

# VISITING A CULTURAL VENUE

SODEXO INVESTIGATES  
CONSUMER PERCEPTION OF  
THIS DURING COVID-19

in partnership with



**harris**  
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SPORTS & LEISURE

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QUALITY OF LIFE SERVICES

At Sodexo, we are convinced that attending a live concert, a match, a conference or visiting a museum, are precious moments. They foster real social bonds between individuals. And real social bonds are essential for the health & wellbeing of everyone.

However, in a Covid-19 environment, is this still true?

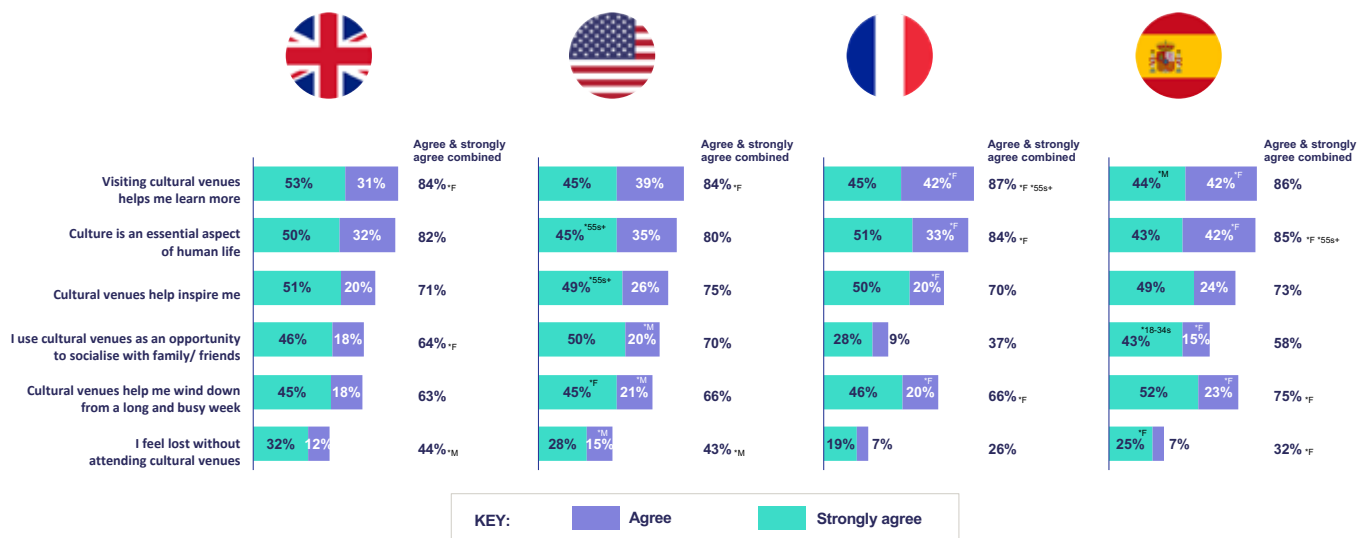
How likely is it that people will visit a cultural venue again in the future (and when?)

This is why we commissioned a piece of primary research with Harris Interactive to understand perceptions of visiting cultural venues since the COVID-19 pandemic.

The survey was targeted to a nationally representative sample of people in four markets: the UK, USA, France and Spain and took place in May-June 2020.

Sub-group analysis, between gender and age groups, has also been conducted. These results are shown where significant differences are seen.

