

# **national museum of australia**









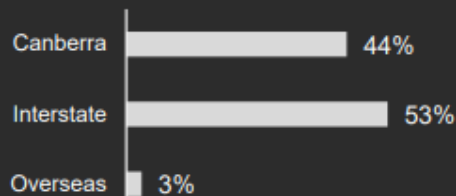
# Key Findings

## EXHIBITION VISITORS

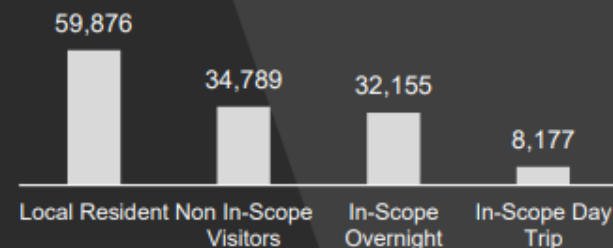


Total Visits – **208,934**  
Gross Visitors – **172,044**  
Interstate & Overseas – **95,715**  
Canberra & Surrounds – **76,289**

## EXHIBITION VISITOR ORIGINS



## UNIQUE VISITOR PROFILE



## NON-LOCAL VISITORS TO CANBERRA



**75,122**

Non-ACT individuals who visited the exhibition

**46,130**

Non-ACT individuals who came to ACT because of the exhibition (incl. non attending entourage)

## DIRECT IN-SCOPE EXPENDITURE



For the ACT Economy

**\$19.4 mil**

## VISITOR NIGHTS GENERATED



In the ACT

**96,364**

## VALUE FOR MONEY



**88%**

Rated 'Satisfied' or 'Extremely Satisfied'

## EXHIBITION VISITOR SATISFACTION



**94%**

Rated 'Satisfied' or 'Extremely Satisfied'

