

Heritage Open Days 2022 Evaluation Summary

Every September, thousands of people come together across England to celebrate their heritage, community, and history. Stories are told, traditions explored, and histories brought to life. It's a once-a-year opportunity to see hidden places and try out new experiences – and it's all FREE.

2022 was a year of growth - with a 28% increase in event numbers, a 34% growth in event attendees, and our festival community itself growing by 40% with new and returning organisers.

Its about celebrating communities and bringing people together

90% of visitors said that they learnt something new about their local area at a HODs event

80% of visitors said that visiting a HODs event made them feel more proud of their local area

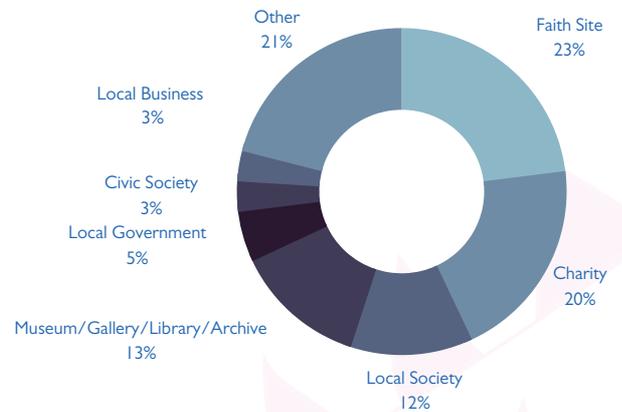
66% of visitors said that the event they went to made them feel more of a part of their local community

2022 FIGURES AT A GLANCE

990,000	festival visits
455,400	first-time visits
4,954*	events
43,500	volunteers
5,400	paid staff
2,150	sites & events took part

*Event number taken before the news of the Queen's death was known. Whilst some cancelled or adjust their plans, over 85% went ahead in some form.

Who takes part?



It generates income

'I felt really enthused, as always. It was great to be back to doing face to face events. We also piloted a schools projects around the Astounding Inventions theme which was very successful!'

- Heritage Open Days
Event Organiser



Visitors are keen to support organisations when they visit. This year 32% of visitors made donations during the festival



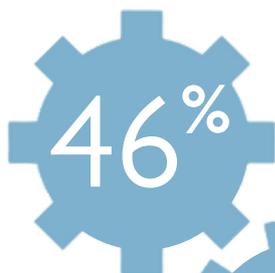
Sites benefited from an estimated £5.5 million of additional spend, and local area economies benefited from a further £6.1 million



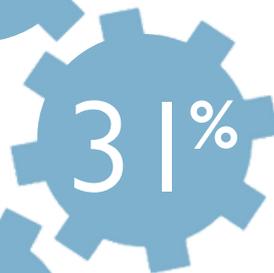
It supports the sector and encourages visits



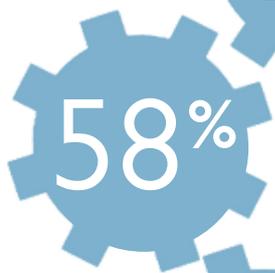
Images : Paul Harris, 2022 Heritage Open Days



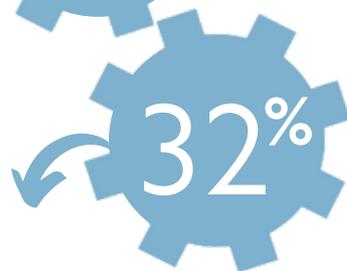
of visitors had never been to a HODs event before



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 32% of audiences came from a [C2DE background](#).

'I was really pleased to be able to visit somewhere I have always wanted to visit but couldn't afford.' - Festival Visitor

"We are a low income family and I'm disabled so I often have to consider any walking involved. To be able to experience something like this as a family and also be offered the use of a mobility scooter onsite it was fantastic and something we can't normally afford."

' - Festival Visitor

Visitors Love HODs

90
NPS

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 exceptional. Our 2022 score was 90/100

and it gets noticed...



Radio, Press & TV

- More than 570 national and regional press covers
- National Reach partnership featuring adverts in The Express, The Mirror, The Daily Star and 32 regional titles



Website

- 6 million page views during the year
- 44% of visitors find events through our website



Social Media

- 8,400 new followers added to our network of 65,000 followers
- 3.8 million users reached during the festival