

RESILIENCE

How industrial heritage sites
accepted the pandemic challenge
and survived the crisis

Far away but never so close | New times | New audiences | New strategies

Portuguese National Railway Museum



October 2021

Portuguese National Railway Museum

Portugal



Entroncamento

Portuguese National Railway Museum



Portuguese National Railway Museum



Portuguese National Railway Museum



Portuguese National Railway Museum



Portuguese National Railway Museum

2015 – 2019 | Increasing number of visitors



Dealing with the pandemic 2020 | 60% negative variation

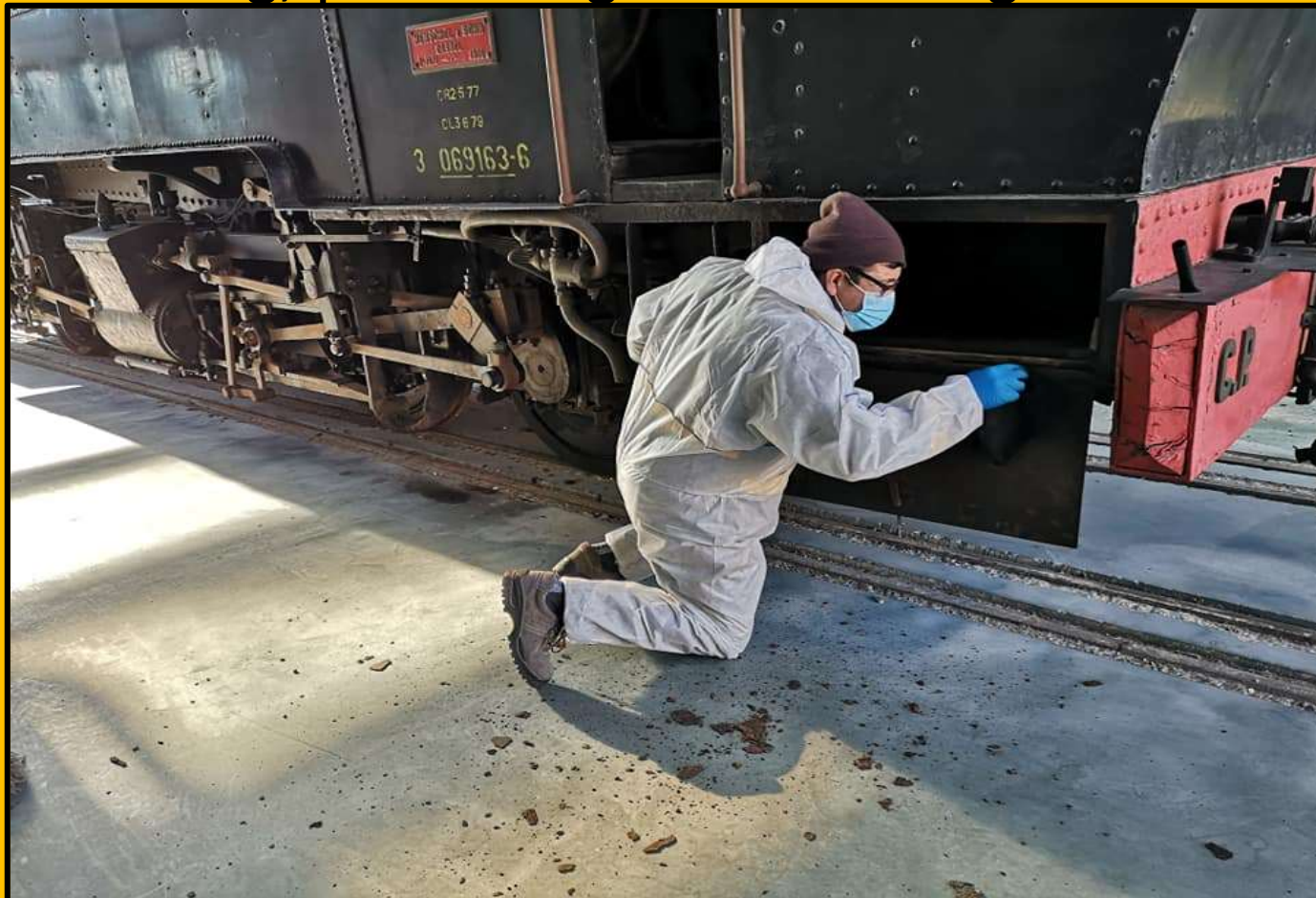


2020 | 1st chalange

- First general lockdown. Museum closed from 13th March to 18th May

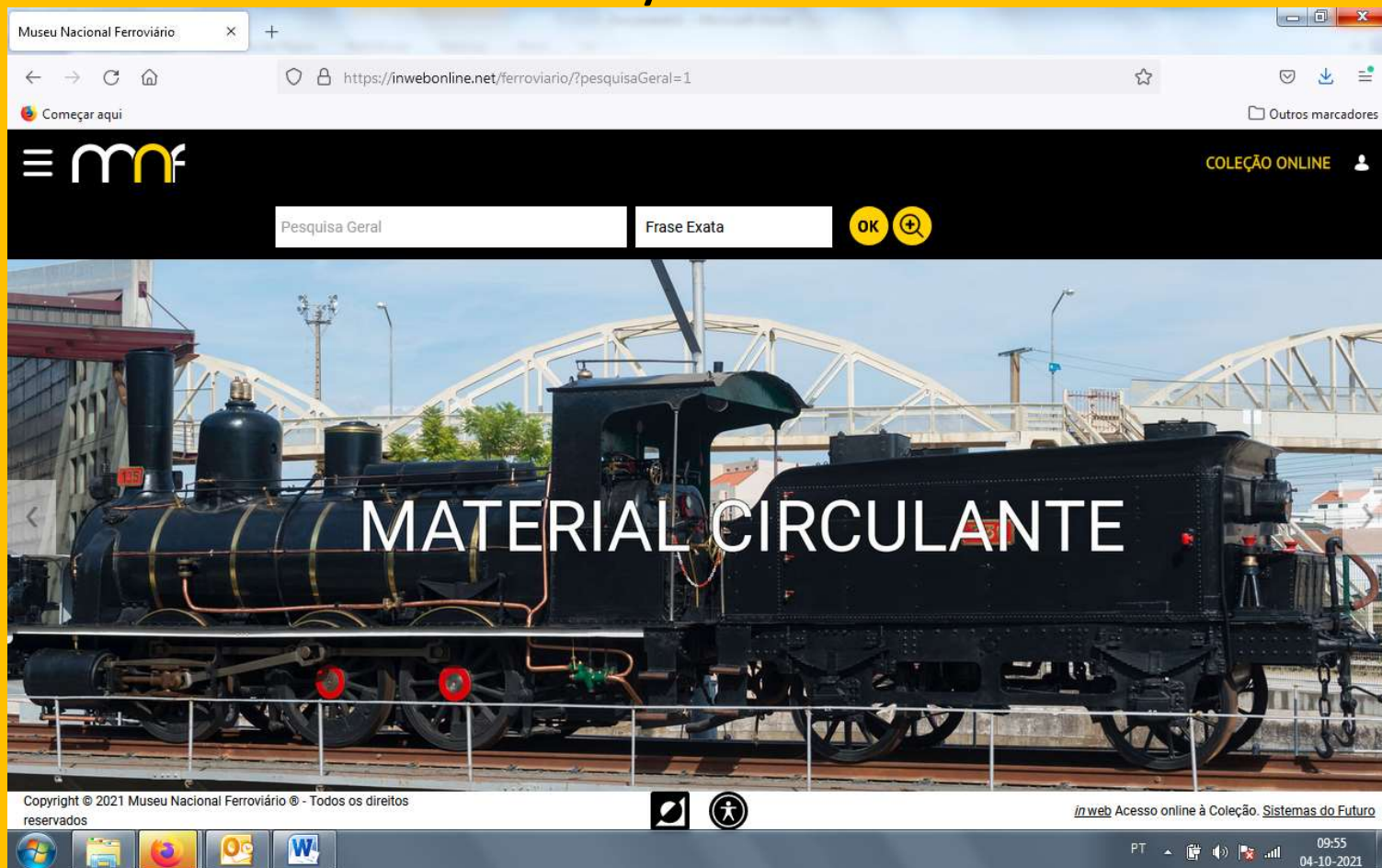
