

Counting and analyzing visitors in a museum

The client



Museum located in Barcelona's centre, which has two exhibition showrooms, where temporary exhibitions are held.

Needs

All year long, the museum is visited by thousands of tourists and locals, who can enjoy visiting various temporary expositions. However, until now, the **institution did not know how many visitors it had**, as the entrance was free. **This situation made it impossible to objectively evaluate the profitability of its facilities** neither assure an enjoyable visit.

Objectives

Get to know visitors' experiences thanks to the itineraries made through the different zones and exhibitions, and the visits' length, in order to **evaluate the profitability of each space and implement actions to improve their service.**

The project

Influx measurement
distinguishing
6 zones

Discover
visitors'
itineraries



3D People
Counters



WiFi
Tracking

Visitor Analytics

C O U N T E R E S T

Evaluation of
visits'
durations



Key indicators

- ✓ Real time influx and its evolution over time
- ✓ Visitors' distribution among the exhibition areas
- ✓ Visits' duration
- ✓ Visitor's itineraries
- ✓ Recurrence of visits

Results

- **Objective demonstration** of the installation's great performance.
- **Promotion of the most successful exhibition types.**
- **Improvement of different artwork's visibility.**

