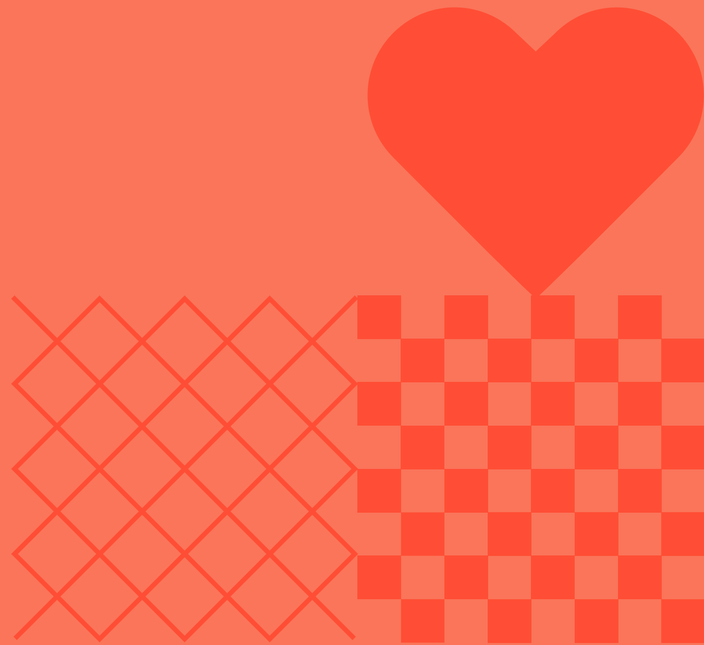
October 2026

Cultural Website Event Listings Benchmark Report **2026**



Supercool

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Supercool

Foreword

At Supercool, we look at event listings on arts and culture websites every day. In fact, we've designed and built event listings for almost every client we've ever had.

With all that experience, we have strong instincts about what works well on these pages, and what doesn't. We also have all our happy clients to show for it, selling hundreds of thousands of tickets each year – so we know our instincts are mostly sound.

But instincts only get you so far. We also know it's important to constantly review and improve the work we do, so that our instincts are always getting sharper, and so our clients can always be confident their event listings are working as hard as they possibly can.

That's why we're launching this Cultural Website Event Listings Benchmark Report 2026: to take stock of how people are actually using online event listings today, and identify ways to make that experience even better. We hope these findings will also be helpful for you, to understand how your own website compares to your peers in the sector, and how you can serve your own customers better too.



Andrew Ladd
Head of Client Innovation, Supercool

What we looked at

We looked at the two main components of most cultural websites' event listings: the listings page (commonly referred to as the "What's On" page), and individual event pages. Obviously there are plenty of other pieces to a full customer journey around event listings, like the homepage, other landing pages, and the purchase path itself.

A What's On listings page and individual event pages are the two things you'll find on almost every arts and culture website out there – so that's where we've focused this report.

We define the **listings page** as a list of all available events, paginated if necessary, with each event represented by a "card" – a design component consisting at a minimum of an event title and a link to that event's individual event page. Individual websites often build on this basic pattern, for example by adding images or price to each card, or by adding additional links to immediately enter the purchase path.

An **event page**, meanwhile, is a single page about one specific event. Here too, every venue will take their own unique approach. But at a minimum, most event pages will repeat the same title from the event card, and then include a mixture of marketing content and practical information such as age recommendation, content warnings, access provisions, and so forth. Plus of course the all important list of dates and times, and links to purchase!

How we looked at it

We drew from three main sources of data.

First, a sample of around 90 arts and culture websites, which were manually audited looking for **common features and patterns**.

Second, a more targeted set of Google Analytics data, looking at how people interact with listing **page filters** across a smaller sample of six sites. This was collected over a period of 90 days, and covered nearly 190,000 sessions that included a What's On page.

Finally, another targeted set of Google Analytics data, looking at how people interact with **in-page menus** on event pages, across a different smaller sample of seven sites. This was collected over a period of 30 days, and covered over 150,000 active users who interacted with a menu.

Alongside the main research, we also ran a number of detailed user-testing sessions on specific client sites. Those findings weren't officially part of this research project, but they do inform some of our conclusions, so we've included some case studies throughout.

A note on methodology

Analytics data

Analytics data can be a great source of user insight, but it's important to acknowledge its limitations. Not every user will opt into analytics tracking, so it's possible you're getting a skewed picture of overall behaviour.

Analytics data is also messy, and we're limited by what Google decides to collect and store, so we don't always have a complete picture of what we want to know. Tracking detailed, step-by-step interactions, such as how many filters someone uses, and in what order, is also more difficult in Google Analytics, and more prone to "noise" in the data.

But all that said, when we're looking at this much analytics data across this many sites – many hundreds of thousands of data points – we can be relatively confident that any trends we see are legitimate.

Use of AI

This report was written entirely by humans! AI wasn't used to draft or edit any of the text, or to interpret any data.

However, we did use AI in a few other ways:

- To write and troubleshoot the custom Javascript tracking code that collected our detailed interaction data (code was still tested and implemented by a person)
- As a source of "technical support", for finding the most effective ways to set up reporting in GA4 on the data collected by that custom tracking code
- As a replacement for Google when conducting background research on specific topics, or looking for secondary sources to back up findings
- To build the initial page layouts based on a template set up in advance by a human designer.