## ADVOCACY (NPS)



**+53**

8 promoters for every 1 detractor

## FIRST TIME VISITATION

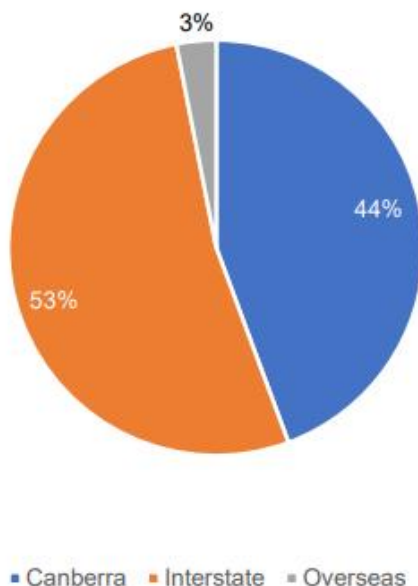


**34%**

Were visiting the NMA for the first time

# Visitor Origins

VISITOR ORIGIN



N= 974

INTERSTATE VISITORS



N= 512

INTERNATIONAL VISITORS  
SAMPLE NUMBER

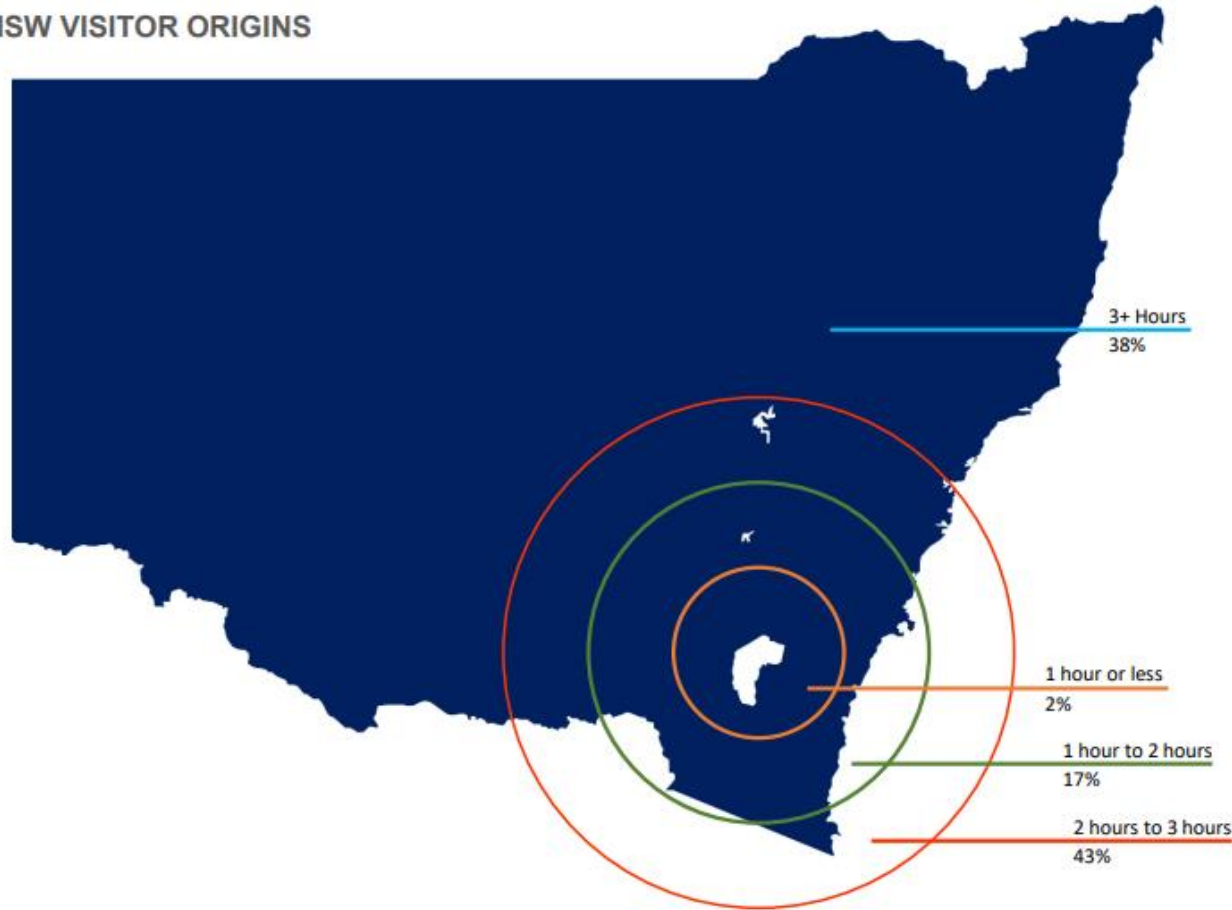


N= 30

- Just under half of attendees (44%) were residents from Canberra, with the largest proportion (53%) being from interstate.
- Amongst interstate visitors, around 34% were from Sydney and 33% from elsewhere in NSW.
- Due to the small sample size of international visitors for this event, no statistically significant conclusions can be drawn on their origins.

# Visitor Origins

## NSW VISITOR ORIGINS



For the purpose of an indicative analysis, IER has assumed the following:

- 1 hour or less = under 100 km radius
- 1 hour to 2 hours = 100 – 200 km radius
- 2 hours to 3 hours = 200 – 300km radius
- More than 3 hours = over 300 km radius

- New South Wales residents made up approximately 67% of all visitors at the Discovering Ancient Egypt exhibition. Around 51% of the NSW visitors were from Regional NSW.
- More than 38% of regional NSW visitors travelled from further than 3 hours away
- A further 43% travelled between 2 to 3 hours to get to Canberra



