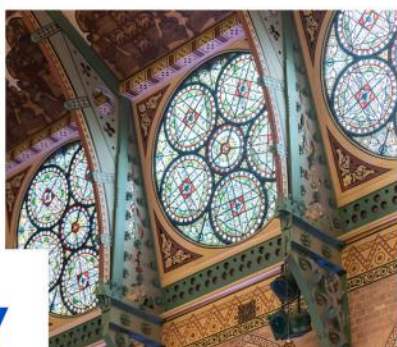
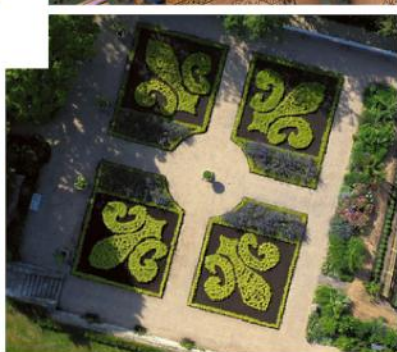




**heritage open days**



# Year in Review



England's Largest Festival of  
History and Culture



In partnership with  
**National Trust**

Supported by players of  
**PEOPLE'S  
POSTCODE  
LOTTERY**

Awarded funds from  
**POSTCODE  
EARTH  
TRUST**

**2023**

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 2,250 organisations, individuals and community groups involved in putting on free events. Event numbers continued to grow and were 7% up on 2022.

More than ever, the importance of a free festival of history and culture shone through this year, in the context of the ongoing cost of living crisis.

## 2023 FIGURES AT A GLANCE

923,000	festival visits
350,740	first-time visits
5,282	events
44,200	volunteers
6,100	paid staff
2,254	organisers took part

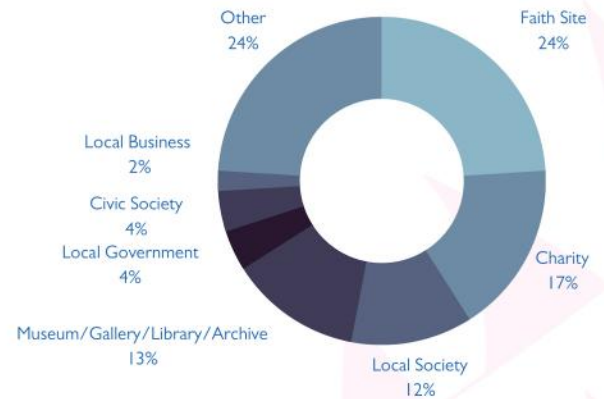
## It's about celebrating communities and bringing people together

**90%** 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

**65%** 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

*"I'm glad that I decided to run the event again, it was a positive experience and it really helps promote the museum and raise its profile, and it provides people an opportunity to visit when people otherwise wouldn't have the chance to."*

- Heritage Open Days Event Organiser 2023



Visitors are keen to support organisations when they visit. When they saw an opportunity 72% of visitors made donations



Sites benefited from an estimated £2.8 million of additional spend, and local area economies benefited from a further £6.1 million



Images : Paul Harris, 2023 Heritage Open Days, Cover: Paul Harris, 2023 Heritage Open Days & with permission from various Heritage Open Days organisers

# It supports the sector and encourages visits



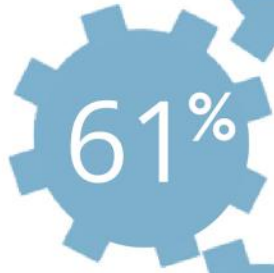
Images: Paul Harris, 2023 Heritage Open Days



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 34% of audiences came from a [C2DE background](#).

*"It was an absolutely amazing day out that was so interesting for us as a family to visit. We are on such a tight budget that we would never have been able to afford to come here if we had to pay, so this opportunity was just brilliant." - Festival Visitor*

*"HODs are amazing. Like many people right now, I am struggling to make ends meet. I haven't been anywhere at all for quite some time. It was nice to have something to look forward to and nice to get out of the house." - Festival Visitor*

## Visitors Love HODs



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 2023 score was 90/100

## and it gets noticed...



### Radio, Press & TV

- More than 580 national and regional press covers
- National Reach partnership featuring adverts in 3 national and 32 regional titles
- Coverage on ITV evening news



### Website

- 7.2 million page views during the year
- 52% of visitors find events through our website



### Social Media

- 13,300 new followers added to our network of 78,500 followers
- 5.5 million users reached during the festival

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 National Trust

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heritage open days