

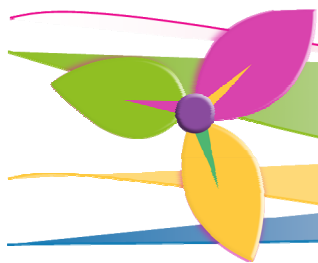
Museums Contribute to Ontario's Economy, Employment, and Tourism

- **8.7 million** overnight trips to museums, art galleries, historic sites, and living collections such as zoos, aquaria, and botanical gardens
- **\$562 million** of museums' expenses go towards day-to-day operations, including wages*
- **5.3 million**, or **48%** of Ontarians, visited a museum or art gallery in 2010*
- **\$4.1 billion** spent by arts and culture tourists, representing 36% of spending by all overnight tourists
- **67,700** jobs and **\$2.4 billion** in wages generated in Ontario by arts and culture tourists' spending
- Ontario's cultural sector directly contributes **\$20 billion** towards the province's GDP**

Ontario Arts and Culture Tourism Profile, (Research Resolutions and consulting Ltd.) OAC Nov.2012

*Hill Strategies Research, Statistics Canada review 2006-10

** Statistics Canada 2003/07



Ontario Museums
at Queen's Park

The Ontario Museum Association (OMA) speaks for more than **700 museums, galleries, and historic sites**, 10,000 professionals, and 16,000 volunteers who hold the collections of the province in trust for the people of Ontario.

A museum in every community and to suit every taste, Ontario's museum sector boasts:

- Specialized Collections: **45** museums specializing in television, bushplanes, fashion, textiles, footwear, canoes, dance, theatre and more!
- Nature: **17** Agricultural Sites, **12** Conservation Areas and Parks
- History: **4** Archaeological Sites, **93** Historic Buildings*
- Art: **99** Public Art Museums and Galleries
- Flowers and Plants: **4** Botanical Gardens
- Kids Stuff: **5** Children's Museums
- Local History: **204** Community Museums and **98** Archives
- **5** First Nations Cultural Centres, **4** Multidisciplinary Museums, and **6** Ethnically Specific Museums
- How Things Work: **11** Science & Technology Museums
- How We Get Around: **15** Transportation and Railway Museums
- Animals: **20** Non-commercial Zoos and Living History Sites
- Sports: **13** Sports Museums and Halls of Fame
- Nautical: **3** Marine Museums
- War: **36** Military Museums
- Living Things: **10** Natural Science and History Collections

For more information about Ontario Museums visit www.museumsontario.ca

*Based on primary identification (Type) of museums listed at the *Discover Ontario Museums* website and mobile app available at www.museumsontario.ca



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