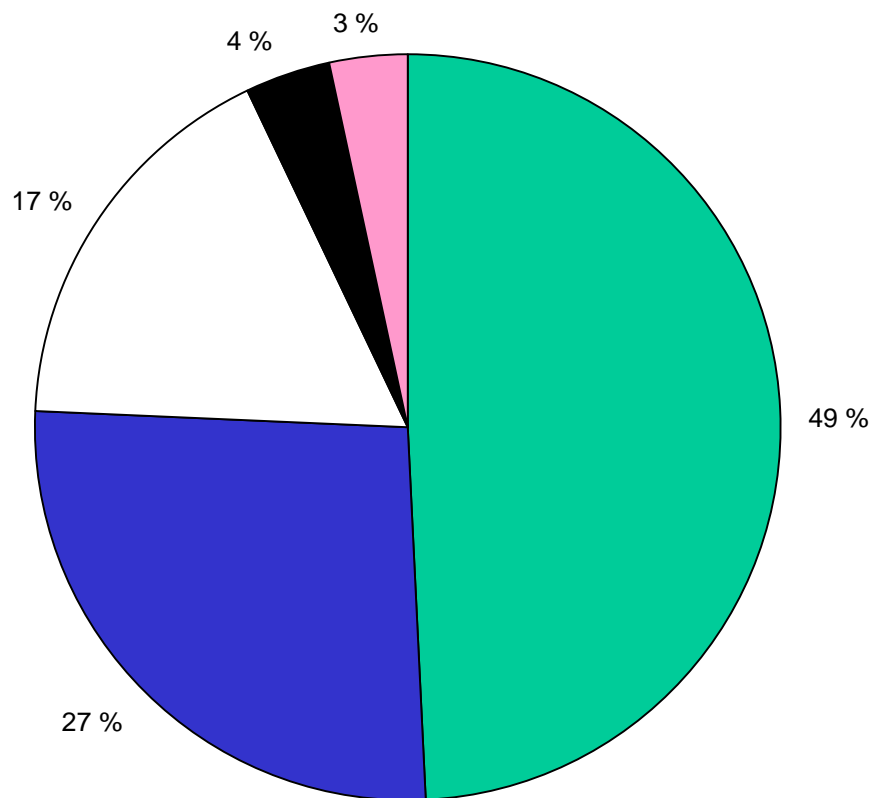


Museums attendance in Finland 2008-2012

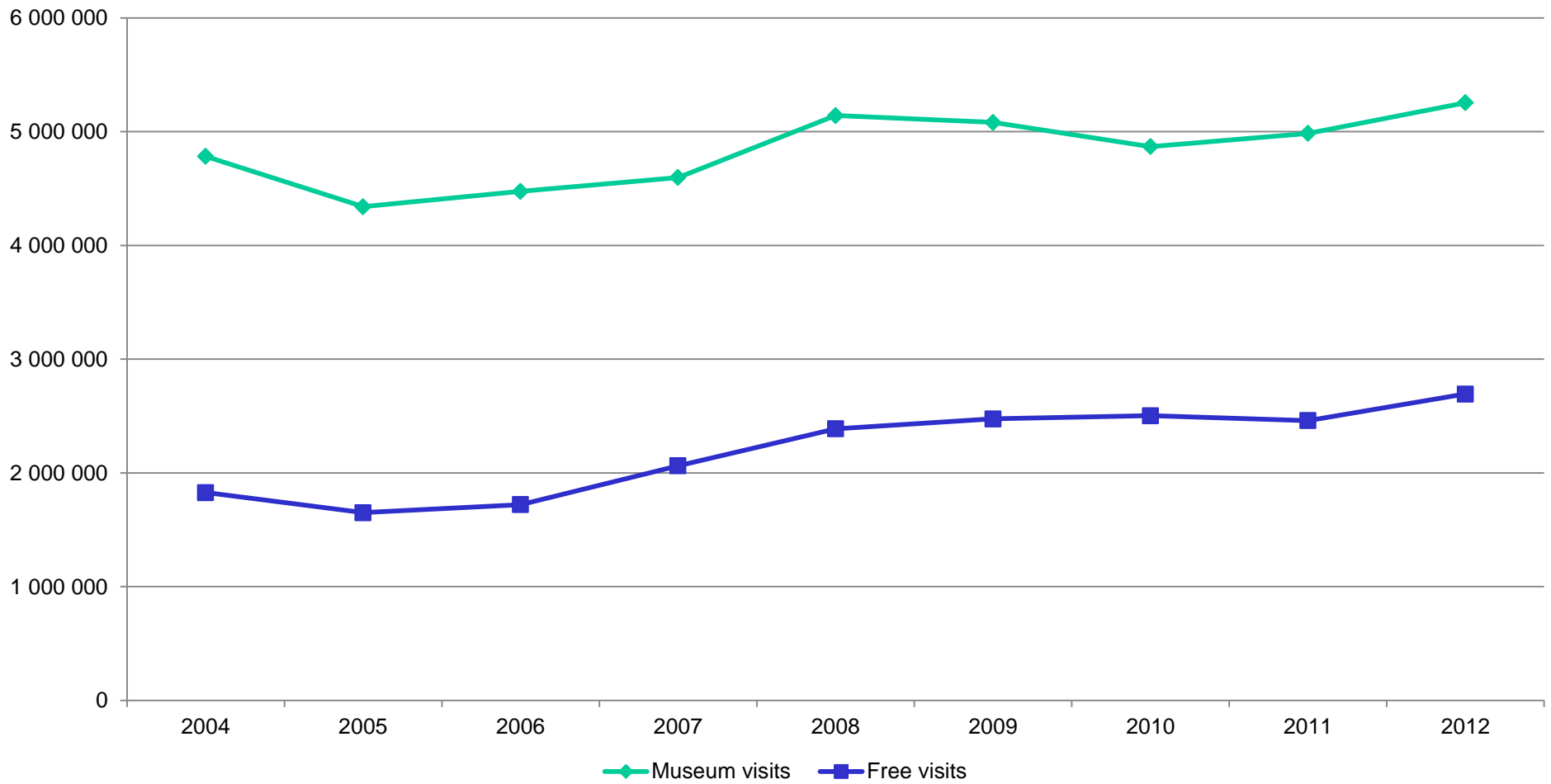
SHARE OF MUSEUM UNITS BY MUSEUM TYPE 2012



