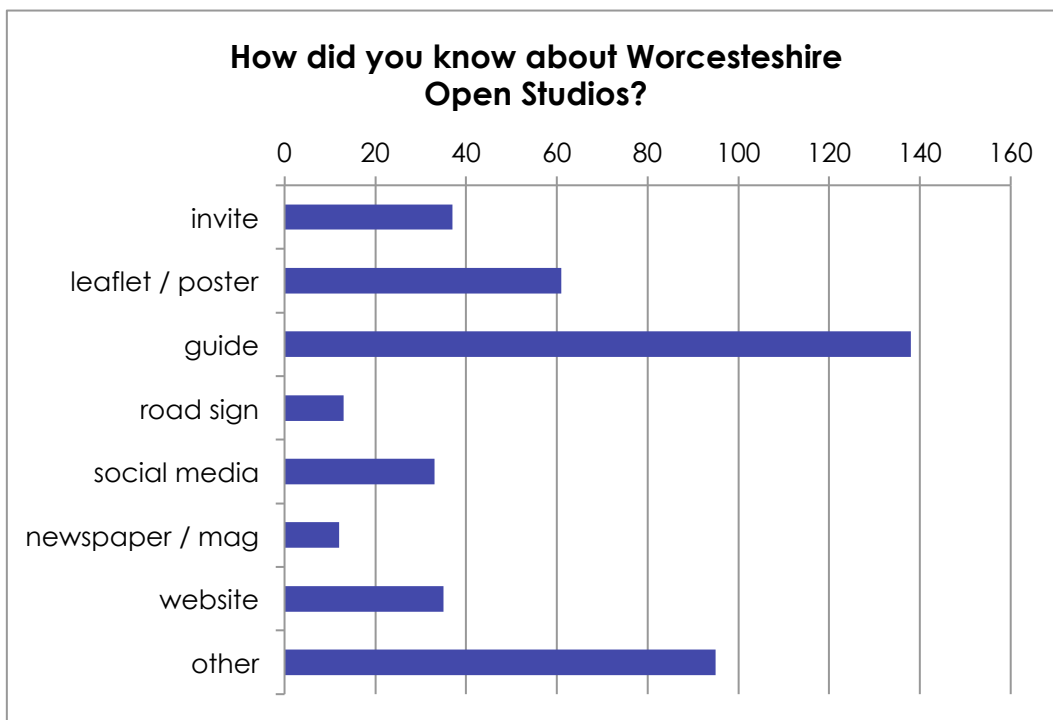


WORCESTERSHIRE OPEN STUDIOS 2019 HEADLINE DATA FROM THE VISITORS' SURVEY

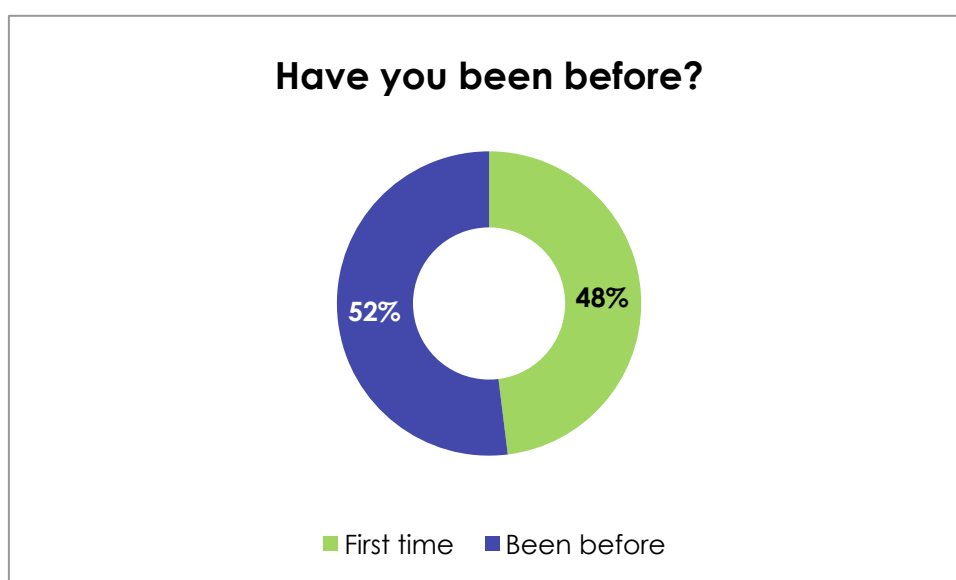
How visitors knew about Worcestershire Open Studios

invite	leaflet / poster	guide	road sign	social media	newspaper / magazine	website	other
37	61	138	13	33	12	35	95



