INDUSTRIES & MARKETS

Museums worldwide



Table of Contents

01 Overview

Market size of museums, historical sites, zoos, and parks worldwide 2022-2027 Global number of museums 2021, by UNESCO regional classification Number of museums per million inhabitants 2021, by UNESCO regional classification Leading countries worldwide with the highest number of museums 2021 Global university museums and collections 2023, by region Attendance at most visited museums worldwide 2021, by country Leading museums by highest attendance worldwide 2019-2022

02 Digitalization

Global interest in metaverse experiences 2022, by generation Museums with the most social media followers worldwide 2023 New technologies planned to be implemented by museums worldwide May 2021 Accounting and sales technologies to be implemented by museums worldwide May 2021 Marketing tools planned to be used by museums worldwide as of May 2021

03 Museums in North America

Museum industry market size in the U.S. 2013-2023 Most visited Smithsonian museums and institutions in the U.S. 2021 Number of visitors to the Metropolitan Museum of Art in New York 2007-2022 Museum visits to the Royal Ontario Museum in Canada 2014-2022

	Most visited Mexican museums 2022	<u>22</u>
<u>04</u>	Most visited archeological sites in Mexico 2022	<u>23</u>
<u>05</u> <u>06</u>	04 Museums in Western Europe	
<u>07</u>	Most visited museums in Europe 2019-2022	<u>25</u>
08	Number of visitors to the Louvre in Paris 2007-2022	<u>26</u>
09	Number of visitors to government funded museums in England 2019-2022, by museum	<u>27</u>
10	Leading free visitor attractions in Scotland 2019-2022, by attendance	<u>28</u>
_	Number of visits to national museums in Wales 2016-2021	<u>29</u>
	Leading museums in the Netherlands 2019-2021, by attendance	<u>30</u>
<u>12</u>	Attendance at museums and attractions in the Brussels-Capital Region 2014-2021	<u>31</u>
<u>13</u>	Number of museum visitors in Germany 2015-2020, by museum type	<u>32</u>
<u>14</u> 15	05 Museums in Southern Europe	
16	Museums and archaeological areas with the highest attendance in Italy 2019-2021	<u>34</u>
	Museums and archaeological areas with the highest income in Italy 2019-2021	<u>35</u>
	Number of museum visitors in Spain 2014-2020	<u>36</u>
<u>18</u>	Attendance to main art museums in Madrid 2019-2022	<u>37</u>
<u>19</u>	Museum visitorship in Portugal 2016-2021	<u>38</u>
20	Number of admissions to museums and archaeological sites in Greece 2014-2022	<u>39</u>
<u>20</u> 21	Visitors to museums and ruins in Turkey 2005-2022	<u>40</u>



Table of Contents

06 Museums in Northern Europe	Museum	Ľ
Museum count in Denmark 2010-2021	<u>42</u>	
Most visited museums in Denmark 2021	<u>43</u>	
Number of museums in Norway 2009-2021	<u>44</u>	
Number of museum visits in Norway 2009-2021, by type	<u>45</u>	
Most visited museums in Sweden 2021	<u>46</u>	
Most popular museums in Finland 2021	<u>47</u>	
07 Museums in CEE		
Number of museums in Russia 2014-2021	<u>49</u>	
Number of museums in Poland 2015-2021	<u>50</u>	
Museums with the highest attendance in Poland 2021	<u>51</u>	
Number of museum visits in Hungary 2010-2022	<u>52</u>	
Number of museums in Romania 2021, by type	<u>53</u>	
08 Museums in other regions		
Number of museums in Latin American countries 2022	<u>55</u>	
Number of museum visitors in China 2021, by region	<u>56</u>	
Most visited museums based on number of visitors in China in 2021	<u>57</u>	
Number of visitors to the National Palace Museum in Taipei 2011-2022	<u>58</u>	
Visitor numbers to National Museum of Singapore 2013-2022	<u>59</u>	

Auseum visitors in the UAE 2020, by emirate

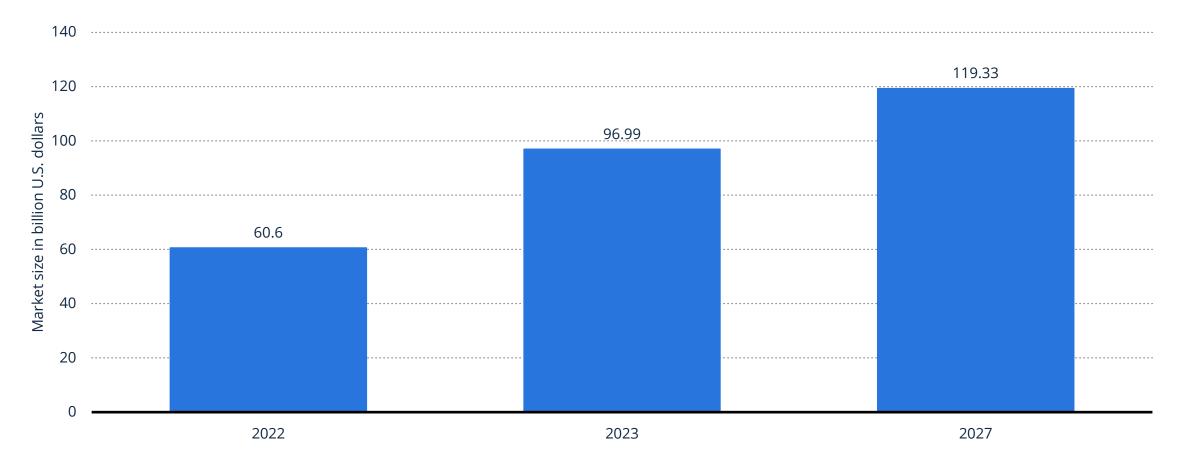
<u>60</u>

CHAPTER 01



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

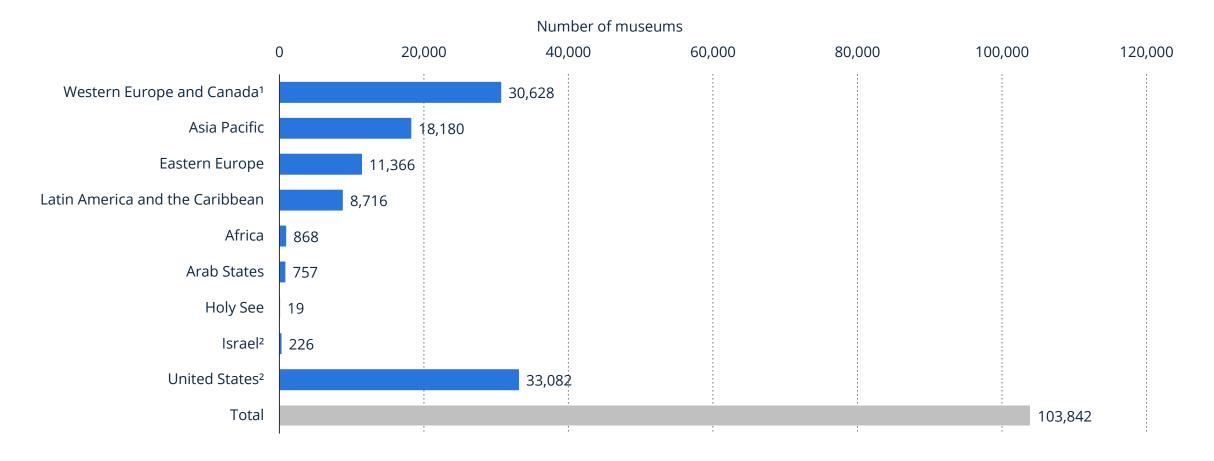


Description: The global museums, historical sites, zoos, and parks market was estimated at around 60.6 billion U.S. dollars in 2022. This figure was expected to rise by approximately 60 percent in 2023 and to increase further by 2027, reaching over 119 billion U.S. dollars. <u>Read more</u> Note(s): Worldwide; 2022 Source(s): BRC statista 🗹

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

Global number of museums 2021, by UNESCO regional classification

5



statista 🖌

Description: According to UNESCO, the current estimated total number of museums worldwide is around 104 thousand. However, such institutions are not evenly distributed globally, with Western Europe and North America recording around 61 percent of museums as of March 2021. Overall, the United States alone accounted for nearly one-third of all organizations, topping the list of the leading countries worldwide ranked by the number of museums. Read more Note(s): Worldwide; 2021 Source(s): UNESCO; Various sources

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

6

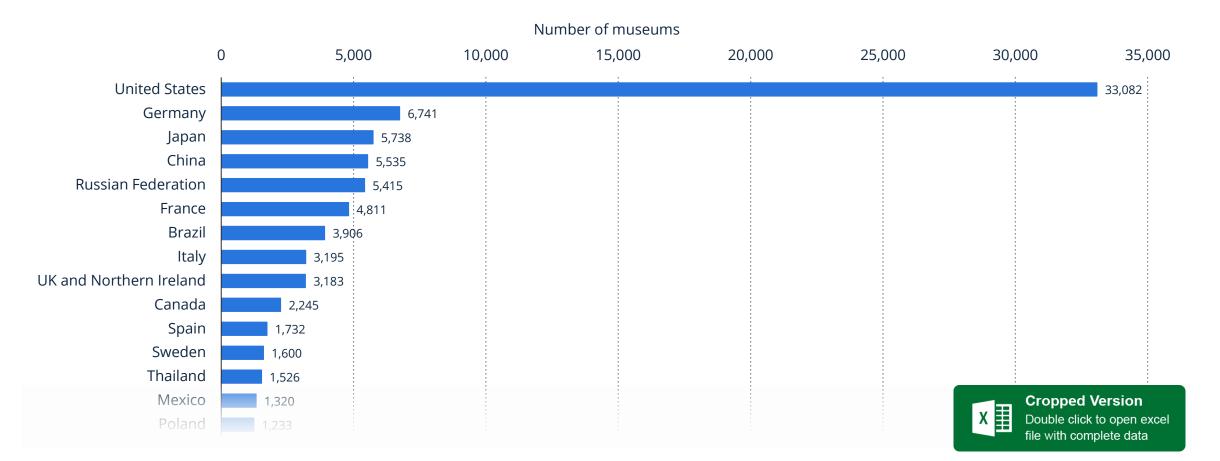
	Population (millions)	Museums per million inhabitants
Western Europe and Canada ¹	544.41	56.3
Eastern Europe	346.25	32.8
Latina America and the Caribbean	637.58	13.7
Asia Pacific	4255.48	4.3
Africa	1012.83	0.9
Arab States	402.96	1.9
Israel ²	8.88	25.4
United States ²	327.17	101.1
Total	7535.55	13.8

Description: According to UNESCO, the current estimated total number of museums worldwide is around 104 thousand. As of March 2021, Western Europe and Canada recorded around 56 such institutions per million inhabitants. Meanwhile, the United States, the country with the highest number of museums worldwide, reported about 101 museums per million population. Overall, there were nearly 14 museums per million inhabitants worldwide as of March 2021. Read more Note(s): Worldwide; 2021 Source(s): UNESCO; Various sources



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

Leading countries worldwide with the highest number of museums 2021

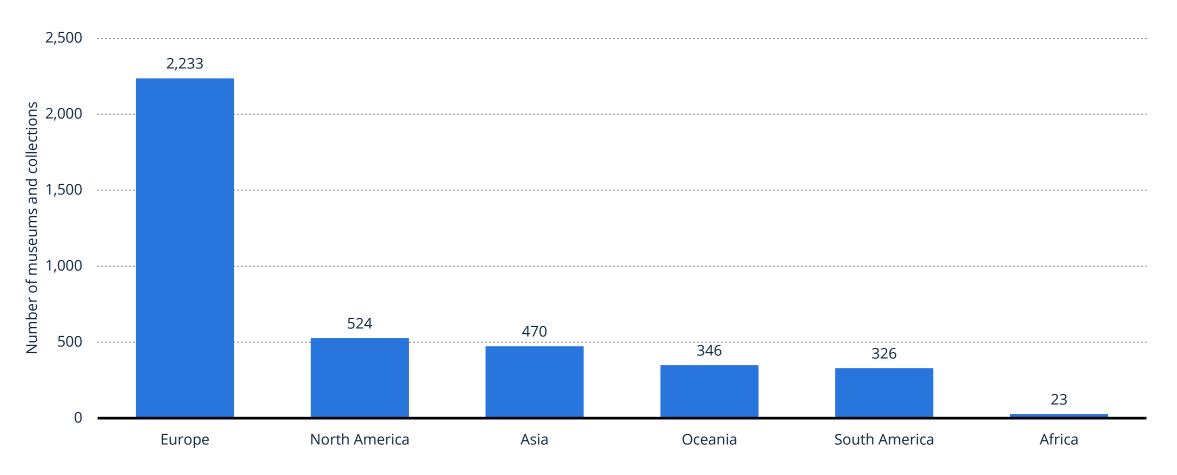


statista 🗹



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

Global university museums and collections 2023, by region



Description: Europe was the region with the highest number of university museums and collections worldwide as of January 2023. Overall, there were over two thousand museums and collections run by European universities as of that month. Meanwhile, North American universities recorded 524 museums and collections as of January 2023. Read more Note(s): Worldwide; as of January 2023 Note(s): Worldwide; as of January 2023 Source(s): UMAC statista 🗹