Headline findings

Listing pages

- 84% of listing pages we looked at had filters to allow users to narrow down results, for example by genre, date, or price.
- It was much less common to see a keyword search on listing pages – only 19% of sites in our larger sample.
- **Even where search was available, people were more likely to use a filter** – 23% of sessions included a filter, but only 6% included search. And clearly, most people used neither!
- **When people did use filters, most only used one or two,** and never more than four – no matter how many they had to choose from.
- People tended to use filters to **rule out "wrong" events they definitely can't attend**, rather than for more subjective factors that risk hiding things they might be interested in.

Event pages

- 64% of event pages had a sidebar (on desktop) splitting out key or "need to know" information.
- 27% of event pages had an in-page menu allowing users to navigate to different sections of content – and two-thirds of these menus were "sticky", following you as you scrolled the page.
- Where event pages did offer an in-page menu, people used it about 26% of the time. However, this average masks wide variation: where one of the menu items was a list of dates and times, 51% of people used the menu, versus just 7% when dates and times wasn't an option.
- **Where in-page menus were available, most people only clicked one or two menu items** – and, like with filters on the listing page, this number didn't change no matter how many menu options were available.

Filters on listing pages

This is a very common pattern on listing pages – in our larger audit of 90 sites, 84% had some means to filter down results, for example by date or genre.

The exact implementation varied from site to site, but there were a couple of common filters that appeared again and again: **Date, Genre, Audience (e.g. Shows for families versus shows for adults), Accessibility, Price**

You can see **page 13** for a breakdown of how often each filter appeared. But given how common filters were as a pattern, we decided to dig deeper into how people were actually using them, across a smaller sample of our client sites.

How often do people use filters on listing pages?

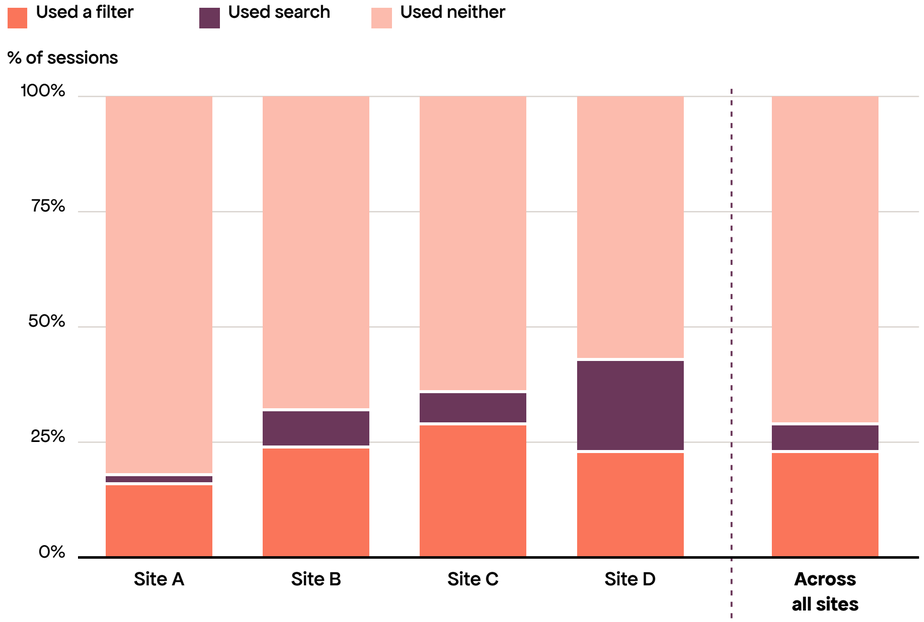
On average across all the sites we looked at, 23% of all sessions including the listings page also included a filter interaction, whereas only 6% included a search in the listings page's keyword search (where this was available).

That means **nearly three quarters of all What's On sessions** had neither a filter interaction nor a keyword search – most people either browsed the full list of events until they found one they wanted, or until they gave up and left.

You can see from the chart, though, that there was significant variation across sites, and this suggests a couple of extra findings:

- **Site A** hid many of its filters behind an "advanced search" toggle – and also had the lowest level of filter usage.
- **Site D** had the largest number of events listed, at around 600 – and it also had the largest proportion of people trying to winnow down the results.
- **Site D** also had a very "name-led" programme, with a large number of acts that either have global recognition or very large fan bases (or both). That perhaps also explains why it saw the largest search usage, because people were there looking for one thing in particular.

What tools do people use on listing pages? (sites with both filters and search)



This chart captures data from 188,000 sessions that involved a What's On page.

Case study: The British Library

In 2025 we conducted two rounds of testing on the British Library's event listings page, looking specifically at how users were interacting with filters and search.

