

2023 NATIONAL VISITATION REPORT

Results of a national survey of history organizations



VISITATION UP 37%

History organizations of all types and sizes reported an increase in the number of visitors they served between 2021 and 2022 as the field continues its recovery from the pandemic.

SMALL IS STILL MIGHTY

Organizations with budgets under \$250k saw some of the largest visitation increases in 2022, after longer closures and sharpest pandemic declines.



UNEVEN RECOVERY

The very largest institutions and smallest institutions reported visitation near or above pre-pandemic levels, while mid-sized to large institutions (\$1MM to \$10MM) still have a long way to go.

WHERE DOES VIRTUAL GO FROM HERE?

Like last year, just over 40 percent of institutions offered virtual programs. That's a big increase from before 2020, but interest may be waning.



Based on 663 responses to AASLH's "National Visitation Survey," gathered in Spring 2023. For expanded analysis, download our full report at [AASLH.org/research](https://www.aaslh.org/research)

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