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

Attendance at most visited museums worldwide 2021, by country

9

	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

Description: Five of the most visited museums in the world were located in China in 2021. In that year, the aggregated attendance of these institutions reached 10 million. Meanwhile, the United Kingdom also reported five of the most visited museums worldwide, with total attendance adding up to 5.4 million. Overall, 13 of the 19 most visited museums in the world were based in Europe and the United States as of 2021. Read more Note(s): Worldwide; 2021 Source(s): ACOM; Themee Entertainment Association



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

Leading museums by highest attendance worldwide 2019-2022

10

	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



Cropped Version Double click to open excel file with complete data

Description: Attendance at museums and galleries worldwide increased sharply in 2022 compared to the previous years due to the recovery from the coronavirus (COVID-19) pandemic. The Louvre in Paris, France, has recorded the highest attendance rates every year since 2019, welcoming over 9.5 million visitors prior to the pandemic, and less than three million during COVID-19. In 2022, the French museum recorded roughly 7.7 million visitors, remaining bellow pre-pandemic figures. Read more Note(s): Worldwide; 2019 to 2022 Source(s): AECOM; Themed Entertainment Association



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

12

	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%

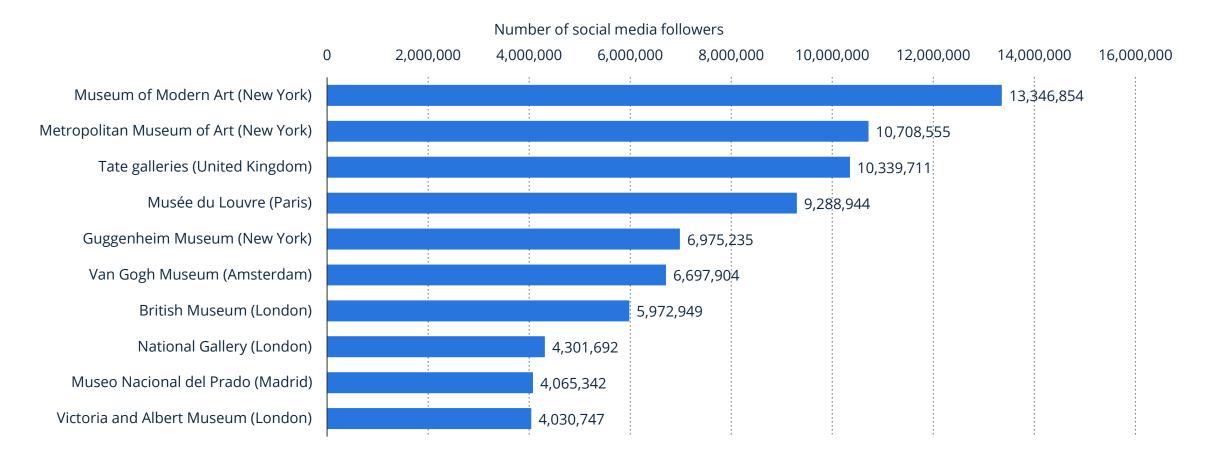
Description: Playing games in a virtual space and socializing with friends in a virtual space were the most popular metaverse experiences that consumers were interested in. A worldwide February 2022 survey found that Gen Z and Millennials were generally most interested in metaverse activities. Virtual concerts of a favorite musical artist were another potential activity that users were extremely or at least very interested in, with 37 percent of Gen Z and 38 percent of Millennial online users stating so. Read more Note(s): Worldwide; February 4 to February 10, 2022; 11,002 respondents; 16 years and older Source(s): Dynata



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

Museums with the most social media followers worldwide 2023

13



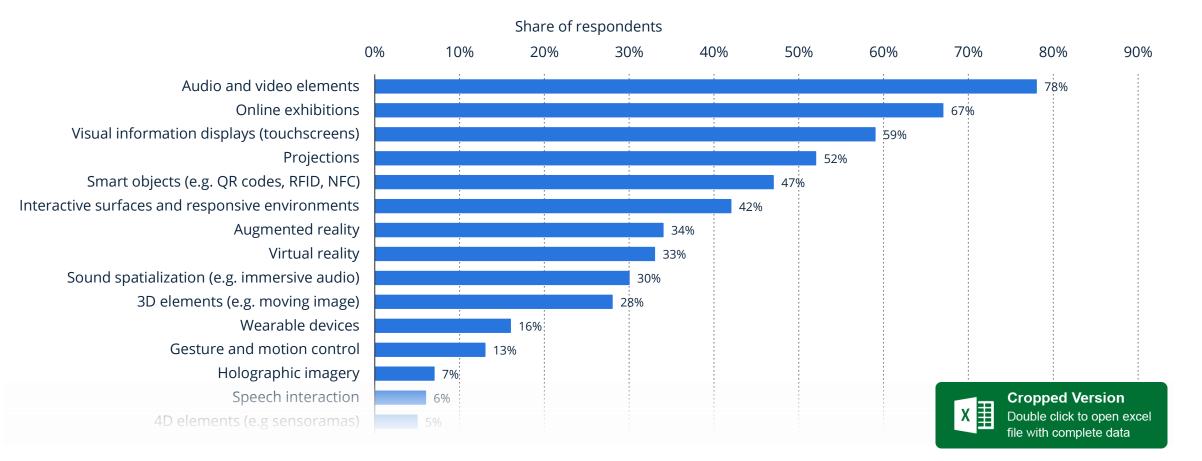
Description: With a combined 13.3 million followers across TikTok, Twitter, Facebook, and Instagram, the Museum of Modern Art in New York, United States, was the global museum with the highest social media presence as of March 2023. Another institution in New York, the Metropolitan Museum of Art, ranked second as of that month, with around 10.7 million combined followers. Read more Note(s): Worldwide; as of March 7, 2023; figures refer to the combined social media followers on TikTok, Twitter, Facebook, and Instagram Source(s): The Art Newspaper



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

14

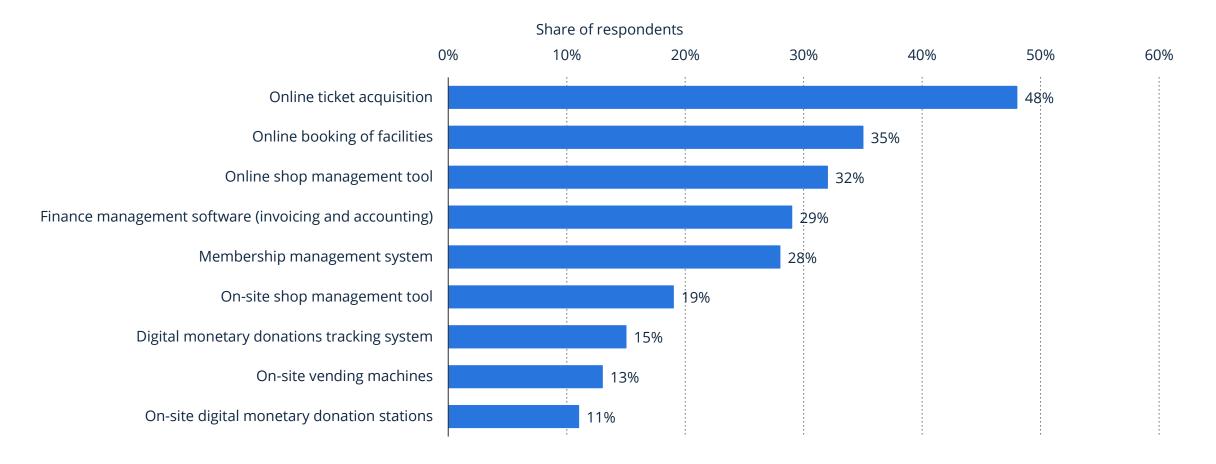


statista 🗹

Description: A 2021 survey focused on new technologies, tools, and digital formats for exhibitions planned to be implemented by museums worldwide. According to the study, 78 percent of surveyed institutions intended to use audio and video elements as of May 2021. Online exhibitions and visual information displays (such as touchscreens) followed on the list, planned to be introduced by 67 percent and 59 percent of respondents, respectively. <u>Read more</u> Note(s): Worldwide; December 2020 to May 2021; 150 respondents; museum and science center directors, and museum professionals across different departments (IT, marketing, communication, and curatorial) Source(s): Museum Booster

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

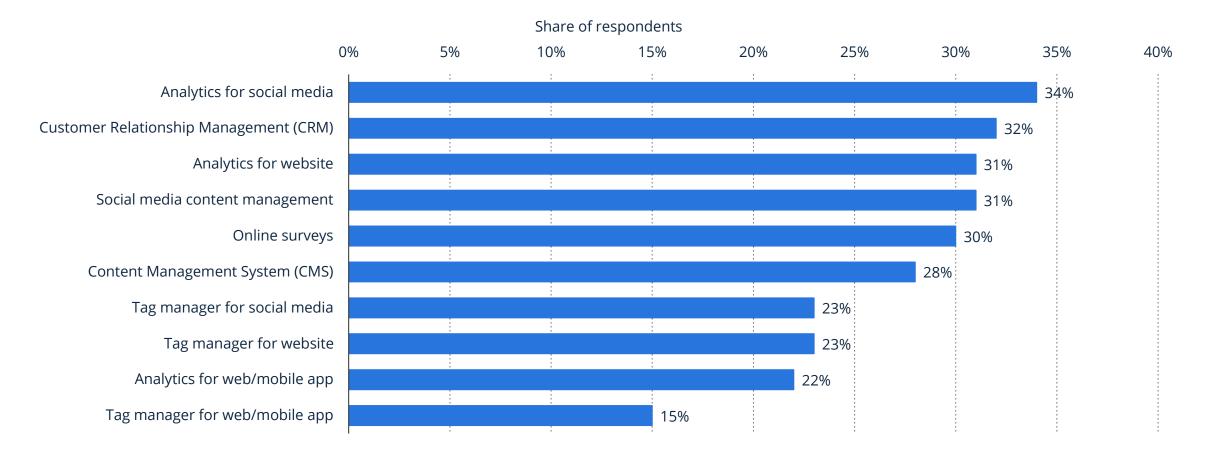


statista 🗸

15 Description: A 2021 survey focused on new technologies for accounting and sales planned to be implemented by museums worldwide. According to the study, 48 percent of surveyed institutions intended to rely on online ticket acquisition tools as of May 2021. Technologies for facilities' online booking and online shop management tools were other popular choices, indicated by 35 percent and 32 percent of respondents, respectively. <u>Read more</u> Note(s): Worldwide; December 2020 to May 2021; 150 respondents; museum and science center directors, and museum professionals across different departments (IT, marketing, communication, and curatorial) Source(s): Museum Booster

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



16 Description: A 2021 survey focused on the main marketing tools planned to be used by museums worldwide. According to the study, 34 percent of surveyed institutions intended to work with analytics for social media as of May 2021. Customer Relationship Management (CRM) tools were another popular choice, indicated by 32 percent of respondents. Read more Note(s): Worldwide; December 2020 to May 2021; 150 respondents; museum and science center directors, and museum professionals across different departments (IT, marketing, communication, and curatorial)