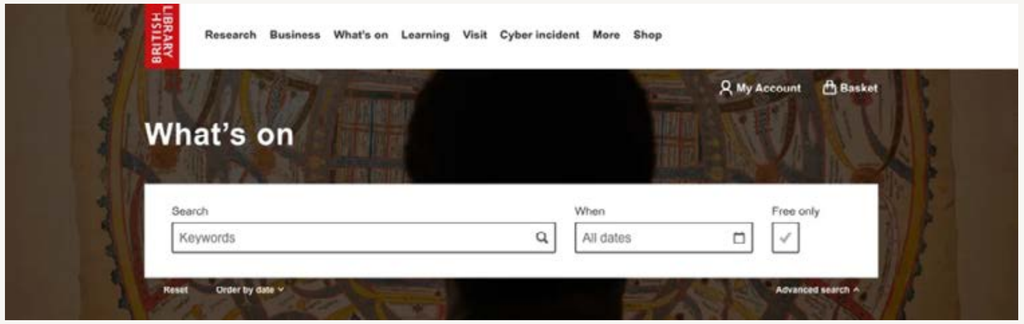
These were half-hour guided sessions with one user at a time, where we asked them to complete specific tasks and then watched as they tried to complete those tasks – so

Hiding filters

The first iteration of the British Library's listings page hid most of the filters behind an "Advanced search" option. As a result, most users didn't even realise the filters were there, and used the keyword search instead. (This is consistent with what we found for Site A on the previous page.)

So for the second round of testing, we revealed all filters on the British Library's site by default. This time, more than half of users interacted with the filters before using the keyword search.

Round 1



The filter and search interface on the first iteration of the British Library's What's On

Key takeaway

People will default to the most obvious tool they see on the page.

If you hide even some of your filters, they won't get used as much!

Case study: The British Library

Filters vs search

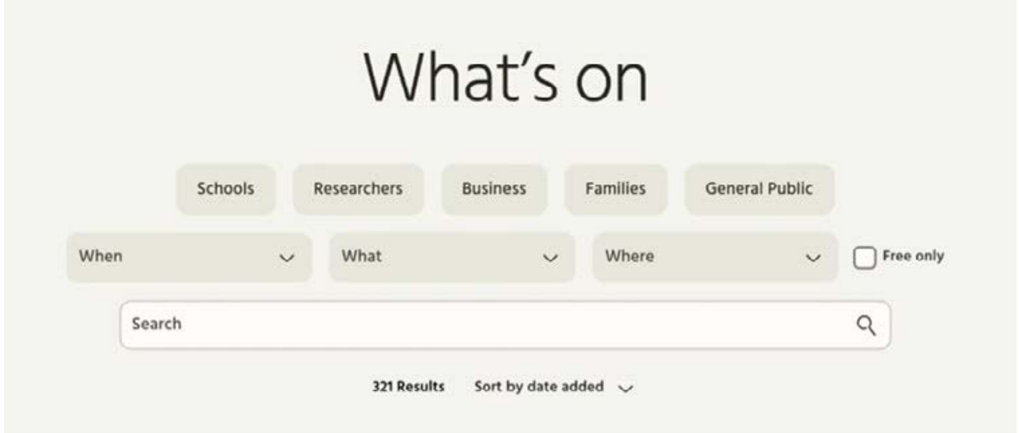
Once users could see the filters, they tended to prefer them to the keyword search for certain tasks – feeling that a “location” filter, for example, would give a more reliable list of results in their area, versus using the search bar to type in the name of their town or county.

We also saw this same user logic in the first round of testing: the one user who found the filters in the first round quickly started using them, instead of the keyword search. Specifically, they used the filter for tasks with broad queries, like finding events in a certain location, or events for children. They only reverted to using the keyword search when asked to find specific named events – consistent with what we observed on Site D on the previous page (9).

Key takeaway

People prefer filters over search when making broad, categorical queries. They reserve search for looking for **specific** things they already know about. **If your programme doesn’t have a lot of big names lots of people will be searching for, a keyword search may not be worth the budget.**

Round 2



The filter and search interface on the second iteration of the British Library’s What’s On page, after the first round of user testing.

How many filters do people use on listing pages?

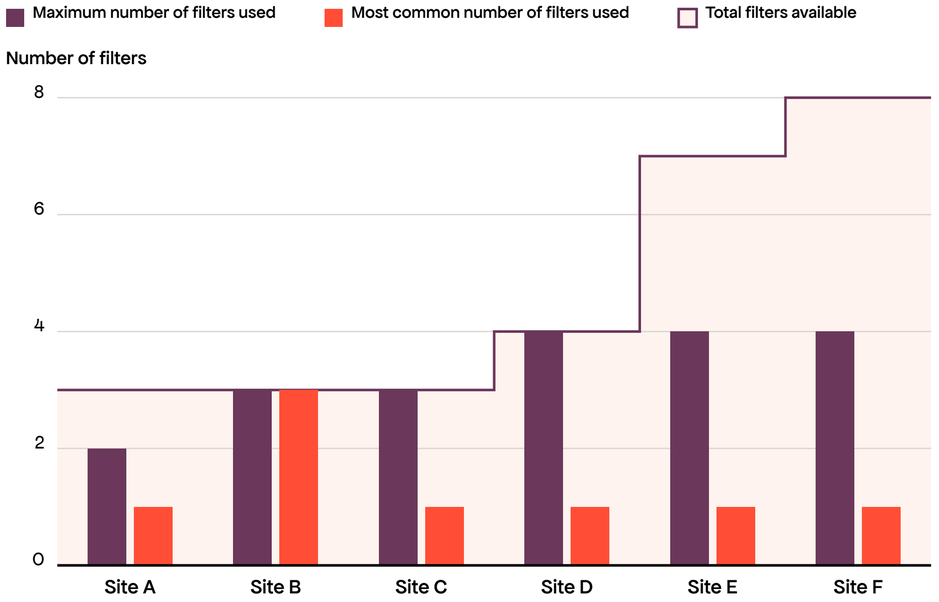
In our sample, the number of filters available to use ranged from three to eight. But that doesn't mean everyone is using all of them. In fact, we found that:

- The most common number of filters per session was **one**. On average, across all sites, 62% of all filter sessions used only a single filter.
- The maximum number of filters per session was **four**, regardless of how many were available – and on average, across all sites, only 1% of sessions included four filters.
- That means, on average, people are only using about **one third** of the filters you offer them, and potentially far less.