Team

- Cleaning, preserving and restoring collection



Team

– New Online Inventory Database



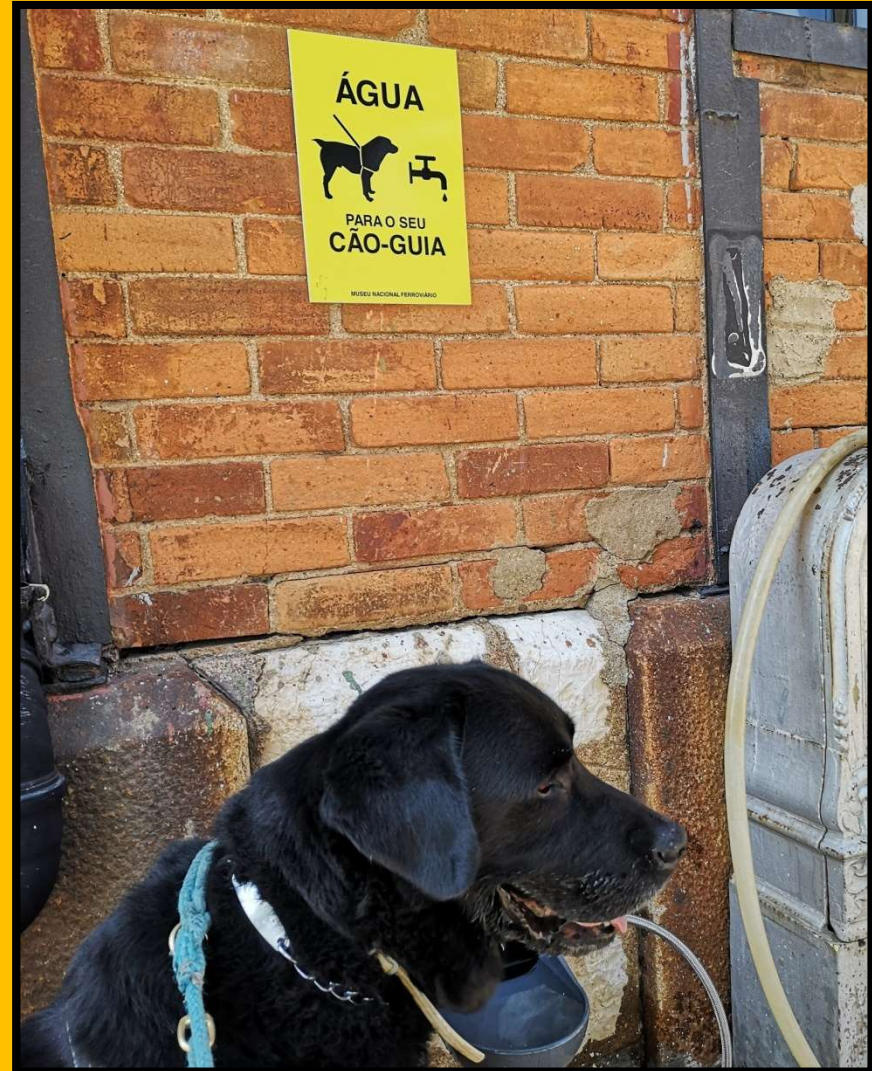
Team

- Some digital content for social networks
- New website



Team

- Accessibility projet



Contingency plan and reopening



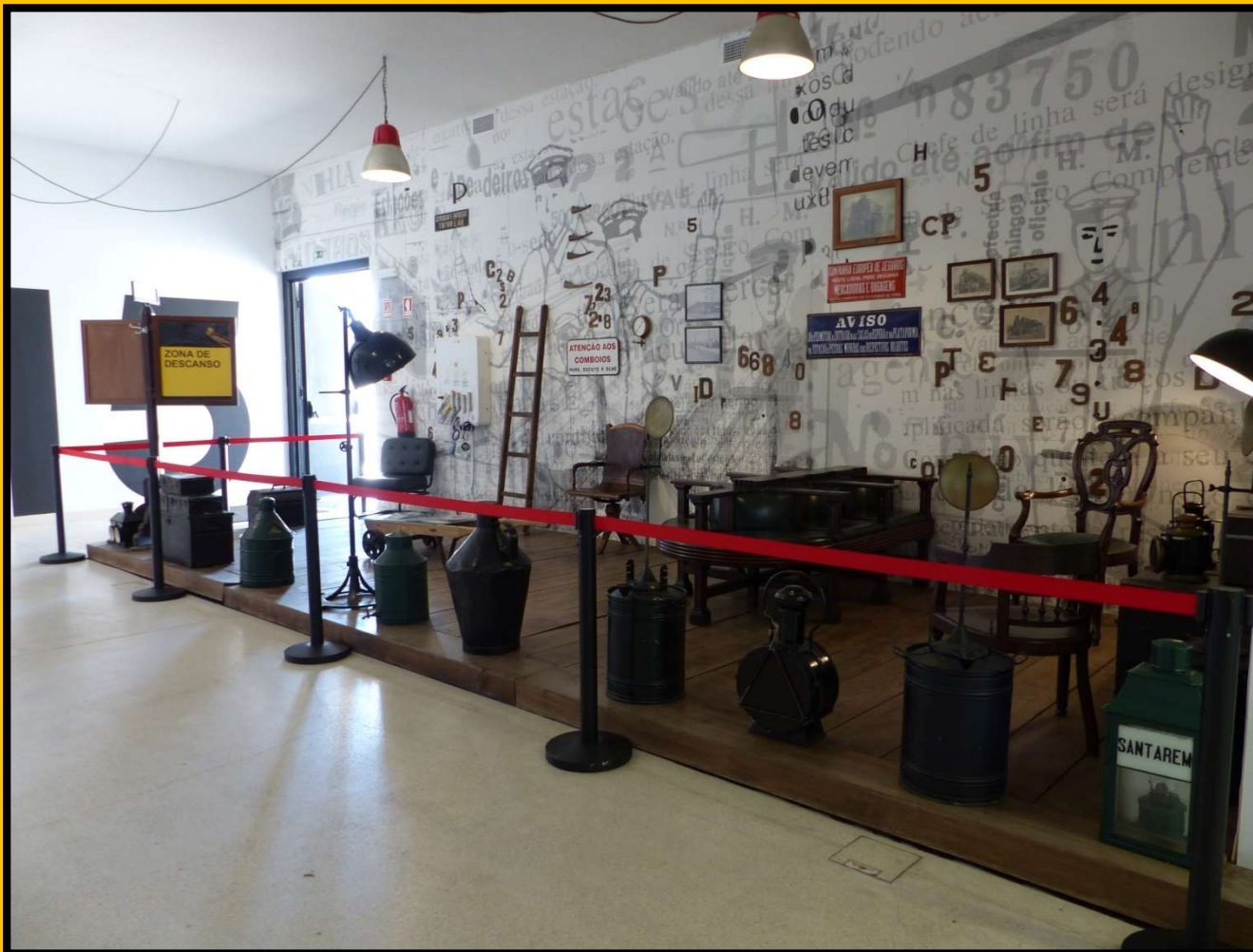
PLANO DE CONTINGENCIA

**Prevenção e controlo de infeção por
novo Coronavírus
(COVID-19)**

Agosto 2021

Contingency plan and reopening

- Delimitation of on-site circuits for visitors



Contingency plan and reopening



Contingency plan and reopening

- Determination of a limited number of visitors per space



Contingency plan and reopening

- Hygiene reinforcement
- Mandatory use of masks
- Limited number of persons by visitors group

