

The Association of Leading Visitor Attractions ([ALVA](#))

Attractions Recovery Tracker , May 2020

<https://www.aim-museums.co.uk/wp-content/uploads/2020/05/ALVA-Attractions-Recovery-Tracker-Wave-2-13-19-May.pdf>

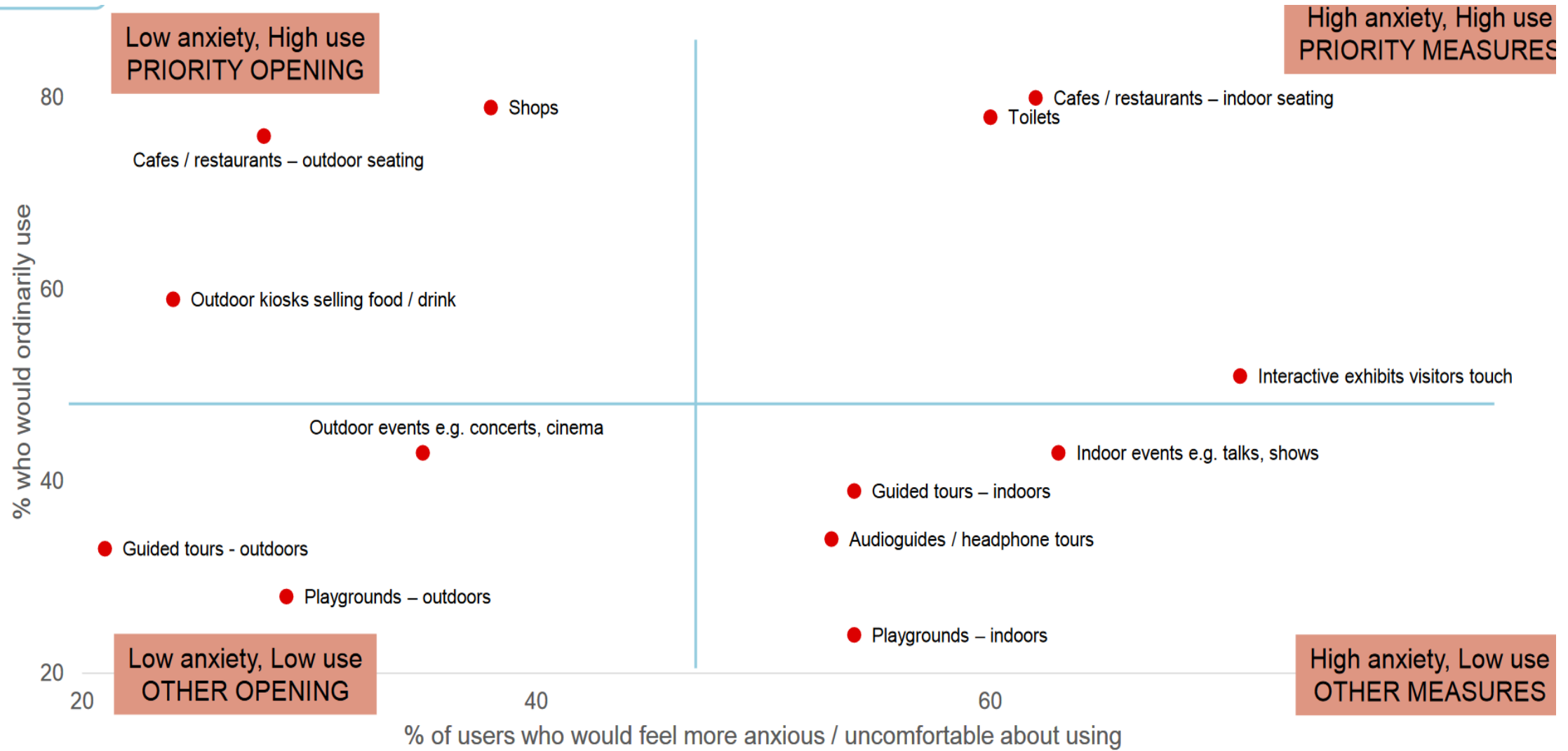
Key take-outs / 1 (*Wave 2: 13-18 May*)

Since the government announcement around lockdown easing, the market has become even more cautious about visits than before, especially to indoor attractions – perhaps concern over lockdown easing and / or naming aspirational re-opening dates bringing home the visit realities?

General concern over crowds and distancing is still the major visit barrier, but people are becoming more focussed on the safety measures they expect from attractions when they re-open, whether general or specific e.g. pre-booking only

Impact of a 'charter mark' is therefore likely to be high – over half the market feel this would give them the extra confidence they needed to visit. In the eyes of the public, top safety priorities are:

- ⌚ Limiting visitor numbers on-site, primarily at indoor attractions
- ⌚ Be seen to be implementing and monitoring / policing distancing measures on-site
- ⌚ Toilets and indoor cafés
- ⌚ Interactive exhibits or anything that visitors touch
- ⌚ Hand sanitiser around the site and staff visibly cleaning



At visitor attractions, which of these, if any, would you feel more anxious or uncomfortable about using than usual when they re-open?
 Base: All respondents, Wave 2 (760)

Government Guidance

- [Working Safely During Coronavirus](#) – guidance for shops (includes element on cleanliness/toilets)
- [Working Safely During Coronavirus](#) – guidance for restaurants offering takeaway or delivery
- [Covid-19 Recovery Strategy](#) published 11 May 2020

Guidance for re-opening Leisure attractions (including Museums), expected June 2020

