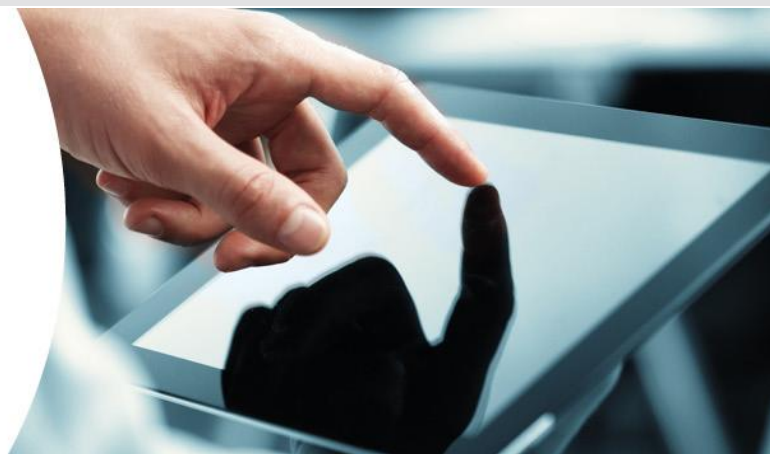


3. Digital is part of the eco-system



The participation survey used a specific definition of digital engagement, which went beyond visiting a website for practical information and focused on digital engagement with the collections or other related content.

Headline data shows that both physical and digital engagement have increased year-on year.

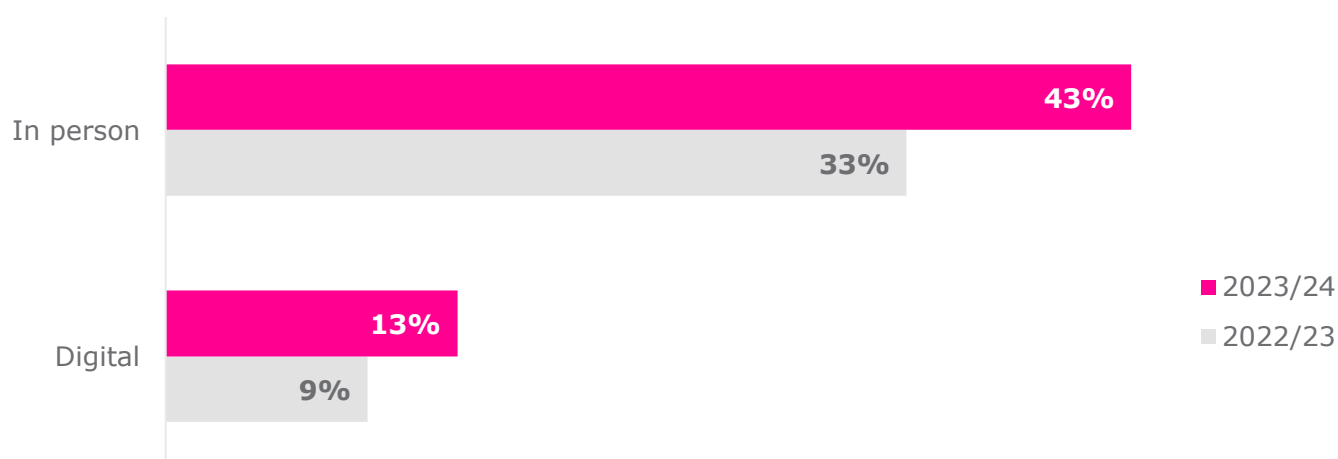
Survey definition

"Taken a virtual tour of a museum or gallery in England.

Researched items from a museum or gallery collection in England online.

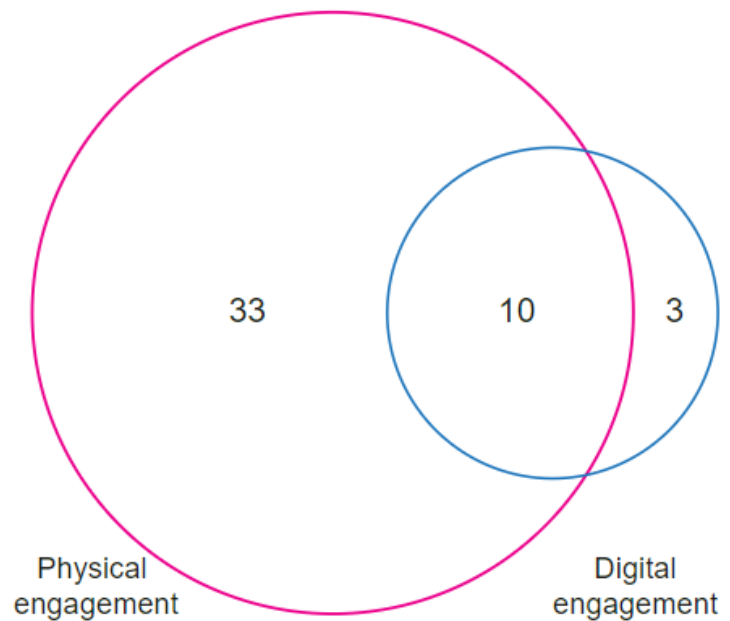
Engaged with text, image, audio, video, or animation, games, or podcast content from museums in England."

Engagement with a museum or gallery in the past 12 months: in person and digital



It also shows that crossover between physical and digital engagement is very high: around three quarters of those who have interacted digitally in the past 12 months have also made an in-person visit.

**Physical and digital engagement
with museums and galleries,
England: 2023/24**



What does this mean for sector professionals?

Gone are the days when “digital” can be treated as a separate workstream. Institutions should see their physical and digital presence as mutually re-enforcing and seek to develop integrated customer journeys.

It’s important that digital isn’t seen as “second best” or put on as a consolation for those who can’t make a physical visit. Digital offers different experiences, different ways to connect and maintain engagement, and many visitors can and will use both.

We’ve seen this in practice when we undertook an in-depth study of digital audiences for the Museum of London (now, London Museum). This study highlighted that while the website is a functional facilitator for physical visits, the broader digital eco-system of social media, online events and other collection access tools help build relationships and ultimately drive ongoing physical and digital engagement.