

What's next for Museum Audio Guides

Research Report / September 2020



I recently visited The National Gallery in London which has reopened to the public following a prolonged closure because of the Covid-19.

One of the staff their told me that during the second world war the museum had only closed it's doors for two weeks, but the pandemic forced them to close for over 100 days.

This gives some context to the events of 2020. A once in a century crisis unlike anything that we have seen in our lifetimes.

Now museums are bouncing back from lockdowns, welcoming visitors once more and innovating to make the experience both safe and enjoyable.

Audio Guides are an essential part of the museum experience and as we move from lockdown to recovery, we wanted to look at how these are adpating to the changing needs of museums and their audiences.

We teamed up with well known multimedia guide company MuseumMate for this research, a company which has innovated through this crisis with the launch of a new bring your own device platform.

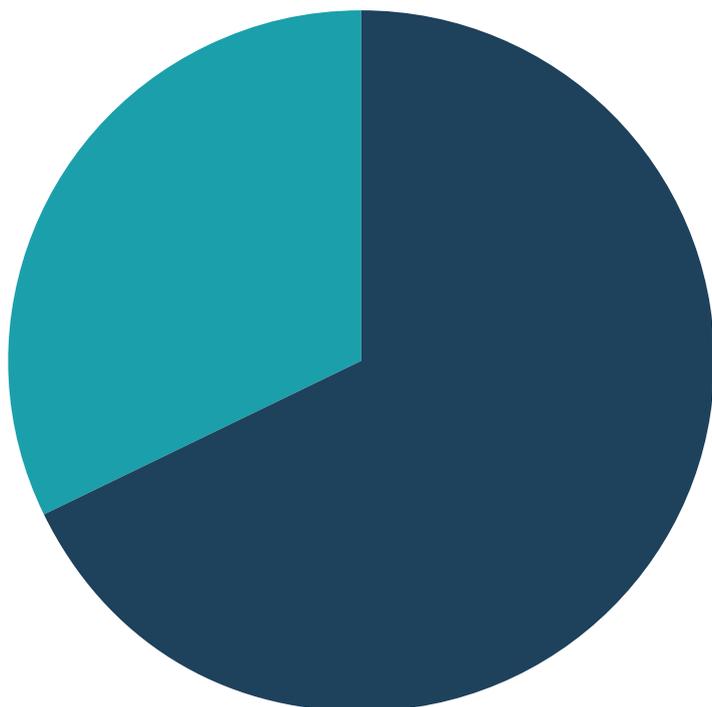
The research show museums adapting to change and working hard to deliver the best experience possible for their visitors.

A handwritten signature in black ink that reads "Jim". The signature is stylized, with a large, sweeping loop for the letter 'J' and a simple, cursive 'im'.

Jim Richardson



Does your museum usually offer visitors an audio guide?