Key takeaway

Filters can be useful for specific tasks, but there are diminishing returns for adding more than three or four.

Filter availability and usage



What filters are people using on event pages?

This table compares the top five filters we found across the 90 sites in our larger sample, and the top five filters used across the 44,000 sessions in our analytics data that included a filter.

	Most common (% of sites with this filter)	**Most used (% of filter interactions that used this filter)**
1	Date (73%)	Genre (42%)
2	Genre (72%)	Date (22%)
3	Audience (52%)	Location (10%)
4	Accessibility (28%)	Audience (10%)
5	Price (17%)	Age range (7%)

Accessibility filters are a more complex issue. See **page 24** for our findings here!

There's one really positive finding here: the two most common filters on listing pages — date and genre — were also the most used filters in our analytics sample, even when users had many others to choose from. That suggests many organisations are already giving users the tools they need most on listing pages.

A few other interesting points:

- Many organisations only offer events in a single location, so "Location" was a less common filter – but where it was present, it was used extensively.
- This backs our finding from the British Library that **the most used filters let users rule out clearly "wrong" events.** For example, excluding days when you're not free, or locations you can't get to.
- The least used filters were the ones with more grey area, like Age Recommendation and Price. These filters may offer less confidence that you're excluding the right results. If you have a precocious ten-year-old, you might not trust a 12+ age recommendation, and if you have £50 in your pocket you might still be persuaded to spend £55 for the right event!
- The most popular filters can shift over time. For example, on one festival site, "genre" was more popular in the run-up to the festival, then lost ground to "time of day" when the festival opened. This still reflects the pattern of users ruling out "wrong" events – it's just that what makes a "wrong" event changes over time.

Wrapping up: Filter recommendations

- Adding **date and genre filters will mop up the majority of users who want a filter**, so always start with them.
- **Most users won't use more than four filters, no matter how many you offer them**. So think carefully about which other filters will be most useful to your audience, and limit your listings page to just those. (For an organisation with multiple locations in different parts of town, "Location" will likely be key; for an organisation that has a mix of family and adult shows, an audience filter may be more useful.)
- **Most filter interactions only involve one filter**, so if your budget doesn't stretch to complex filters that can be chained together, that's okay!
- **If filters aren't visible, people won't use them** – so favour removing less common filters altogether rather than hiding them behind a toggle.
- Users primarily turned to search over filters where they were looking for a specific named event, and where the number of available events was very large. **If your programme doesn't have a lot of events or a lot of high-profile names, you probably don't need a search bar.**

In-page menus on event pages

Like listing pages, event pages across our wider audit of 90 sites showed some common patterns:

- 64% of event pages had a sidebar (on desktop) splitting out key or “need to know” information.
- 27% of event pages had an in-page menu allowing users to navigate to different sections of content – and two-thirds of these menus were “sticky”, following you as you scrolled the page.

Sidebars are harder to study, for two reasons. First, sidebars only exist on desktop; on mobile or tablet, they tend to flow into the larger vertical “stack” of content. While it’s possible to segment analytics traffic by screen-size, this makes it more difficult to draw clear conclusions about how sidebars work in the wild.

But second, and more importantly, sidebars generally aren’t interactive, so via analytics data alone it’s impossible to say if, how, or where someone looked at one.

In-page menus, however, are much easier to track via analytics, because users have to actually interact with them. And while they’re a less common pattern, it’s a pattern we increasingly see demand for from our clients. So it’s worth digging into them in more detail.

How often do people use in-page menus on event pages?

Across all sites we looked at, only 33% of users clicked on an in-page menu item.

But this masks a much more interesting story: on sites where one of the menu items was “Dates and times”, “Book now”, or a similar call to action, a much higher 51% of users interacted with the in-page menu. On sites without such a clear call to action, only 5% of users did.

Does that mean in-page menus are a waste of time?

Not at all! Even for the sites without a clear “Dates” or “Book” menu item, 5% of users is still a significant chunk of users doing **something**.

If you could get all of those users to carry on and book a ticket or make a donation, that would be a significant jump in revenue. So it’s important to understand how users are actually engaging with your in-page menus.

	All sites	Only sites with a clear ”Dates” or ”Book” menu item	Only sites without a clear ”Dates” or ”Book” item
Active users who viewed an event page with an in-page menu	145,305	89,667	55,638
Active users who interacted with the in-page menu	48,359	45,746	2,613
% of users who interacted with the menu	33%	51%	5%

Which menu items are people clicking?

As mentioned on the previous page, on any site where “Dates” or “Book” was a menu option, this was by far the most-clicked menu item.

