

INDUSTRIES & MARKETS

Museums worldwide

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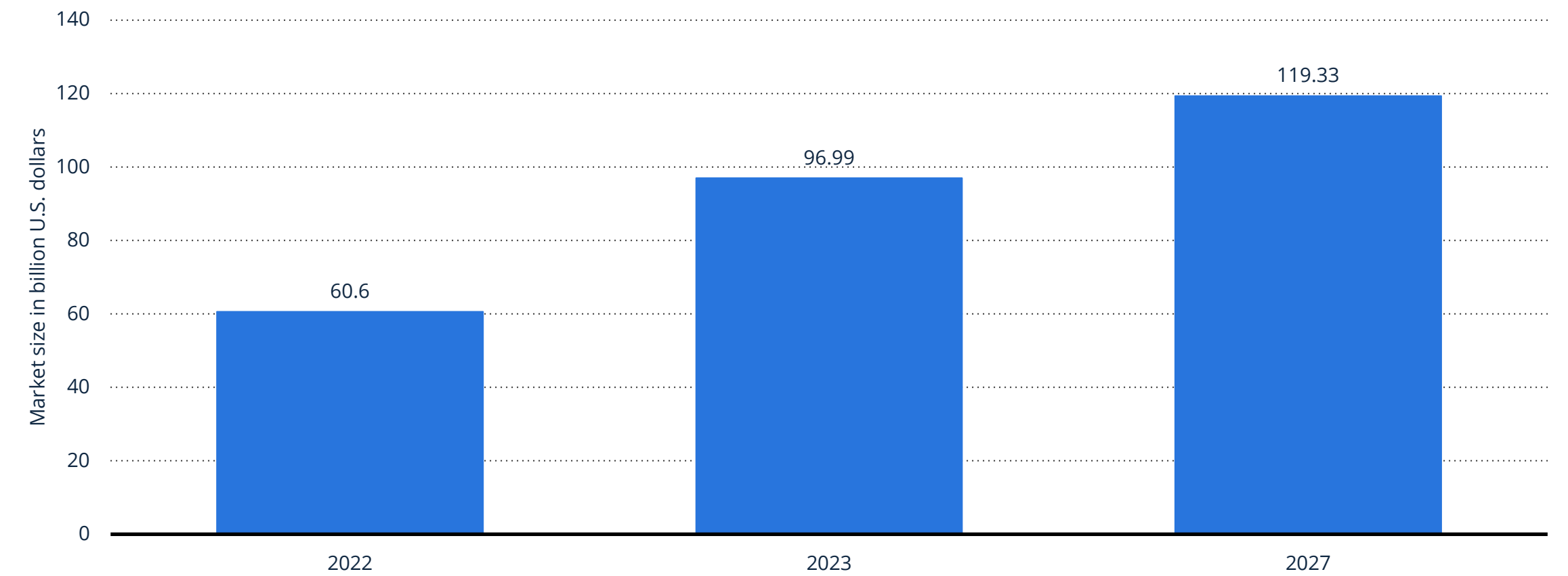
Museum visitors in the UAE 2020, by emirate 60

CHAPTER 01

Overview

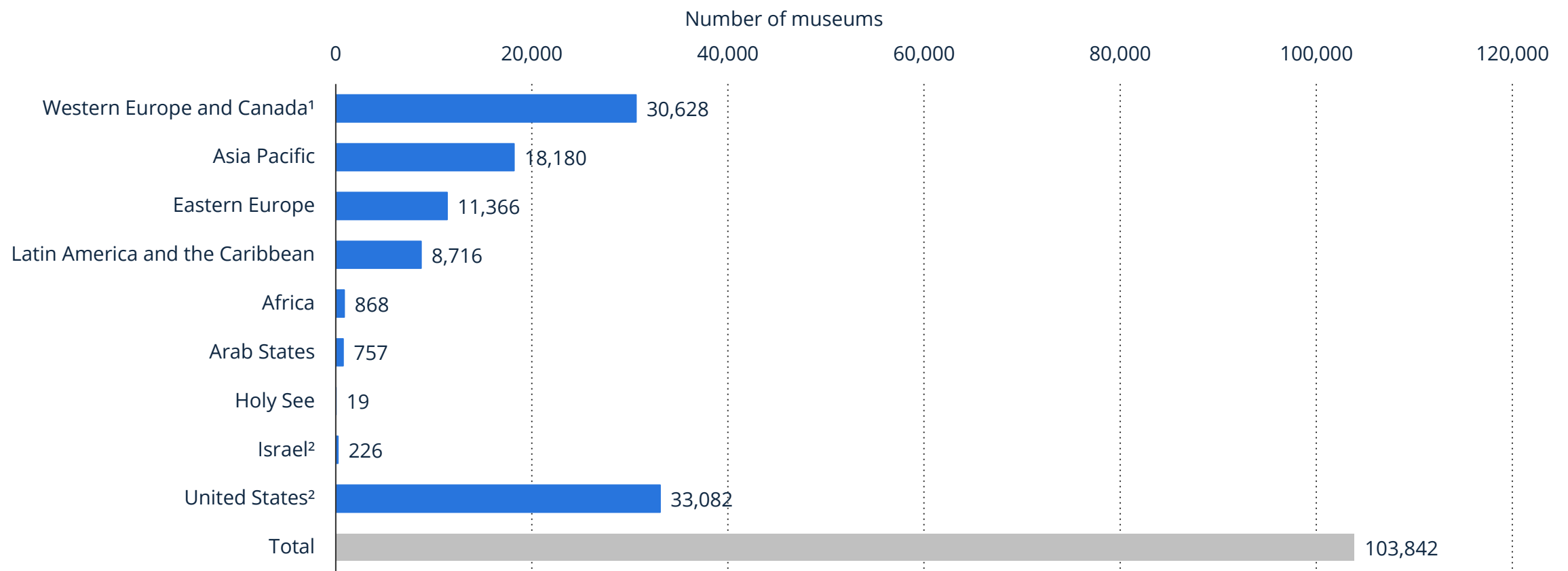
Size of the museums, historical sites, zoos, and parks market worldwide in 2022, with a forecast for 2023 and 2027 (in billion U.S. dollars)

Market size of museums, historical sites, zoos, and parks worldwide 2022-2027



Number of museums worldwide as of March 2021, by UNESCO regional classification

Global number of museums 2021, by UNESCO regional classification



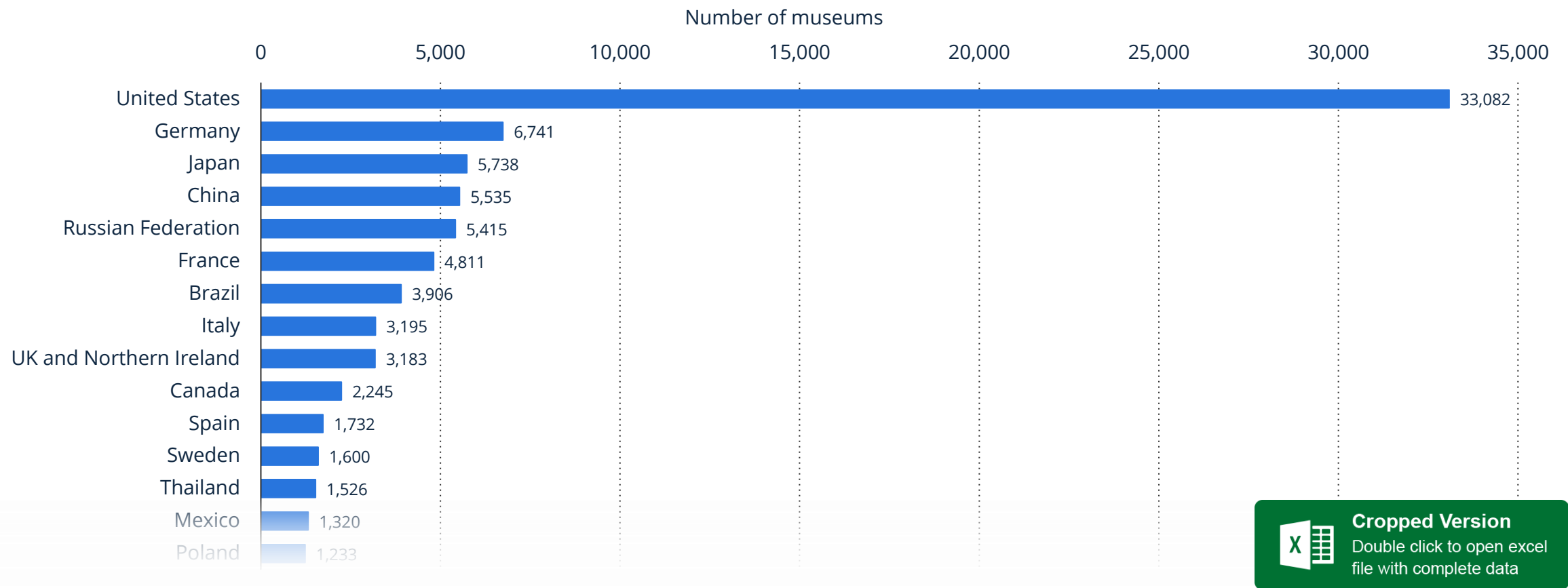
Number of museums per million inhabitants worldwide as of March 2021, by UNESCO regional classification

Number of museums per million inhabitants 2021, by UNESCO regional classification

	Population (millions)	Museums per million inhabitants
Western Europe and Canada ¹	544.41	56.3
Eastern Europe	346.25	32.8
Latina America and the Caribbean	637.58	13.7
Asia Pacific	4255.48	4.3
Africa	1012.83	0.9
Arab States	402.96	1.9
Israel ²	8.88	25.4
United States ²	327.17	101.1
Total	7535.55	13.8

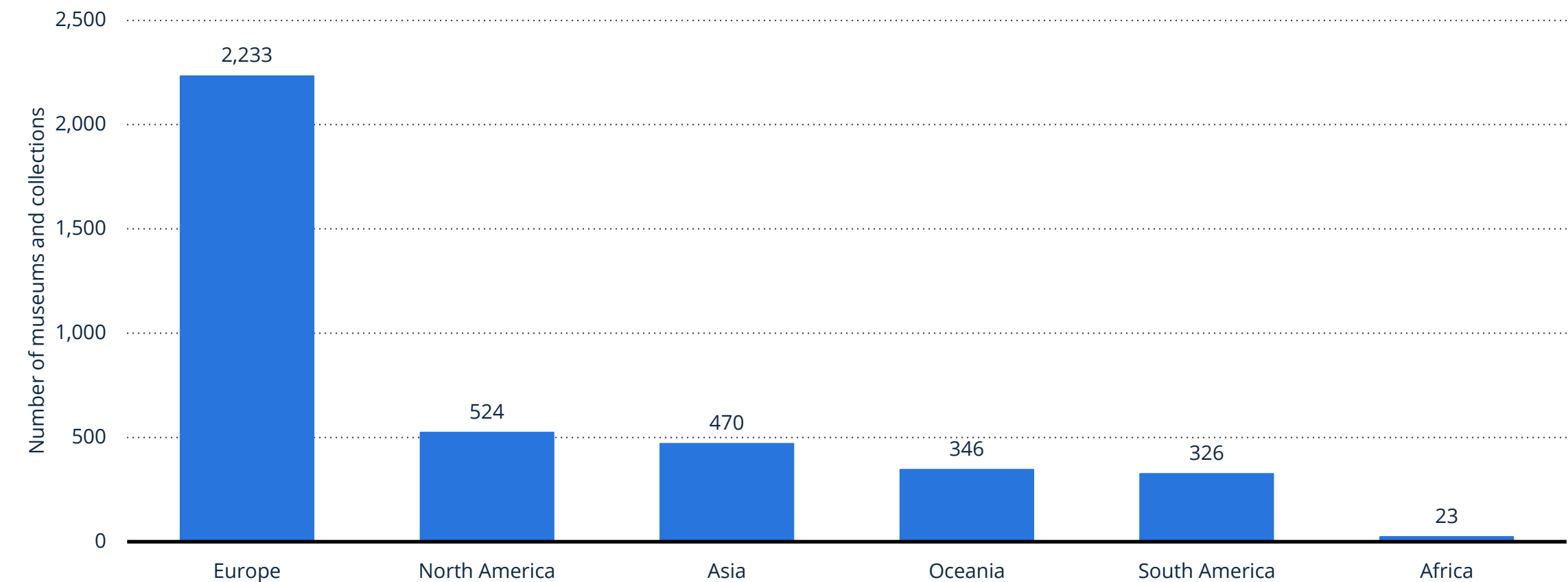
Leading countries worldwide ranked by estimated number of museums as of March 2021

Leading countries worldwide with the highest number of museums 2021



Number of university museums and collections worldwide as of January 2023, by region

Global university museums and collections 2023, by region



Total attendance at most visited museums worldwide in 2021, by country (in millions)


Attendance at most visited museums worldwide 2021, by country

	Attendance (in millions)	Number of museums
China	10	5
United Kingdom	5.4	5
United States	4.1	3
France	3.8	2
Russia	1.6	1
Spain	1.6	1
Vatican City	1.6	1
Taiwan	0.4	1

Most visited museums worldwide from 2019 to 2022 (in millions)

Leading museums by highest attendance worldwide 2019-2022

	2019	2020	2021	2022
Louvre, Paris	9.6	2.7	2.83	7.73
Vatican Museums, Vatican City	6.88	1.3	1.61	5.08
National History Museum, London	5.42	1.2	1.56	4.66
British Museum, London	6.21	1.28	1.33	4.1
National Museum of Natural History, Washington D.C.	4.2	0.57	0.98	3.9
Tate Modern, London	6.1	1.43	1.16	3.88
Musée d'Orsay, Paris	3.65	0.87	1.04	3.27
National Gallery of Art, Washington D.C.	4.07	0.73	1.71	3.23
Metropolitan Museum of Art, New York	6.77	1.13	1.96	3.21
Reina Sofía, Madrid	4.43	1.25	1.64	3.06
State Hermitage Museum, St Petersburg	4.96	0.97	1.65	2.81
National Gallery, London	6.01	1.2	0.71	2.73
Victoria & Albert Museum, London	3.92	0.87	0.86	2.37



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CHAPTER 02

Digitalization

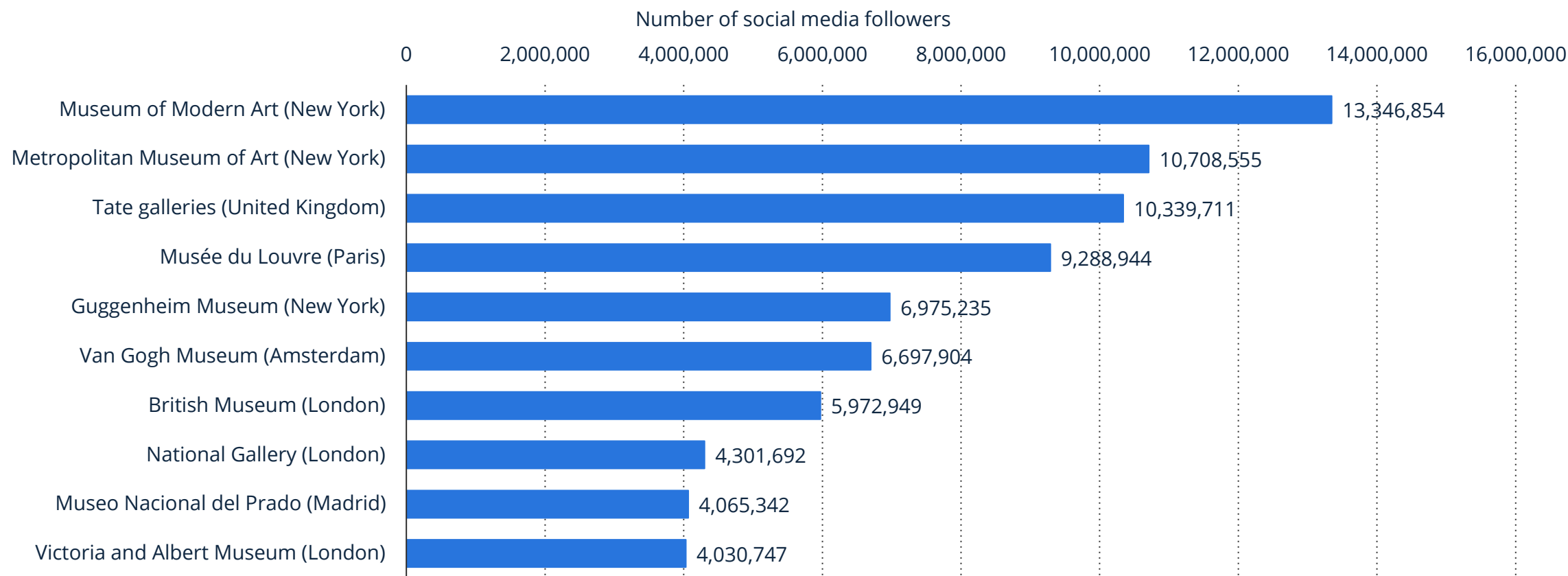
Share of adults worldwide who are interested in trying select types of metaverse experiences as of February 2022, by generation