Had visitors been to the event previously

For 159 respondents it was their first time whilst , 172 had been before

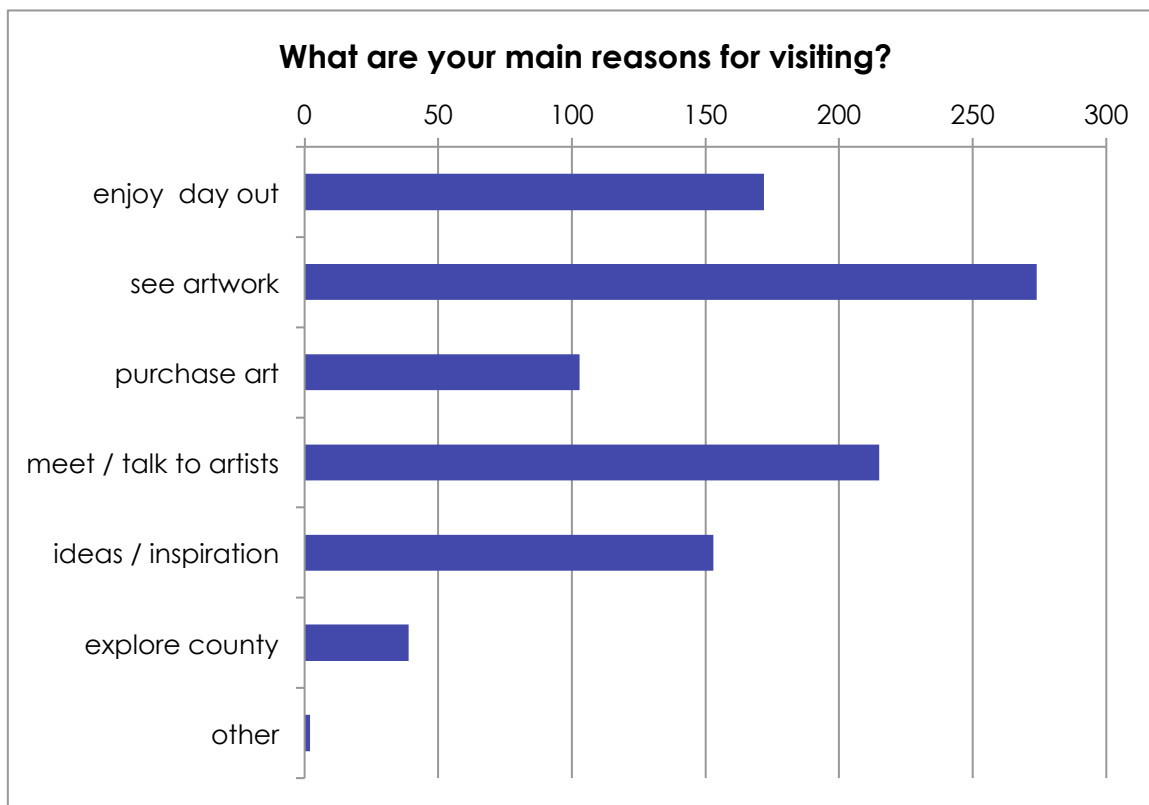


Where did people travel from OUTSIDE of Worcestershire

Donisthorpe; Ashby de la Zouch, Barnt Green, South Birmingham, Japan, Tewkesbury, South Wales, Cradley Heath, Wolverhampton, Sheffield, Gloucester, Twining, Dover, Ledbury, Penkridge, Bournville, Hereford, London, Blakedown, Stafford, Warwickshire, Storrige, Merseyside,, Langley Green, Bishops Castle, Colwall, Leicester, Iron Bridge, Cheshire, cradley, Studley, Shrewsbury, Croydon, Leominster and north Devon

What were the main reasons for visiting the event – described in a table and chart below:

enjoy day out	see artwork	purchase art	meet / talk to artists	ideas / inspiration	explore county	other
172	274	103	215	153	39	2