But as you can see from this chart, across all sites there were two other clear frontrunners: “Cast and creative” items, and “Overview/Summary” items.

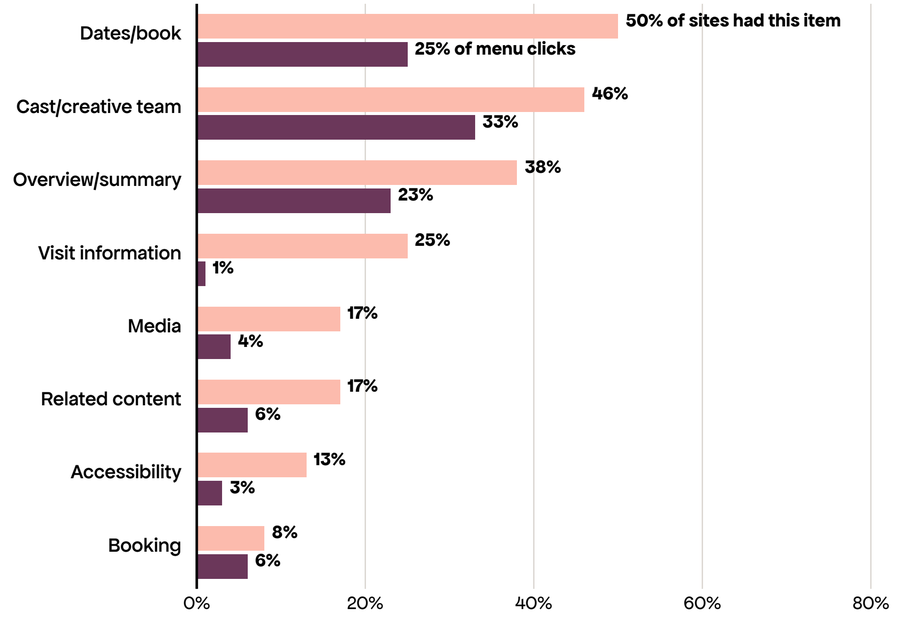
(The “Overview/Summary” figures don’t include initial page loads, where that was the default content or first section of the page. These figures are specifically measuring people who clicked on something else, and then went back to the overview section.)

Does the order of menu items make a difference?

You might wonder whether those top three menu items get more clicks because they’re usually at the top of the menu. In other words, are people clicking “Cast and Creative” because they were looking for this, or just because it’s the first thing they see?

Our analysis suggests it’s the former, and that **menu order doesn’t matter**. At most, each subsequent menu item might be 0.2% less likely to get clicked — so on a menu with five items, the last might be 1% less likely to be clicked than the first. But that small effect wasn’t statistically significant.

Which menu items are people clicking?



How many menu items do people click?

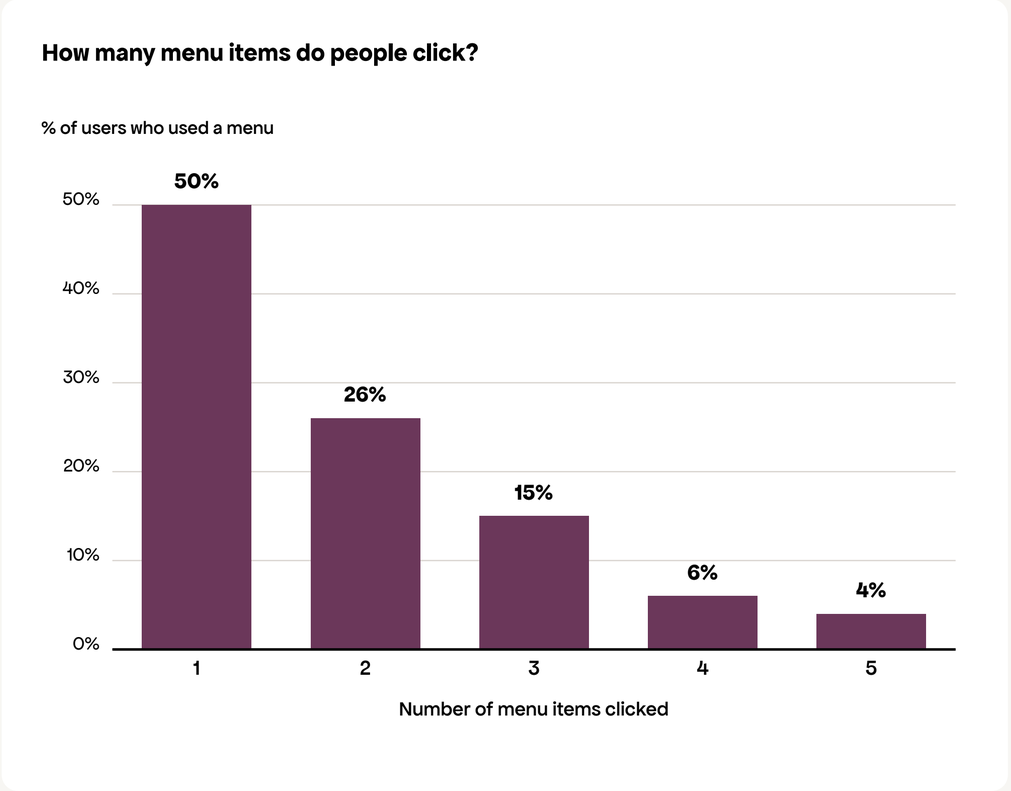
We did a very top-level analysis on this, purely looking at the number of menu clicks users made. That means we can't distinguish between someone who clicked three different items, and someone who clicked the second item, then back to the first, then back to the second again.

