

DEFINITIONS & CONTEXT

ONSITE VISITS

In-person visits to the museum

- Total onsite visits are captured by the people sensor
- The "Ins", not the "Outs", represent total visits
- We collect daily totals for each day the museum is open

OFFSITE/VIRTUAL VISITS

Virtual or offsite participation in museum programs

- Offsite visits and virtual visits are separate types of visits to programs
- **Offsite** = In-person participation in programs **not** hosted at the museum
- **Virtual** = Virtual participation in any programs

- We **split** the daily "Ins" total into two parts: Onsite Program Visits, Onsite General Visits. This helps gauge relative differences in the reasons for visits.

DATA FLOW