Global interest in metaverse experiences 2022, by generation

	Gen Z	Millennial	Gen X	Boomer	Silent
Virtual concert of a favorite musical artist	37%	38%	27%	15%	13%
Virtual international travel	35%	37%	28%	17%	15%
Virtual museums	31%	36%	26%	16%	13%
Socializing with friends in a virtual space	39%	36%	23%	10%	9%
Shopping in a virtual mall	35%	36%	24%	9%	8%
Playing games in a virtual space	40%	38%	24%	8%	6%
Watching a virtual sporting event	34%	35%	23%	11%	9%
Spending time at a virtual theme park	33%	35%	23%	11%	9%
Attending a virtual work conference	34%	34%	23%	8%	7%
Collaborating with colleagues in a virtual office	32%	36%	22%	8%	7%

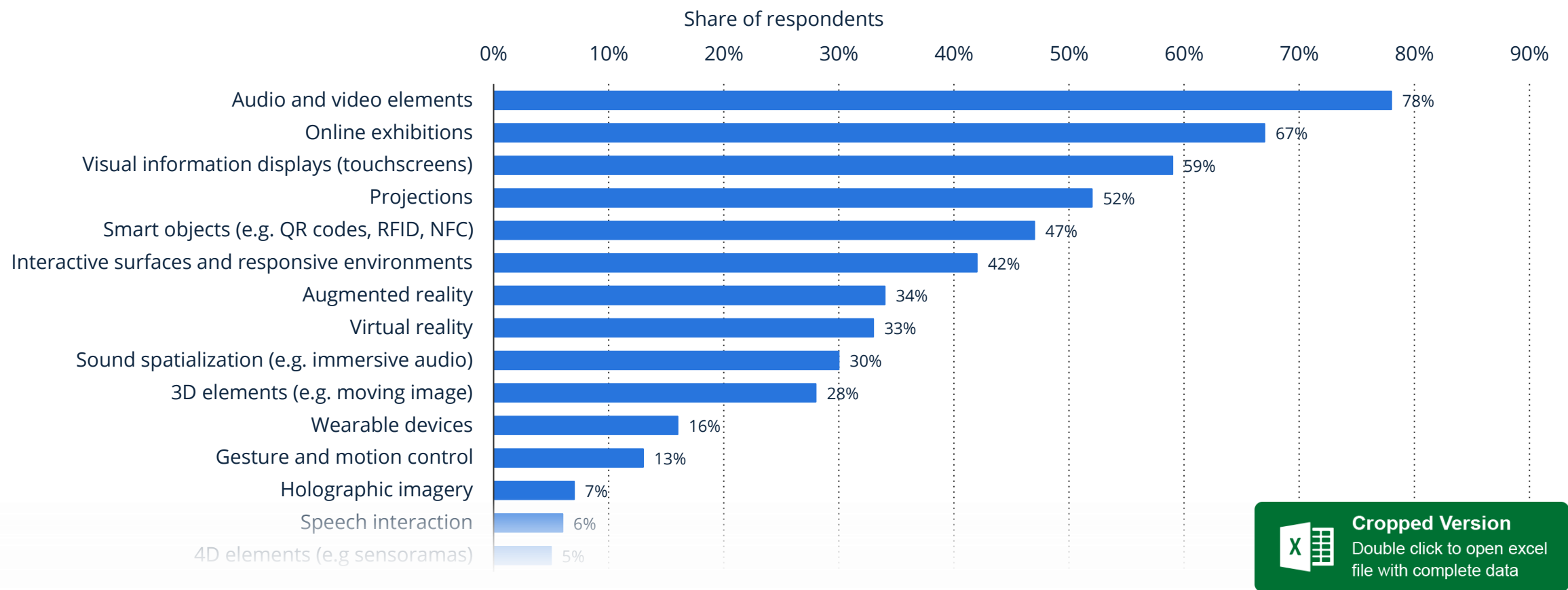
Museums with the highest social media followers worldwide as of March 2023

Museums with the most social media followers worldwide 2023



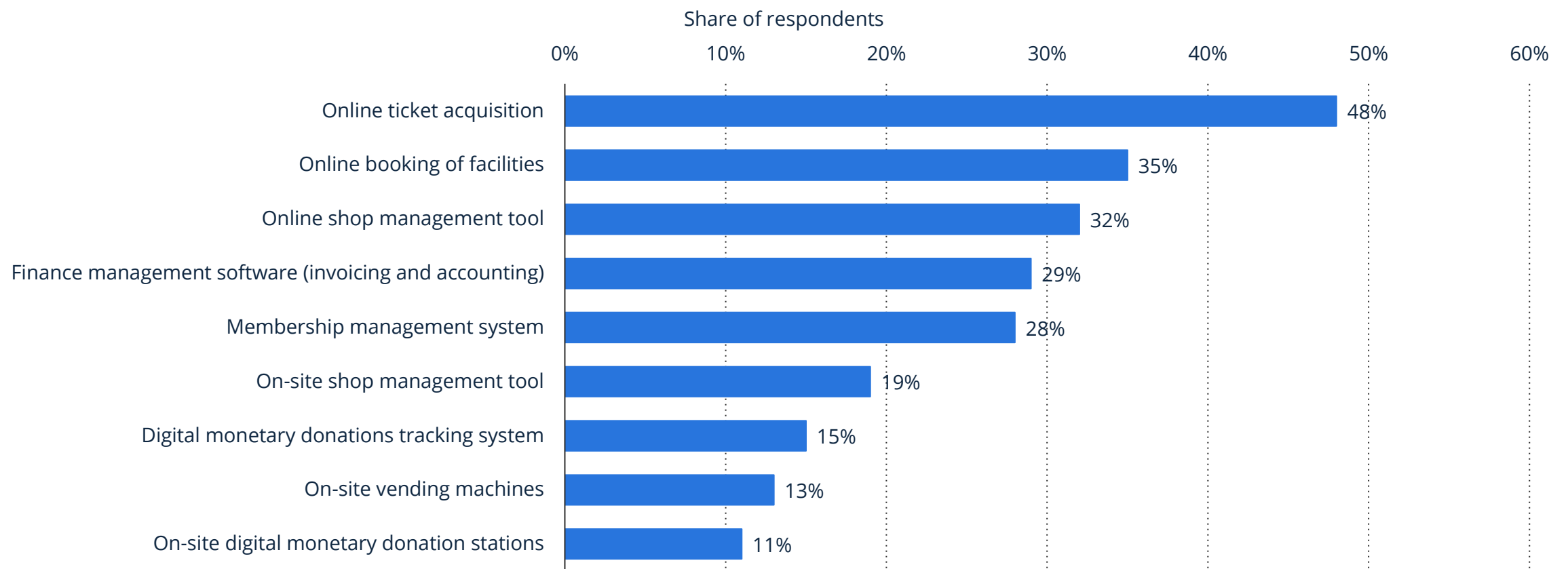
New technologies, tools, and digital formats for exhibitions planned to be implemented by museums worldwide as of May 2021

New technologies planned to be implemented by museums worldwide May 2021



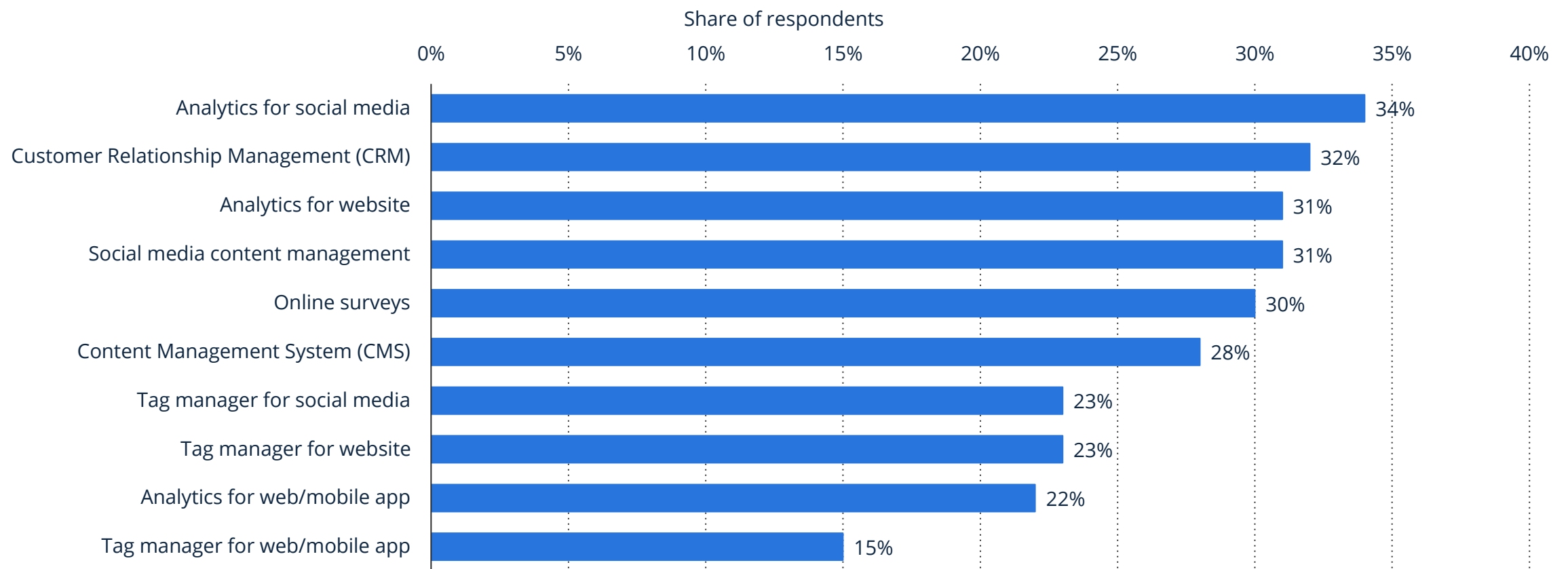
New technologies for accounting and sales planned to be implemented by museums worldwide as of May 2021

Accounting and sales technologies to be implemented by museums worldwide May 2021



Main marketing tools planned to be used by museums worldwide as of May 2021

Marketing tools planned to be used by museums worldwide as of May 2021

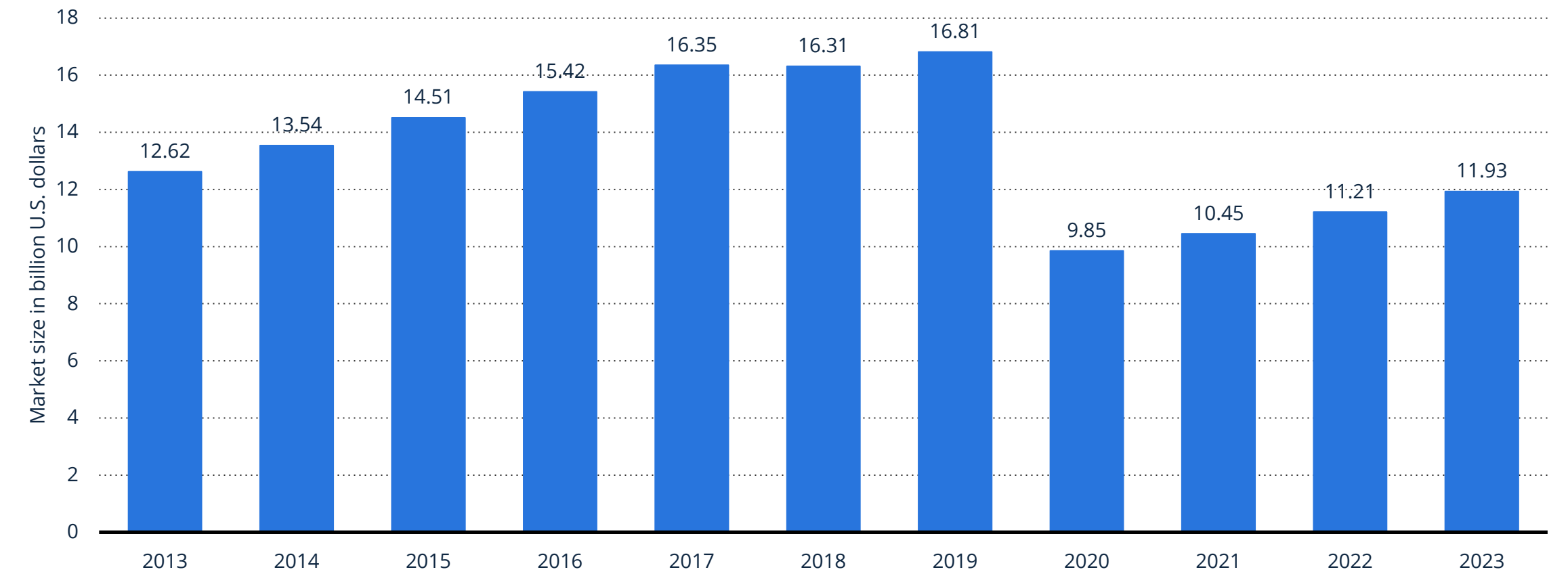


CHAPTER 03

Museums in North America

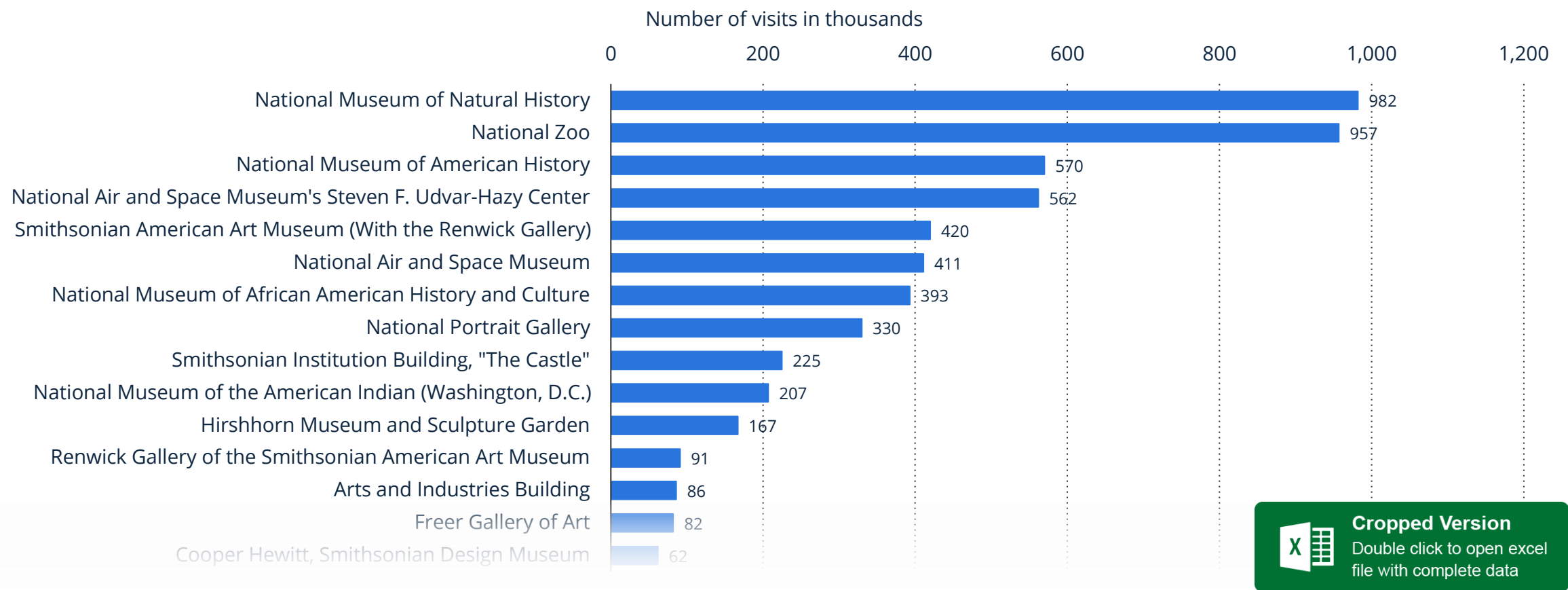
Market size of the museum industry in the United States from 2013 to 2022, with a forecast for 2023 (in billion U.S. dollars)

