

ECONOMIC IMPACT

AN ANALYSIS OF THE ECONOMIC AND EMPLOYMENT
IMPACT OF THE ART MUSEUM

€ 80 MM

Value added,
activated in the
local economy
as of today

€ 2,2

For every €1 invested
the additional output
generated in the regional
economy

€ 30,4 MM

Value of additional
production activated
every year

511

Extra people
employed as of
today

249

Extra people
employed
every year

VISITOR IMPRESSIONS

AN ARTICULATED SYSTEM OF RESEARCH ON MUSEUM VISITORS AND
POTENTIAL CONSUMERS OF CULTURAL OFFERINGS

8,5 MM

Potential Italian
recipients of a
cultural offering

40,7%

Art Museum
awareness

8,3

Art Museum visitors
satisfaction index
(1-10 scale)

4,1

Likely to visit
the Art Museum
(1-5 scale)

#2

Archeological offerings
among the priorities for
visiting a museum