

Reopening National Trust properties around the world

5 June 2020

Highlights from INTO members:

- FAI offers free admission to all on 2 June and free membership to healthcare workers
- Their most popular site last weekend was the St Francis Woods in Assisi
- But houses are also open and welcoming small numbers
- Trustees of Reservations now have 108 outdoor sites open
- They have hired additional rangers in places to monitor and prevent overcrowding
- Cafés open selling picnic food
- Inclement weather helped NTEWNI open gradually on Wednesday
- Lots of very happy visitors – feeling safe and welcomed!
- Some drop-outs (members booking and not coming) – in places as much as 20%

[FAI – Fondo Ambiente Italiano \(The National Trust for Italy\)](#)

FAI's second weekend was a long one. They welcomed 11,209 visitors over 30 May – 2 June. As travelling between regions was still banned at the time, these were all local. 2 June was Italian National Day and admission to FAI properties was free, with visitors invited to make a voluntary contribution.

More than 50% of visitors bought tickets online and almost all the properties were fully booked on Sunday and Tuesday. FAI will be trying to increase available slots in the next few weeks (whilst respecting government guidelines).

On 2 June the [Bosco di San Francesco](#) (woodland at the foot of the great Basilica of St Francis of Assisi in Umbria) was FAI's most visited site, proving again that people have a particular desire for nature and the outdoors after lockdown.

FAI reported a membership conversion rate of 5.86% (650), which is good, although does include healthcare workers who have been given free membership for a year. A gesture from FAI to show gratitude for those working on the frontline during the pandemic.

Some good media coverage – print, TV and social – like [this clip](#) about the Veneto region in which visitors talk about how much they have enjoyed some art and culture after lockdown!



Dear guests, welcome back to FAI's properties!

This was echoed [here in San Gimignano](#) and on social media:



Gabriele Meoni
@GabrieleMeoni

Arte, storia, grandi personaggi e natura rigogliosa. Tornare alla normalità post-#lockdown è soprattutto il piacere purissimo di poter rivedere luoghi unici come i beni del @Fondoambiente #VilladelBalbianello #GuidoMonzino

Translated from Italian by Google

Art, history, great characters and luxuriant nature. Return to post-normal #lockdown it is above all the pure pleasure of being able to see unique places like the goods of @Fondoambiente #VilladelBalbianello#GuidoMonzino



8:48 AM · Jun 2, 2020 · Twitter for Android

2 Retweets 7 Likes

[The Trustees of Reservations \(USA\)](#)

The Trustees now have [108 places open](#) (out of 119, as of 4 June) and some simple rules:

- Limit visits to open Trustees properties in your respective town or neighbourhood;
- Stay at least six feet from other visitors, including stepping aside on the trail to let others pass;
- Please keep dogs leashed and away from other visitors at all times;
- If a parking area is full, please come back at a less busy time.

The café opened at [Fruitlands](#) last week offering sandwiches, salads, snacks, and beverages to be enjoyed on museum grounds. Some great feedback from visitors too:

Fruitlands Museum
@fruitlands

It's a perfect day for a hike and a picnic. Come on down and experience Fruitlands 215 acres and three miles of hiking trails, followed by a relaxing picnic lunch from the. Remember, passes must be reserved in advance at [thetrustees.eventbrite.com](#). See you soon!



3:52 PM · May 28, 2020 · Twitter Web App

4 Retweets 5 Likes

The Trustees
@thetrustees

So glad you went! Thanks for sharing! ❤️

Patrick McNeal @umeditor · May 31

Stunning afternoon for our first visit to @fruitlands. The @thetrustees did a great job reopening. #TheMassOutdoors