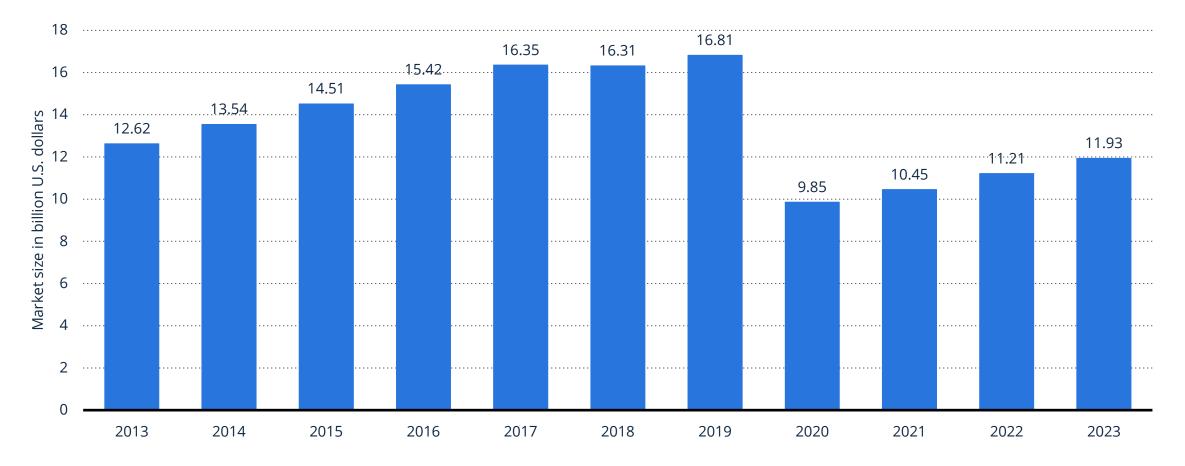
Source(s): Museum Booster

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

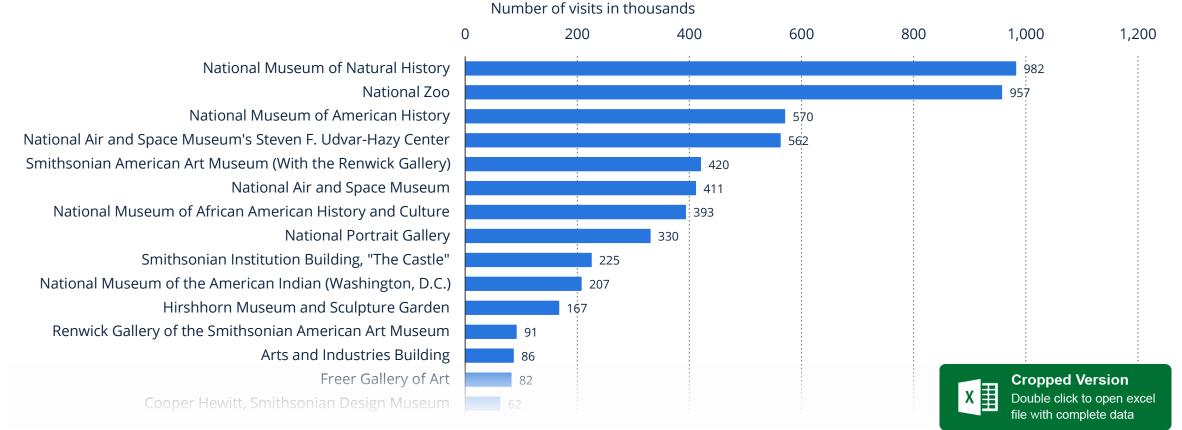


18 Description: The market size of the museum industry in the United States rose in 2022 over the previous year, following a sharp drop with the onset of the coronavirus (COVID-19) pandemic. Despite the annual increase, this industry's market size remained below pre-pandemic levels, totaling around 11.2 billion U.S. dollars in 2022. This figure was forecast to reach nearly 12 billion U.S. dollars in 2023. Read more Note(s): United States; 2013 to 2023 Source(s): IBISWorld

statista 🗹

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



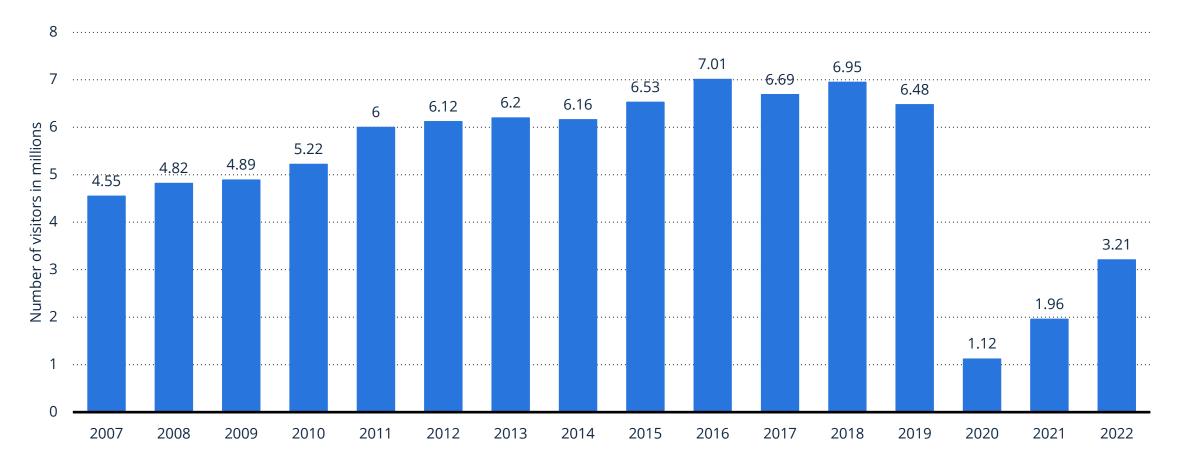


19 Description: Among the Smithsonian museums and institutions in the United States, the National Museum of Natural History was the most visited establishment in 2021, with approximately 983 thousand visits. The National Zoo placed second on the ranking that year, with around 957 thousand visits. Read more

Note(s): United States; 2021*; *All Smithsonian museums and the National Zoo closed to the public on March 14, 2020 due to the coronavirus (COVID-19) pandemic. The museums and the National Zoo reopened in phases starting in May 2021 with [...] Read more Source(s): Smithsonian

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

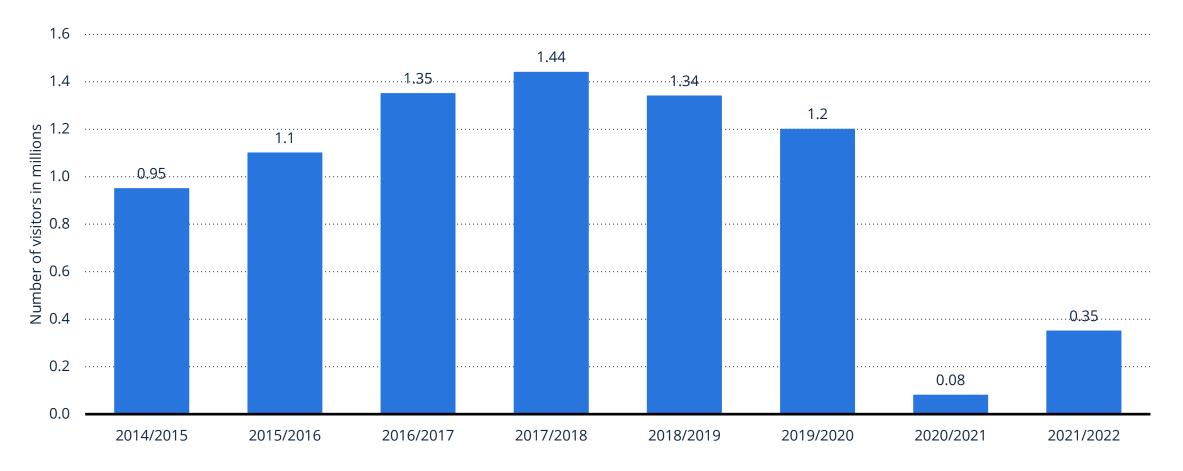


20 Description: Attendance at the Metropolitan Museum of Art in New York rose significantly in 2022 over the previous year, following a sharp drop with the onset of the coronavirus (COVID-19) pandemic. Despite the increase, the number of visitors to the renowned cultural institution stayed below pre-pandemic levels, totaling around 3.21 million in 2022. Read more Note(s): Worldwide; 2007 to 2022 Source(s): The Art Newspaper



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



21 Description: Between April 2021 and March 2022, attendance at the Royal Ontario Museum (ROM) in Canada rose over the previous fiscal year, following a sharp decline with the onset of the coronavirus (COVID-19) pandemic. Despite the annual increase, the number of museum visitors remained way below pre-pandemic levels, totaling around 350 thousand. Read more Note(s): Canada; 2014 to 2022; fiscal years running April to March

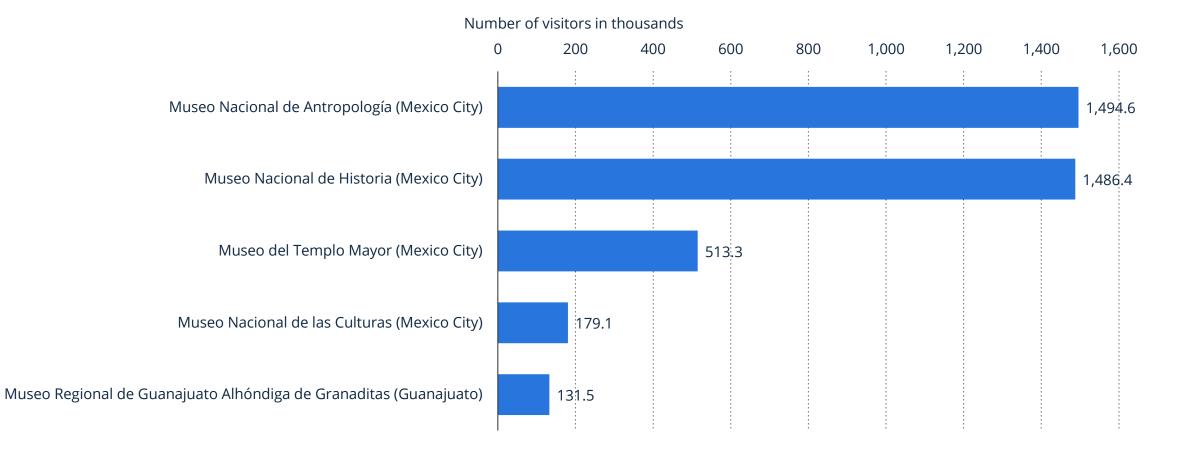


Source(s): Royal Ontario Museum

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

Most visited Mexican museums 2022

22

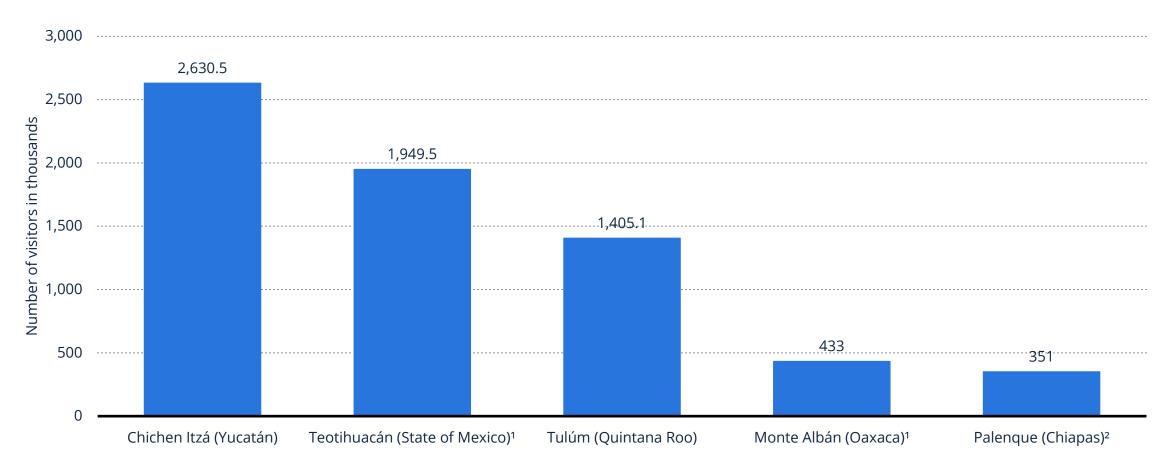


statista 🖊

Description: The National Museum of Anthropology, located in Mexico City, was the most visited museum in Mexico in 2022, with approximately 1.5 million visitors. The National Museum of History, also located in the Mexican capital, was the second most popular museum in the country that year. Read more Note(s): Mexico; 2022; including domestic and international visitors Source(s): DataTur; INAH (Mexico); Ministry of Tourism (Mexico)

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

Most visited archeological sites in Mexico 2022



23 Description: Chichén Itzá - considered a World Heritage Site by UNESCO - was the most visited archeological site in Mexico in 2022, outperforming the site of Teotihuacán. Located in the state of Mexico, Teotihuacán welcomed approximately two million domestic and international visitors in 2022. <u>Read more</u> Note(s): Mexico; 2022; including domestic and international visitors Source(s): DataTur; INAH (Mexico); Ministry of Tourism (Mexico)



