IDENTIFYING AND OVERCOMING BARRIERS TO VISITATION

A Thanksgiving Point Case Study
Overcoming barriers for underserved audiences

- Who are underserved audiences?
- Why are we trying to reach them?
- What are the barriers?
- Audience research and Market research
- Potential solutions – successes and failures
Who are Underserved Audiences?
Profile Attributes of Cultural Visitors

Adult visitors to a US visitor-serving organizations

1. White non-Hispanic
2. 3.1x more likely to have graduated college
3. Average HHI $113,000
4. Super-connected (i.e. broadband access at home, work and mobile)
5. Homeowner (mean value $359,000)
6. Online shopper / consumer (online annual spend >$2,500)
7. 4.2x more likely to have traveled for leisure purposes within the past year
8. Resides near urban areas (within 20 miles of major metro)
9. Dines out of home >2x weekly
10. 2.3x more likely to be a domestic pet owner

Why are we trying to reach them?
# Thanksgiving Point Demographics

<table>
<thead>
<tr>
<th></th>
<th>Thanksgiving Point Employees</th>
<th>Thanksgiving Point Visitors*</th>
<th>Utah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian (White non-Hispanic)</td>
<td>83%</td>
<td>91%</td>
<td>79%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>10%</td>
<td>5.0%</td>
<td>14%</td>
</tr>
<tr>
<td>Multi Racial</td>
<td>2.3%</td>
<td>0.5%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Asian</td>
<td>1.5%</td>
<td>3.2%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Hawaiian/Pacific Islander</td>
<td>1.2%</td>
<td>0.9%</td>
<td>1.0%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>1.0%</td>
<td>1.3%</td>
<td>1.0%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>1.0%</td>
<td>0.6%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

*From Thanksgiving Point general exit surveys as of September 2018.
What are some visitation barriers?
What are some ways your museum overcomes barriers?
Successful methodology

1. Ask why we’re doing this
2. Don’t make assumptions
3. Compare market research to audience research
4. Determine your intended audience
5. Bring the stakeholders to the table (human-centered design / empathy model)
6. Discuss results with your Team/Board.
7. Determine capacity to address the target audience in the ways that are relevant to them
8. Pilot on a small scale (write for grant funding)
9. Audience Research & Evaluation
10. Scale up (write for grant funding)
11. Audience Research & Evaluation
12. Adapt & Adjust
Holistic Approach

✓ Data (audience + market research) with culturally responsive surveys/evals
✓ Grants/scholarships
✓ Programming with human-centered design
✓ Appropriate marketing