

2023 Attendance Survey Report

On average the attendance and sales numbers were up as compared to 2022. These are the key statistics. A green background means an improvement in 2023, a red background means a worse result

	2022	2023
Average number of visitors	58	67
Average number of visitors to new artists	48	60
Returning artists with increase in visitors	8	11
Returning artists with less visitors	11	7
Returning artists with increase in sales	5	16
Returning artists with less sales	16	11
Number of reponses to this survey	42	42
Number of studios and galleries	44	50
Number of visits to responding studios/galleries	2416	2810
Estimated number of visits to all studios/galleries	2552	3345
Percentage of artists who completed the survey	95.45%	84.00%

How visitors found out about the tour as percentages

Word of mouth	26.6
Repeat Visitor	19.3
Facebook	10.3
Instagram	5.1
Information table at La Strada or other outdoor event	5.3
Picked up a map guide	20.0
Newsletter	3.4
Portland Open Studios	2.2
Other (mostly saw a sign)	7.8

What went well/could be improved

Below are comma separated lists of all of the responses to “What went well” and “What could we improve on for next time”

What Went Well

all was fine,"As usual, visitors had many questions about art themes and techniques",Collaborative painting/demo,Everyone had maps/our brochure,Everything was fun! ,Everything was good.,Everything was great. ,Everything!,Everything. It was so much fun! i received comments that our map guide was really easy to navigate.,,"good planning, maps",Great advertising. I gave out over 350 maps. FB posts were great. Sharing a studio was awesome. ,Great comments and buyers,Great people but mostly looky lou's,"Had an excellent sales day on Saturday, zero on Sunday ",High levels of genuine interest,I liked that people that were interested in my type of art were able to visit my studio.,Increase in website traffic as well as sales during the tour.,It was the signs placed around the county,lots of nice people,Making the space attractive and inviting for visitors,"Many people picked up a map at various locations ahead of the tour, so outreach and having the printed map. Libraries, farmers markets. Mentioning nearby artists to visitors. Having the printed map guide on hand to answer questions, offer suggestions of where to go next.",Many visitors had done their research and sought me out specifically. ,"Map Guide, Online Map, presence at outdoor events",new people introduced to book arts,People like the Tour Guide,Sales were up. ,Some repeat visitors -

neighbors stopped in. Lots of talking about my processes. Good sales. Saturday was much better than Sunday.,speaking to customers/explaining techniques. Most money was made on Sat.!, "Team Work! All 5 artists invited and we promoted each others work, took lots of process photos for all to use in promotions, local newspaper article, signage on studio window, lots of personal inviting. ",The artist that came were fun!,the flow of people,The great interactions with art appreciators. I was lucky enough to be two blocks down from another artist and I do think that helped with some draw to our area.,The visitors all had positive feedback., "The website, map and artist directory worked perfectly together. The signs were also really effective and nice looking",they like my studio ,Visiting with people discussing the work.,We had new vistors who hadn't visited our studio before. Good engagement with people.

What could we improve on for next time

I think you all do an excellent job,all looks great. Maybe a workshop on photos and pixels., "Coordinate dates and promotional materials with PDX, Yamhill & Lake Oswego Open Studio Tours, as well as the Sitka event",Don't expect us to ask questions when there are several parties in the studios at once,Easier contact sheet to know who is contacting us via email from open studio. A way to include all artists images in group show sites (will submit group art photo next time). Wondering how many used maps vs online log in for locations. ,Get more map guides into places like libraries,"Hmm, not sure ?

Blaming myself for not promoting the event towards the end. I got really sick for a few weeks and wasn't sure if I'd be ready for the event.",I don't know. I felt very well supported., "I had a big complaint about difficulty in finding the Tour Guide in Tigard area. She though they'd be at the library but there were none.

Better distribution of Tour Guides",I personally could do more marketing. Get on a website get a broader area advertising my work,I was happy with everything that transpired., "Just getting to see the other artist studios, which you are already addressing.",Just keep improving advertising for the event :), "More robust press release. I submitted it to Cedar Mill News with more info in my email. They only picked up the press release copy and it got lost on the page. Include more about the educational and community aspects of the tour. And shareable images. Square Instagram graphics.",More social media ,More social media posts,No idea,not sure,not sure,Nothing:),nothing...maybe we could have had coffee,Optional to join the tour for only one day.,Order sunny weather!,Some visitors mentioned that the driving instructions that several vendors wore out were confusing. But I'm not sure how you'd remedy that except for removing the driving instructions altogether and encouraging visitors to use their own GPS.,The posters came a bit late. I'd already passed around the maps. It'd be great to have those flyers up and ready to go when the maps are picked up.,Things seemed to run pretty smoothly. We enjoyed it. ,Think it went well,Try not to overlap with other open studios happening in the area. PDX went the whole month of October and overlapped with ours.,Wish I had a clue. I just live too far out.,works well,You guys are doing great!