Guidance

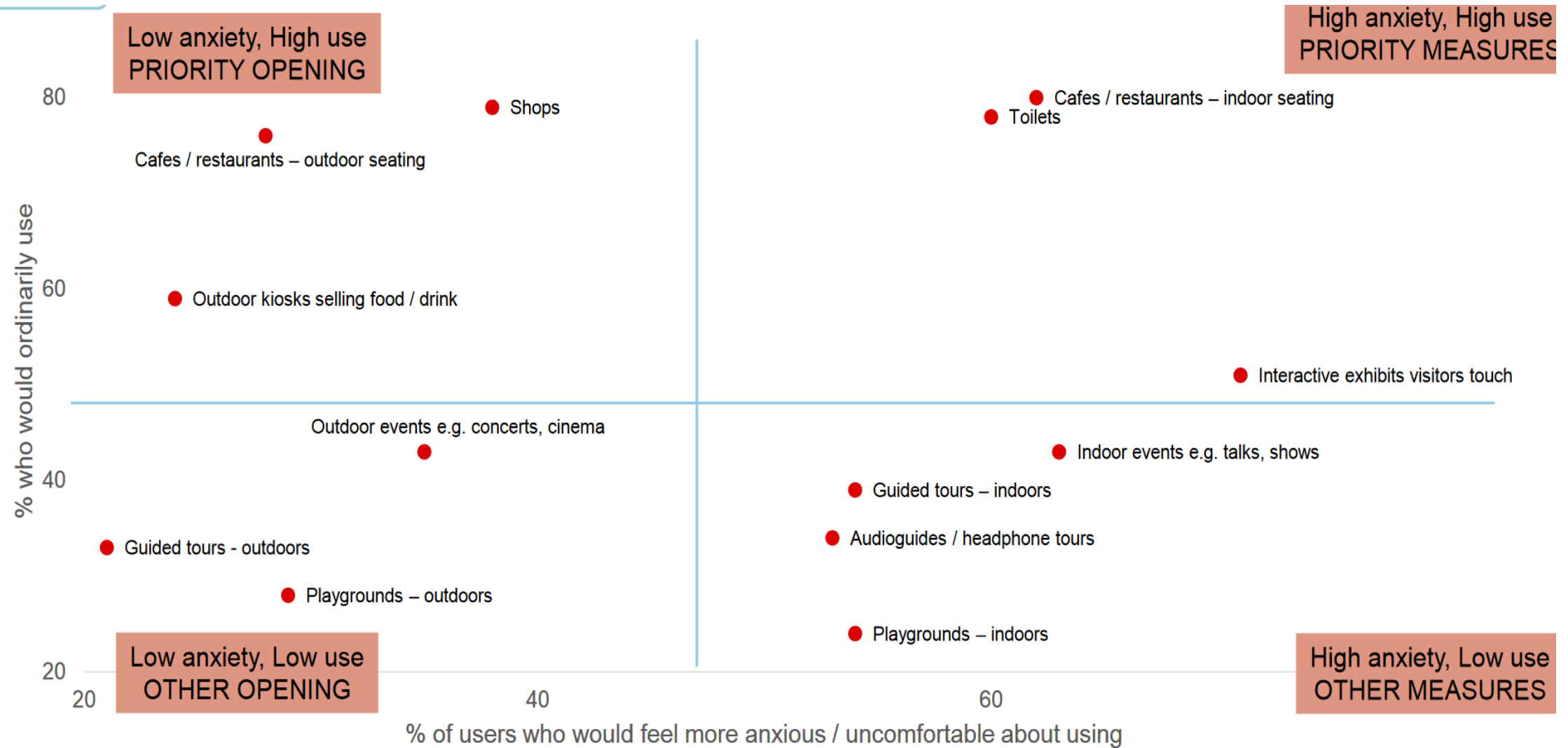
- British Retail Consortium guidelines for social distancing in [retail stores](#) plus useful [FAQs](#)
- SEMDP [Reopening Museums Toolkit](#), includes sections on [Social Distancing](#); [Hygiene](#) ; [Hygiene for Cafés and Catering Stations](#)
- [Museums & Social Distancing: A Planning Toolkit](#) from Smartify (technology sales pitch but some useful ideas)
- [Reopening Guidance for the Global Attractions Industry](#) from IAAPA (includes toilet-related guidance – see next)

Guidance for museums – FM (led by National Museums) and wider museum business (led by AIM), expected June

RESTROOM CLEANLINESS

1. Consider dedicating employees to cleaning/disinfecting restrooms frequently. They should also monitor/control restroom capacity to uphold physical distancing guidelines in those facilities. Consider closing or otherwise disabling every other (or every two) toilets to ensure guests maintain physical distancing protocols in restrooms.
2. Be extra vigilant with cleaning, disinfecting, and sanitizing protocols. Document processes and procedures to ensure they are effective.
3. Pay extra attention to high-touch surfaces in restrooms including door handles, trash receptacle touchpoints, countertops, benches, toilets, sink faucets and toilet handles, soap dispenser push plates, baby changing stations, towel dispenser handles, doorknobs, light switches, and sinks.
4. Be sure to sanitize common use items like water fountains or disable them if allowed by the health department.
5. Provide a means for employees and guests to dry their hands. Paper towels that can be disposed of in the trash are preferred.
6. Evaluate replacing sinks and toilets with touchless valves or flushing devices where possible.

The Public's Concerns about Attractions



At visitor attractions, which of these, if any, would you feel more anxious or uncomfortable about using than usual when they re-open?
 Base: All respondents, Wave 2 (760)

Facilities Managers Concerns about Museums