Museum industry market size in the U.S. 2013-2023



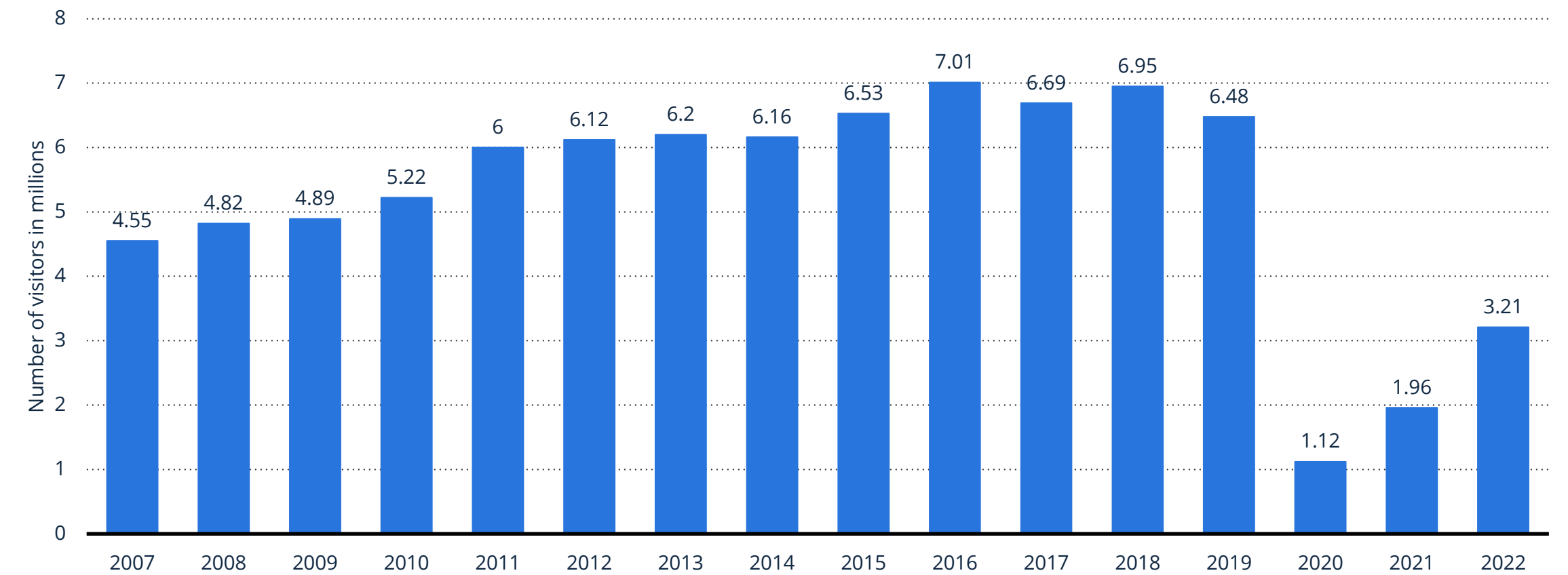
Most visited Smithsonian museums and institutions in the United States in 2021 (in 1,000s)

Most visited Smithsonian museums and institutions in the U.S. 2021



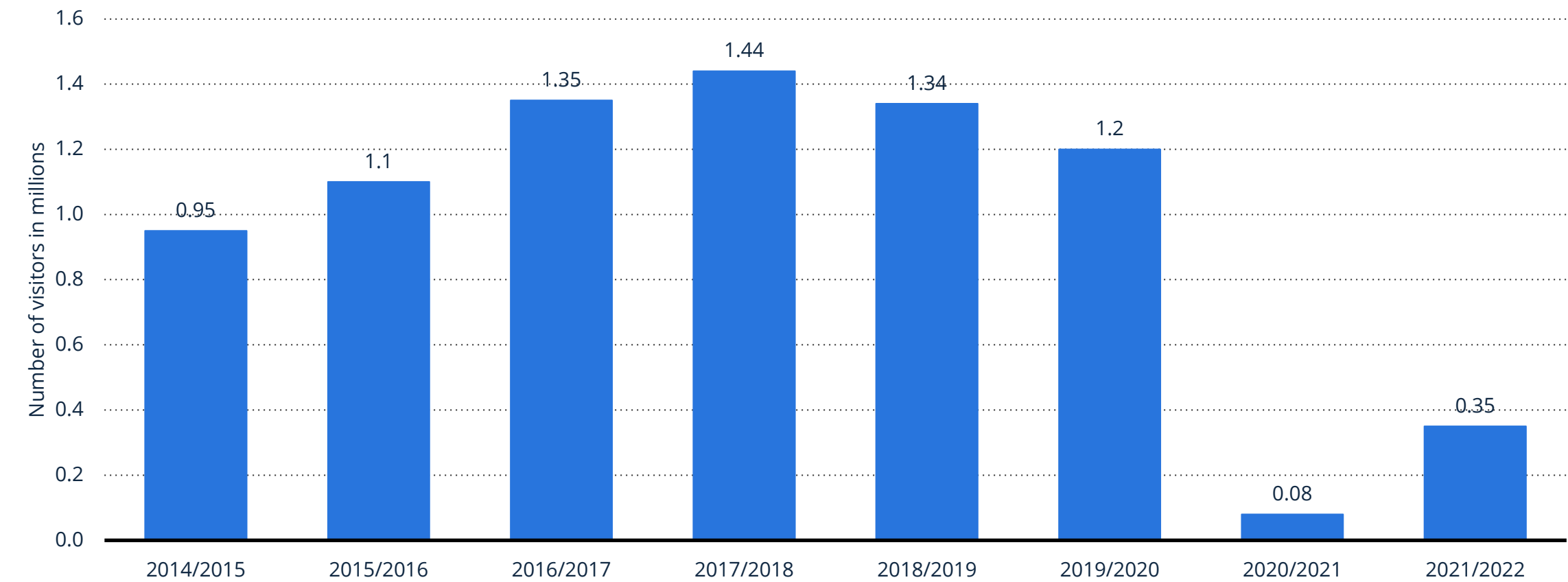
Number of visitors to the Metropolitan Museum of Art in New York, United States from 2007 to 2022 (in millions)

Number of visitors to the Metropolitan Museum of Art in New York 2007-2022



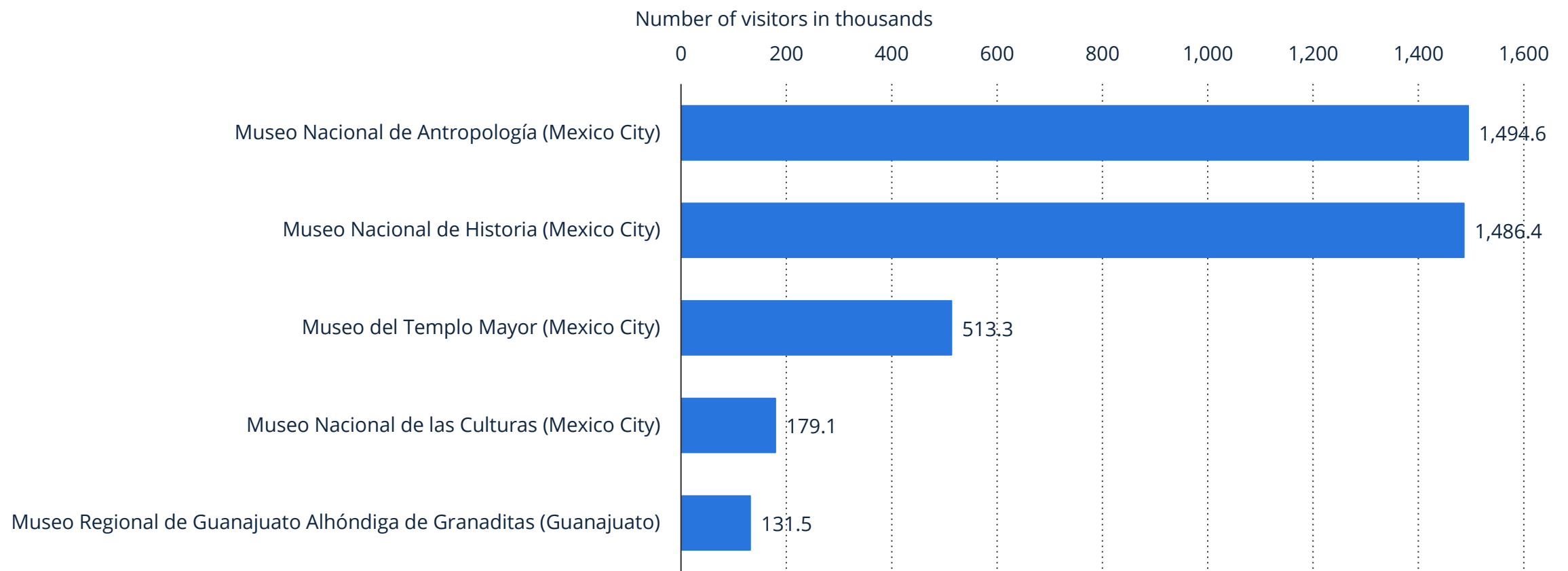
Number of visitors to the Royal Ontario Museum in Canada from 2014 to 2022 (in millions)

Museum visits to the Royal Ontario Museum in Canada 2014-2022



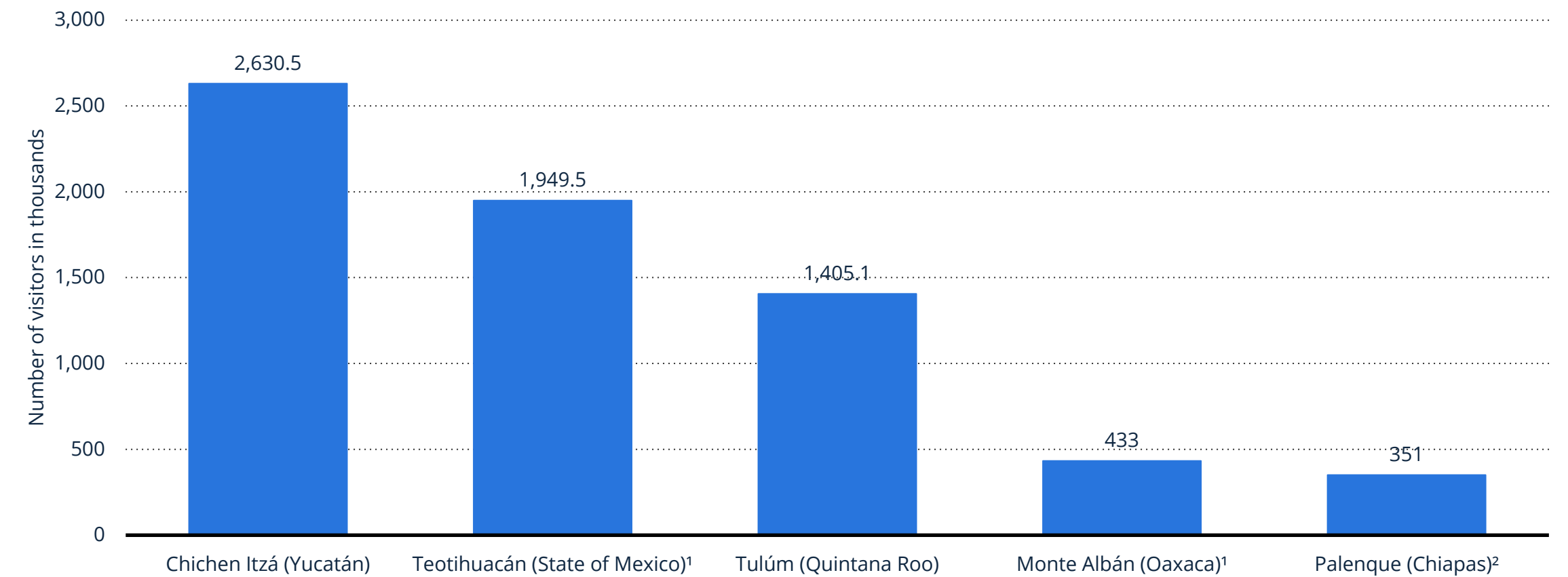
Most popular museums in Mexico in 2022, by number of visitors (in 1,000s)

Most visited Mexican museums 2022



Most popular archeological sites in Mexico in 2022, by number of visitors (in 1,000s)

Most visited archeological sites in Mexico 2022

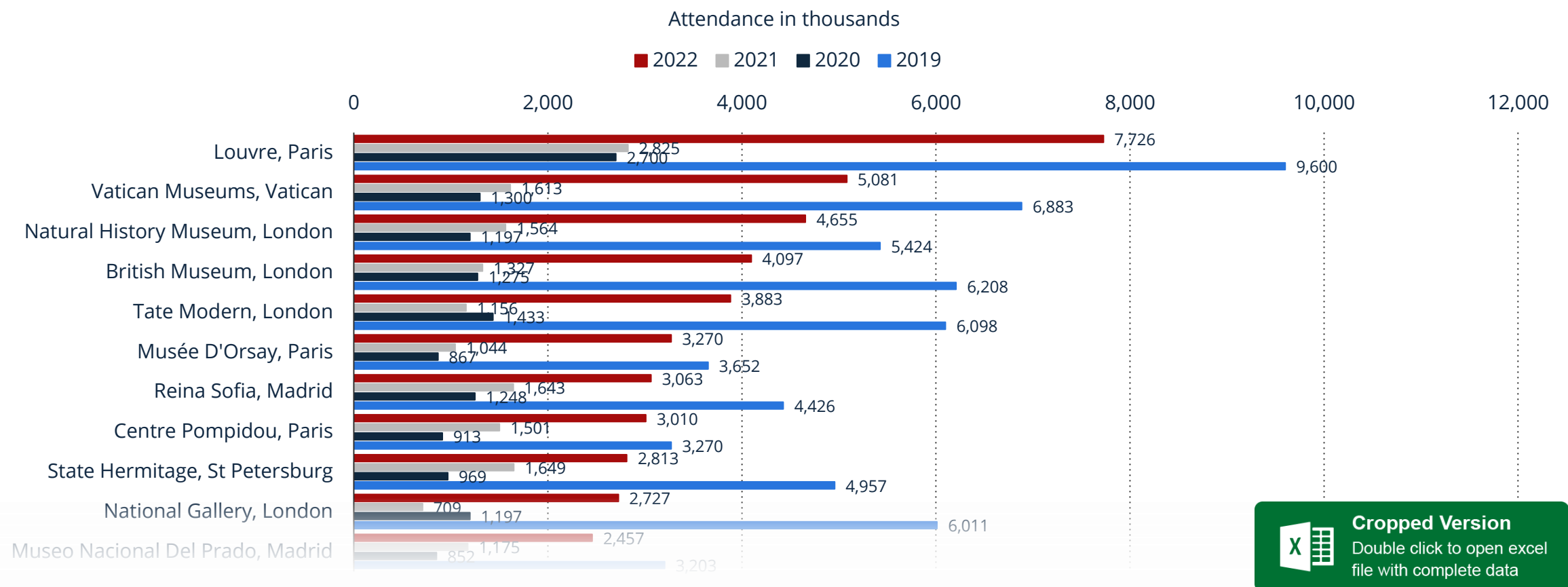


CHAPTER 04

Museums in Western Europe

Leading museums in Europe from 2019 to 2022, based on attendance (in 1,000s)

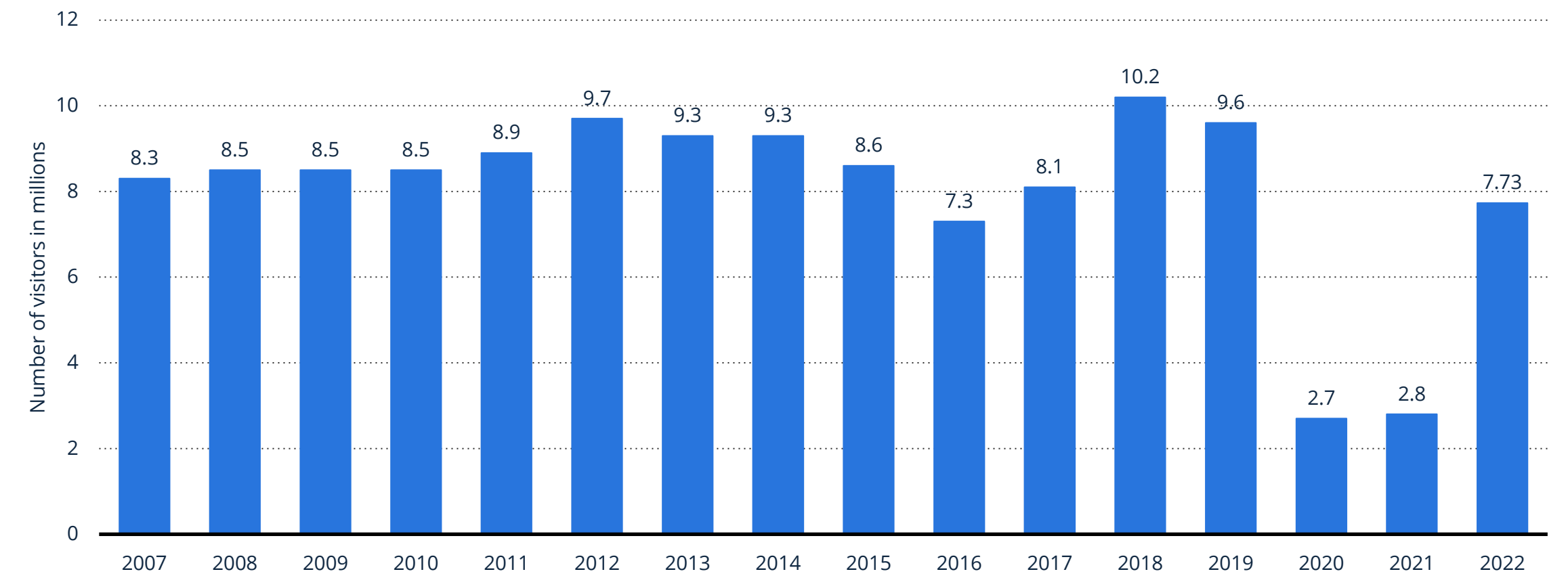
Most visited museums in Europe 2019-2022