But that's okay, because this is just meant to be a measure of how much people engage with menu items at all. In that respect, all we really care about is a large number of clicks, because that shows people are actually using menus when they're available.

So, what do the numbers show?

- Of all users who click on a menu item, about 50% just click that one item, and then stop. (A lot of this is probably the people who are clicking "Dates" or "Book", and continuing into the purchase path.)
- Another 26% click a second item, and another 15% click a third.
- This shows that when people start interacting with a menu, only 10% click more than 3 items, no matter how many you have.

In other words, it's definitely worth having in-page menus if you have a lot of content to squeeze into your event pages — but there are diminishing returns from adding more and more. Just like with filters on listings pages!



Wrapping up: In-page menu recommendations

- In many cases, **the most effective menu items you can include are Dates and Times, Cast and Creatives, and a general overview of the event** – whether that general overview is exciting USPs (“Shakespeare’s newly discovered play!”) or a simple summary of the plot so that visitors know what to expect.
- That said, **it’s important to tailor your menu items to the strongest selling points you’re likely to have**. For example, if you don’t tend to have big casts or stars, you probably don’t need a Cast and Creatives section, and if you don’t have the budget for a lot of high quality photos or videos, there’s no point making a “Media Gallery” section for them.
- **Most users won’t click more than three menu items, no matter how many you offer them**. So try not to overcomplicate your in-page menus with lots of different menu items that many people won’t click!

Digging deeper

So far we've been looking at top-level findings from our research: simple statistics like, how many people are clicking specific things, or how many pages have this kind of content.

But it's equally important to ask why we're seeing these patterns, and what they tell us about some of the common features we tend to see in event listings.

Our findings suggest that there a couple of things cultural websites often do — including some of ours! — that are well-intentioned but maybe not achieving what they're trying to as well as they could. In the next pages we're going to look at four of these things in particular:

- Visit information
- Booking calls to action
- Accessibility information
- "Discover More" content

“Visit” information on event pages

A common pattern we see on event pages is including “Visit” information, such as the venue address, nearest public transport, directions, etc. In the chart on **page 17** you can see that “Visit” information was the fourth most common menu item on event pages, and it was also frequently included in the sidebar of “need-to-know” information.

The instinct here is understandable – we’ve often added this to event pages ourselves! – but the chart on **page 17** also clearly shows that “Visit” information is the **least clicked** of all menu items. Only 2.1% of menu interactions were clicks on “Visit” information.

This makes a lot of sense when you think about where event pages actually fit into the visitor lifecycle:

People tend to rule out “wrong” events early on, as we saw with filter usage. If something like parking or the nearest train station is going to be a dealbreaker for someone, they probably checked your “Visit” information **before** they got as far as looking at the event page.

If people want to confirm “Visit” information closer to the performance, the event page is no longer the place they’re likely to look. Many will probably just search for your venue on Google, or ask an AI. And if they do come back to your website, they’ll probably click the obvious “Plan Your Visit” link in the main site navigation, rather than hunting down the exact event page again. Or, ideally, you will have sent them a pre-show email and they won’t need to look at any website at all!

Key takeaways

- Including “Visit” information on event pages won’t hurt, but it’s unlikely many users will look for it there. **So if you’re looking for ways to streamline your event page content or in-page menu, “Visit” information is a good candidate to get rid of!**
- If your venue is particularly challenging to get to, **consider ways for people to filter out “wrong” events earlier in the process** – for example, if parking is only available on some days, or a key bus doesn’t run on the weekends, a checkbox like “Only show events with free parking” on the listings page will be much more helpful to users than a note about parking halfway down the event page.
- **Think about the best non-website ways to get “Visit” information to your customers.** This could be pre-show emails, but it could also be proactively managing third-party listings like Google Maps. These are helpful in themselves, but they’re also where AI products will often look first, before your website.

Case study: Donmar Warehouse

Earlier in 2026 we carried out some self-guided user testing on the new website we built for the Donmar Warehouse. In this study we set users a number of tasks to complete on the website, and collected heat maps showing where they clicked to complete these tasks.

Booking intent

As you can see from the heat maps, when we asked users how they'd book tickets for a specific show, the "Book Now" button drew the most clicks – even when there were multiple other routes to the same destination.

Key takeaway

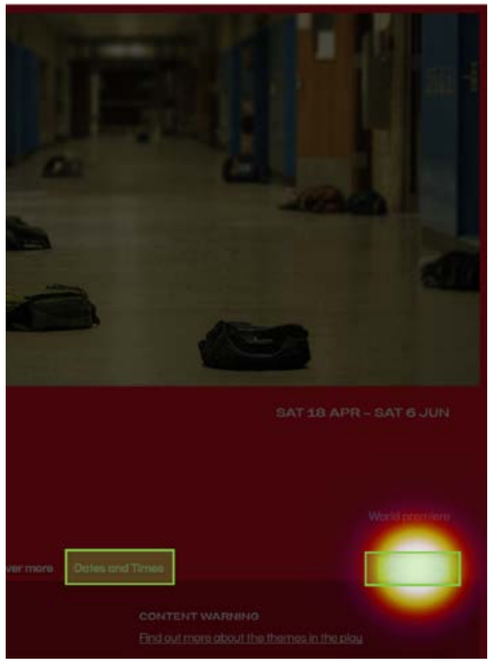
It's important to offer clear booking calls to action at every step in your website's booking journey.