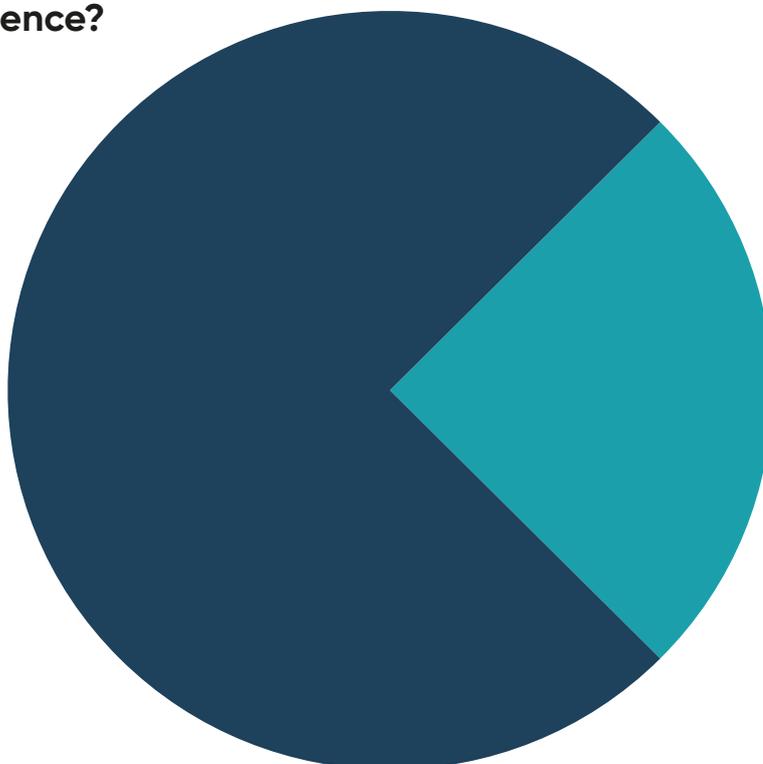


Yes 68%

No 32%

The majority of museums usually offer an audioguide experience. Of those who don't currently have one 18% said they're investigating adding one to their museum.

Has Covid-19 change how you offer an audio guide experience?