■ Cultural history museums ■ Specialized museums □ Art museums ■ Museums of Natural history ■ Combination museums

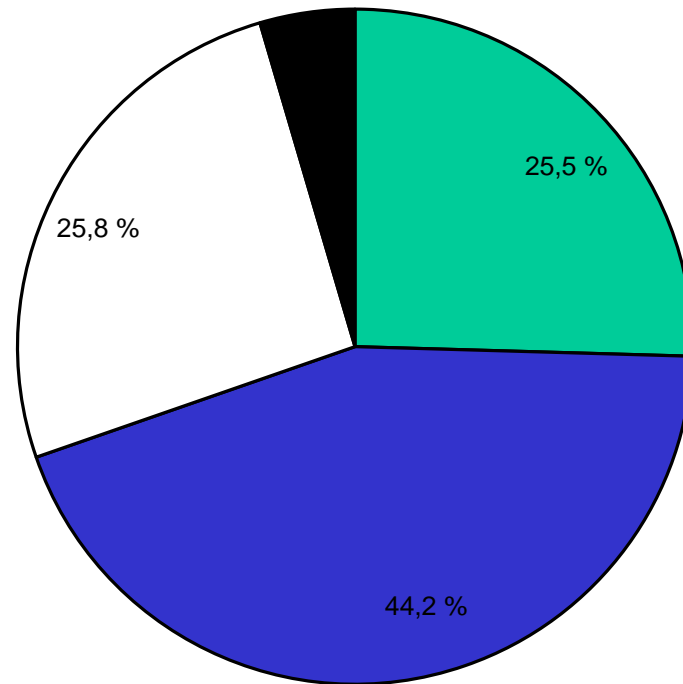
154 museums, 325 museum units and locations

MUSEUM VISITS 2004-2012



- The total number of visits in Finland has remained steady for the last decade
- The proportion of free visits had risen from 36% to 51% in 2002–2012
- Finnish museums received a total of 5 254,171 visits 2012, equivalent to one visit per inhabitant.
- Foreign visitors 8,40% ?

MUSEUM VISITS PER MUSEUM GROUP 2012



- State-run museums
- PSA-museums (state aid incremented 10 %)
- Other PSA-museums
- Other museums

- average number of visits per museum unit is 16 523.
- the three national museums 23 % of visits
 - the National Museum of Finland
 - the National Gallery
 - Finnish Museum of Natural History national
- specialised museums 12.6 %
- provincial museums and regional art museums 31.7 %
- remaining museums 32.7 %

TOP 6 2012

Ateneum Art Museum	400,079 visits
the Museum of Contemporary Art Kiasma	181,160
the Finnish Museum of Natural History	152,264
Turku Castle	110,727
Maritime Centre Vellamo	105,526
the National Museum of Finland	104,764

National visitor survey 2011: Finnish Museums Association

- The popularity of art museums among university-educated women
- The museums most frequently visited – more than five times a year – are art museums
- Natural history museums attract age groups younger than the average visitor, and especially families.
- The number of Russian visitors among travellers to Finland has been continuously growing. Russians come to Finland with their families, and they also visit museums several times a year. More than a third of Russians obtain their information about a museum from acquaintances and the internet.

- Finns visit museums less than people in other Nordic countries!

Cultural access and participation: Eurobarometer

- Lack of interest is the main reason for not going to visiting a museum or gallery
44 % FI (35 % EU)
- Lack of time 27 % (32 %)
- The quality and choice of museums and galleries 11 % (10 %)
- Too expensive 2 % (8 %)

- Finland's National Board of Antiquities
<http://www.nba.fi/en/index>
- Museum statistics 2012
[http://www.museotilasto.fi/user_files/Museotilas
to2012.pdf](http://www.museotilasto.fi/user_files/Museotilas
to2012.pdf)