You can't presume that people will only be ready to purchase once they've reached the event page. They might reach that point at any page on your website – wherever Google or an AI happens to drop them off.

Event listing card



Event page



The green boxes show the valid click zones for proceeding through the purchase funnel. The yellow "glows" show where people actually clicked. Though it's hard to read because of the size of the heatmap, that was always the "Book Now" button!

Case study: Donmar Warehouse

External sites

Feedback from Donmar testers made it clear that users don't give your website any special privilege when it comes to buying tickets – if they can't quickly find what they need on your site, they'll go somewhere else.

This can happen at multiple points in the user journey. For example, when a user was struggling to navigate the list of available dates, they mentioned they would leave at this point and book through a third party. (We've since made the date list easier to navigate!) And later, when a user had questions about the seating plan that weren't answered in the purchase path itself, that user mentioned they'd go look up a third-party review site like Seatplan.

This reinforces the idea that visitors to your event listings are focused on completing the task they arrived to do — and that they care more about completing that task than about staying on your website. If you show them information that doesn't help complete the task, they'll ignore it. And if you **don't** show them the information they need, they'll go somewhere else.

Key takeaway

Having a great event page is obviously important. **But it's equally important to closely monitor and manage your presence on other platforms.** You shouldn't assume that people are always looking at your website for information about visiting you.

Digging deeper: Accessibility information

Accessibility information was available throughout the event listings on the sites we looked at. It's great to see arts and cultural organisations considering their visitors' accessibility requirements – but like with "Visit" information, the data suggests the event listings might not be the best place for it.

It's tempting to view the very low uptake of accessibility tools as "normal", since only a small subset of users will need this information. That's fair, up to a point. But by some estimates, nearly 25% of the UK population has a disability, so less than 1% of users engaging with these accessibility tools is still low. And the likely reason why is similar to "Visit" information:

- Users with access needs probably don't make it to your event pages until they've already researched accessibility at your venue. On the event page, something like step-free access is not a "soft" sales tool that can push someone over the line: it's a dealbreaker that was probably used to rule you out already.
- Users who want to research your access provisions are not likely to look to the event listings for this information: instead, they'll ask Google or AI, or they'll look through your site navigation for a specific heading like "Access".

This is borne out by the data, too. For example, on one site, only 42 people clicked the "Access" menu item on an event page over the 30 days we looked at, but 105 visited the venue's general access page, and 81 visited the page listing all performances with special access provisions – those **two dedicated access pages combined got four times as much traffic as the "Access" menu items across all event pages**. On another site, only **1 person** used the access filter on the listings page over 30 days, but 37 people visited the single "Accessible booking" page.

Accessibility filter on the listings page

28%
of the sites we looked at have one

0.4%
of filter clicks use it

Accessibility item in the event page menu

12.5%
of the sites we looked at have one

0.9%
of menu clicks go to it

Key takeaways

- Access tools on your event listings may help a small number of people, but event listings are not the main place access users are looking for this information.
- A more helpful source of accessibility information on your website is a dedicated landing page – one that's easy to find in the site navigation, and optimised for SEO and GEO.

Digging deeper: “Discover more”

One other thing we often see on event pages is a menu heading for “bonus” content. This is content that isn’t directly about the show, and doesn’t require a purchase — things like director’s notes, or blog posts exploring the themes of the show, or interviews with star cast members, or things like that. You’ll often find this kind of content under a menu item like “Discover more”, or “Dive deeper”.

On sites that have menu items like this, they consistently had fewer clicks than anything else. Across all sites, these “Bonus content” items got only 2.3% of all menu clicks. This makes sense, in the context of everything else we’ve seen so far: people on event pages are often close to purchasing, and looking for quick, clear indicators about whether they should buy – this sort of deeper content doesn’t help them with that.

That’s not to say you shouldn’t have this “Discover more” content **anywhere** on your website. If you have a great article or playlist or trailer about an upcoming event, that’s something you can use as a hook in social posts or newsletters. But what you then want is a link from your great content to an event page with the book button — not the other way round!

Actions: What should you do now?

If you have filters on your listing page, audit them!

Our data show there are some clear patterns you should avoid:

- Don't hide filters behind an "advanced options" toggle.
- Don't add more than four, unless you have a really complex programme with a clear use-case for **additional ways to rule out "wrong" events**.
- If you have more than four, consider which ones you can remove. Do any only have one or two possible options to choose from? Do any regularly filter out **all** results? These are signs that they're not useful options.

Also bear in mind that, if you have a small number of events, people are less likely to use filters anyway – so even "good" filters might not be that useful.

Actions: What should you do now?

If you have in-page menus on your event pages, audit them!

