

# Museums Matter

OUR ECONOMIC IMPACT:

\$195  
MILLION

In Maine, museums have a significant financial impact on the economy. Cultural tourism is a fast-growing industry.<sup>1</sup>



95%

APPROVAL RATING

Support for museums is robust regardless of political persuasion. Americans approve of lawmakers who act to support museums.<sup>1</sup>

850 MILLION U.S. VISITS PER YEAR

Annual museum visits outpace attendance for all major league sporting events and theme parks combined.<sup>1</sup>

MUSEUM VISITORS SPEND MORE

76% of all leisure travelers visit cultural or heritage sites like museums, and these travelers spend 60% more than average.<sup>1</sup>

*Maine Archives & Museums (MAM) is the only professional association representing museums, archives, historical societies, and other collecting institutions in the State of Maine.*



Sources: 1) American Alliance of Museums, "Museum Facts & Data", web;  
2) Maine Association of Nonprofits, Maine Nonprofits at Work, web.



## MAINE MUSEUMS:

\$139M  
IN INCOME

3,405  
JOBS

### 1:1 JOBS IN THE ECONOMY

Each year, thousands are employed by museums. For every direct job at a museum, an additional job is supported elsewhere in the economy. This is higher than many other sectors.<sup>1</sup>

\$46.5M

\$110M+

TAX REVENUE

EXPENDITURES

Museums return more than \$5 in tax revenues for every \$1 they receive in funding from all levels of government.<sup>1</sup>

Arts, cultural and humanities organizations, many of which are museums, spend millions annually in the economy.<sup>2</sup>

### MAM SUPPORTS MUSEUMS

MAM is committed in its support of Maine's collecting institutions and their impact as economic enterprises and a driving force behind tourism in the state.

We reach beyond our members to enhance and support all collecting institutions in Maine and their contributions to local, state, and national economies.

ADVOCACY + RESEARCH + PROMOTION  
NETWORKING + PROFESSIONAL DEVELOPMENT

MaineMuseums.org