

The Finnish Museum Card is a success story

More than **100,000 Museum Cards** have been sold in two years. The first-rate system was launched in Finland in 2015.



1 The Museum Card is a one-year ticket to 240 museums in Finland.

- **IN 2016, THE PRICE** of the personal Museum Card is €59. It is valid for 12 months, starting from its first use.
- **OUR CUSTOMER SATISFACTION** is at an excellent level! In a customer survey, the average result was 4,83 on a scale from one to five (May 2016, 6,900 respondents).
- **WHEN THE MUSEUM CARD** was launched, 155 museums were included in the system; now, the card gives access to 240 museums. The number of museums is increasing because more and more museums are attracted by the system.
- **THE MUSEUM CARD** has changed the way museums are used. Customers visit museums more frequently, and the threshold to pop in is lower.
- **THE MUSEUM CARD** is nationwide – a single card gives access to museums all over Finland.

2 Easy to buy and to use – technology offers multiple opportunities.

- **THE MUSEUM CARD** can be purchased from all museums included in the system or from our online store. When purchasing, you receive a temporary card which gives you access to museums for four weeks.
- **WHEN YOU REGISTER** as a Museum Card user, a plastic card with an RFID chip will be automatically sent to you.
- **AT MUSEUMS**, the Museum Card is shown to a reader which registers your visits in the CRM system.
- **IT PROVIDES MUSEUMS** with valuable data regarding their visitors.
- **YOU CAN VIEW** the validity period of your Museum Card and information about your visits on the customer page. There, you can also easily renew your Museum Card, i.e. extend its validity by another 12 months.

- **THE MUSEUM CARD** is easy to buy as a gift (in digital format or in a gift envelope). Companies can easily order batches of more than ten cards through the ordering system for companies. There, the card layout can also be modified.

3 One million museum visits have already been paid for using the Museum Card!

- **MORE THAN 100,000** Museum Cards have been sold in two years. This is a significant figure considering that the population of Finland is 5.5 million.
- **ONE MILLION MUSEUM VISITS** have been paid for using the Museum Card, and a single card is used ten times a year on average.
- **NET SALES** of the Museum Card are returned to museums based on the number of visitors. A small part of net sales is allocated to the joint market-

ing of museums and system maintenance (e.g. technical system, hardware, materials, salaries).

- **IT IS ALWAYS** more profitable for museums to sell the Museum Card than a single admission ticket.
- **THE MUSEUM CARD** benefits Finnish museums and the museum industry.

The Museum Card system is under continuous development.

Do you want to hear more?

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Your ticket to 240 Museums