2:33 PM · Jun 1, 2020 · Sprout Social

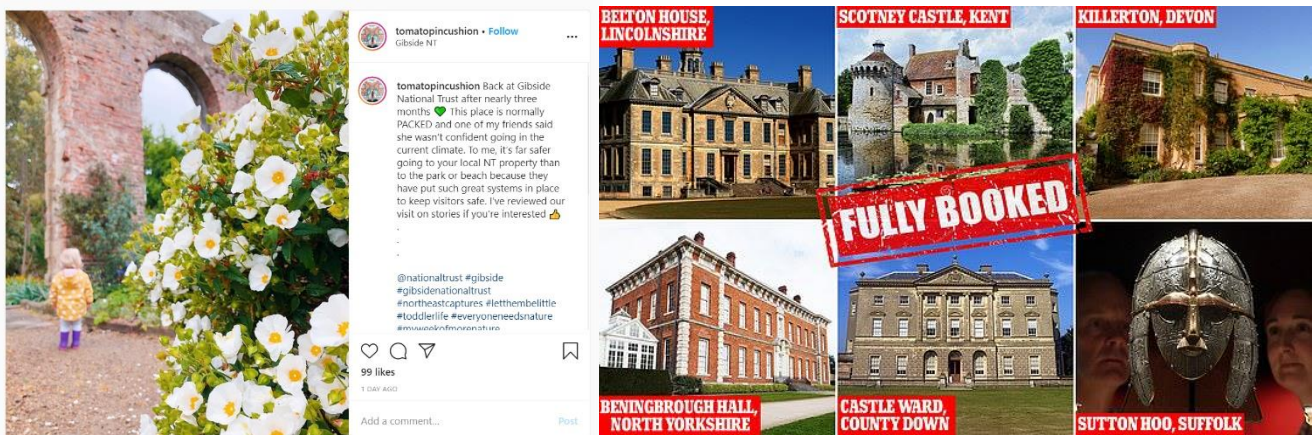
Buildings and bathrooms at most locations remain closed. Some sites require facemasks.

“Additional rangers are being hired to monitor and prevent overcrowding at some sites, and several properties now have parking fees for non-members to help us offset this cost of additional staffing.”

[National Trust of England, Wales and Northern Ireland](#)

The National Trust EWNI started to open some gardens and parklands in England and Northern Ireland on Wednesday. All visitors must reserve a slot in advance, and these were booked up very quickly. Mostly by members, as they are the ones receiving information directly from the Trust. There is a [page on the website](#) explaining what's open, how to book and what to expect.

Again some good media coverage, including BBC Breakfast, the [Daily Mail](#) and social:



Also, some images from the properties themselves with some nice tips for reopening:

"The ticket checking is fine, we've only had a handful of chancers turn up, and the signage and one-way systems are working really well. The visit to the rose garden is probably the nicest it's been for some years, as the numbers and flow of visitors are restricted. I had TV here this morning doing a piece for the evening news, which went well, and all the visitors they interviewed were just ecstatic - they all said how thrilled they were to be back, how safe they felt and how well organised it all is. [...] We'll be able to increase our slots substantially, and we have F&B opening on Monday [...] Good call to start with low numbers, then we can all see what works and how we can increase. As ever with us, it'll be the car park that caps things, but we've some more capacity before we get to that."



Measuring social distance, National Trust-style!

At another property, staff used quotes from the National Trust book '[A Breath of Fresh Air](#)' to put some quotes around the garden to help visitors find solace and reassurance from the natural world. Emphasis has been on friendly, not-too-corporate signage:



[National Trust of Korea](#)

"We are slowly starting to resume our work from June. Next week, we are going to clean our site with a small number of volunteers before its re-opening. And we are about to re-start our programmes with extra precautions (use of hand-sanitizers, temperature checks, wearing masks, etc) to ensure the safety of participants. There might be some confusion over the new regulations in relation to Covid-19, but we are aiming to provide our members with the feeling of fulfilment and enjoyment as before."

[Petra National Trust](#)

Taking heritage education online: *"Due to the pressing need, the Petra National Trust (PNT) is taking the lead in adapting its Cultural Heritage Education programme and curriculum, developing procedures and training instructors, in order to offer its services to children (aged 7-18) through virtual and online platforms."*

The PNT is also running a cultural exchange project called ["Illuminations through Music and Heritage"](#) with young people from villages around Petra and young musicians in North Carolina, which it is now taking online with INTO's help.

Other ideas

As [coronavirus torpedoes the wedding and tourist seasons](#), Historic Houses in the UK are trying [drive-in cinemas](#) this summer, complete with roller-skating waiters deliver burgers, fries and chocolate to moviegoers cocooned in their own cars!

Check out this [article in the New York Times](#) about how Venice is enjoying having fewer tourists. Can a city whose history and culture drew tens of millions of visitors a year reinvent itself? Coronavirus may give it a chance to try.

Lastly, we've heard that trash is a problem at INTO members' sites post-corona. How about this as a (light-hearted) solution from New Zealand?

