

# NASAA 2021 Learning Series

## Will Audiences Come Back? | Data-slide time stamps in [video](#)

- [13:42](#) Exhibit based organizations, three-year market potential expectations – 2020 – 2022
- [18:08](#) Market potential analysis: Year 2021 by quarter – Exhibit based
- [19:38](#) Market potential analysis: Jan 2020 and Jan 2021 comparison – Performance based
- [21:58](#) Market potential analysis: Year 2021 by quarter – Performance based
- [22:21](#) Return to normal activities, by category of visitor-serving organization
- [28:00](#) Plan to next visit by expected visitation chronology, Urban v. rural areas – Q1 2021
- [38:33](#) What would make you feel safe and comfortable going to a [cultural organization type] again? – Q1 2021
- [42:29](#) How essential is requiring mandatory face coverings... – June 2020, July 2020, April 2021
- [47:50](#) Length of leisure visit preference – Q1 2021
- [48:34](#) Preferred means of leisure travel – Q1 2021
- [49:05](#) What activities motivate your selection of leisure destinations?
- [52:17](#) Lead days to visit – March 2020 vs. February 2021
- [53:29](#) Redemption timeframe – March 2020 vs. February 2021
- [54:33](#) Newly activated visitation – Exhibit based, 2016 – 2020
- [58:06](#) Newly activated visitation – Exhibit based, self-identified non-white, 2016 – 2020
- [1:02:04](#) Share of media consumption
- [1:04:30](#) Pre-visit usage of information source – By channel/platform
- [1:05:25](#) Visitor behavior and recall –2019 vs. 2020
- [1:06:52](#) Onsite usage of information source