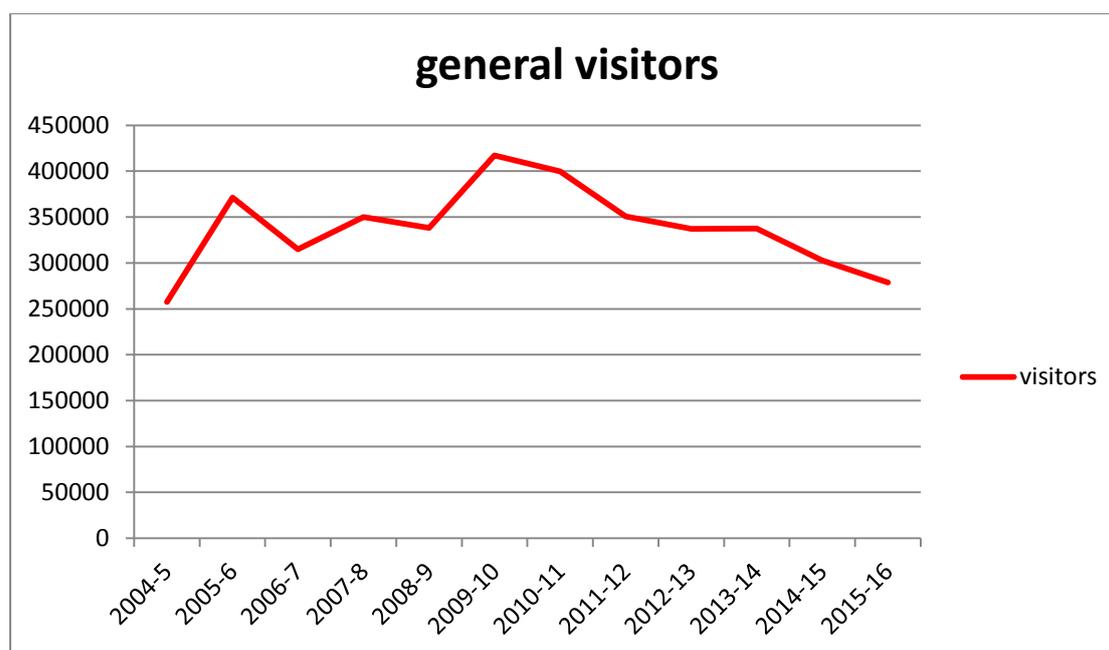


Visitor Services: Available statistical information

Visitor numbers:

Parl year	2006-7	2007-8	2008-9	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17 (Mar)
Vis nos	318,867	352,256	345,176	411,123	397,746	360,151	328,391	337,646	303,344	271,715	244,457
Tour attend.	41,472	35,838	22,893	23,480	26,610	28,690	22,309	24,717	23,410	22,021	18,423

Tour attendance, as an important aspect of engagement, has continued to be popular with visitors since the introduction of free, in-house tours in 2009.



Financial year, general visitor numbers

Financial Year	No. of visitors (total)	
(Oct) 2004-5	257,465	
2005-6	371,226	+44%
2006-7	315,000	-15%
2007-8	350,004	+11%
2008-9	338,168	-3%
2009-10	417,108	+23%
2010-11	399,718	-4%
2011-12	350,682	-12%
2012-13	337,268	-3%
2013-14	337,401	+0.03%
2014-15	302,868	-10%
2015-16	278,825	-8%
2016-17	263,511	(-5%)

