Economics of Touring Exhibitions Decision Tree

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Stage 1: Aims and Objectives

Your organisation's aims and objectives for touring exhibitions will influence the economic and exhibition production models it will be most appropriate to employ.

List your organisation's aims and objectives aims and objectives in order of priority:

Stage 2: Resources

Your organisation's ability to tour, and the extent and nature of the programme, is dependent on the resources available to support the activity. Assessing the range and quantity of resources available will help to set realistic, measureable goals as part of your exhibitions strategy, working towards the achievement of your aims and objectives.

List the resources your organisation has that will support it to tour:

List the resources your organisation is still seeking to enable it to tour:

Stage 3: Sector Awareness

A good understanding of the touring landscape, particularly within the thematic and geographical area in which you intend to (or do) tour, is essential to ensure that the exhibitions you develop, and partnerships you form, meet the needs of the market. This will also enable you to take advantage of funding and other opportunities.

List the areas of touring practice where your organisation needs to expand it's knowledge and understanding:

List the steps your organisation will take to obtain this wider understanding:

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Which economic and exhibition production model is most suited to your touring programme or current touring project?

Use the answers you collated during stages 1-3 of the decision tree to assess which economic and exhibition production model(s) will be most suited to your organisation.

Economic model selected:

Production model selected:

Economic Models for Touring Exhibitions:

Touring exhibitions employ one of three economic models:

Partial cost recovery: Income against the project covers a percentage of the total exhibition and tour costs.

Full cost recovery: Income against the project covers all of the exhibition and tour costs.

For profit: Income against the project exceeds the cost of producing and touring the exhibition.

The partial cost recovery model is most commonly employed by UK organisations. This model requires the venue to partially subsidise the project.

Production Models for Touring Exhibitions:

The economic model employed by an organisation to tour, will influence the production model used to realise the exhibition.

The selection of an economic model and exhibition production model will inform and underpin an organisation's touring strategy. Touring exhibitions employ one of six production models:

Single venue production: An organisation produces a touring exhibition, and manages a tour to other venues.

Lead venue partnership: A lead venue manages a partnership between a number of organisations, sharing workload and costs in agreement, to develop an exhibition.

Equal partnership: A group of venues form a partnership and share costs and workload equally, to

develop an exhibition.

Strategic partnership: A national or regional organisation works with a venue, or brings together a group of venues - through invitation, application or competition - to develop an exhibition, providing funding or/and project management, that realises their strategic objective e.g. access or audience development.

Reactive partnership: An organisation develops an exhibition on their own, another venue expresses an interest in hiring it and the exhibition is adapted to be shown at the other venue.

Commercial partnership: A venue or group of venues works with a commercial exhibition touring company to develop and/or promote and manage an exhibition to tour.

Production Models for Touring Exhibitions:

Your selected economic and exhibition production models should be identified in and underpin an organisational touring exhibitions strategy. Different models might be selected for use on different types of project, dependent on their aims, within a single strategy.