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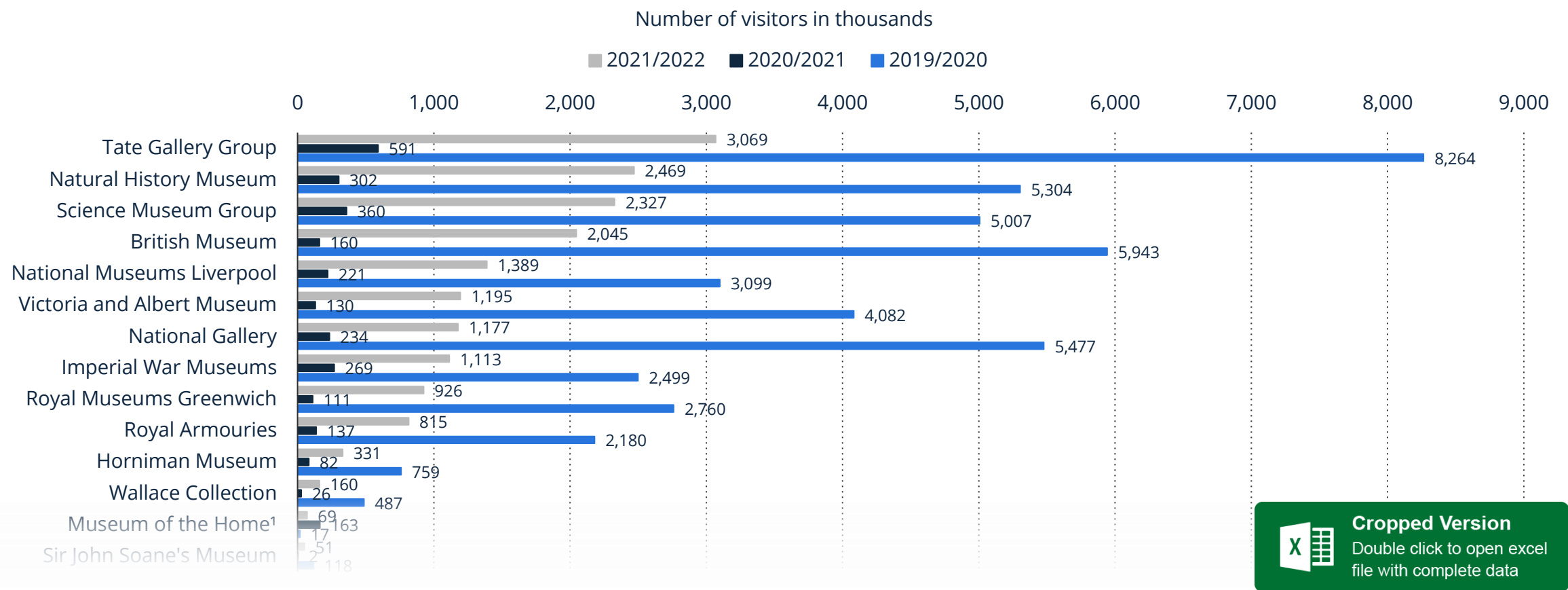
Number of visitors to the Louvre Museum in Paris, France from 2007 to 2022 (in millions)

Number of visitors to the Louvre in Paris 2007-2022



Number of visitors to DCMS-sponsored museums in England from 2019 to 2022, by museum (in 1,000s)

Number of visitors to government funded museums in England 2019-2022, by museum



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Description: Attendance to museums sponsored by the Department for Culture, Media and Sport (DCMS) in England rose significantly in 2021/2022 compared to the previous fiscal year, after shrinking with the onset of the coronavirus (COVID-19) pandemic. Despite the annual increase, the number of visitors to such cultural institutions remained below pre-pandemic levels in 2021/2022. Between April 2021 and March 2022, the Tate Gallery Group reported the highest attendance among the [...] [Read more](#)

Note(s): United Kingdom (England); 2019 to 2022; fiscal years running April to March; museums are ranked based on the highest attendance in 2021/2022

Source(s): Department for Digital, Culture, Media and Sport (UK)

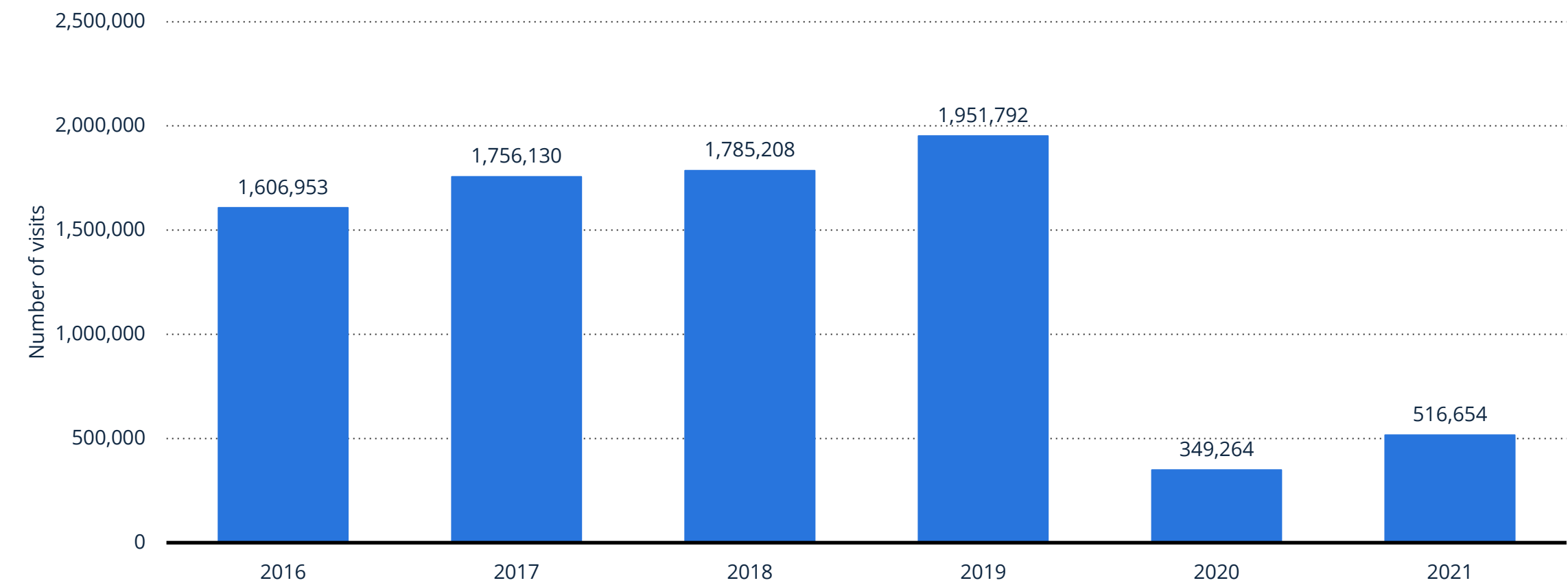
Most visited free attractions in Scotland from 2019 to 2022 (in 1,000 visitors)

Leading free visitor attractions in Scotland 2019-2022, by attendance

	2019	2020	2021	2022
National Museum of Scotland	2210	444	661	1974
Scottish National Gallery	1583	304	303	1277
Riverside Museum	1365	247	312	1173
Royal Botanic Garden Edinburgh	991	452	648	997
Kelvingrove Art Gallery and Museum	1832	260	288	891
National War Museum Edinburgh	806	124	277	699
The Burrell Collection ¹				483
Glencoe Visitor Centre	432	94	130	345
Gallery of Modern Art	577	96	76	319
Scottish National Gallery of Modern Art	508	148	152	304

Number of visits to national museums in Wales from 2016 to 2021

Number of visits to national museums in Wales 2016-2021



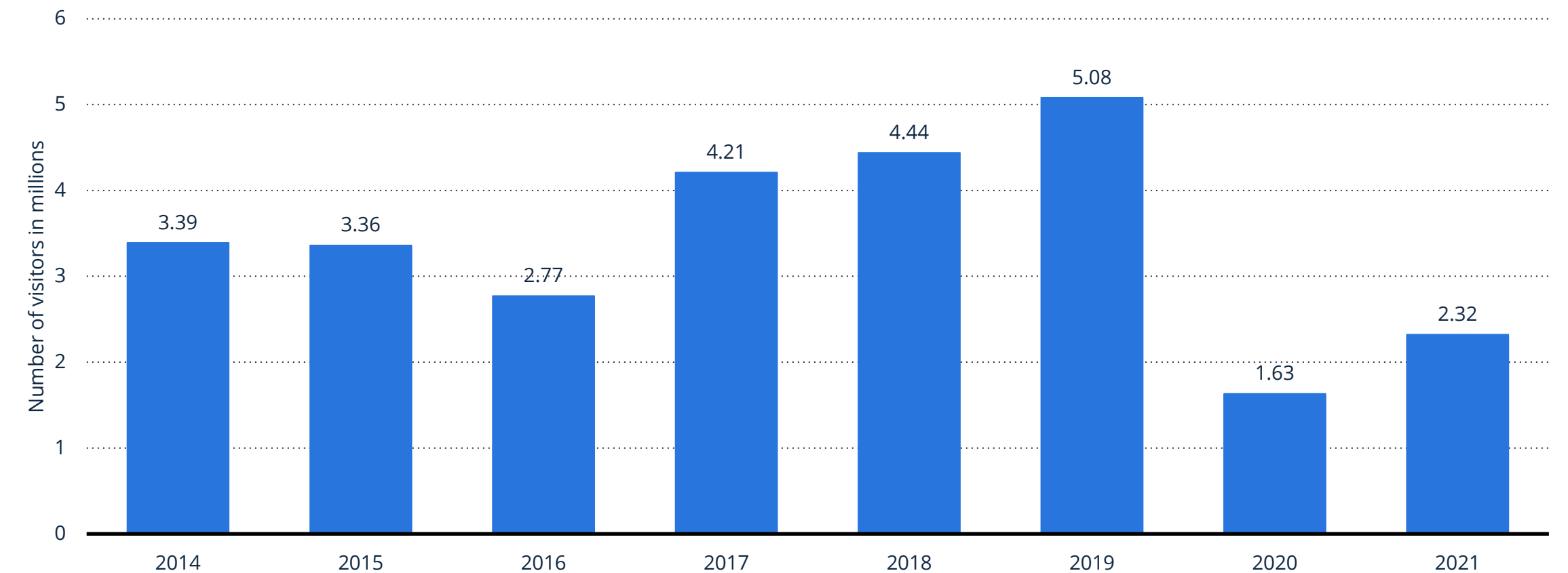
Most visited museums in the Netherlands from 2019 to 2021 (in 1,000 visitors)

Leading museums in the Netherlands 2019-2021, by attendance

	2019	2020	2021
Rijksmuseum	2678	675	625
Van Gogh Museum	2135	517	366
Open Air Museum	560	308	303
Anne Frank Huis	1305	396	278
NEMO Science Museum	665	233	235
Moco Museum	638	254	226
Stedelijk Museum	670	268	194
Railway Museum	431	200	179
Amsterdam Museum ¹	689	258	138

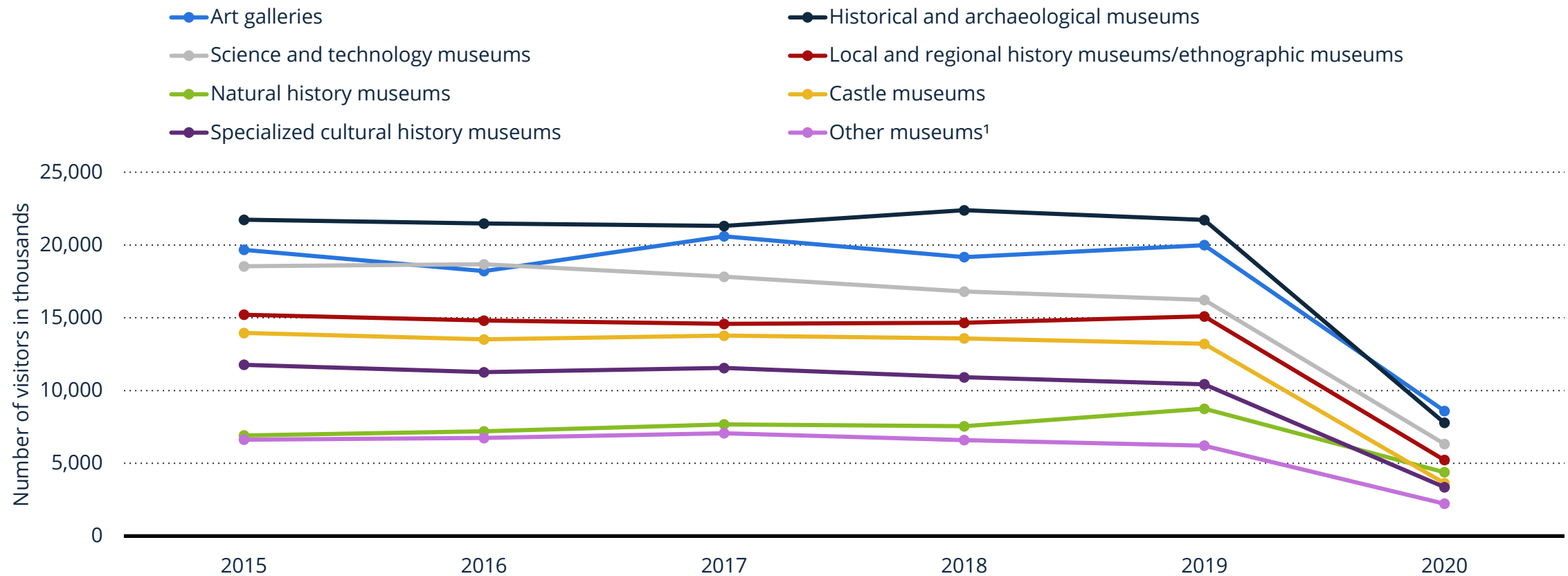
Number of visitors to museums and tourist attractions in the Brussels-Capital Region, Belgium from 2014 to 2021 (in millions)

Attendance at museums and attractions in the Brussels-Capital Region 2014-2021



Number of visitors to museums in Germany from 2015 to 2020, by museum type (in 1,000s)

Number of museum visitors in Germany 2015-2020, by museum type



CHAPTER 05

Museums in Southern Europe

Most visited museums, archaeological areas, and similar cultural institutions in Italy from 2019 to 2021 (in 1,000 visitors)

Museums and archaeological areas with the highest attendance in Italy 2019-2021

	2019	2020	2021
Uffizi Galleries (Florence)	4392	1206	1722
Colosseum archaeological park (Rome)	7618	1086	1689
Pompeii (Pompeii)	3933	603	1043
Gallery of the Academy (Florence)	1705	319	446
Museo Egizio (Turin)	853	241	399
Royal Palace of Caserta (Caserta)	728	297	346
Hadrian's Villa and Villa d'Este (Tivoli)	722	219	283
Mausoleum of Hadrian - Castel Sant'Angelo (Rome)	1207	220	240
Galleria Borghese (Rome)	573	153	230
The Last Supper by Leonardo da Vinci (Milan)	446	132	221
Paestum archeological park (Paestum)	444	144	217
Royal Museums (Turin)	492	142	201
National Archaeological Museum (Naples)	671	129	195



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Museums, archaeological areas, and similar cultural institutions with the highest income in Italy from 2019 to 2021 (in 1,000 euros)

Museums and archaeological areas with the highest income in Italy 2019-2021

	2019	2020	2021
Colosseum archaeological park (Rome)	57567	8849	16822
Uffizi Galleries (Florence)	35648	8636	13724
Pompeii (Pompeii)	41047	6162	11499
Gallery of the Academy (Florence)	15353	2233	3860
Museo Egizio (Turin)	6742	1627	3283
Royal Palace of Caserta (Caserta)	4962	1792	2882
Hadrian's Villa and Villa d'Este (Tivoli)	4905	1526	2302
Galleria Borghese (Rome)	6646	1682	2059
The Last Supper by Leonardo da Vinci (Milan)	3970	1203	1960
Mausoleum of Hadrian - Castel Sant'Angelo (Rome)	10205	1989	1938
Paestum archeological park (Paestum)	2056	966	1505
Palace of Venaria (Venaria Reale)	4240	1414	1470
National Archaeological Museum (Naples)	3934	609	1413