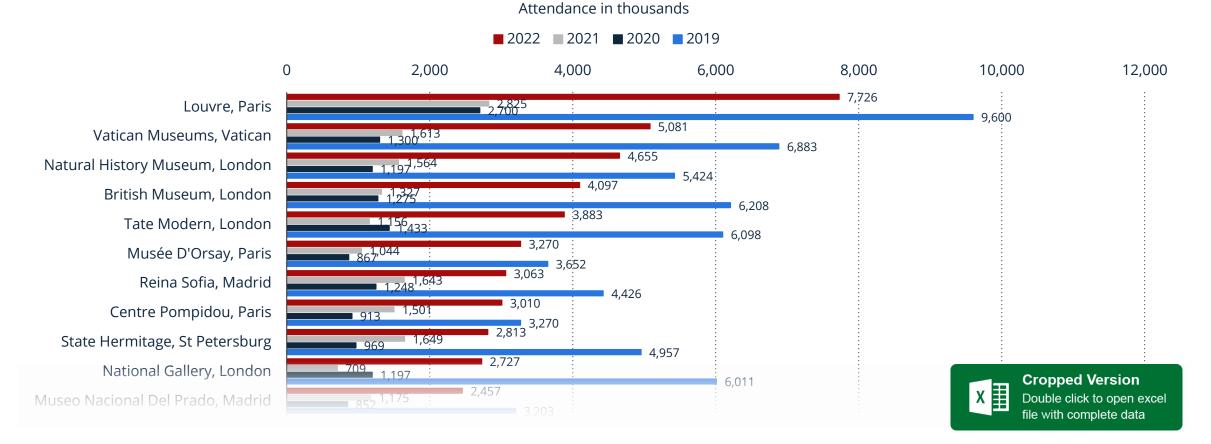
CHAPTER 04

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

25

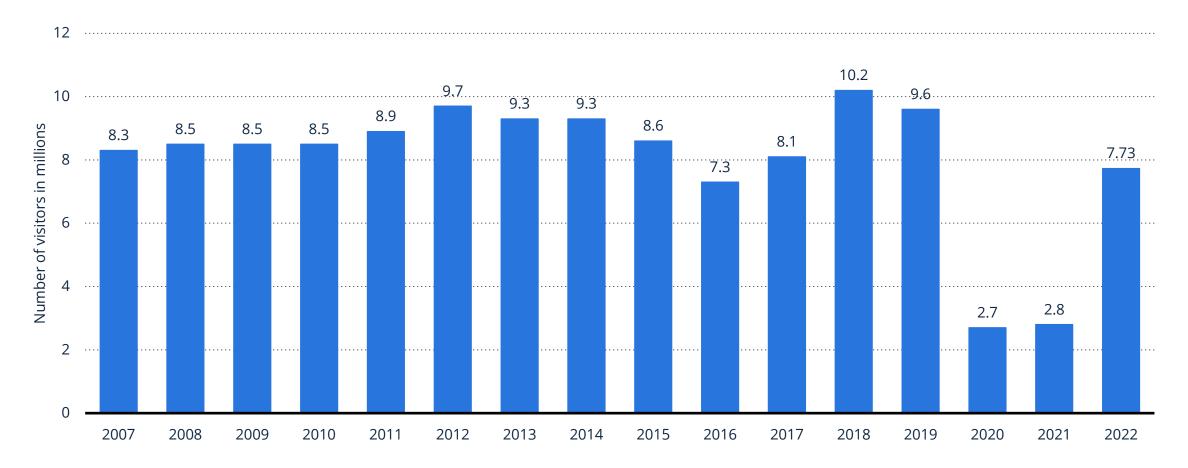


statista 🖌

Description: Attendance at the leading museums in Europe grew in 2022 over the previous year. Overall, the Louvre in Paris was the most visited European museum in 2022, with the institution welcoming roughly 7.73 million visitors that year. As the largest art museum in the world, the Louvre is known across the globe for exhibiting some of the world 's most famous artworks, including the Mona Lisa and Venus de Milo. Aside from ranking as the most visited museum in Europe, it also topped the list of [...] Read more Note(s): Europe; 2019 to 2022 Source(s): AECOM; Themed Entertainment Association

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



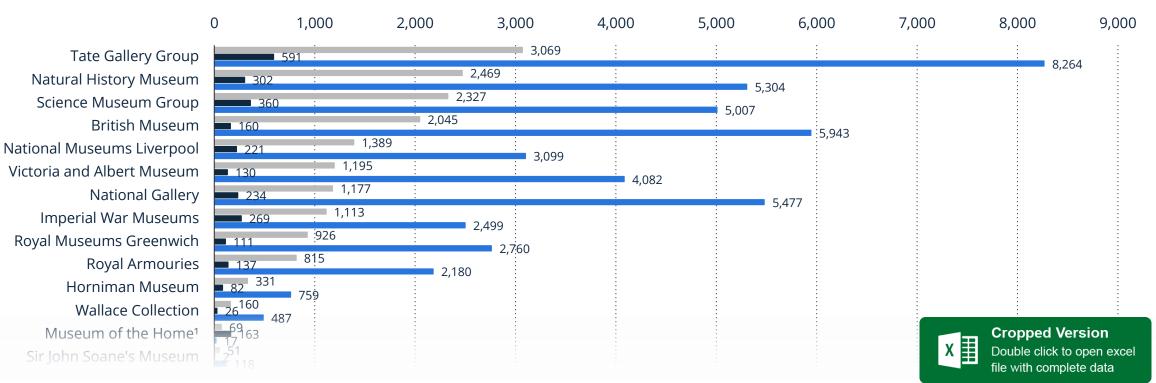
26 Description: From a former royal residence to an internationally renowned museum, the Louvre is one of the most popular cultural sites worldwide. While attendance at the famous Parisian institution, the most visited museum worldwide, shrunk with the onset of the coronavirus (COVID-19) pandemic, it bounced back in 2022, totaling roughly 7.7 million. Despite the sharp annual increase, the number of visitors to the Louvre remained below pre-pandemic levels. Read more Note(s): France Source(s): CRT Paris Ile-de-France; Louvre Museum



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

27



statista 🗸

Number of visitors in thousands

■ 2021/2022 ■ 2020/2021 ■ 2019/2020

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 Setween 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

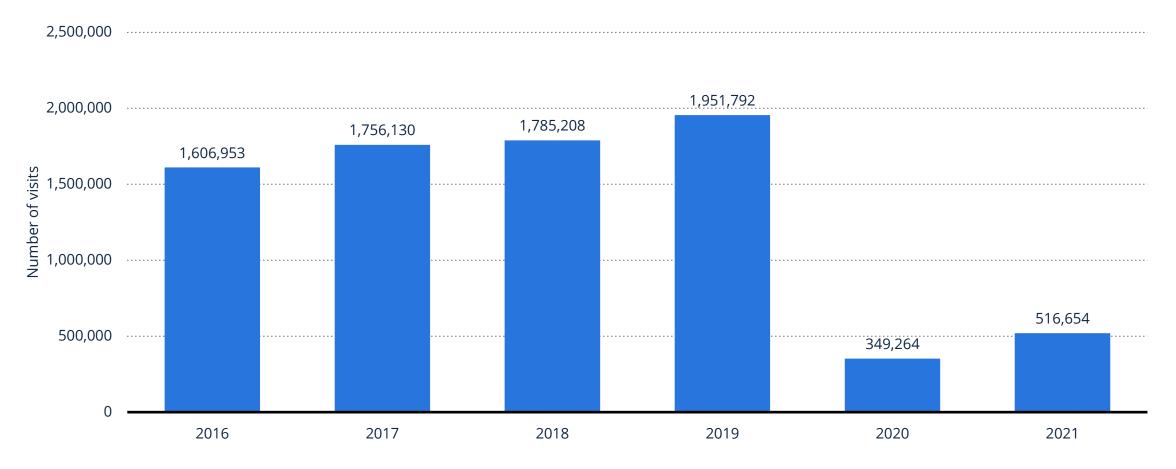
	2019	2020	2021	2022
National Museum of Scotland	2210	444	661	1974
Scottish National Gallery	1583	304	303	1277
Riverside Museum	1365	247	312	1173
Royal Botanic Garden Edinburgh	991	452	648	997
Kelvingrove Art Gallery and Museum	1832	260	288	891
National War Museum Edinburgh	806	124	277	699
The Burrell 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

28 Description: The National Museum of Scotland was the most visited free attraction in Scotland in 2022. That year, the number of visits to that cultural institution totaled nearly two million, denoting a sharp increase over the first two years of the coronavirus (COVID-19) pandemic but remaining below pre-pandemic levels. Meanwhile, Edinburgh Castle was the most visited paid attraction in Scotland in 2022. <u>Read more</u> Note(s): United Kingdom (Scotland); 2019 to 2022; visitor attractions in membership with ALVA; visitor attractions are ranked based on the highest number of visits in 2022 Source(s): Association of Leading Visitor Attractions



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

Number of visits to national museums in Wales 2016-2021



29 Description: Attendance at national museums in Wales rose in 2021 over the previous year, after falling dramatically with the onset of the coronavirus (COVID-19) pandemic. Despite the increase, the number of visits remained way below pre-pandemic levels, totaling roughly 517 thousand in 2021. Read more Note(s): United Kingdom (Wales); 2016 to 2021 Source(s): Strategic Research & Insight; Welsh Government

statista 🗹

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

Leading museums in the Netherlands 2019-2021, by attendance

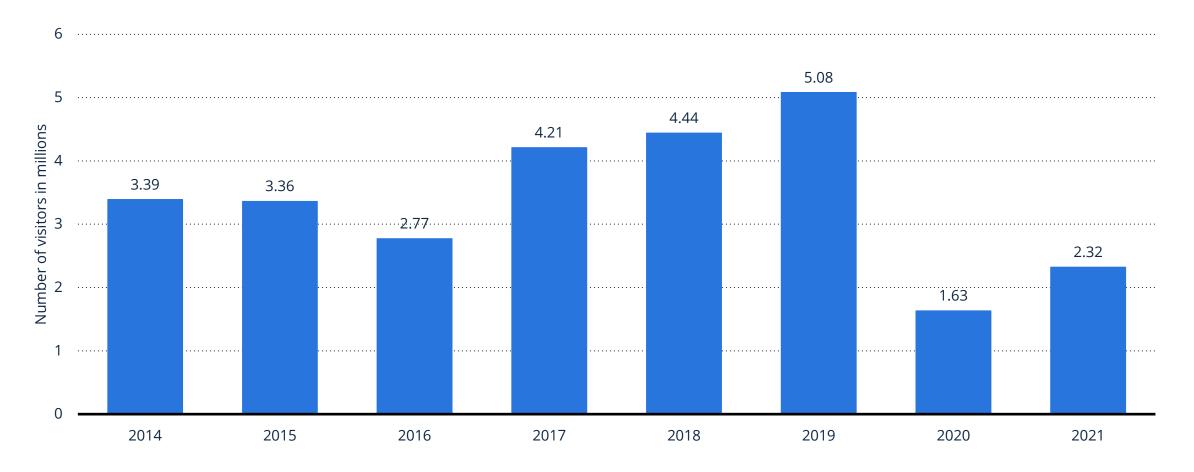
	2019	2020	2021
Rijksmuseum	2678	675	625
Van Gogh Museum	2135	517	366
Open Air Museum	560	308	303
Anne Frank Huis	1305	396	278
NEMO Science Museum	665	233	235
Moco Museum	638	254	226
Stedelijk Museum	670	268	194
Railway Museum	431	200	179
Amsterdam Museum ¹	689	258	138

30 Description: Attendance at the Rijksmuseum in Amsterdam declined sharply in 2020 over the previous with the onset of the coronavirus (COVID-19) pandemic, then decreased further in 2021. Despite the annual drop, the institution remained the most visited museum in the Netherlands in 2021, welcoming around 625 thousand visitors. That year, the Van Gogh Museum reported the second-highest figure, with roughly 388 thousand visitors. Read more Note(s): Netherlands; 2019 to 2021
Source(s): Landelijke Data Alliantie; Respons



