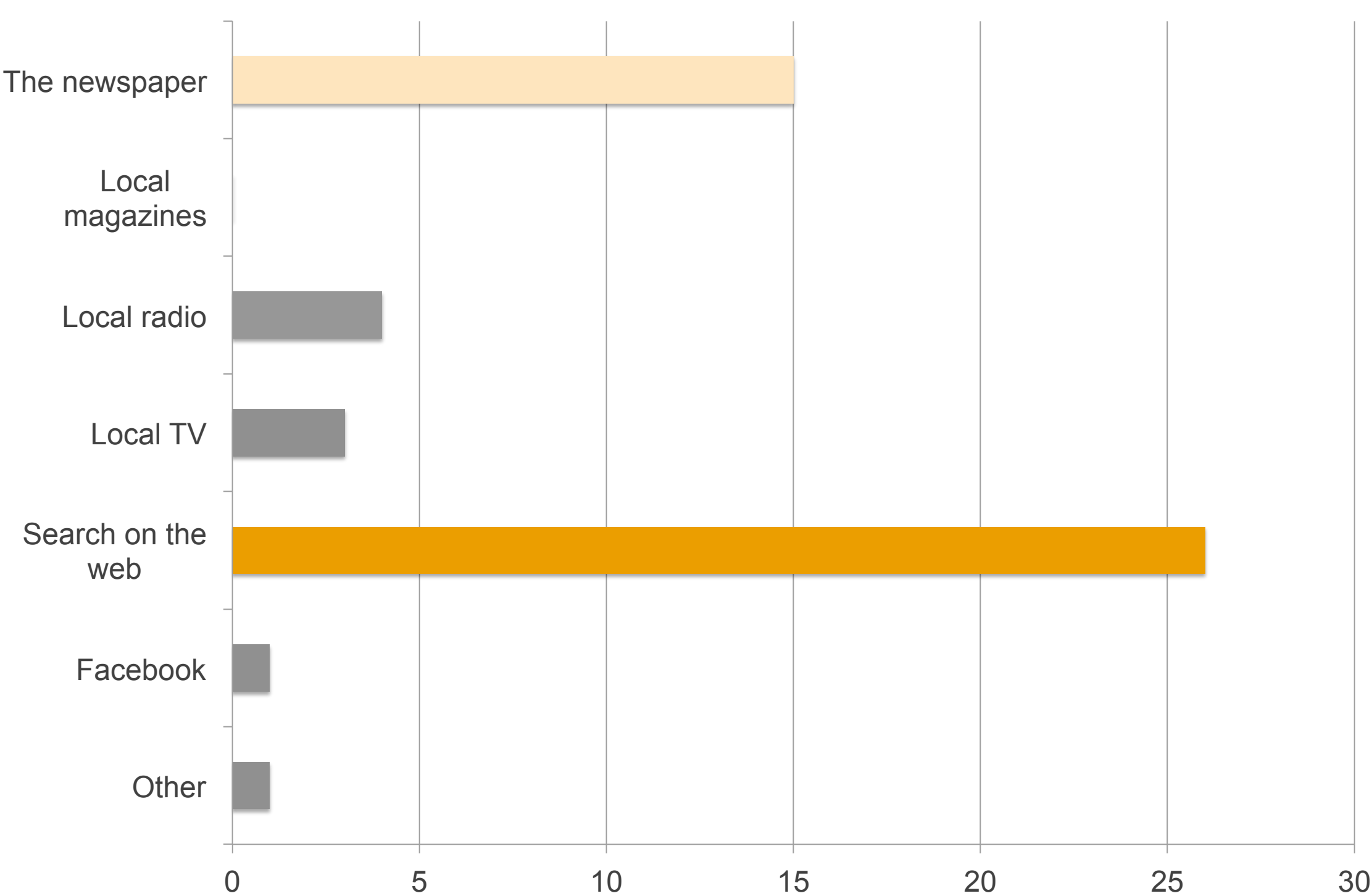
Answer	Resp. (50)
*	14.0% (7)
**	12.0% (6)
***	24.0% (12)
****	34.0% (17)
*****	16.0% (8)

Thinking about a holiday event at a historic site, how important is each of these in your interest in going?
7: It is part of a national campaign to raise awareness and support history organizations.



Answer	Resp. (50)
*	14.0% (7)
**	8.0% (4)
***	44.0% (22)
****	18.0% (9)
*****	16.0% (8)

Where would you go first to get more information about a holiday event at a historic site?



Answer	Resp. (50)
A1: The newspaper	30.0% (15)
A2: Local magazines	0.0% (0)
A3: Local radio	8.0% (4)
A4: Local TV	6.0% (3)
A5: Search on the web	52.0% (26)
A6: Facebook	2.0% (1)
A7: Other	2.0% (1)

What recommendations do you have for an organization creating a holiday event for you and your family to enjoy?

Longest responses

- “List what activities there would be for all ages. What activities would the historical place be showing, would that interest an infant? Are there places to keep my children warm if the weather is very cold? List all this in your ads.”
- “Make it fun while also educational. Drive attention to it and get the word out. Lots of times, these events go unnoticed or don't get enough exposure and folks just don't know that its taking place.”
- “Well-prepared. Have citizens from the organization on the board or planning committee. Be innovative and different. Engage children don't make them or even the parents as an after thought.”
- “To get the word out by using flyers, newspapers, radio and if they can t.v advertising. It really helps. There should also be events that everyone in the family can enjoy.”
- “What Happened To The Traditional Dinner And Entertainment Courtesy of The Young Ones!! Holiday Plays Or Shows Are Tradition...We Eat, And We Celebrate!!”

Materials to promote your history organization's holiday events

The 2013 holiday campaign for
history organizations and historic sites

Updated September 29, 2013

*Make this holiday historic!*TM

THE HISTORY LISTTM *Bringing you face-to-face with history.*



Tabletop signs ready to print out
on cardstock.

THE HISTORY LISTTM *Bringing you face-to-face with history.*

Merchandising gifts and promoting events



THE HISTORY LISTTM *Bringing you face-to-face with history.*

There is no cost to download and use all of these holiday materials, which are part of the 2013 holiday campaign for history organizations and historic sites.

→ Read more here: <http://www.TheHistoryList.com/the-holiday-campaign-for-history>

→ Download all the materials here: <http://www.TheHistoryList.com/holiday-materials>

THE HISTORY LISTTM *Bringing you face-to-face with history.*

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