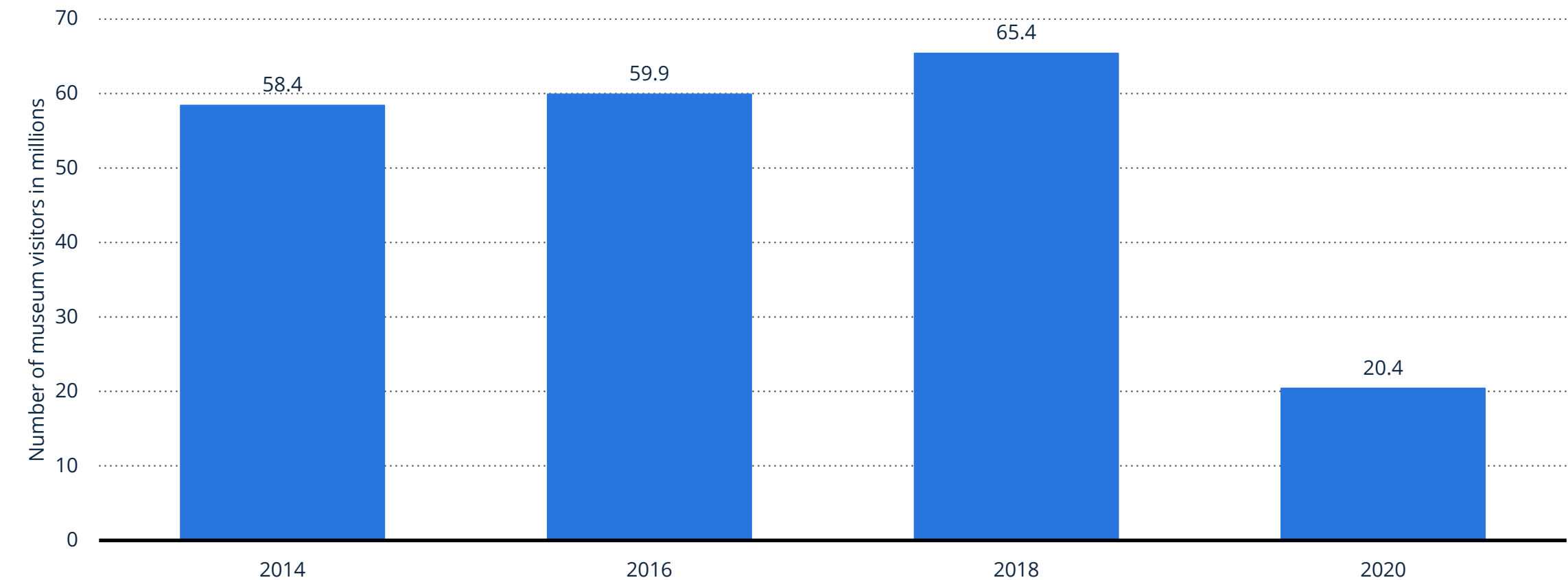


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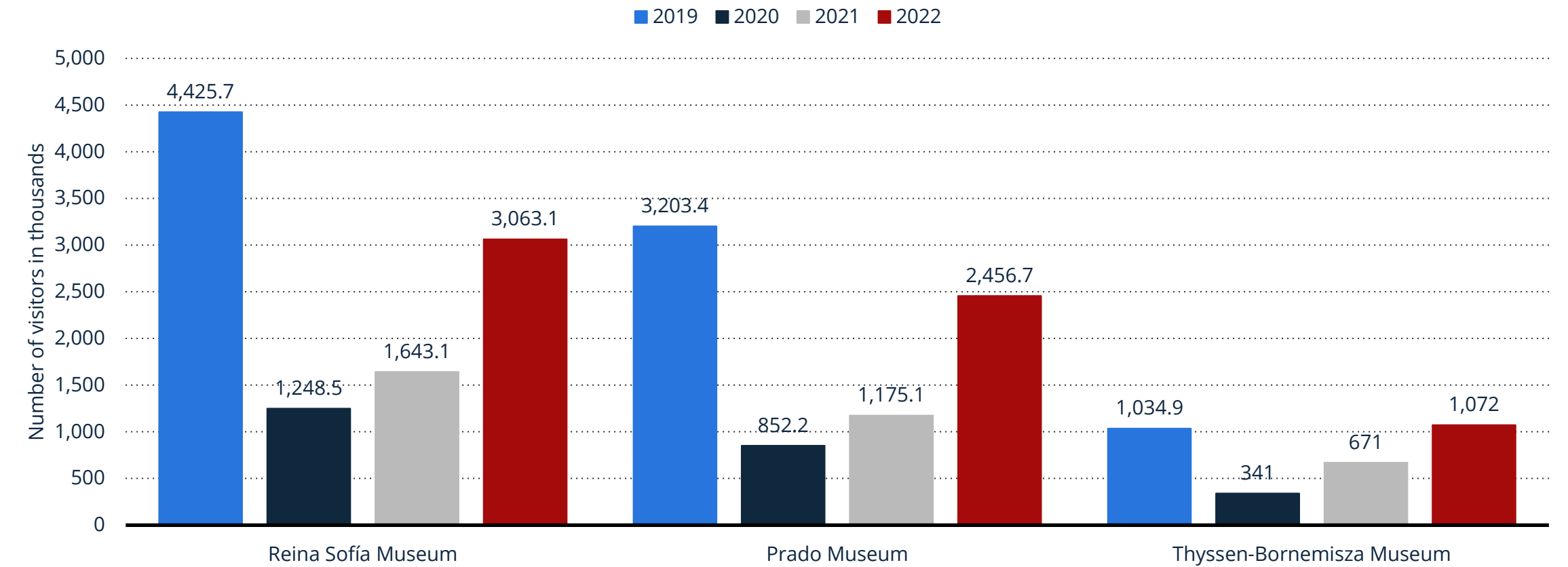
Number of visitors to museums in Spain from 2014 to 2020 (in millions)

Number of museum visitors in Spain 2014-2020



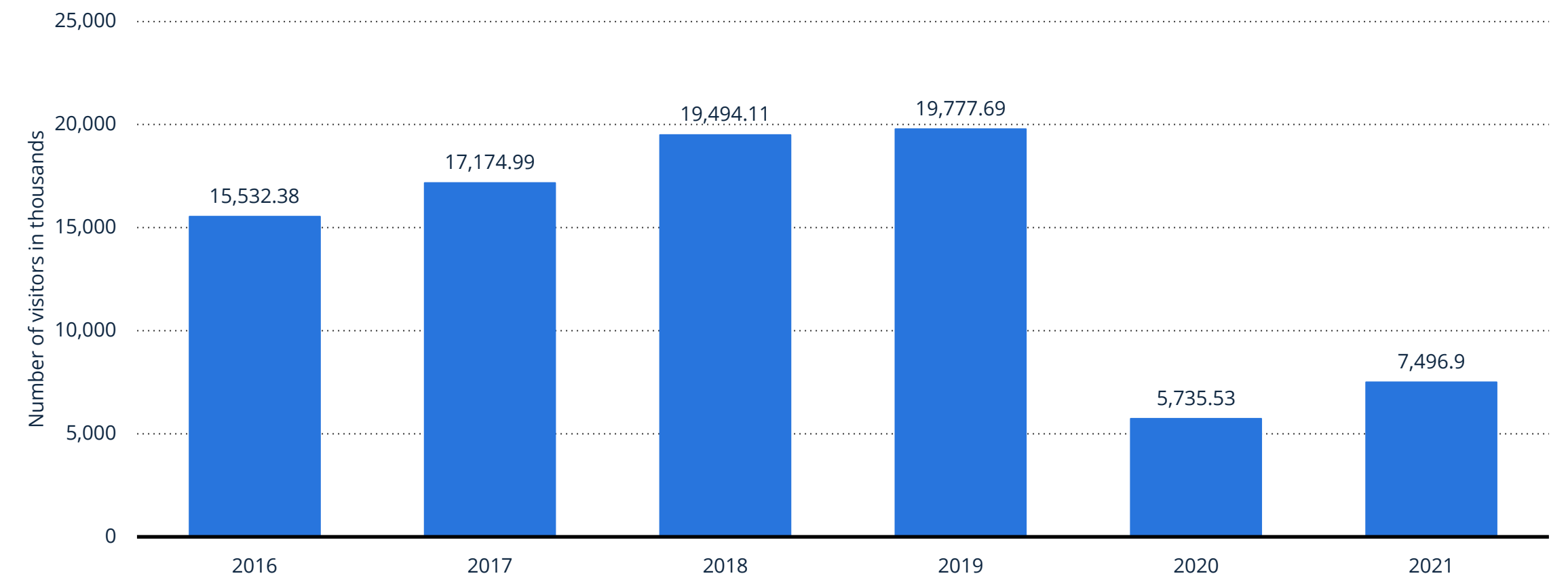
Number of visitors to leading art museums in Madrid, Spain from 2019 to 2022 (in 1,000s)

Attendance to main art museums in Madrid 2019-2022



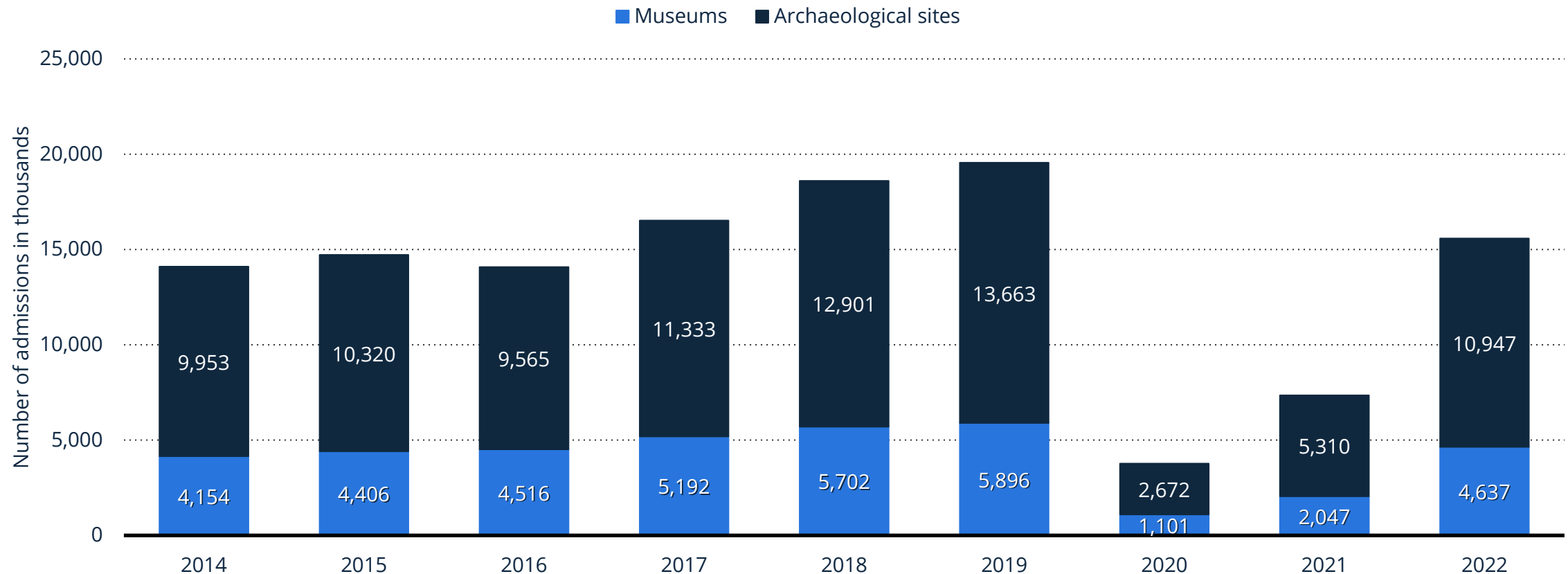
Number of visitors to museums in Portugal from 2016 to 2021 (in 1,000s)

Museum visitorship in Portugal 2016-2021



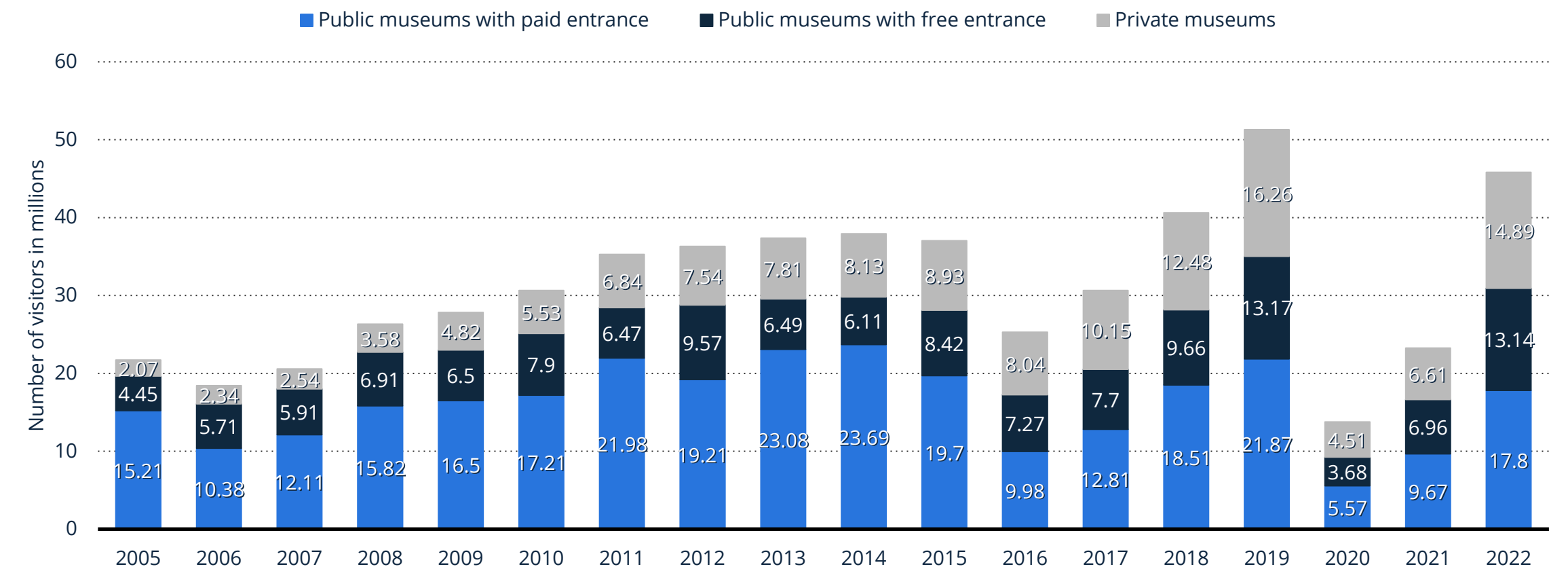
Total number of admissions to museums and archaeological sites in Greece from 2014 to 2022 (in 1,000s)

Number of admissions to museums and archaeological sites in Greece 2014-2022



Number of visitors to museums and ruins in Turkey from 2005 to 2022 (in millions)