## Reasons for visiting

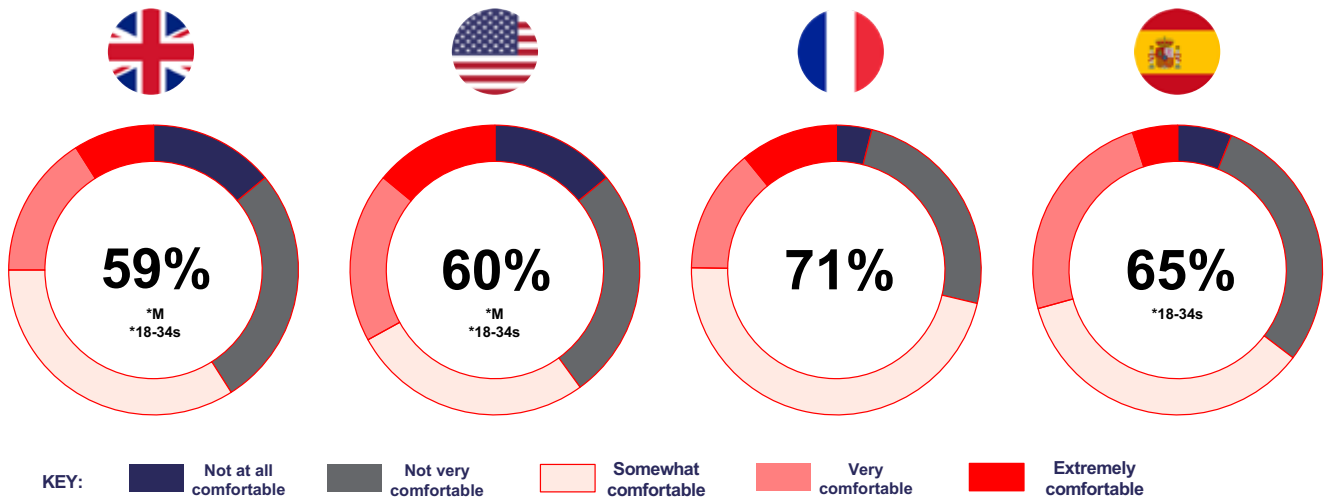


Base: All who have visited a cultural venue: UK (n=879), USA (n=842), FR (n=918), ES (n=998)

**The value of visiting a cultural destination:** The majority of people visit a cultural venue to learn, get inspired and to wind down.

## Level of comfort in visiting cultural venues

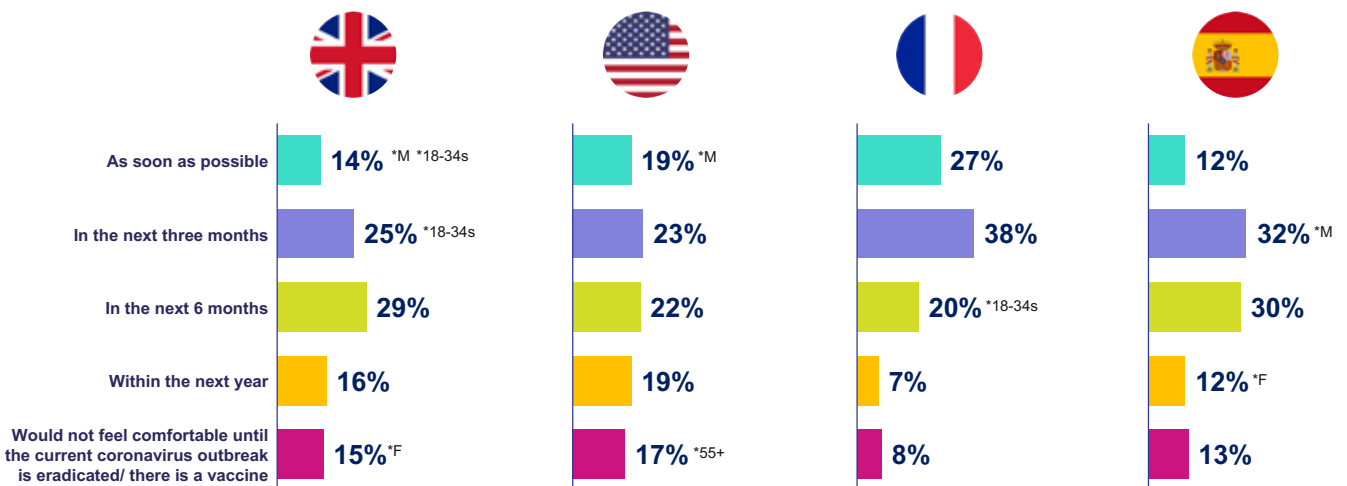
Somewhat, very and extremely comfortable combined scores



Base: All who have visited a cultural venue: UK (n=879), USA (n=842), FR (n=918), ES (n=998)

Three-fifths of people in the UK and US feel somewhat, very or extremely comfortable visiting a cultural venue as soon as they open again. That number is even higher in France and Spain; more than two-thirds of people there are comfortable visiting museums, tourist attractions, galleries, zoos, aquariums.

