



Comparison of five key performance indicators from a variety of museum and gallery sector websites over a period of six months (1/1/2003 and 30/6/2003)

Institution	Total User / Visitor Sessions
VisitBritain	6,371,734
Natural History Museum	3,594,807
Tate Galleries	2,615,302
English Heritage	910,588
National Maritime Museum	732,642
24 Hour Museum	582,439
Museum of London	549,670
Shakespeare Birthplace Trust	425,398
Northampton Museums	195,698
Fitzwilliam	114,318
Ashmolean	96,545
Manchester City Galleries	85,706
Connected Earth	76,247
Coventry Transport Museum	43,621
Bowes Museum	39,002
NOF	19,847
Museum of Diversity - 19 Princelet Street	18,890
Beamish, The North of England Open Air Museum	16,118
Pallant House Gallery	12,663
St Albans Museums	12,489
Corinium Museum	5,145
Salt Museum, Northwich (old site)	3,981

Institution	Average duration of user session
Tate Galleries	11:35
National Maritime Museum	11:06
Connected Earth	10:50
English Heritage	10:08
Natural History Museum	09:24
24 Hour Museum	07:38
Museum of London	06:00
NOF	05:40
Fitzwilliam	05:13
Coventry Transport Museum	04:54
Corinium Museum	04:29
Salt Museum, Northwich (old site)	03:10
Ashmolean	02:04
Pallant House Gallery	01:00

Institution	Total unique users
Natural History Museum	2,500,000
Tate Galleries	1,330,449
VisitBritain	1,073,394
English Heritage	353,847
National Maritime Museum	282,689
Museum of London	264,888
24 Hour Museum	207,233
Potteries Museum & Art Gallery	115,916
Worcester City Museums	66,996
Fitzwilliam	59,518
Ashmolean	53,388
Coventry Transport Museum	19,130
NOF	8,960
Pallant House Gallery	7,828
Salt Museum, Northwich (old site)	3,155

Institution	Total Page impressions
VisitBritain	42,856,843
Tate Galleries	16,826,762
Natural History Museum	14,346,808
English Heritage	12,568,933
National Maritime Museum	7,845,894
Shakespeare Birthplace Trust	2,491,251
Museum of London	2,150,753
Ashmolean	1,715,058
24 Hour Museum	1,648,199
Fitzwilliam	1,025,100
Connected Earth	478,671
Bowes Museum	218,323
Beamish, The North of England Open Air Museum	191,570
Worcester City Museums	135,653
Coventry Transport Museum	101,139
St Albans Museums	62,657
Pallant House Gallery	61,213
NOF	56,184
Caldicot Castle	22,869
Royal Pharmaceutical Society Museum	20,564
Salt Museum, Northwich (old site)	8,082

Institution	Average page impressions per user session
Ashmolean	17.8
National Maritime Museum	16.6
Tate Galleries	13
Beamish, The North of England Open Air Museum	11.9
VisitBritain	6.72
Shakespeare Birthplace Trust	5.85
Cumberland Toy & Model Museum	5
Pallant House Gallery	4.8
Weald & Downland Open Air Museum	4.4
Natural History Museum	4
Museum of London	3.9
NOF	3
24 Hour Museum	2.9
Coventry Transport Museum	2.4
Salt Museum, Northwich (old site)	2

Note: The five performance indicators surveyed are based on the guidelines used for NOF projects.