Visitors to museums and ruins in Turkey 2005-2022

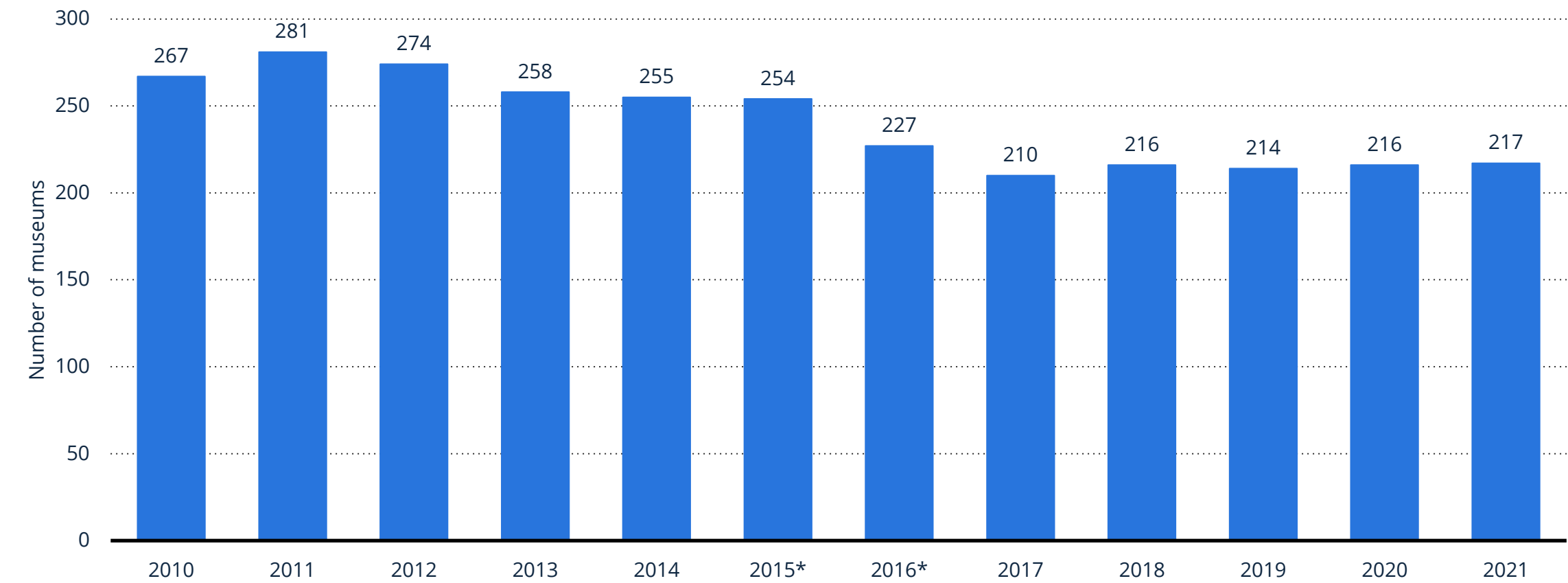


CHAPTER 06

Museums in Northern Europe

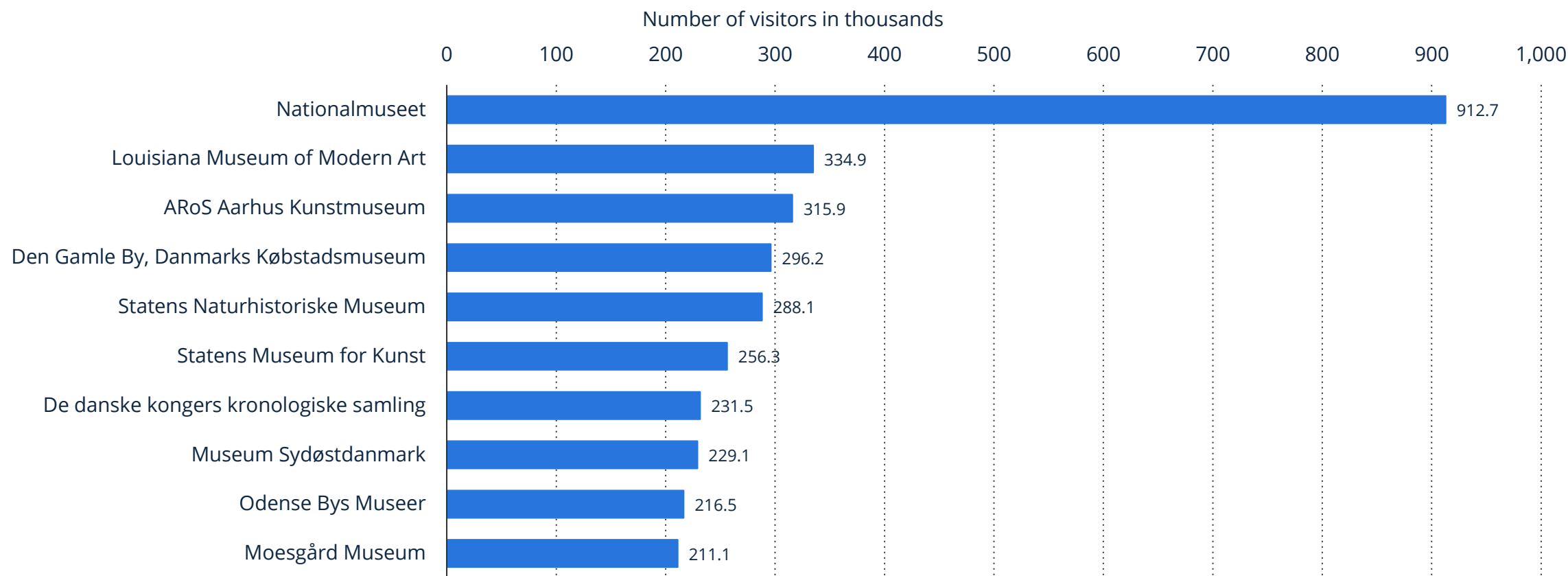
Number of museums in Denmark from 2010 to 2021

Museum count in Denmark 2010-2021



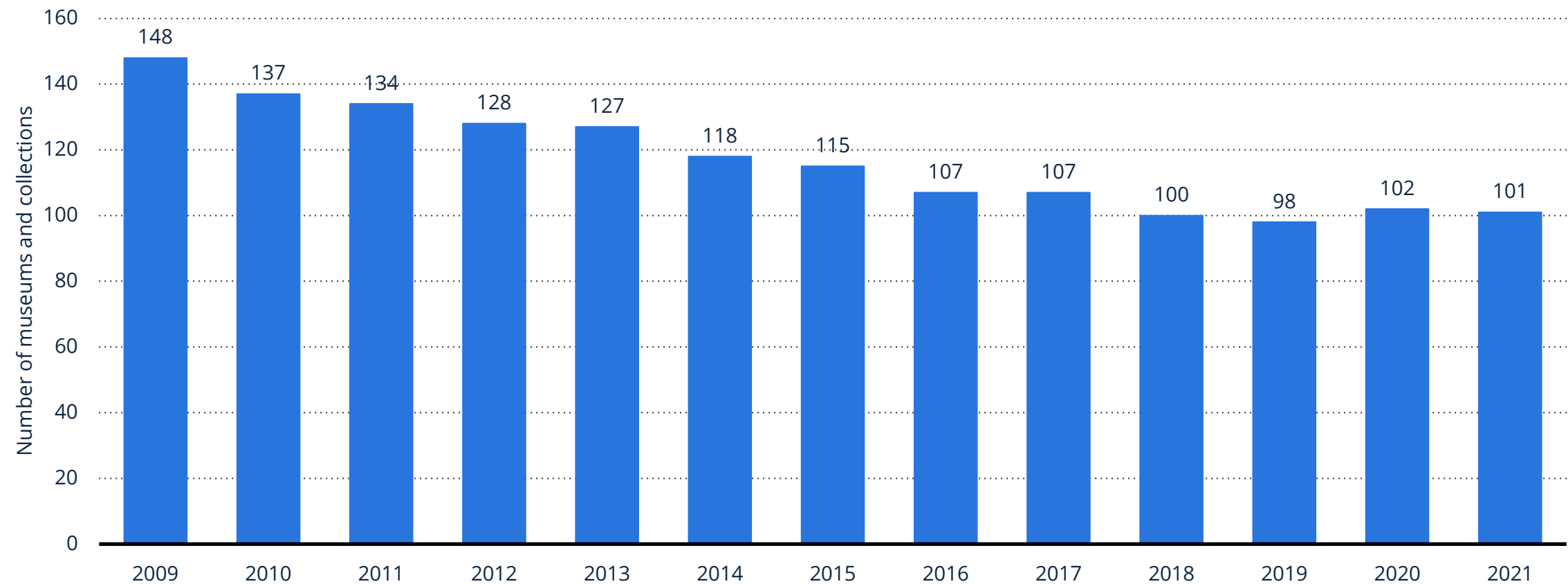
Leading museums in Denmark in 2021, by number of visitors (in 1,000s)

Most visited museums in Denmark 2021



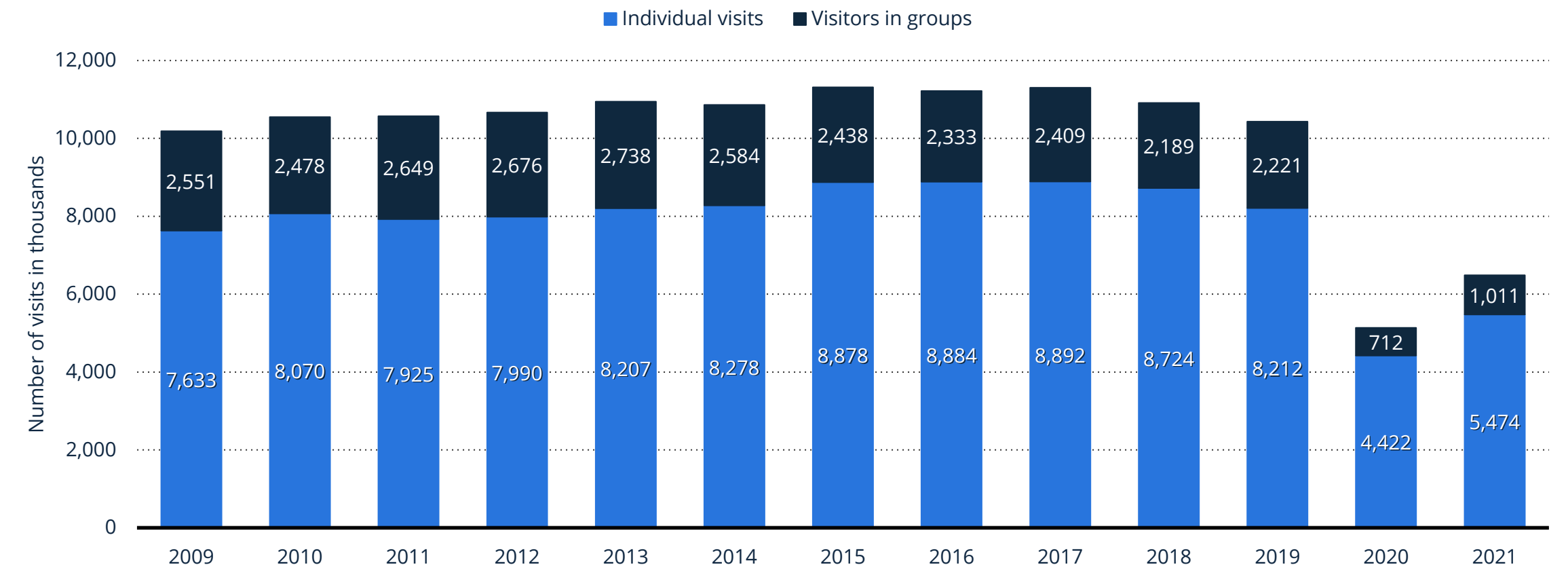
Number of museums and collections in Norway from 2009 to 2021

Number of museums in Norway 2009-2021



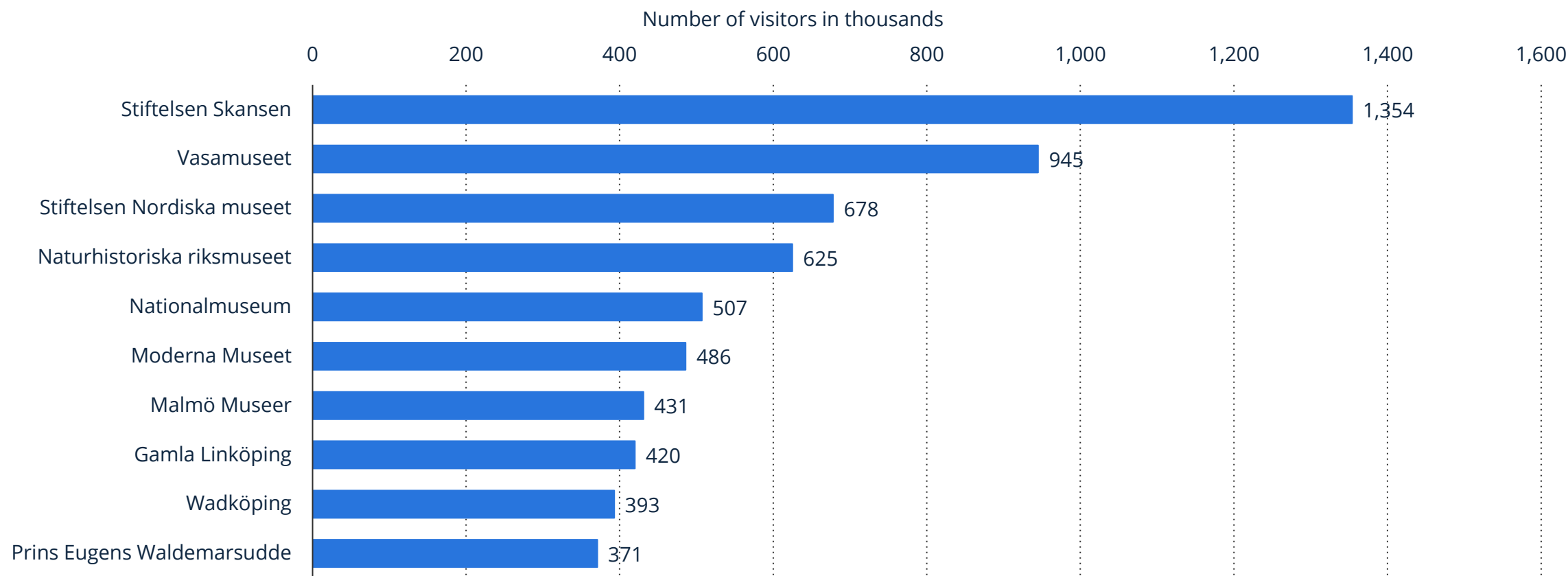
Number of museum visits in Norway from 2009 to 2021, by type (in 1,000s)

Number of museum visits in Norway 2009-2021, by type



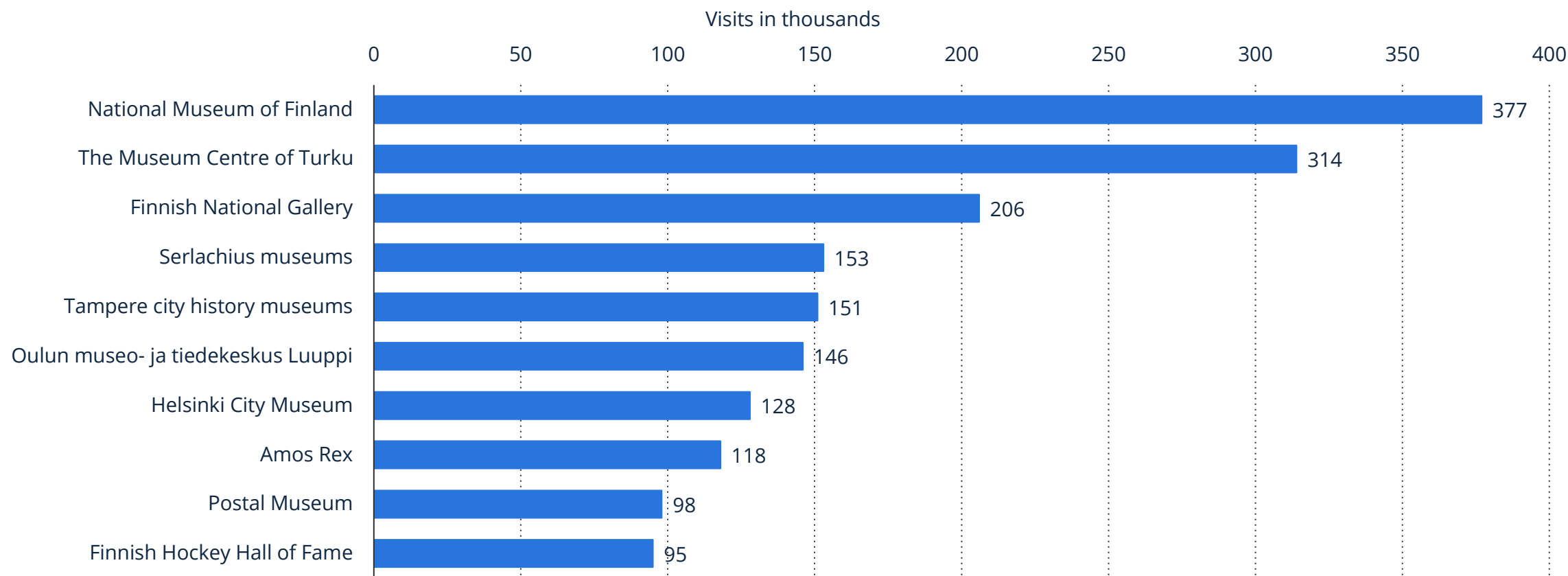
Leading museums in Sweden in 2021, by number of visitors (in 1,000s)

Most visited museums in Sweden 2021



Most popular museums in Finland in 2021 (in 1,000 visits)