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



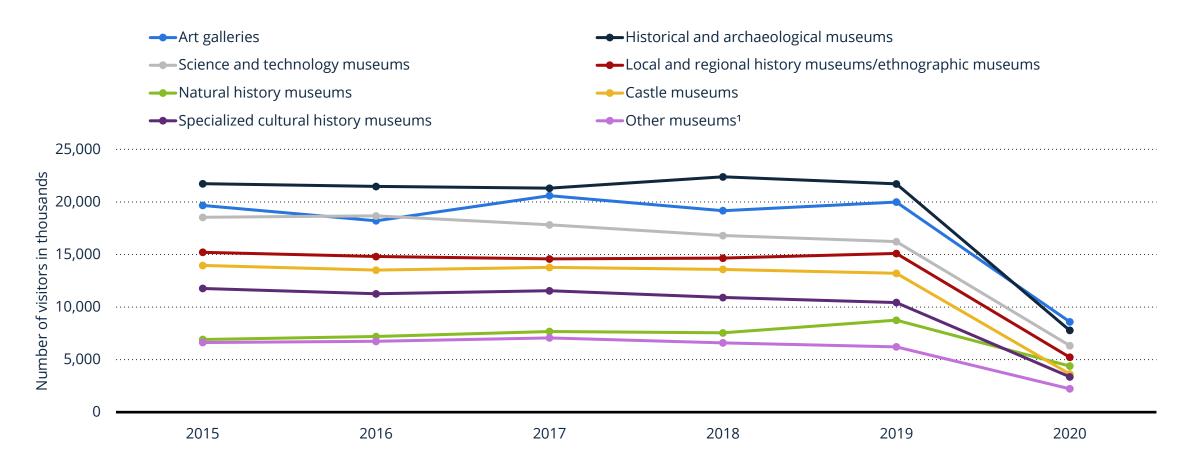
statista 🗸

31 Description: Attendance at museums and visitor attractions in the Brussels-Capital Region in Belgium rose in 2021 over the previous year, after dropping sharply with the onset of the coronavirus (COVID-19) pandemic. Despite the annual increase, the number of visitors to museums and tourist attractions remained below pre-pandemic levels, totaling around 2.3 million. Read more Note(s): Belgium; 2014 to 2021 Source(s): Visit Brussels

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

32



Description: Attendance at museums in Germany fell dramatically in 2020 over the previous year due to the impact of the coronavirus (COVID-19) pandemic. In the first year of the health crisis, museums and similar cultural institutions had to close to the public for months as the country enforced emergency measures to limit the spread of the virus. As a result of the closures, art galleries in Germany reported around 8.6 million visitors in 2020, after welcoming nearly 20 million people in 2019. Over the [...] Read more Note(s): 2015 to 2020
Source(s): Institut für Museumsforschung

statista 🗹

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	105



Cropped Version Double click to open excel file with complete data

34 Description: What are the most visited museums in Italy? While the archaeological park of the Colosseum - also known as the Flavian Amphitheatre - recorded the highest figure prior to the coronavirus (COVID-19) pandemic, the Uffizi Galleries ranked first in 2020 and 2021. In the latter year, the renowned art gallery in Florence recorded around 1.7 million visitors. Although the Uffizi Galleries' attendance rose from the first year of the health crisis, it remained way below pre-pandemic levels. Read more Note(s): Italy; 2019 to 2021
Source(s): Ministero della Cultura (Italy)



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

35

	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	1/13



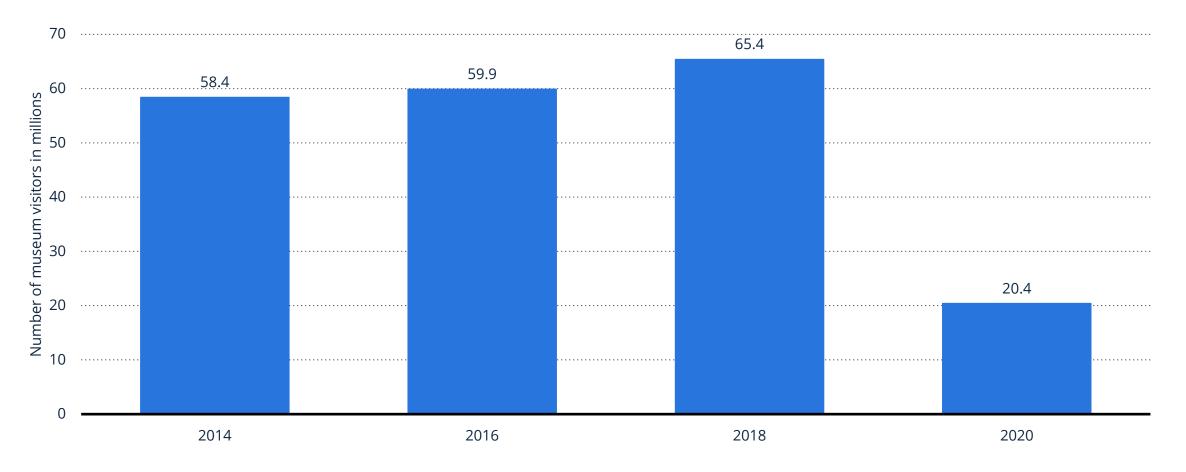
Cropped Version Double click to open excel file with complete data

Description: Which tourist attractions in Italy have the highest income? The archaeological park of the Colosseum recorded the highest figures between 2019 and 2021. However, due to the impact of the coronavirus (COVID-19) pandemic, the Colosseum's income amounted to roughly 17 million euros in 2021, while it totaled 57.6 million euros in 2019. Meanwhile, the Uffizi Galleries - the most visited museum in Italy in 2021 - reported the second-highest income, with around 14 million euros. Read more Note(s): Italy; 2019 to 2021; the attractions are ranked based on the highest income in 2021 Source(s): Ministero della Cultura (Italy)



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

Number of museum visitors in Spain 2014-2020



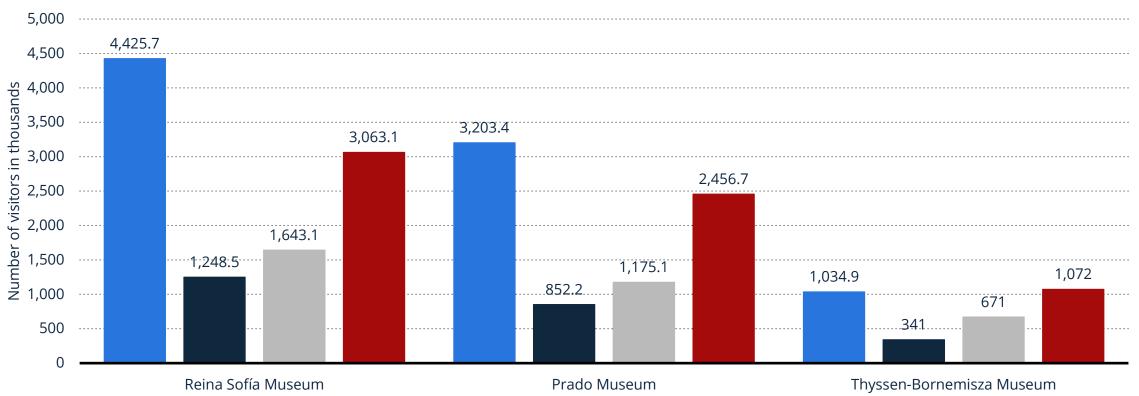
36 Description: Museums in Spain experienced a significant decline in the number of visitors in 2020 over the previous year due to the coronavirus (COVID-19) pandemic. After reaching over 65 million in 2018, museum visitors dropped by nearly 69 percent in 2020, totaling around 20 million. Read more Note(s): Spain; 2014 to 2020 Source(s): The Ministry of Education, Culture and Sport



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

37



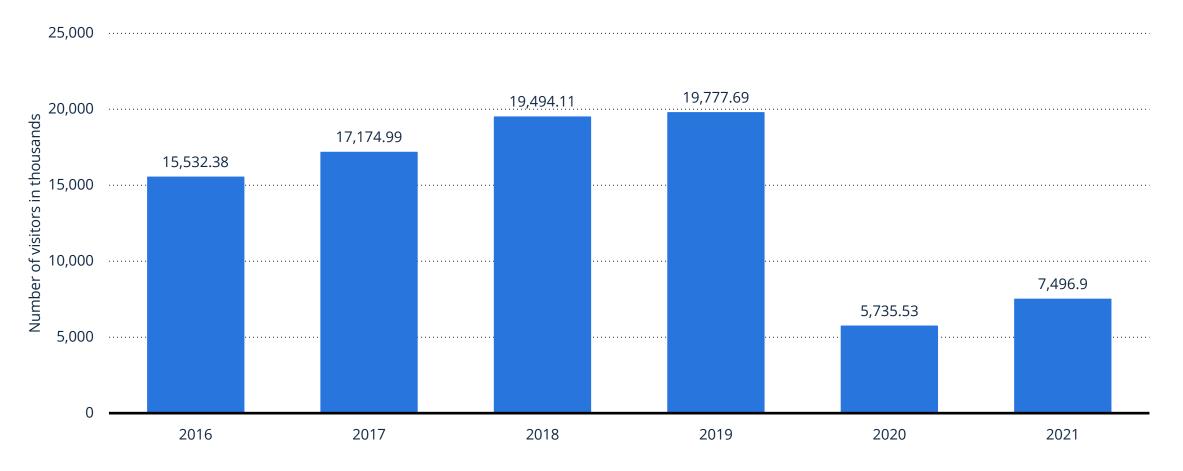
■ 2019 ■ 2020 ■ 2021 **■** 2022

Description: The most visited art museum in Madrid in 2022 was the Museo Reina Sofía, which clocked up more than three million visitors in that year. This figure represents an increase of over 186 percent when compared to the number of attendees the art museum registered in 2021. Museo Reina Sofía reported a peak of nearly 4.5 million attendees in 2019, having experienced positive growth in the annual number of visitors since 2014. Read more Note(s): Spain Source(s): El Confidencial



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

Museum visitorship in Portugal 2016-2021



38 Description: Around 7.5 million people visited museums in Portugal in 2021, which exhibits recovery of 31 percent from the coronavirus (COVID-19) impact in the previous year. However, the visitorship to Portuguese museums was still far from the more than 19 million people recorded annually in the late 2010s. Read more Note(s): Portugal
Source(s): Statistics Portugal

statista 🗹

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



39 Description: Attendance at museums and archaeological sites in Greece roughly doubled in 2022 over the previous year, after falling dramatically with the onset of the coronavirus (COVID-19) pandemic. Despite the sharp annual increase, the combined number of admissions to museums and archaeological sites remained below pre-pandemic levels, totaling roughly 15.6 million in 2022. Read more Note(s): Greece; 2014 to 2022 Source(s): ELSTAT statista 🗹

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

Visitors to museums and ruins in Turkey 2005-2022

40



Description: The number of visitors to museums and ruins in Turkey fell dramatically in 2020 over the previous year due to the coronavirus (COVID-19) pandemic. After peaking at over 51 million in 2019, the number of visitors to Turkey's public and private museums dropped to roughly 14 million in 2020, the lowest figure recorded since 2005. In 2022, the total number of visitors to museums and ruins in the country significantly increased and totaled to over 45.8 million. Read more Note(s): Turkey; 2005 to 2022 Source(s): TurkStat