# Motivations for visiting Canberra

## MOTIVATIONS FOR VISITING CANBERRA

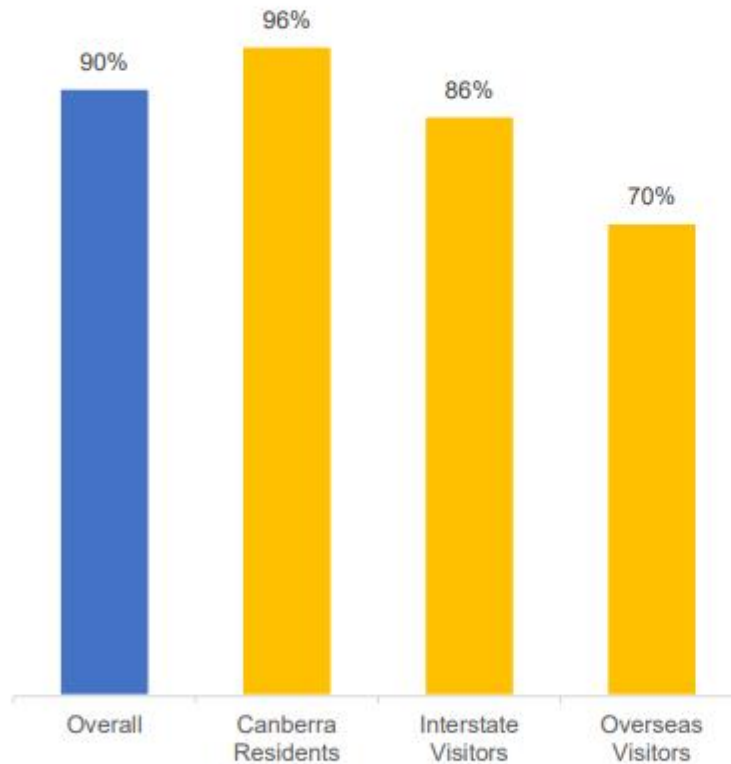


## COMPLIMENTARY MOTIVATIONS FOR VISITING CANBERRA



# Event Awareness

## AWARENESS OF THE DISCOVERING ANCIENT EGYPT EXHIBITION (PRIOR TO VISITING)

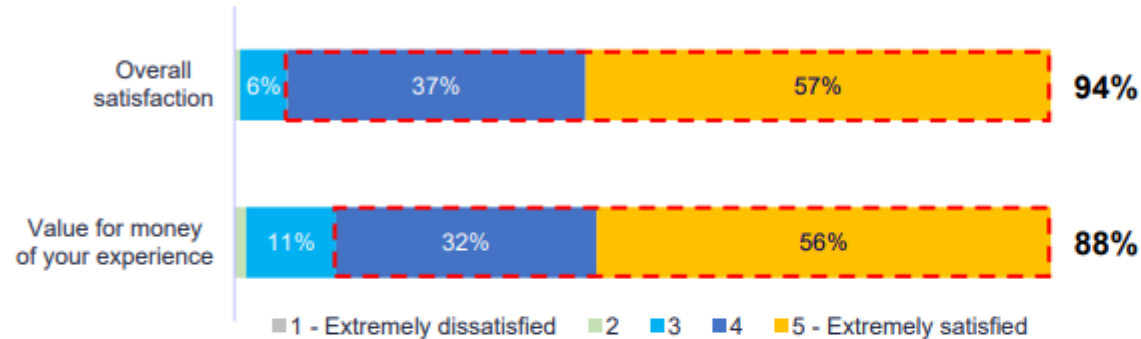


- Overall, around 90% of attendees at the Discovering Ancient Egypt exhibition were aware of it prior to their visit
- When comparing awareness by visitor origin, Canberra residents were more likely to be aware of the Discovering Ancient Egypt exhibition (96%) compared to residents from elsewhere.



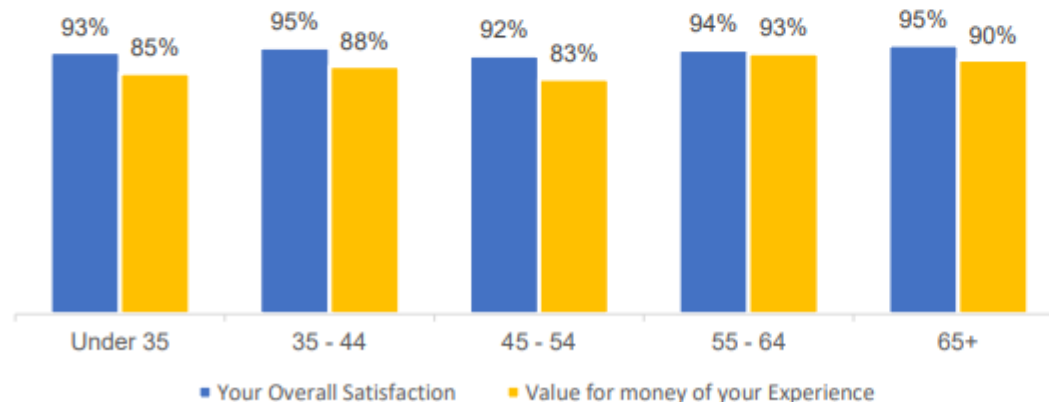
# Visitor Experience

## OVERALL SATISFACTION & VALUE FOR MONEY



## SATISFACTION & VALUE FOR MONEY BY AGE GROUP

Rated 4 or 5 – Satisfied



- Attendees at the Discovering Ancient Egypt exhibition indicated a very strong level of satisfaction, with 94% rating their overall satisfaction as a 4 or 5.
- For value for money, majority were satisfied/extremely satisfied with this element, with 88% of attendees rating this a 4 or 5.
- When assessed by age group, it shows that the exhibition delivered a highly satisfactory experience across a broad range of age groups. The value proposition was also relatively consistent across age groups.