Most popular museums in Finland 2021

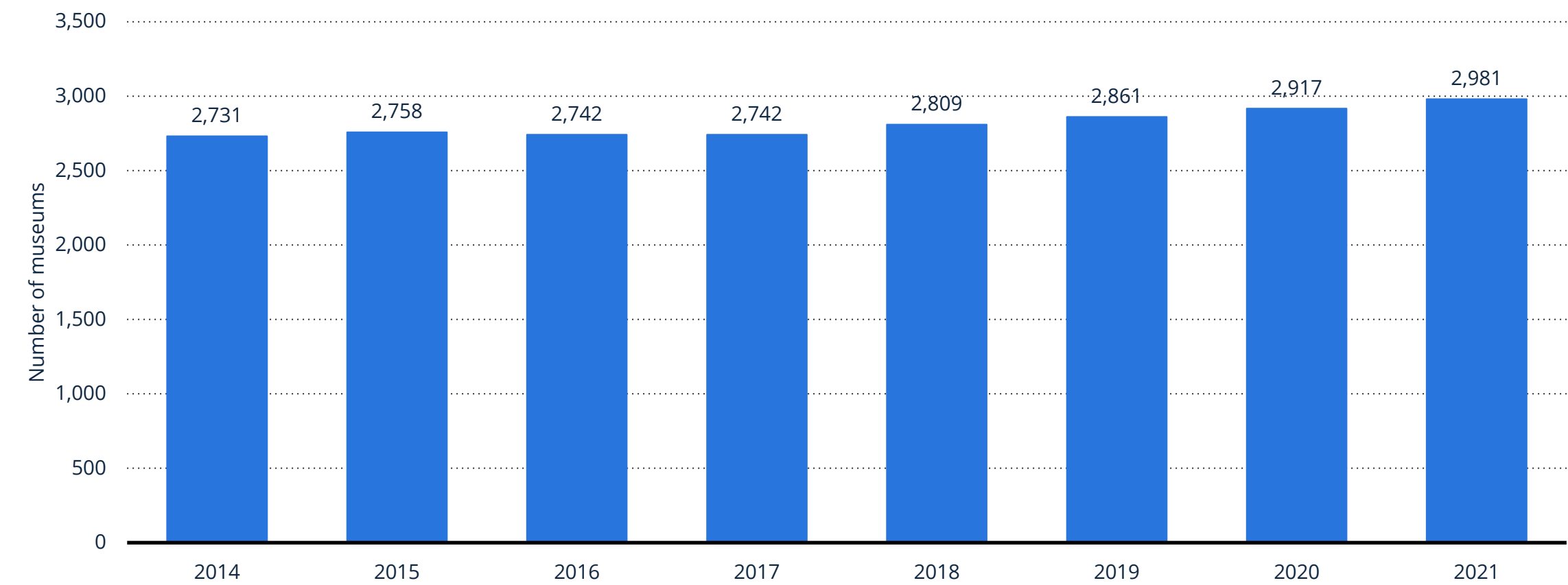


CHAPTER 07

Museums in CEE

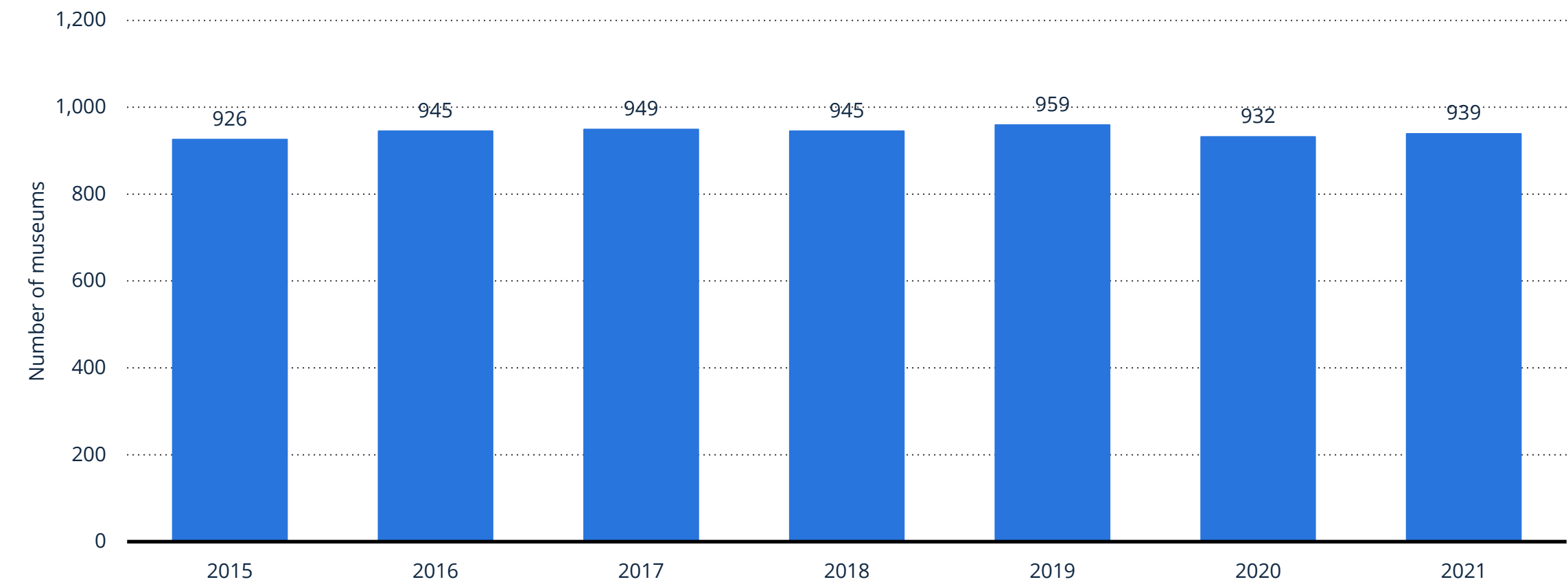
Number of museums in Russia from 2014 to 2021

Number of museums in Russia 2014-2021



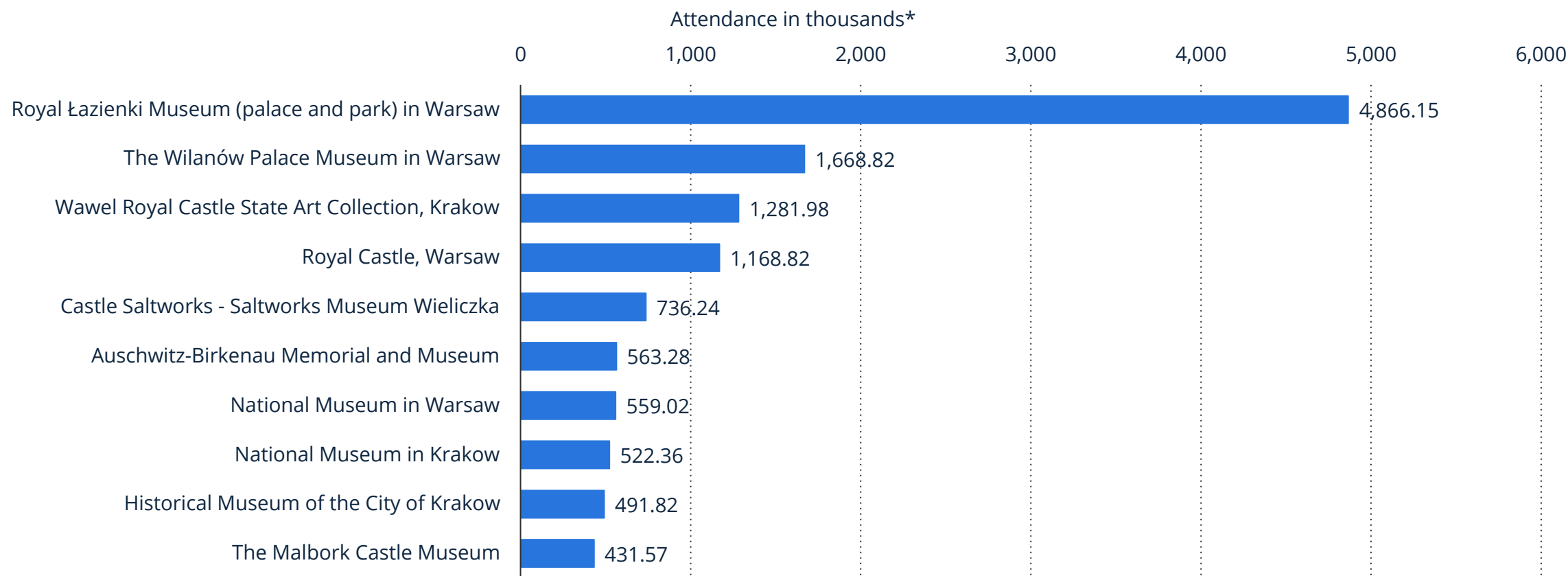
Number of museums in Poland from 2015 to 2021

Number of museums in Poland 2015-2021



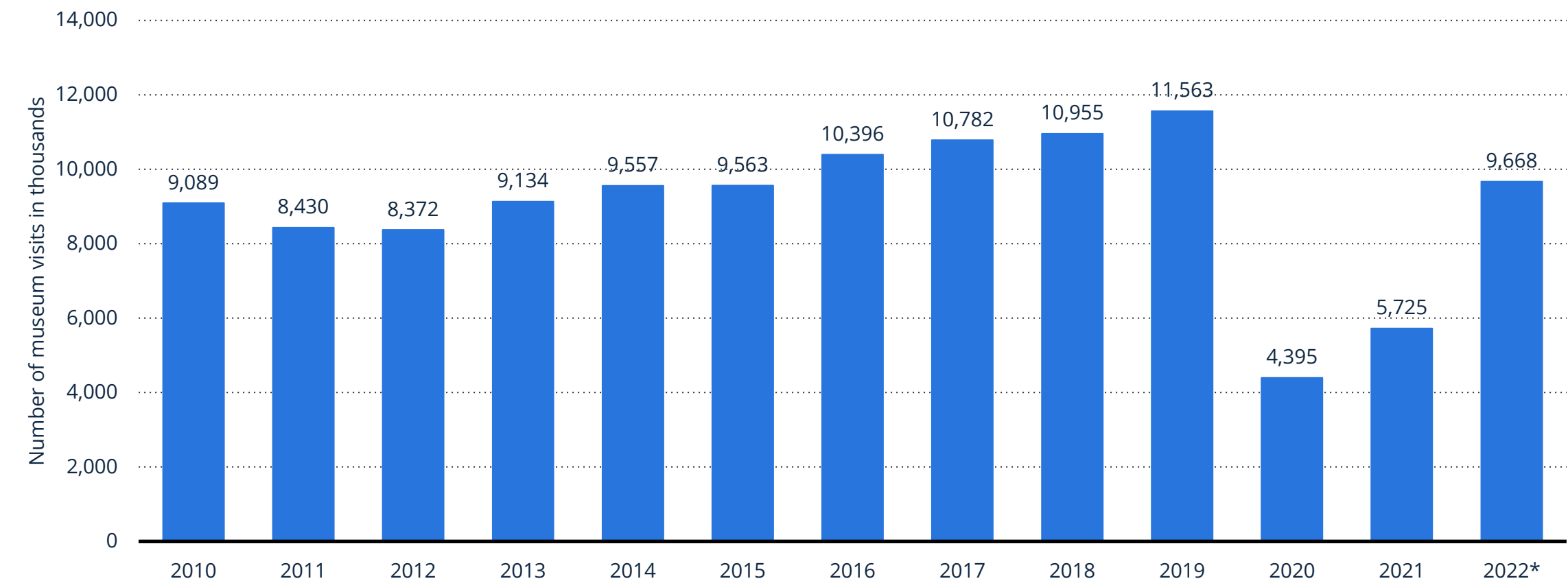
Museums with the highest attendance in Poland 2021 (in 1,000s)

Museums with the highest attendance in Poland 2021



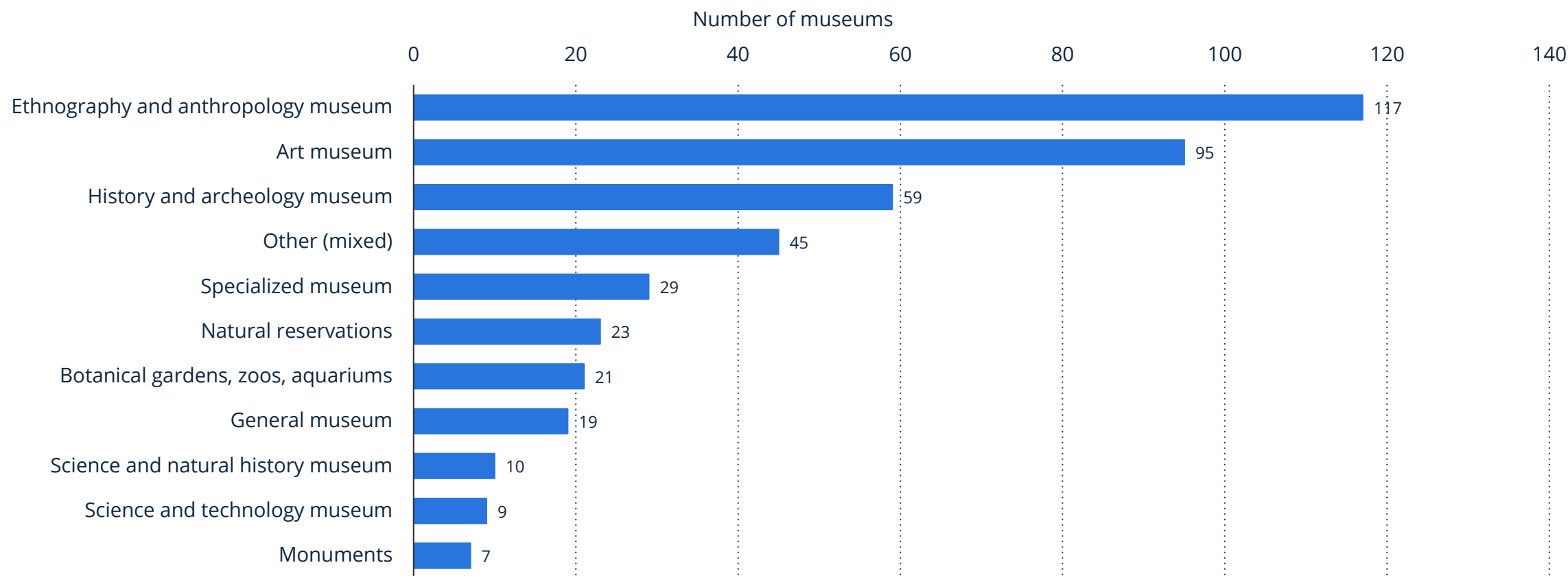
Number of museum visits in Hungary from 2010 to 2022 (in 1,000s)