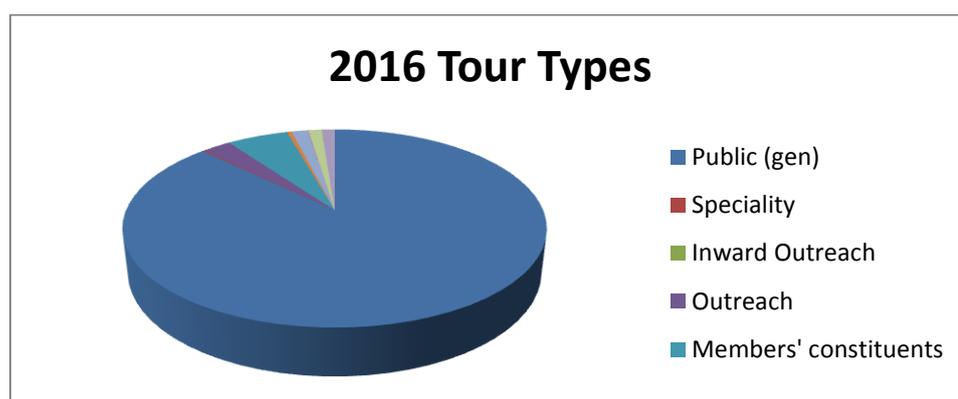
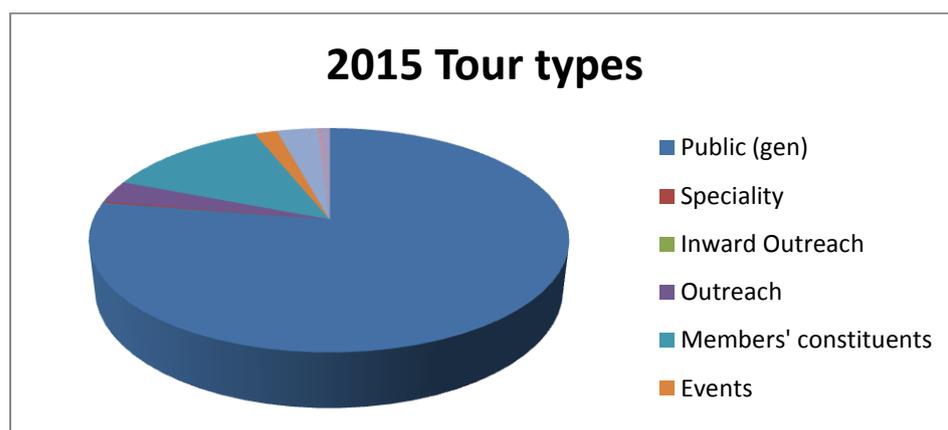
Guided Tours:

Tour statistics give a little more insight into the types of visitors and their experience here. These figures do not, however, include tours conducted by other SPS staff or by Members and their offices.

Public tours are available to the general public on non-business days: Mondays, Fridays and Saturdays and every day when Parliament is not in session during Easter/summer recess. Tours for Members, events delegates and guests of other Parliament Offices are also provided on business days.

The largest proportion of tour type is the general, scheduled public Parliament Tour.

In addition to the Parliament Tour, Visitor Services has introduced a number of 'speciality' tours, which examine specific aspects of the Parliament's work, building design and interior in a number of different ways. These tours are intended to encourage different types of audience to visit, with sufficiently varying content that encourages repeat visits. The tours concentrate on the subjects of Art, Literature, Architecture and History, but all reference the aims and accessibility of the Parliament as an underlying theme.



Tour type	2015	2016
Public	16,854	18,734
Members' / Events etc	4,908	2,483
Total	21,762	21,217

Ten Minute Talks:

As part of a drive to further enhance the visitor experience, Visitor Services introduced '10 Minute Talks' in 2016. Available regularly in the Main Hall every day, these short talks are an alternative to more formal tours, and are useful for visitors unable to attend a tour if fully booked or if the visitors are time-pressed.

Giving a short introduction to the powers of the Parliament, the work of Members, and architecture of the building, these talks have proved very popular. They encourage interaction between visitors and Parliament staff, who also use the opportunity to encourage visitors to attend parliamentary business on sitting days or speciality tours.

We are now monitoring visitor attendee levels at these talks, which in March 2017 attracted 856 visitors. We shall continue to monitor monthly attendance and increase the frequency of these throughout 2017.