

# ONTARIO MUSEUMS

## Vital Tourism Assets

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



↑ **12%** increased in-person visits over two years<sup>1</sup>, *faster than population growth*

↑ **52%** increased online visits over two years<sup>1</sup>, to plan for in-person visits



19.6 million in-person visits a year<sup>1</sup>

45% of museum visits are by tourists<sup>2</sup>



Cultural tourists spend \$7.7 billion a year<sup>3</sup>

→ *Twice as much per day compared to average tourists<sup>4</sup>*



112.8 million online visits a year<sup>1</sup>

75% of tourists plan their trip online<sup>5</sup>



### Sources:

1. *Government of Canada Survey of Heritage Institutions: 2019*. Department of Canadian Heritage, 2020.
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 workers<sup>4</sup> & visitors<sup>2</sup> and renew downtowns<sup>5</sup>
- 88% of Ontarians see arts & culture as important to local economic well-being and 86% attend live arts & culture events every year<sup>6</sup>

## • Employment

- Museums employ more than 10,000 people in Ontario<sup>2</sup>
- 37,000 volunteers contribute 2.5 million hours to Ontario museums<sup>2</sup>
- 90% of museums offer training programs for staff & volunteers<sup>1</sup>

## • Education

- 77% of Ontario museums offer programs linked to provincial curriculum<sup>1</sup>
- Specialised programs welcome 2 million visits by schoolchildren per year<sup>2</sup>
- Museum visits build skills in reading, math, science, and critical thinking<sup>3</sup>

### Sources:

1. *Ontario's Museums 2014 Profile*, Ontario Museum Association, 2016.
2. *Government of Canada Survey of Heritage Institutions: 2019*. Department of Canadian Heritage, 2020.
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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