

ONTARIO MUSEUMS

Vital Tourism Assets

700 Museums, Galleries & Heritage Sites –one in every community!



↑ **15%** increased in-person visits over five years¹, *faster than population growth*

↑ **52%** increased online visits over five years¹, to plan for in-person visits



19.4 million in-person visits a year¹

45% of museum visits are by tourists²



Cultural tourists spend \$7.7 billion a year³

→ *Twice as much per day compared to average tourists⁴*



93.5 million online visits a year¹

75% of tourists plan their trip online⁵



Sources:

1. *Government of Canada Survey of Heritage Institutions: 2017*. Department of Canadian Heritage, 2018.
2. *Ontario's Museums 2014 Profile*, Ontario Museum Association, 2016.
3. Ontario Ministry of Tourism, Culture, and Sport, 2018.
4. *Ontario Arts and Culture Tourism Profile*, by Research Resolutions & Consulting Ltd. for Ontario Arts Council, November 2012.
5. *TripBarometer 2016: Traveller Trends and Motivations Global Findings*. TripAdvisor Insights, 2016.

Museums contribute to:



• Economic Development

- Museums help attract skilled workers⁴ & visitors² and renew downtowns⁵
- 88% of Ontarians see arts & culture as important to local economic well-being and 86% attend live arts & culture events every year⁶

• Employment

- Museums employ more than 11,000 people in Ontario²
- 35,000 volunteers contribute 2.3 million hours to Ontario museums²
- 90% of museums offer training programs for staff & volunteers¹

• Education

- 77% of Ontario museums offer programs linked to provincial curriculum¹
- Specialised programs welcome 2 million visits by schoolchildren per year²
- Museum visits build skills in reading, math, science, and critical thinking³

Sources:

1. *Ontario's Museums 2014 Profile*, Ontario Museum Association, 2016.
2. *Government of Canada Survey of Heritage Institutions: 2017*. Department of Canadian Heritage, 2018.
3. J.P. Greene, B. Kisida, D. H. Bowen, 2014. The Educational Value of Field Trips. *Education Next*, Winter 2014.
4. *Policy Statement on Social-Economic Development*. Federation of Canadian Municipalities, March 2016.
5. *Downtown Revitalization Strategies in Ontario's Mid-Sized Cities: A Web-Survey and Case Study*, by C. Lauder (Masters' Thesis) University of Waterloo, April 17, 2010.
6. *Arts and Heritage Access and Availability Survey 2016-2017*, Environics Research Group, March 2017.

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