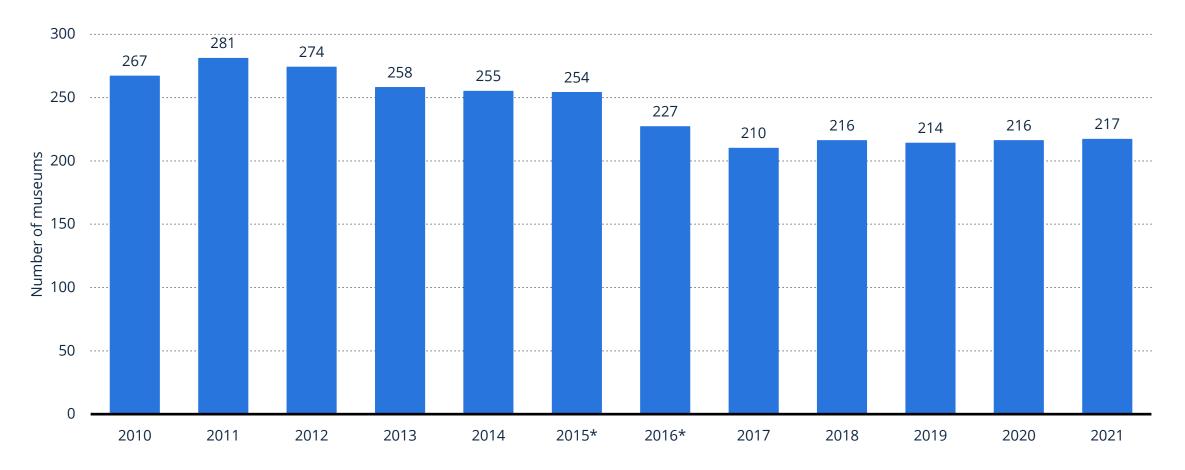


CHAPTER 06

Museums in Northern Europe

Number of museums in Denmark from 2010 to 2021

Museum count in Denmark 2010-2021

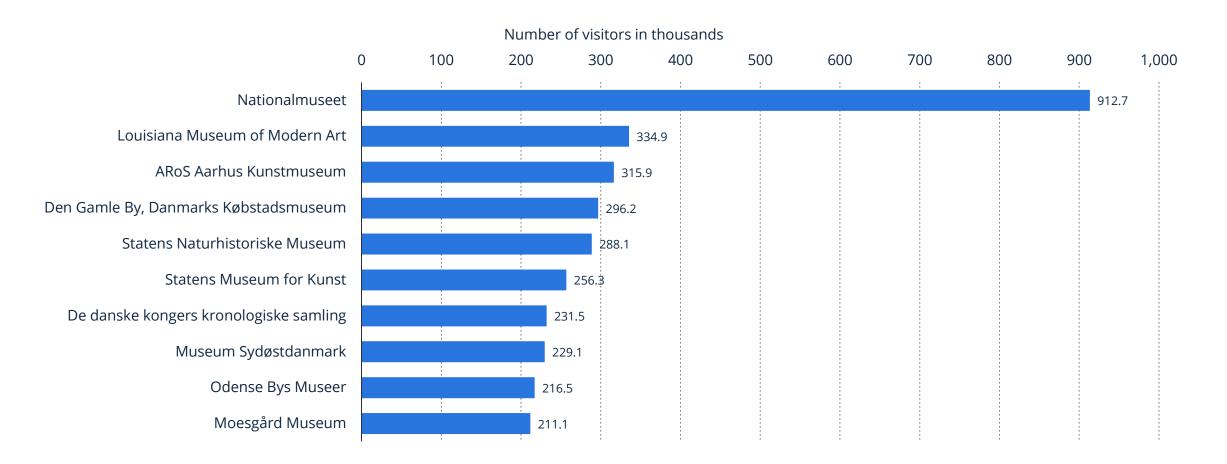


42 Description: The museum count in Denmark amounted to 2017 in 2021, growing by one institution since the previous year. In comparison to the beginning of the 2010s, the Nordic country had less museums in the late 2010s and early 2020s. Read more Note(s): Denmark; *The source specifies that comparison between 2015 and 2016 figures "must be taken with reservations as there are data break for non-state-supported museums and other state-owned museums". Release date is the date of [...] Read more Source(s): Statistics Denmark



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

Most visited museums in Denmark 2021

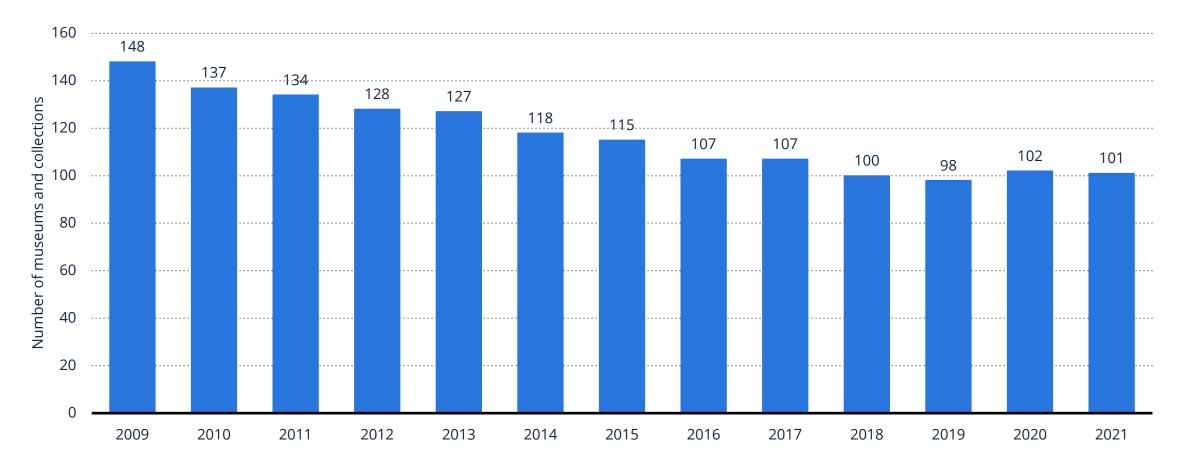


statista 🖌

43 Description: Which is the most visited museum in Denmark? Copenhagen's Nationalmuseet was the museum in Denmark with the highest attendance in 2021. Overall, the Nationalmuseet recorded around 913 thousand visitors in that year, around three times more than the second institution on the list. <u>Read more</u> Note(s): Denmark; 2021 Source(s): Statistics Denmark

Number of museums and collections in Norway from 2009 to 2021

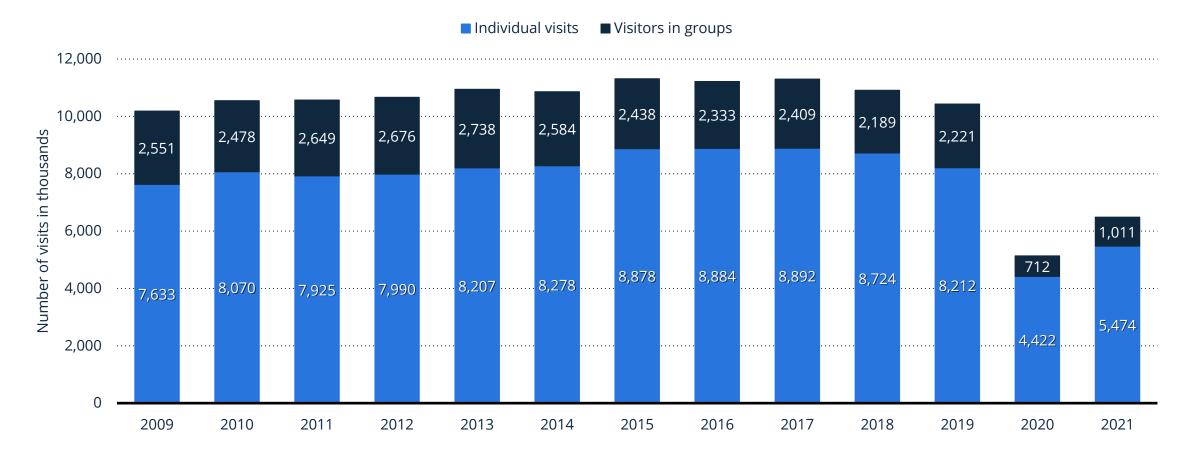
Number of museums in Norway 2009-2021



44 Description: The number of museums and collections in Norway decreased overall from 2009 to 2021. As of 2021, there were 101 museums and collections in Norway, decreasing slightly from 102 in 2020. As of the period considered, the country reported the highest figure in 2009, with 148 such facilities. <u>Read more</u> Note(s): Norway; 2009 to 2021 Source(s): Statistics Norway statista 🗹

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

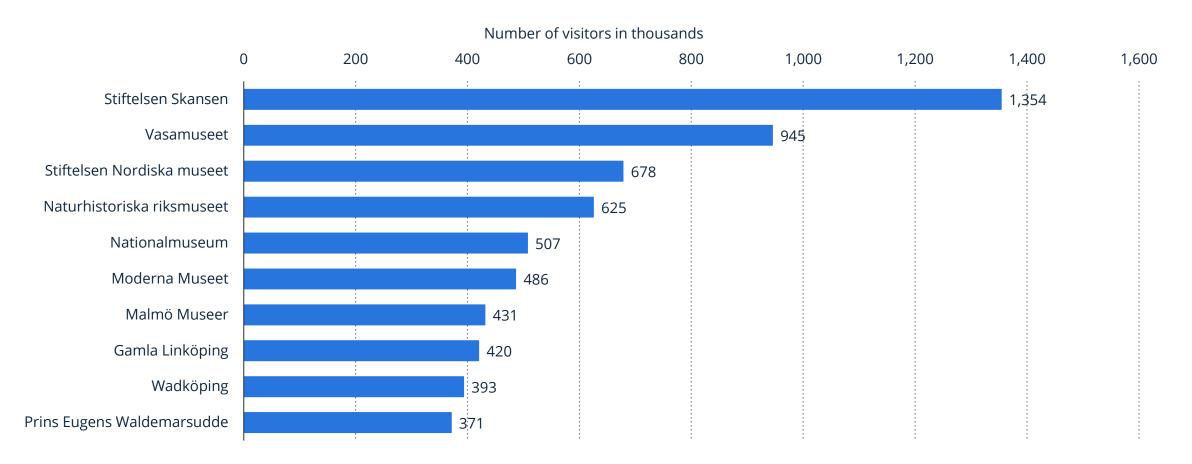


statista 🍒

45 Description: The number of museum visits in Norway roughly halved in 2020 over the previous year due to the coronavirus (COVID-19) pandemic. Overall, the total number of museum visits, including individual and group visits, reached around five million in 2020, dropping from over 10 million in 2019. Both of these categories increased in 2021 but not to pre-pandemic levels. Read more Note(s): Norway: 2009 to 2021 Source(s): Statistics Norway

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

Most visited museums in Sweden 2021

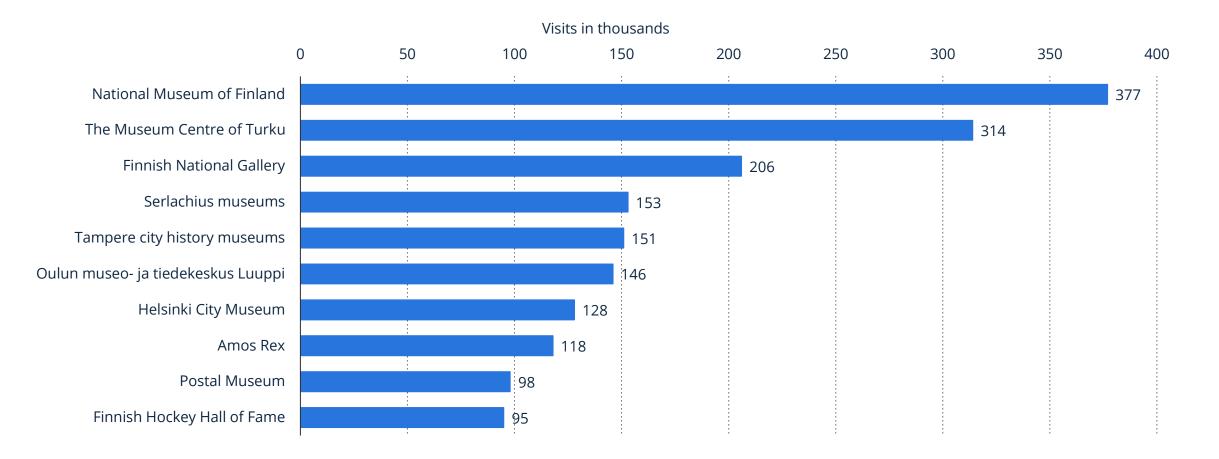


46 Description: In 2021, Skansen was the most visited museum in Sweden, welcoming approximately 1.35 million visitors. The Vasamuseet and the Nordiska museet followed on the ranking that year, reporting around 945 thousand and 678 thousand visitors, respectively. <u>Read more</u> Note(s): Sweden; 2021 Source(s): Sveriges Museer