Contingency plan and reopening



Contingency plan and reopening

- First totally digital event



Contingency plan and reopening

- Conditioned operation

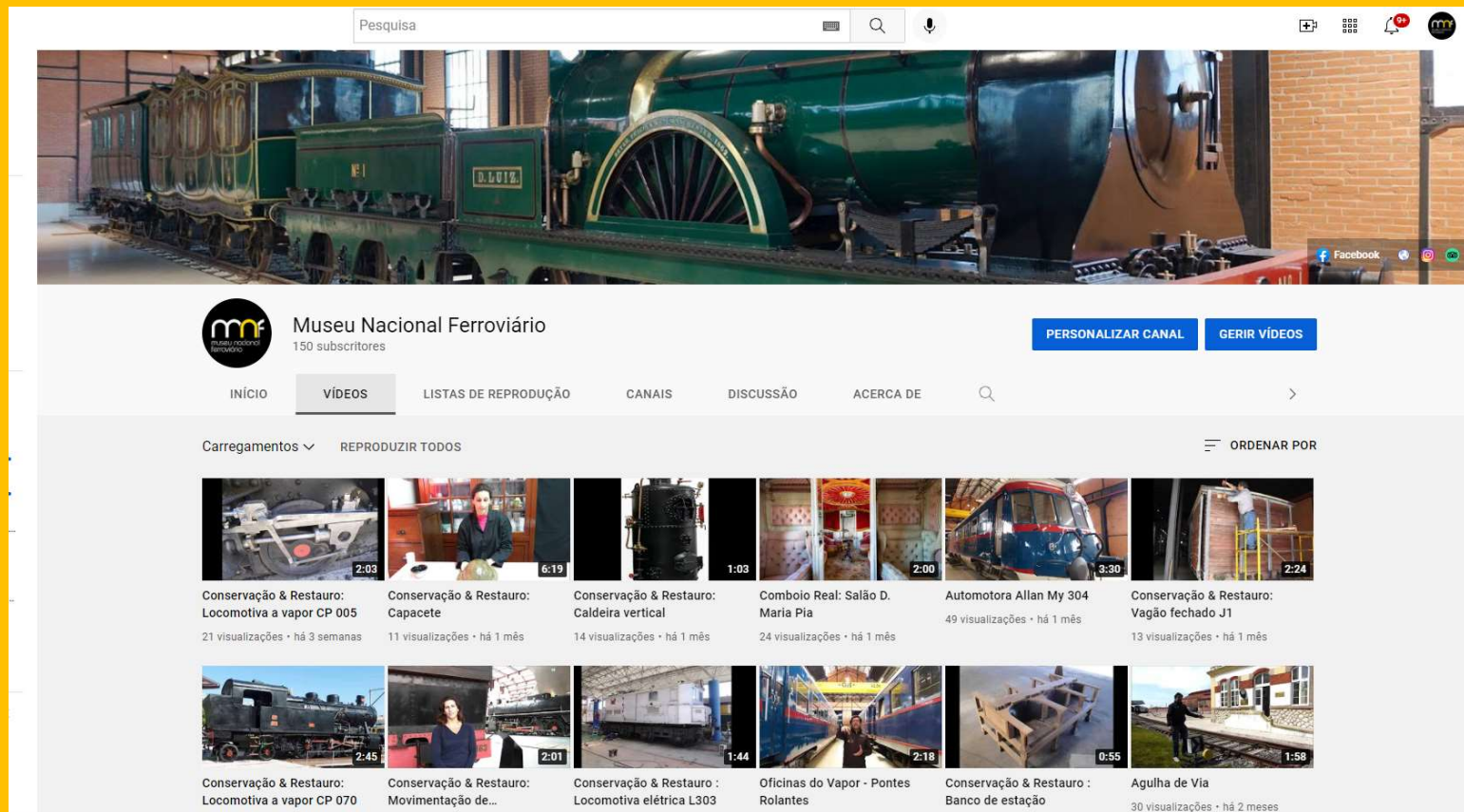


2021 | 2nd chalange

- Second general lockdown. Museum closed from January to 5th April
- General Contingency Plan | 9 updates
- Ativities Contingency Plan

2021 | 2nd chalange

- More digital content



2021 | 2nd chalange

- Creativity – Virtual Tours



2021 | 2nd chalange

- Virtual Tours | Communication
 - Facebook and Instagram
 - Website
 - Mailing list to schools, nerserys, elderly and medical facilites, etc.
 - Results: More than 2.0000 people

2021 | New audience



2021 | Since April

- Virtual Tours (new project)

2021 | Since April

- Full services



2021 | Since April

- Exhibitions



2021 | Since April

- Exhibitions



2021 | Since April

- Theatre



2021 | Since April

- Talks



2021 | Since April

- RAILFEST



Portuguese National Railway Museum

- Clean@Safe Seal and European Tourist Covid-19 Safety Seal



Portuguese National Railway Museum

- 2021 | August and September better than 2019



Portuguese National Railway Museum

- **Lessons learned:**
 - The museum may close again
 - Our audience is not just the people who visit us
 - Digital strategy
 - Accessibility ++ [Including digital]
 - Teams make the difference!

Thank You All!

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October 2021