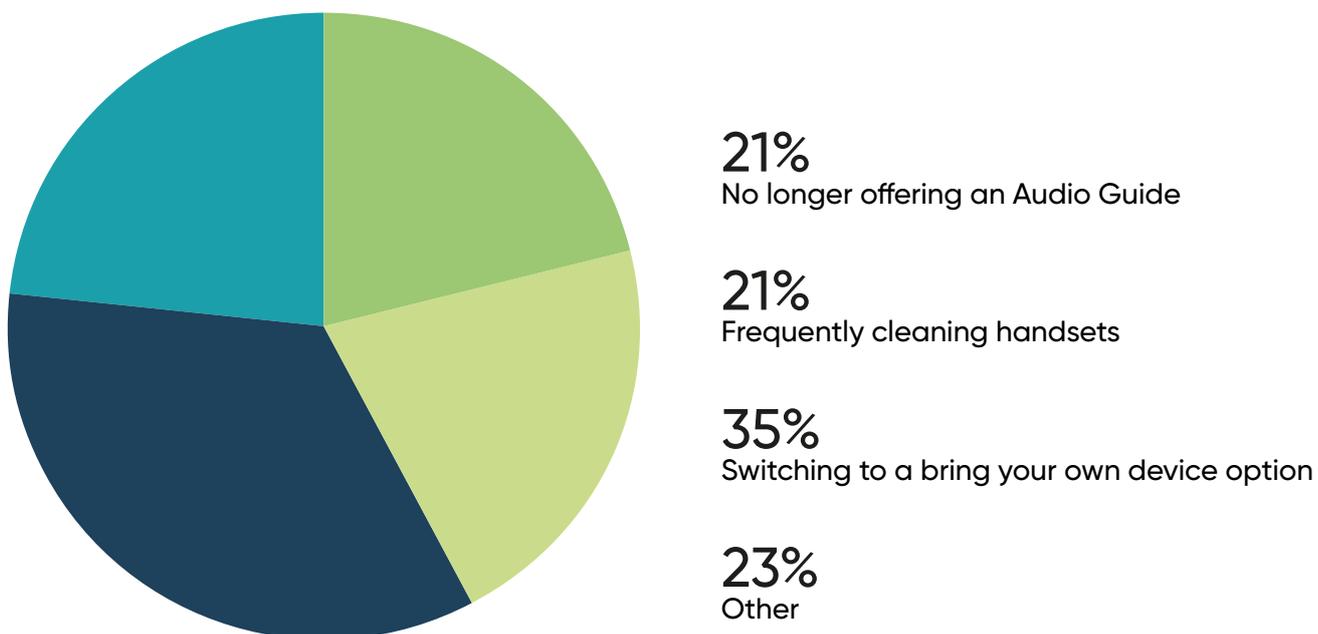


Yes 75%

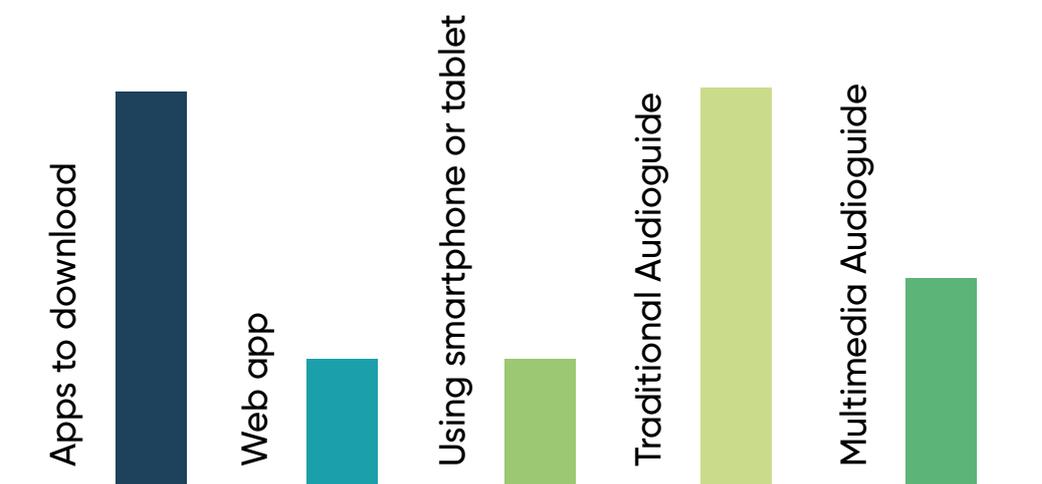
No 25%



How has Covid-19 changed your audio guide offering?



What kind of Audio Guide does your museum currently offer?



Research suggests a move to a bring your own device model at many museums and heritage sites.



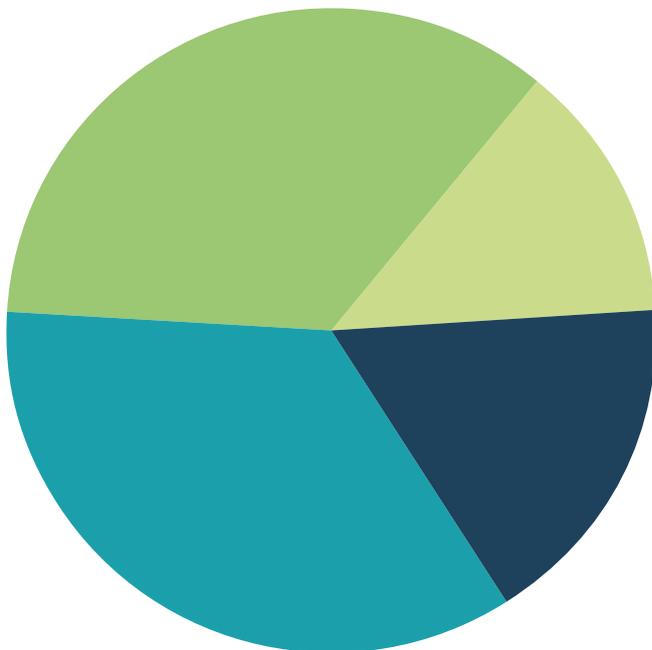
36%

of those asked said their museums were interested in using their Audio Guide to manage visitor flow

20%

only 20% of those asked said they have real time visitor tracking through their Audio Guide.

when do you expect your rate of Audio Guide rental to return to 'normal'?



17%
September 2020

34%
Beginning of 2021

34%
End of 2021

23%
From 2022



The results of this survey very much reflect what we've seen at MuseumMate.

Audio Guides are important for both the visitor experience and as a source of income to museums, so venues are looking to innovate in this space and adopting a bring your own device approach.

Over the past six months, we've helped many of our clients switch to Easy Guide, a new version of our award-winning Audio guide product that any visitor can download to their own device either for free or for a fee.

The feedback that we've had from both museums and visitors, and with this crisis increasingly looking like it will be with us for some time; we must find new ways to deliver high-quality Audio Guide experiences.

Museums are also seeing the benefits of our Audio Guides in terms of managing visitor flow. During these times of limited visitor numbers, it's essential to safely manage how many people are in a gallery at any one time.

Having this functionality built into our systems means that our customers can manage their visitor numbers safely and maximise the number of people visiting at any one time.

The survey suggests that not everyone is yet ready to bring Audio Guides back into their museums, but those institutions we're working with are already benefiting from the revenue generated by selling audio tours and tracking visitor flow.

While 2020 has undoubtedly been a hard year, we're glad to see museums bouncing back and proud to be part of their recovery story.

Maurizio Rao



Prepare the return of your visitors

The Visitor's Assistant is the evolution of the traditional audioguide

Managing innovative content in real time



Request a free demo at museummate.com