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

Most popular museums in Finland 2021



statista 🗹

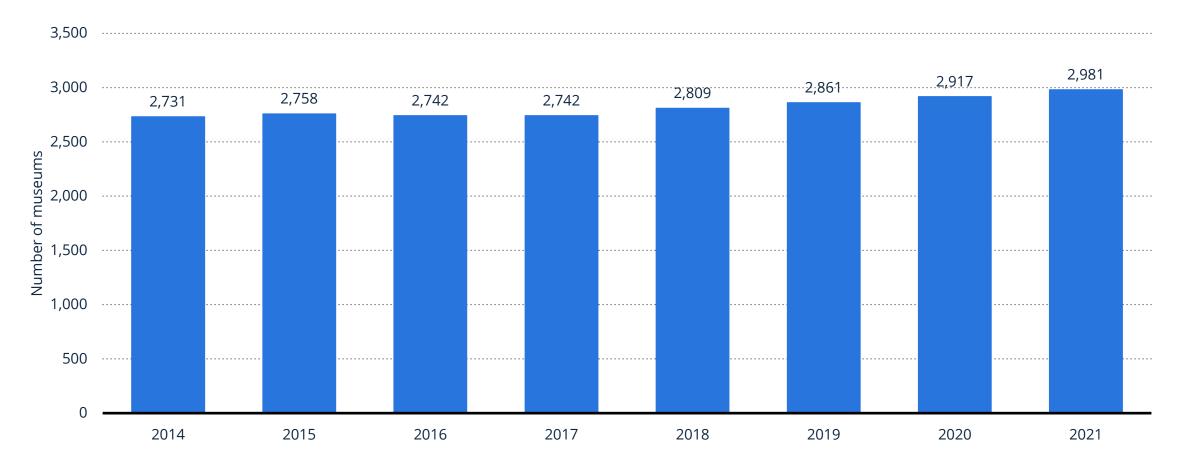
47 Description: In 2021, the National Museum of Finland was the most popular museum in Finland with roughly 377 thousand visitors. The Finnish National Gallery ranked third, with 306 visitors that year. The Finnish National Gallery consists of several museums: the Ateneum Art Museum, the Museum of Contemporary Art Kiasma, and the Sinebrychoff Art Museum. Read more Note(s): Finland; 2021; Incl. museums with over 100,000 visits Source(s): Museovirasto; Statistics Finland

CHAPTER 07

Museums in CEE

Number of museums in Russia from 2014 to 2021

Number of museums in Russia 2014-2021

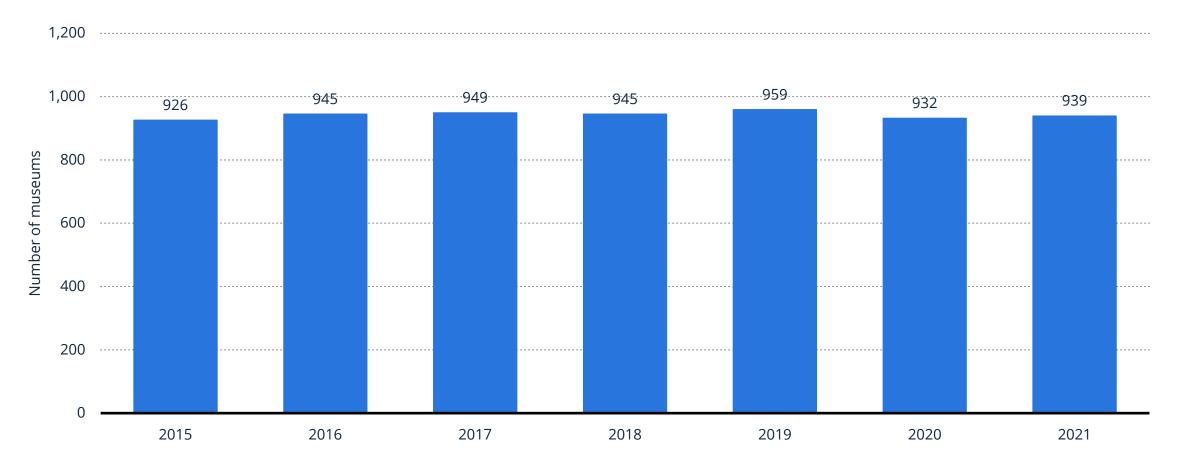


49 Description: The number of museums in Russia has been increasing annually since 2017. As of 2021, there were 2,981 museums nationwide, which was the highest figure over the observed period. To compare, there were 2,917 museums recorded in the previous year. <u>Read more</u> Note(s): Russia; 2014 to 2021 statista 🗹

Source(s): Ministry of Culture of the Russian Federation; Russian Federal State Statistics Service

Number of museums in Poland from 2015 to 2021

Number of museums in Poland 2015-2021

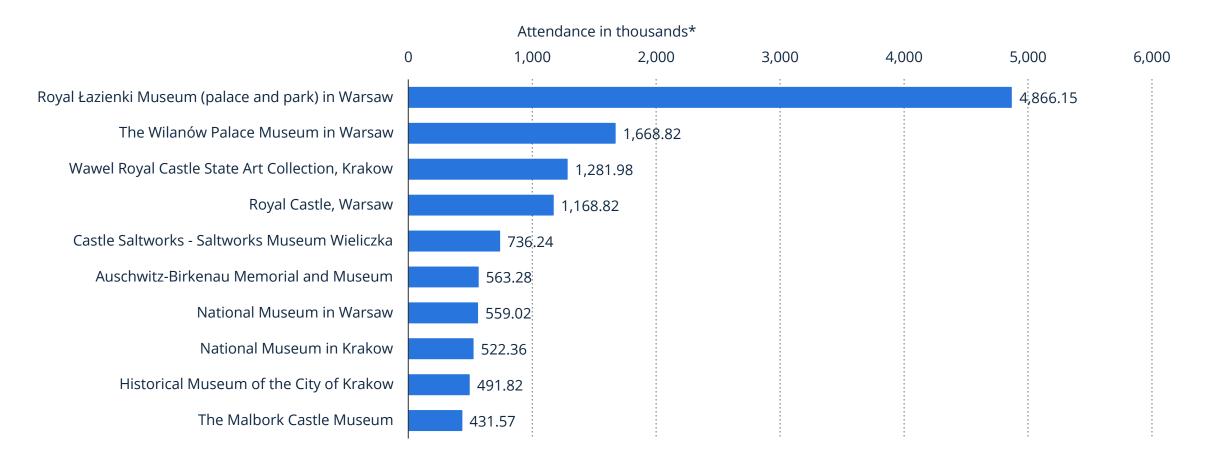


50 Description: In 2021, there were 939 museums in Poland. This was an increase of seven establishments compared to the previous year. <u>Read more</u> Note(s): Poland; 2015 to 2021 Source(s): Central Statistical Office of Poland; Urząd Statystyczny w Krakowie



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

Museums with the highest attendance in Poland 2021

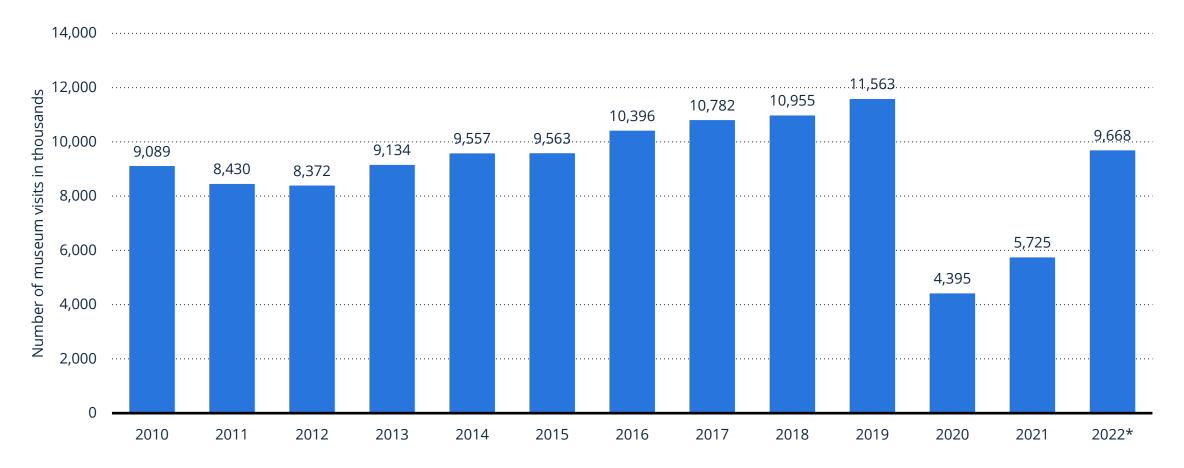


51 Description: In 2021, the leading museum in terms of attendance in Poland was the Royal Łazienki Museum in Warsaw. According to the data, the museum was visited by over four million visitors that year. Read more Note(s): Poland; 2021; * Data is based on primarily Statistics Poland annual reports provided by the offices of cities, institutions leading cultural activities and municipalities Read more Source(s): Central Statistical Office of Poland; Urząd Statystyczny w Krakowie



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

Number of museum visits in Hungary 2010-2022

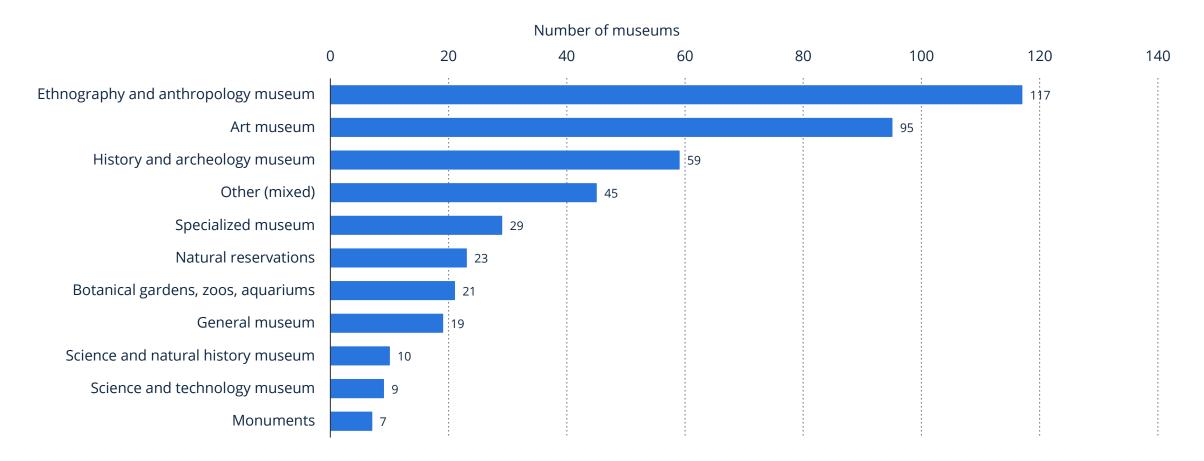


52 Description: The number of museum visits showed a steady growth during the observed period in Hungary, with over 11 million visits recorded in 2019. Following the drop in museum visits caused by the coronavirus (COVID-19) pandemic, figures picked up again and totaled 9.7 million in 2022. Read more Note(s): Hungary; 2010 to 2022; *Preliminary data Read more Source(s): Hungarian Central Statistical Office



Number of museums in Romania in 2021, by type

Number of museums in Romania 2021, by type



53 Description: In 2021, Romania had 100 art museums, 59 history and archaeology museums, and 117 ethnography and anthropology museums. In total across Eastern Europe, there were nearly 33 museums per million inhabitants as of March 2021. <u>Read more</u> Note(s): Romania; 2021 Source(s): National Institute of Statistics Romania