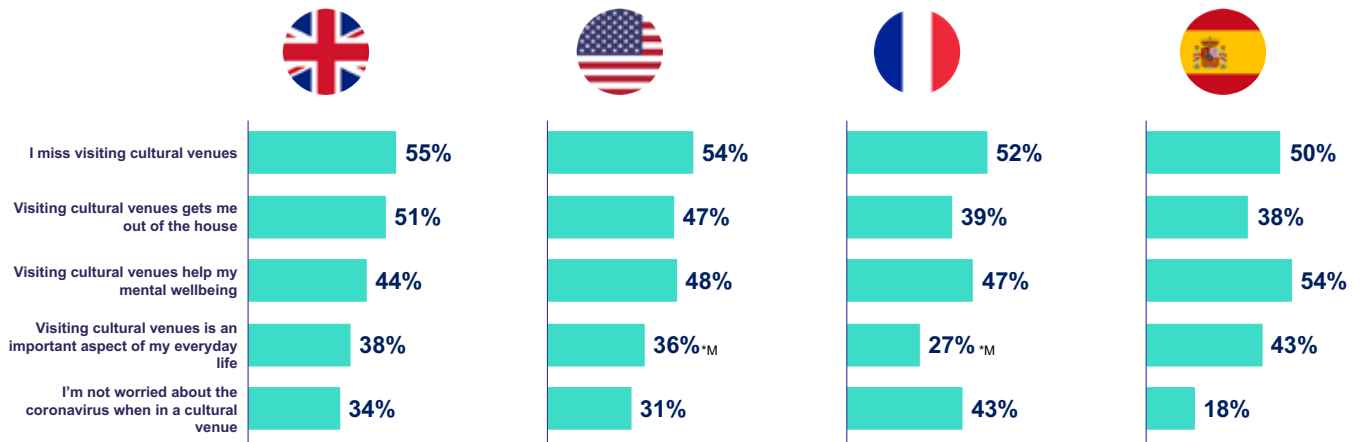
## When people feel comfortable again visiting a cultural venue



Base: All who have visited a cultural venue: UK (n=879), USA (n=842), FR (n=918), ES (n=998)

Most people, two thirds to three quarters, would feel comfortable visiting a cultural venue again in the next three to six months. In France, more than a quarter of people would be willing to visit as soon as venues are open.

## Of those who feel comfortable enough to visit - reasons why



Base: All who feel comfortable visiting a cultural venue: UK (n=216), USA (n=278), FR (n=229), ES (n=296)

Of those that feel comfortable enough to attend, around half miss visiting museums, tourist attractions, galleries, zoos, and aquariums. Getting out of the house is also an important factor for the UK while half of people in Spain visit to help mental wellbeing.

## Factors that would make people more comfortable to visit

	UK	USA	FR	ES
Proper social distancing guidance (e.g. spacing between people/groups)	67% <sup>F</sup>	61% <sup>F</sup>	54%	61%
Mandatory use of hand sanitizer at every entrance	61% <sup>F</sup>	56%	59%	65%
Staff wearing masks and gloves	50%	59%	47%	63%
Compulsory wearing of a mask when inside the venue	42%	53%	64%	67%
Transparent dividers between sections / where applicable to venue	41% <sup>F</sup>	38%	24% <sup>*18-34s</sup>	33% <sup>F</sup>
No cash payments within the venue (contactless only)	41%	30%	21%	30%
Compulsory wearing of gloves when inside venue	33%	33%	21%	35%
None of these would make me feel more comfortable	10%	10% <sup>55+</sup>	9%	6%

Base: All who have visited a cultural venue: UK (n=879), USA (n=842), FR (n=918), ES (n=998)

Percentages highlighted in blue are the top three factors for each country.

People would feel more comfortable visiting a cultural venue if certain factors were adhered to – including proper social distancing guidance, mandatory use of hand sanitizers, staff wearing masks and gloves, and the compulsory wearing of masks inside the venue. Still, around 1 in 10 in the UK, US and France state nothing would make them feel more comfortable.

## Key takeaways

### WHY?

People feel that visiting cultural destinations is an essential aspect of human life. Up to three-quarters use them for inspiration, and they provide an opportunity to socialize for those who attend in the UK and US. Two-thirds in the UK, US and France use them to help wind down, rising to three-quarters of Spanish people.

### HOW LIKELY?

Most people do feel at least somewhat comfortable in wanting to attend cultural venues.

### WHEN?

In terms of timings, most people would feel comfortable visiting a cultural venue again in the next three to six months, whilst a quarter of French people would be willing to visit these venues as soon as possible.

### HOW?

People would feel more comfortable visiting cultural venues if certain factors were adhered to: mandatory use of hand sanitizers at every entrance to venues, proper social distancing guidance, staff wearing masks and gloves, and compulsory wearing of masks inside the venue.



Sodexo Sports & Leisure operates and manages prestigious venues and major events around the world. Combining technique and creativity, our turnkey solutions cover ticketing, travel, foodservices, logistics, marketing and technical organization. In this digital age, Sodexo helps clients integrate new technologies into their events offering innovative and personalized services. Sodexo contributes to the success of prestigious events such as Royal Ascot, the Super Bowl, the Tour de France and the Rugby World Cup, and makes exceptional places shine like Bateaux Parisiens, the National Gallery in London and the Shedd Aquarium in Chicago.