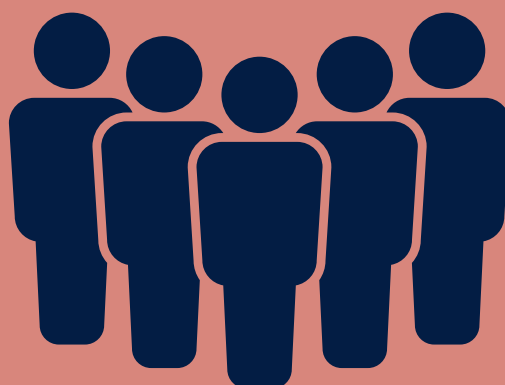


2022 NATIONAL VISITATION REPORT

Results of a national survey of history organizations

VISITATION UP 75%

From 2020 to 2021, visits to history organizations increased by nearly 75 percent. Following months of closures and restrictions during the height of the pandemic, visitation rebounded well last year.



RECOVERY ONGOING

Despite an increase in visitation at organizations of all types and sizes, visitation stayed well below pre-pandemic highs. At most institutions, in-person visitation remains about half of what it was before the pandemic.

MORE VIRTUAL OFFERINGS

In 2019, just 11 percent of our respondents offered some kind of virtual programming. In 2020-21, that number increased to more than 40 percent. At large institutions, it was more than 80 percent.



FUTURE OF VIRTUAL UNCERTAIN

While most institutions continued virtual programming in 2021, engagement with those offerings declined or plateaued compared with 2020. Virtual engagement still remained above pre-pandemic levels.

Based on 773 responses to AASLH's "National Visitation Survey," gathered in Spring 2022. For expanded analysis, download our full report at [AASLH.org/research](https://aaslh.org/research)

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