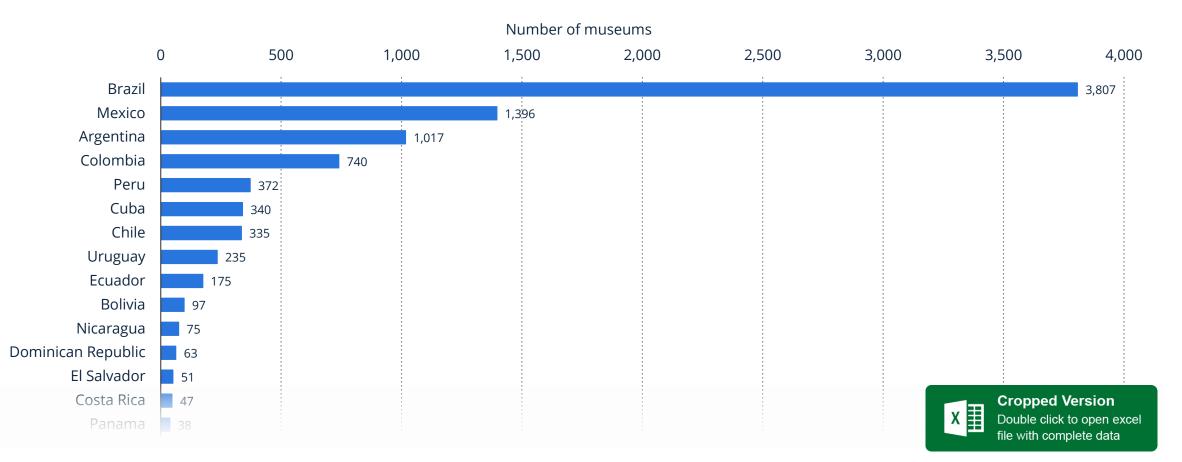


CHAPTER 08

Museums in other regions

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

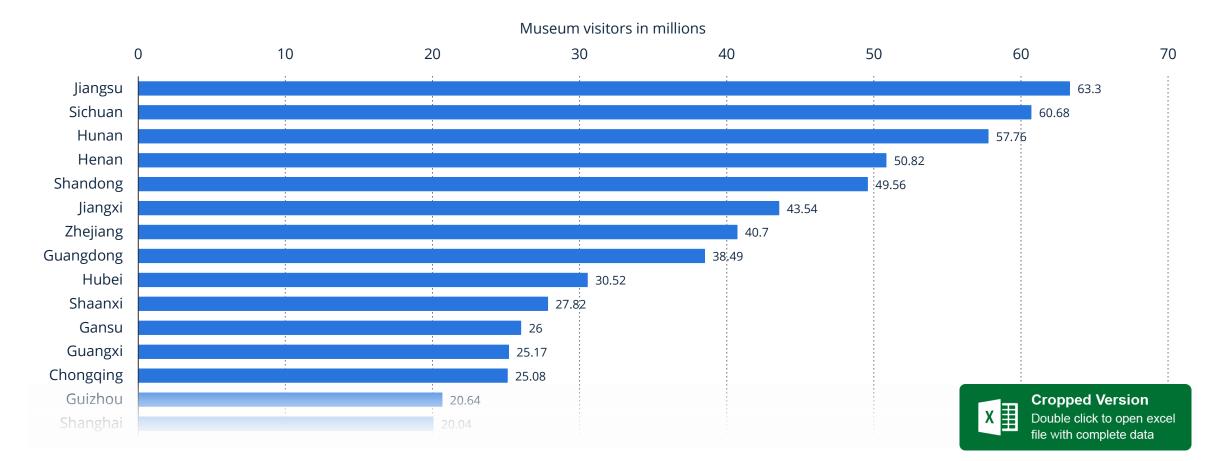
Number of museums in Latin American countries 2022





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

Number of museum visitors in China 2021, by region

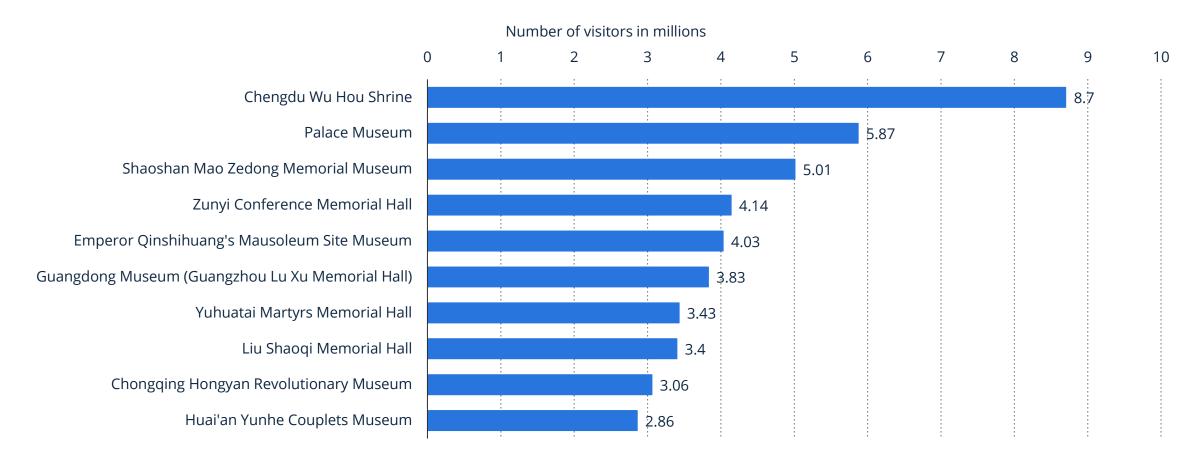


56 Description: The statistic shows the number of museum visitors in China in 2021, by region. That year, the number of museum visitors in Jiangsu province, China, amounted to around 63.3 million. <u>Read more</u> Note(s): China; 2021 Source(s): Ministry of Culture and Tourism (China); National Bureau of Statistics of China



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

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

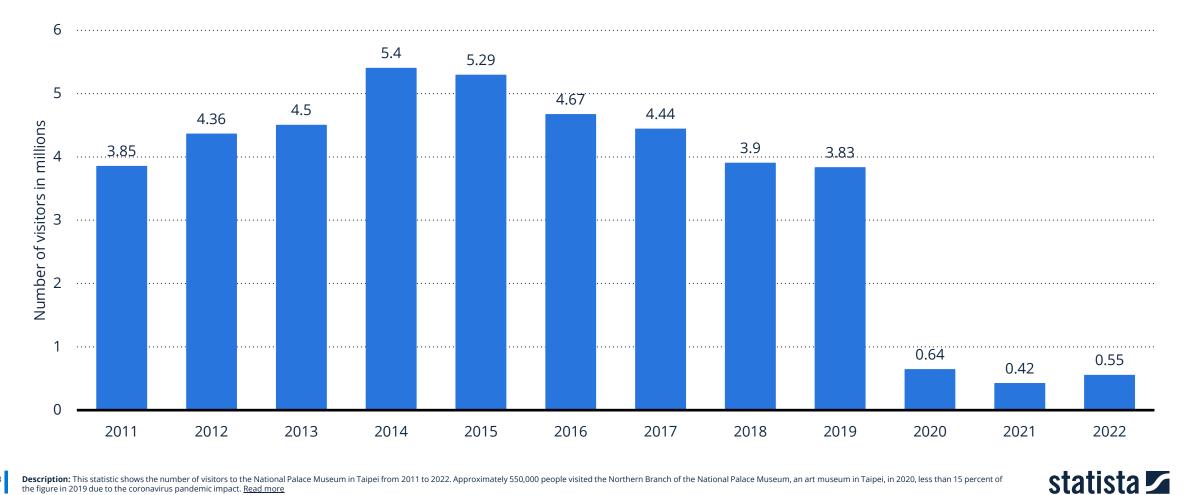


57 Description: In 2021, Chengdu Wu Hou Shrine was the most visited museum in China with more than 8.5 million visitors. The Emperor Qinshihuang's Mausoleum Site Museum, known as Terracotta Army, attracted around 4 million visitors. <u>Read more</u> Note(s): China; 2021 Source(s): National Cultural Heritage Administration



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

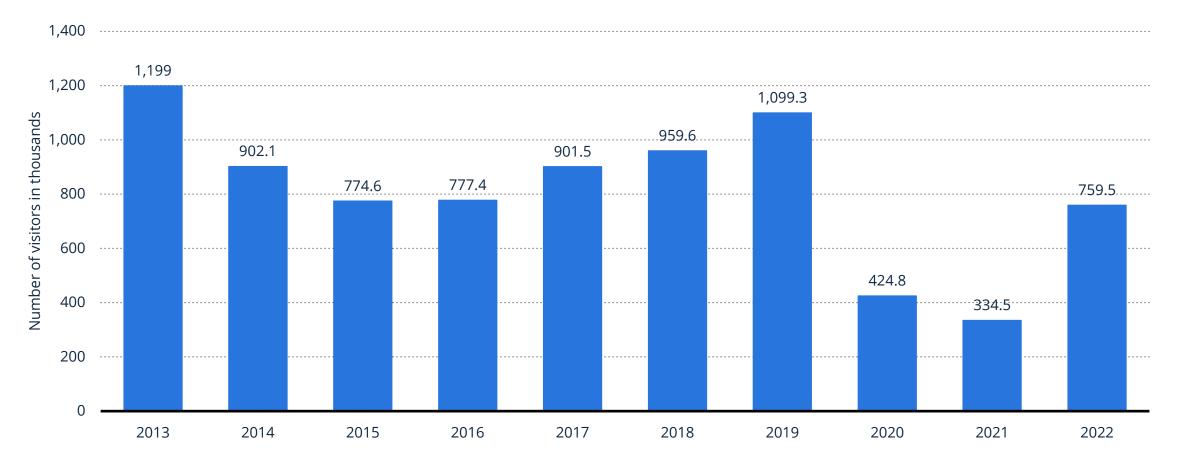
Number of visitors to the National Palace Museum in Taipei 2011-2022



58 Description: This statistic shows the number of visitors to the National Palace Museum in Taipei from 2011 to 2022. Approximately 550,000 people visited the Northern Branch of the National Palace Museum, an art museum in Taipei, in 2020, less than 15 percent of the figure in 2019 due to the coronavirus pandemic impact. Read more Note(s): Taiwan: 2011 to 2022 Source(s): National Palace Museum

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

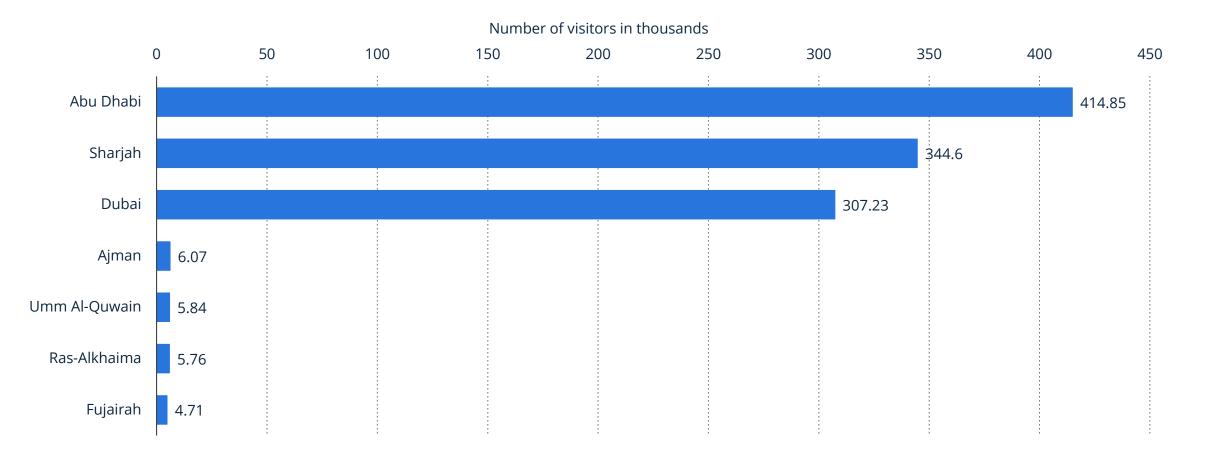


59 Description: The National Museum of Singapore welcomed 759.5 thousand visitors in 2022, a significant increase compared to the previous two years. The National Museum of Singapore, founded in 1849, is the oldest museum, and one of four national museums in the country, with a focus on the history of Singapore. The National Museum was closed from April to June 2020 due to COVID-19 measures, and the number of visitors is gradually recovering. Read more Note(s): Singapore; 2013 to 2022
Source(s): Singapore Department of Statistics



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



60 Description: In 2020, the museums in Abu Dhabi in the United Arab Emirates (UAE) saw more than 414.8 thousand visitors. The source revealed that the number of museum visitors across the Emirates had considerably plunged compared to previous financial years. Read more Note(s): United Arab Emirates, MENA; 2020 Source(s): FCSA (UAE); The Federal Competitiveness and Statistics Centre



Sources

AECOM Association of Leading Visitor Attractions BRC Central Statistical Office of Poland CRT Paris Ile-de-France DataTur Department for Digital, Culture, Media and Sport (UK) Dynata El Confidencial ELSTAT FCSA (UAE) Hungarian Central Statistical Office IBISWorld INAH (Mexico) Institut für Museumsforschung Landelijke Data Alliantie Louvre Museum Ministerio de Educación, Cultura y Deporte (España) Ministero della Cultura (Italy) Ministry of Culture and Tourism (China) Ministry of culture and tourism (Turkey) Ministry of Culture of the Russian Federation

Museovirasto Museum Booster National Bureau of Statistics of China National Cultural Heritage Administration National Institute of Statistics Romania National Palace Museum Registro de Museos Iberoamericanos Respons Royal Ontario Museum Russian Federal State Statistics Service Secretaría de Turismo (Mexico) Singapore Department of Statistics Smithsonian Statistics Denmark **Statistics Finland** Statistics Norway Statistics Portugal Strategic Research & Insight **Sveriges Museer** The Art Newspaper The Federal Competitiveness and Statistics Centre Themed Entertainment Association

Sources

TurkStat UMAC UNESCO Urząd Statystyczny w Krakowie Various sources Visit Brussels Welsh Government

