

**The results speak for themselves,
so why isn't anyone listening?**

**NEMO's 24th Annual Conference -
Money Matters: The Economic Value
of Museums**

Museums shouldn't have economic problems

In recent years, a lot of research has been conducted into how profitable and useful museums are for society.

Museums are good for your health

Norway

Museums make you less anxious.

☰ TIME

☰ TIME

BODY & MIND

For Men, Good Health May Be Found at the Museum

By Alice Park @aliceparkny | May 24, 2011

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Listen up, guys. If your buddies give you a hard time for preferring Monet over the Mets, you can hit them with this: a study finds that an appreciation of culture and the arts can do wonders for a man's health, including lowering his risk of anxiety and depression. And men seem to benefit from engaging in cultural activities more than women do.

After decades of working with patients with psychological and physical pain, Koenraad Cuypers, a research fellow in the department of public health and general practice at the Norwegian University of Science and Technology, became intrigued by the growing body of research suggesting that cultural activities could help improve health among patients. He was aware of the strong studies linking physical activity with better physical and mental health, but many patients he knew simply weren't physically capable of intense exercise on a regular basis.



John Lund/Marc Romanelli

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USA

Museums reduce stress.

CURATOR THE MUSEUM JOURNAL

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Beyond Learning: Exploring Visitors' Perceptions of the Value and Benefits of Museum Experiences

Jan Packer

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Abstract

Abstract This paper explores the beneficial outcomes that visitors seek and obtain from a museum visit, in terms that are not related to learning outcomes. It uses a deductive qualitative approach to investigate the meaning and value of a museum visit from the visitors' perspective. Three different levels of the meaning of the experience are considered: the attributes of the setting that visitors value; the experiences they engage in; and the benefits they derive. The findings confirm the importance of the "satisfying experiences" framework for understanding visitor experiences in museums, and extend this understanding in relation to the beneficial

England

**Museums make you less
lonely.**



England

Museums have a greater impact on well-being than playing a sport.



Home

The Happy Museum Project looks at how the museum sector can respond to the challenge of creating a more sustainable future.

**Museums are important for learning
and teaching.**

USA

Museums are the classrooms of the future.

AAM President, Laura Lott: Museums Are the Classrooms of the Future

17 October 2016



Museums should be core education providers, according to Laura Lott, President and CEO of the American Alliance of Museums.

“In the States, we have some of the best museums side-by-side with some of the world’s worst schools,” she says.

Finland

New curriculum for primary schools in 2016 states that learning is moving more and more out of the classroom, for example to museums.



Museums are good for the economy.

OECD

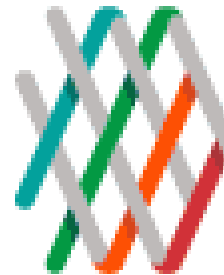
The Impact of Culture on Tourism (2009) examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness.



The screenshot shows the OECD website interface. At the top left is the OECD logo with the tagline "BETTER POLICIES FOR BETTER LIVES". To the right is a search bar with the text "Search oecd.org" and a green navigation bar with "A to Z". Below the logo is a blue navigation bar with "OECD Home", "About", "Countries", "Topics", and "France". A breadcrumb trail reads: "OECD Home > Centre for Entrepreneurship, SMEs and Local Development > Tourism > The Impact of Culture on Tourism". On the left is a sidebar menu with "LEED Programme (Local Economic and Employment Development)", "SMEs and entrepreneurship", and "Tourism" (highlighted in blue). The main content area features the title "The Impact of Culture on Tourism" and a book cover image. The book cover shows a blue background with white lines and the title. Below the cover is the ISBN number: "ISBN Number: 9789264056480". To the right of the cover is a text block starting with "Cultural tourism is one of the largest and fastest-growing global tourism markets. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation. The *Impact of Culture on Tourism* examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness. Based on recent case studies that illustrate the different facets of the relationship between tourism, culture and regional attractiveness, and the policy interventions which can be taken to enhance the relationship, this publication shows how a strong link between tourism and culture can be fostered to help places become more attractive to tourists, as well as increasing their competitiveness as locations to live, visit, work and invest in."

USA

Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists.



**American
Alliance of
Museums**

USA

Museums contribute \$21 billion to the economy each year, much of it going to small businesses in the areas around the museum.



**American
Alliance of
Museums**

Finland

Museums make more money for taxpayers than the tax money that is allocated to them.



HANNU PIEKKOLA
OTTO SUOJANEN
ARTTU VAINIO

Economic impact
of museums



Museums have moved from the cultural silo to other silos in the social, education and business sectors. We have gained new tasks and customers.

What about funding

Museum services

Cultural policy: preserve, research and present cultural heritage

Social policy: “Museums change lives”, refugee crisis, activate the marginalized and elderly

Business policy: creative economy, tourism industry

Educational policy: lifelong learning, museum as a learning environment

Museum funding

Cultural budget

More work and use hasn't generated more resources.

How have we come to this?

There has been demand and supply.

Demand

Today's economic, social and education problems are huge:

- lingering economic crisis
- need for new economy in post-industrial era in Europe (creative economy)
- growing proportion of elderly people
- immigrants
- differentials between rich and poor
- need for new type of education

Supply

- The move from the cultural silo has been a pleasing development for museums:
 - Studies on the impact of museums
 - “Museums change lives” strategies
 - It seems that we have striven to be in sectors other than cultural heritage

But...

What are the consequences?

- We have forgotten that these new services come at a price
 - Museums have less resources for preserving cultural heritage
 - They have also come at the expense of the original core competence of cultural heritage
 - We use cultural funding for social, business and educational purposes.
 - Museums achieve less results in preserving, studying and exhibiting culture and heritage
- Cultural budgets are decreasing

The beginning of the end of this era

- We can't continue to do it for free
 - Operational environment will not change: we'll have more elderly people, immigrants, differentials between rich and poor people will widen and cultural tourism and creative economy will be more and more important for society
- Or if we continue, in the near future there will be no-one who takes care of heritage

What should we do?

- Museum sector needs to realize that
 - we are **in business** (professionals do nothing for free)
 - we are **in different business sectors** not only cultural but also social, economic and educational
 - a **museum is a service with customers** - not a building, not an exhibition, not a collection
- We should **productize** our services

How it should be

Museum services

Cultural policy: preserve, research and present cultural heritage

Social policy: “Museums change lives”, refugee crisis, activate the marginalized and elderly

Business policy: creative economy, tourism industry

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Museum funding

Cultural budget

Social budget

Business budget

Educational budget

To achieve this, we need to go back to
basics.

New definition of a museum

“A museum is a service organisation that helps its customers to fulfil their needs and responsibilities in preserving, studying, teaching, and exhibiting heritage and culture, as well as generating economic and social wealth.”

Kimmo Levä
Secretary general
The Finnish Museum Association
+358 40 166 2816
kimmo.leva@museoliitto.fi