Our research suggests some clear recommendations:

- Most people won't click more than three menu items – and most people click **the same** menu items, like "Dates and times" or "Cast and creative" – so make sure you limit menus to the three or four that are most relevant to your programme and audience.
- Most people on event pages are looking for clear selling points about this event, not visiting information or bonus content about the show that will take them away from the event page – so if you need to cut menu items, start with the ones that don't help sell the event!
- Far and away the most clicked menu items will be a link to book or to a list of dates and times – so make sure you include this in your event page menus. Not only does it make it easier for people to book, but it might make them more likely to engage with the rest of the menu, too.

Actions: What should you do now?

Audit the rest of the user journey around events

While this report is primarily about event listings, it's worth remembering that event listings are only part of the wider journey a user takes when buying a ticket for your venue. You should also consider checking:

- Do you have clear, easy-to-find landing pages for key information, like how to get to the venue, access provisions, etc.?
- Do you have good search ranking for common queries like "How do I get to [venue]?" or "Is [venue] wheelchair accessible?" You can check this in Google Search Console, if you have it set up. (And you should set it up if not!) But you can also do a basic manual check by just Googling these things yourself.
- Do you get accurate answers to those same search queries when you try asking an AI chatbot instead of using a search engine?
- Do you have clear links to event pages on any other "bonus" content pages about those specific events?

If you can't answer yes to all these questions, some of them you may be able to fix yourself – otherwise you should talk to your digital agency, and they can help!

Closing

Event listings are the most common part of many arts and culture websites, and in most cases they're also the part that see the most traffic and bring in the most revenue.

Because they're so common, it's easy to compare your event listings to your peers, and copy patterns you see working well elsewhere. This is a great way to improve your website, but you need to do it thoughtfully. A feature that works really well for one organisation may make no sense for another. You need to think carefully about whether new features in your event listings will help amplify your key selling points and let users easily rule out events that won't work for them.

Finally, just because you think something will work well, don't assume it really is working well in practice! Make sure you regularly review your analytics, test assumptions, and constantly refine your event listings to make them as best as they can be.

And you need a hand auditing your event listings, get in touch!

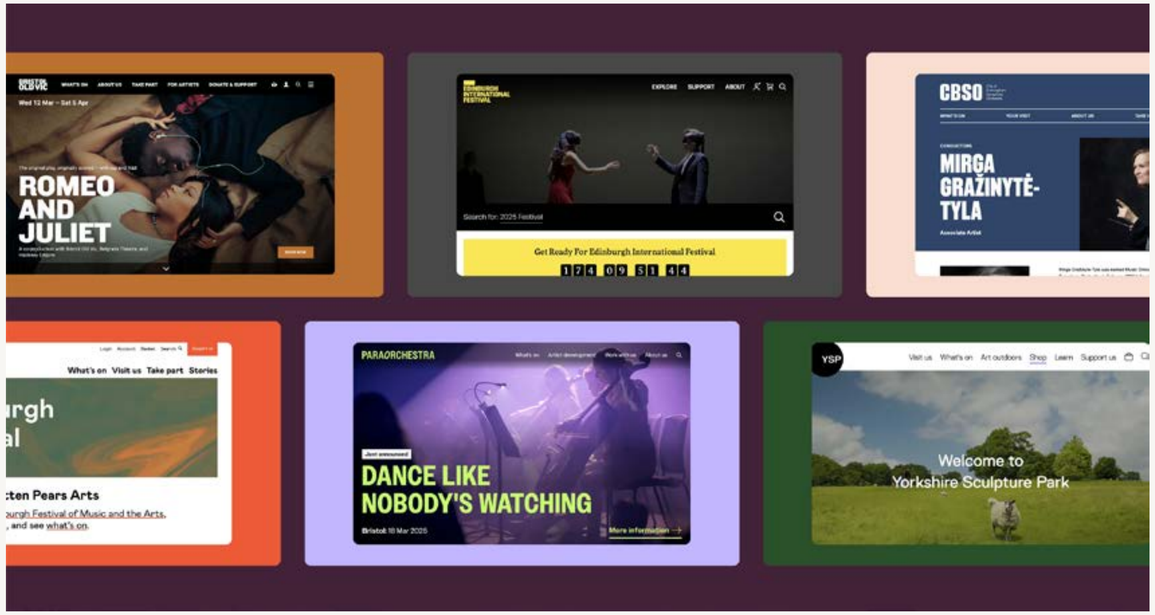
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About Supercool

Since 2004 we've been collaborating with teams at some of the UK's leading arts, cultural and heritage organisations on website projects.



An approachable, experienced, and straight-talking team of problem-solvers, we combine digital design, tech, and data with cultural sector know-how to make life easier for organisations – and your audiences.

Working collaboratively, we craft smart, beautiful and effective solutions that improve clients' long-term resilience – helping them save time, increase revenue, and get closer to audiences.

As arts organisations rely more and more on their websites for income generation, we understand that user experience is more than just a bunch of tech buzzwords: it's an existential concern. If people can't easily buy tickets and make donations on your website, you're losing critical revenue every minute of the day. That's why it's so important to conduct research like this, and why user research is something we offer all our clients.

To read more about our recent user research work, and find useful resources to help you audit the user experience on your own website, visit:

User testing the British Library Events website

Common user testing issues – and how to fix them

National Museums Scotland – putting users first

If you're interested in taking part in future reports like this one, let us know.

Cultural Website Event Listings Benchmark Report 2026

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