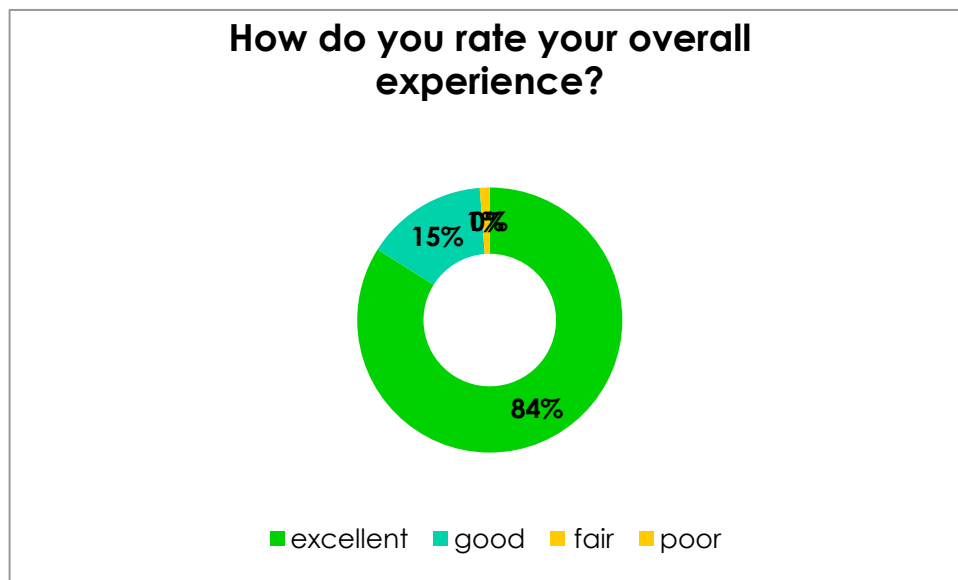


How many venues did people visit

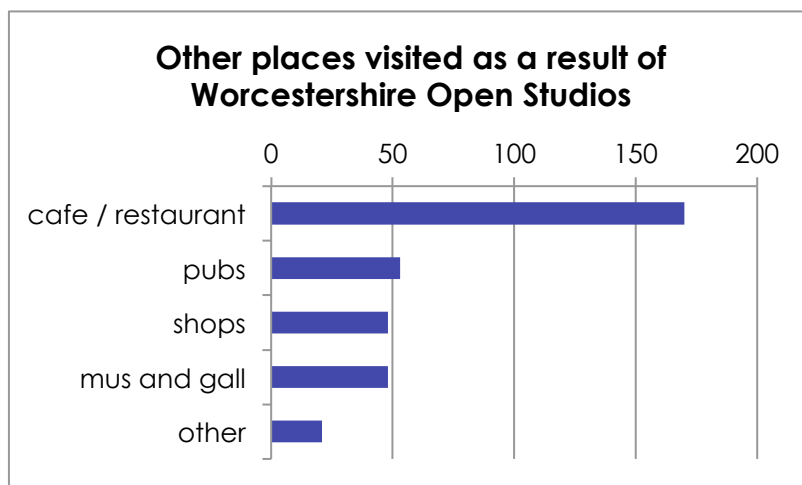
The 336 respondents to this survey visited 2439 venues, therefore on average people visited 7.48 across the event, with some visiting the required 5 to enter the prize draw and others visiting 20

How visitors rated their overall visit – as a table and pie chart

excellent	good	fair	poor
277	49	4	0



Where else people visited as a result of Worcestershire Open Studios:



How visitors summed up the event:

Visitors were fulsome in their praise making many similar comments to those below –

- Exciting, inspiring, treasure hunt of delight
- Interesting, inspiring, educational, motivating.
- Such talent in our beautiful county and great opportunity to buy local art and support local artists
- A wonderful inspirational way to spend a day.

The friendliness of the artists was commented on:

- Lovely! So friendly
- Lovely people and lovely artwork
- Everyone's really friendly!

Visitors commented on the diversity of the talent:

- Fantastic variety of styles, all very professional
- A huge creative pool in the area
- High quality, creative work
- Almost overwhelmed by the quantity and quality of artwork on my doorstep

There were very few negative comments and they were as follows:

- The signage could have been better
- The need for a Sat Nav to find places
- It was good other than the number not open on the Friday
- The map could be more useful for a stranger; shame about the map
- Felt the brochure mislead as some paintings and ceramics were not for sale, some were poor quality, whilst others were of excellent quality but over-priced and not accessible to most.
- Very varied venues - mixed standards. Friendly and welcoming