Number of museum visits in Hungary 2010-2022



Number of museums in Romania in 2021, by type

Number of museums in Romania 2021, by type

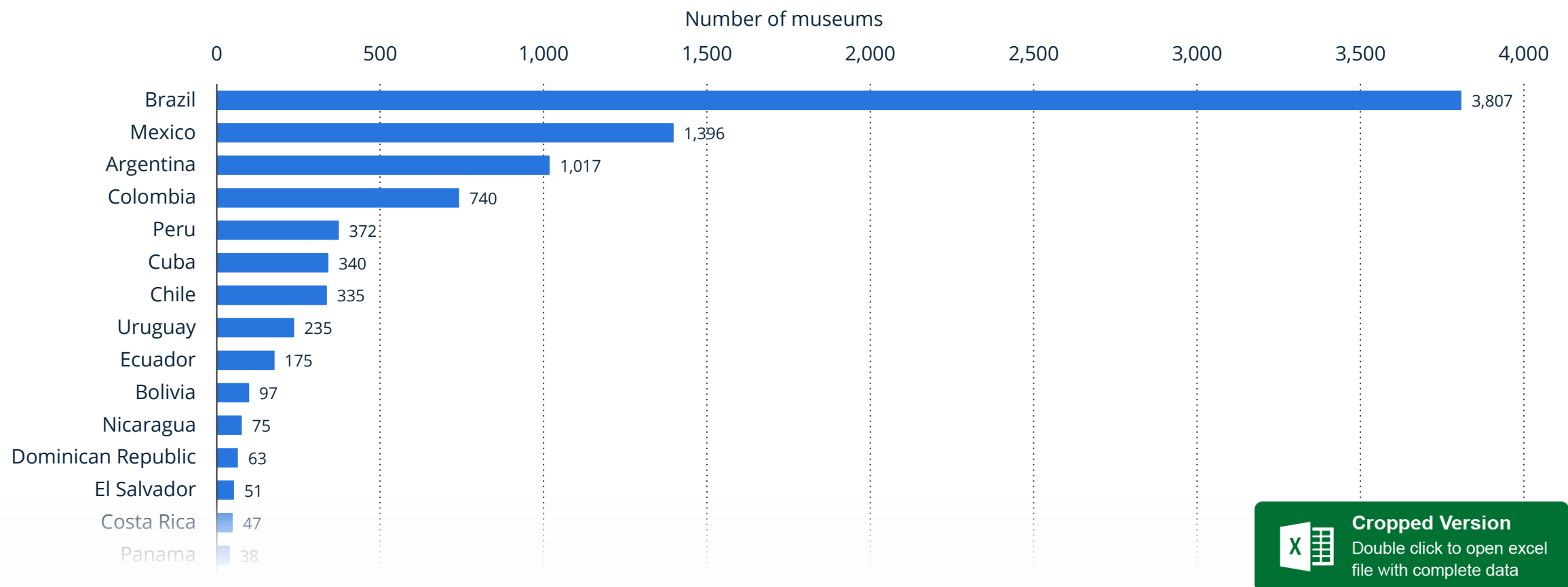


CHAPTER 08

Museums in other regions

Number of museums in selected Latin American countries as of October 2022

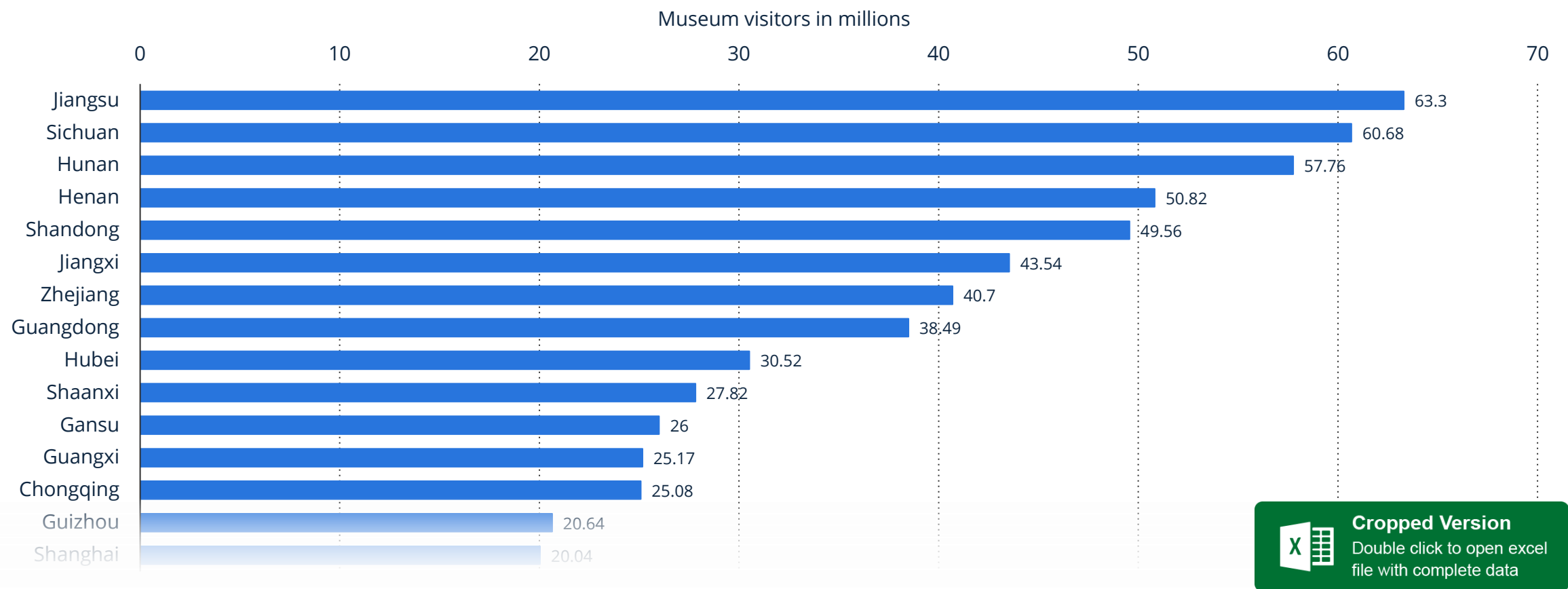
Number of museums in Latin American countries 2022




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Number of museum visitors in China in 2021, by region (in millions)

Number of museum visitors in China 2021, by region

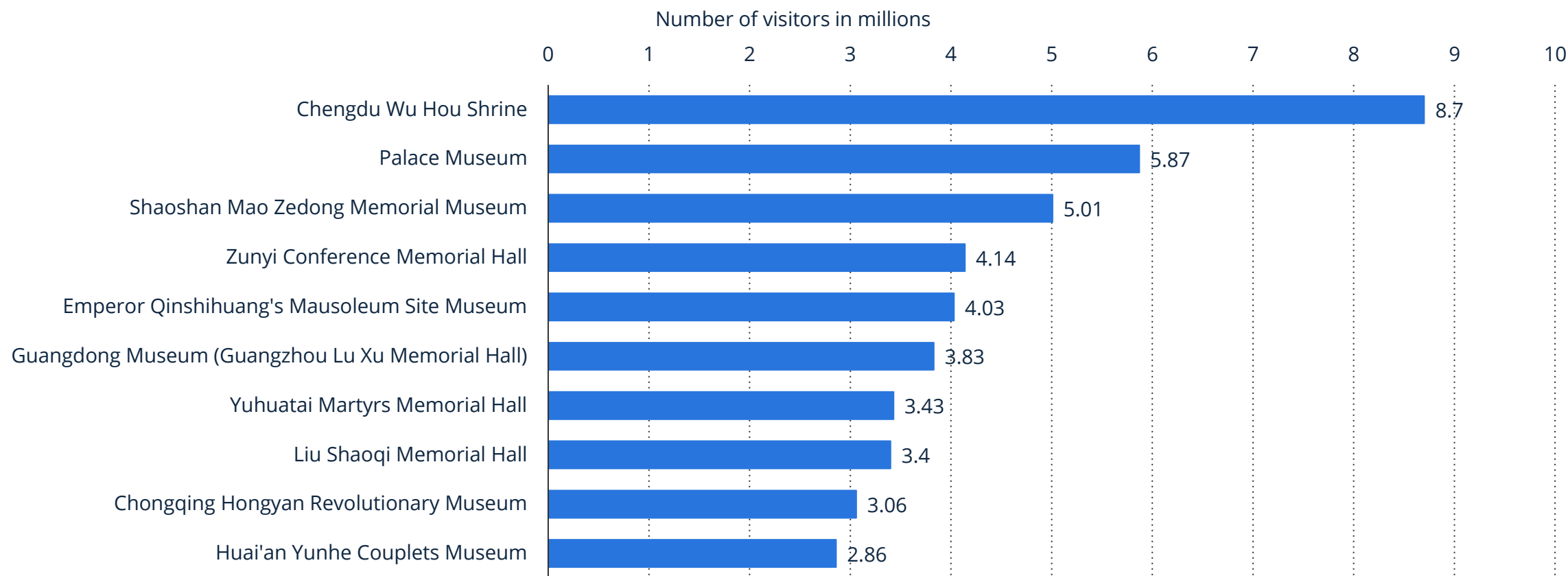




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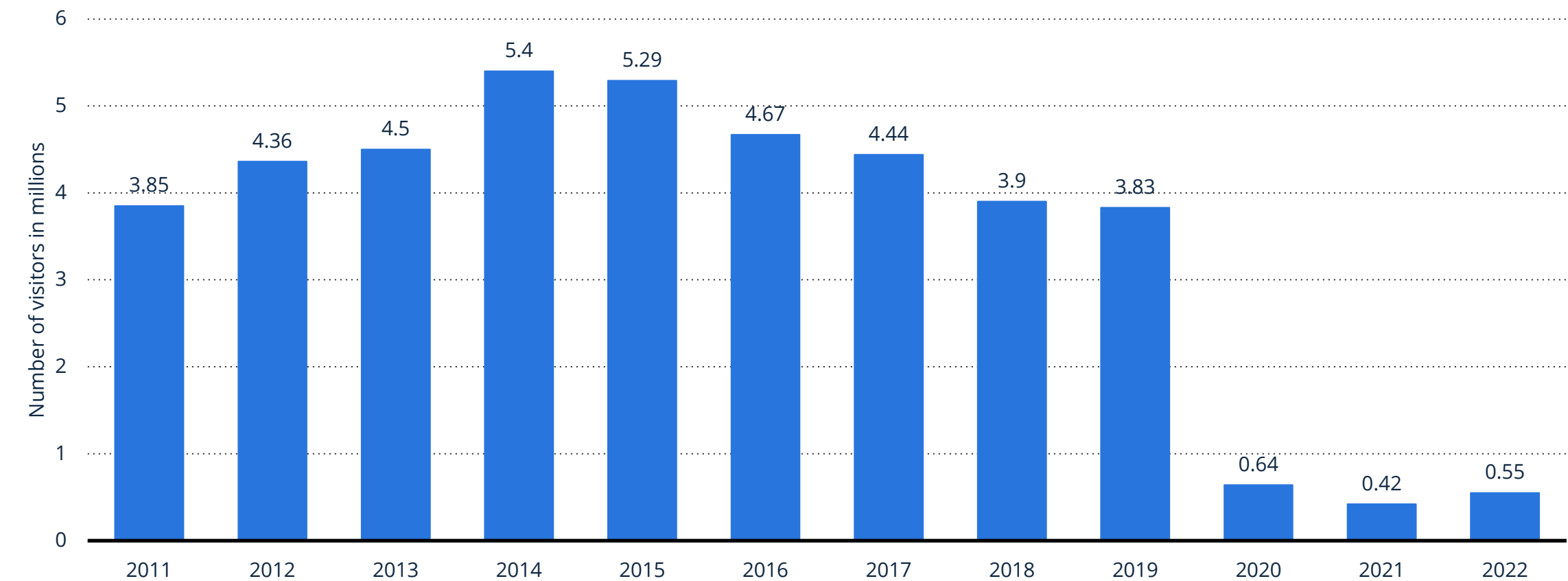
Leading museums based on attendance in China in 2021 (in millions)

Most visited museums based on number of visitors in China in 2021



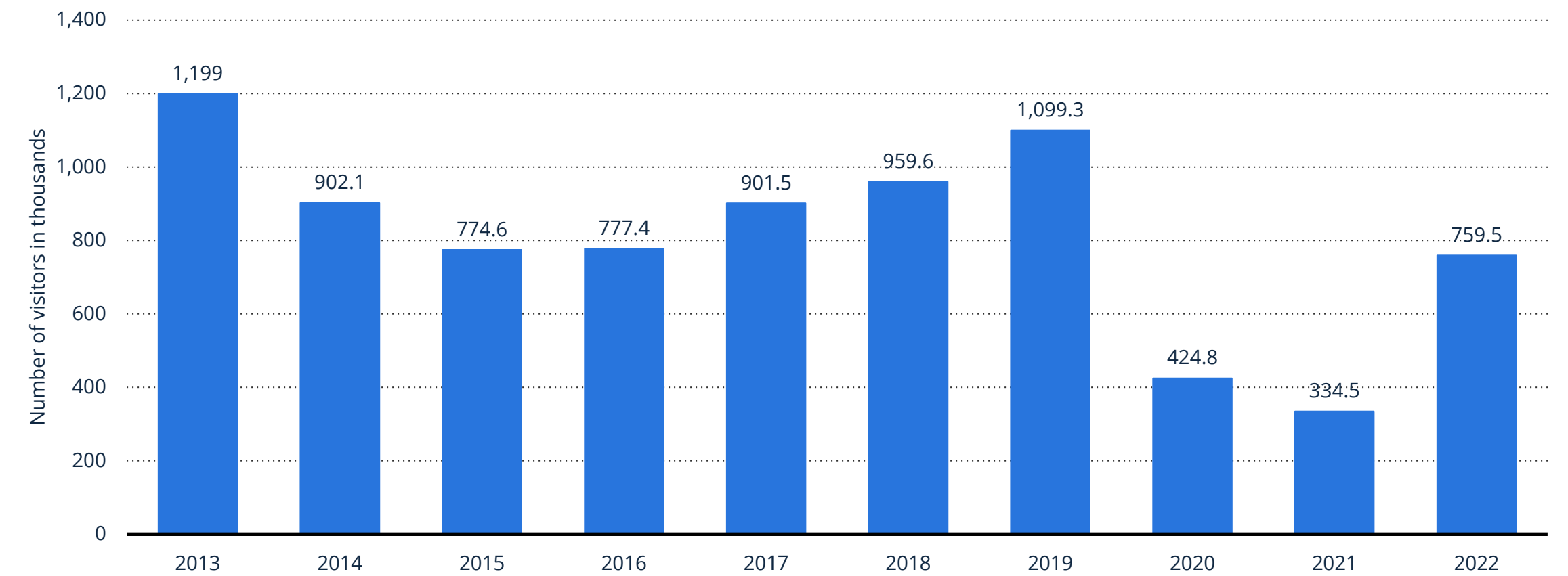
Number of visitors to the National Palace Museum in Taipei from 2011 to 2022 (in millions)

Number of visitors to the National Palace Museum in Taipei 2011-2022



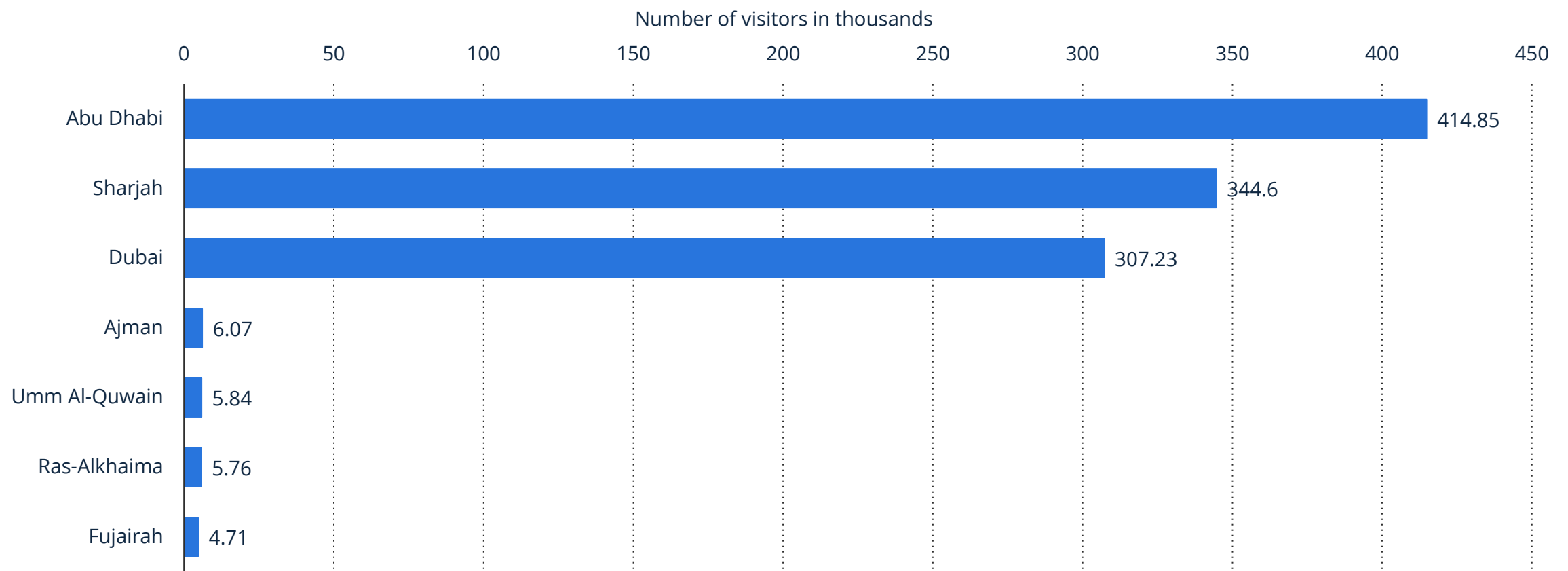
Number of visitors to the National Museum of Singapore from 2013 to 2022 (in 1,000s)

Visitor numbers to National Museum of Singapore 2013-2022



Number of visitors to museums in the United Arab Emirates in 2020, by emirate (in 1,000s)

Museum visitors in the UAE 2020, by emirate



Sources

AECOM	Museovirasto
Association of Leading Visitor Attractions	Museum Booster
BRC	National Bureau of Statistics of China
Central Statistical Office of Poland	National Cultural Heritage Administration
CRT Paris Ile-de-France	National Institute of Statistics Romania
DataTur	National Palace Museum
Department for Digital, Culture, Media and Sport (UK)	Registro de Museos Iberoamericanos
Dynata	Respons
El Confidencial	Royal Ontario Museum
ELSTAT	Russian Federal State Statistics Service
FCSA (UAE)	Secretaría de Turismo (Mexico)
Hungarian Central Statistical Office	Singapore Department of Statistics
IBISWorld	Smithsonian
INAH (Mexico)	Statistics Denmark
Institut für Museumsforschung	Statistics Finland
Landelijke Data Alliantie	Statistics Norway
Louvre Museum	Statistics Portugal
Ministerio de Educación, Cultura y Deporte (España)	Strategic Research & Insight
Ministero della Cultura (Italy)	Sveriges Museer
Ministry of Culture and Tourism (China)	The Art Newspaper
Ministry of culture and tourism (Turkey)	The Federal Competitiveness and Statistics Centre
Ministry of Culture of the Russian Federation	Themed Entertainment Association

Sources

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