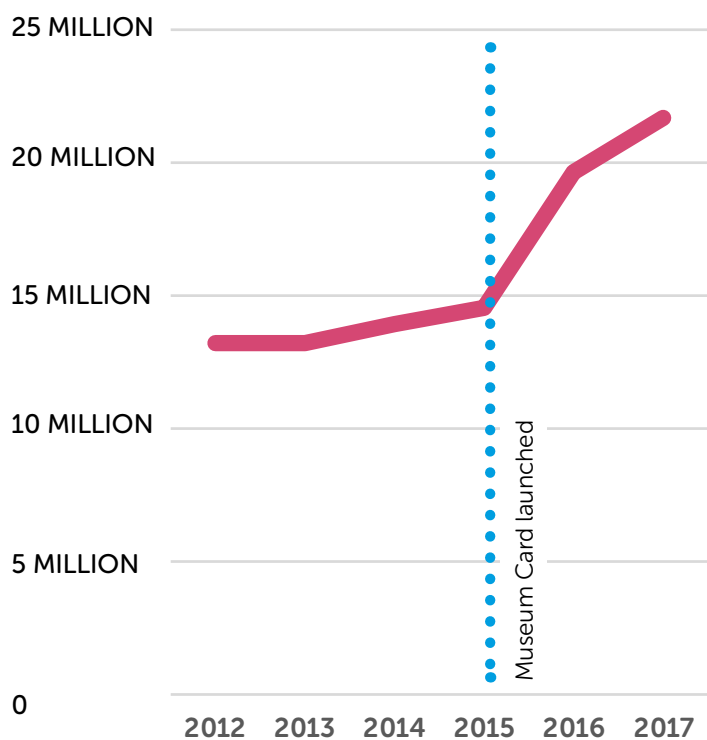




# Museum Card's Effects in Finland

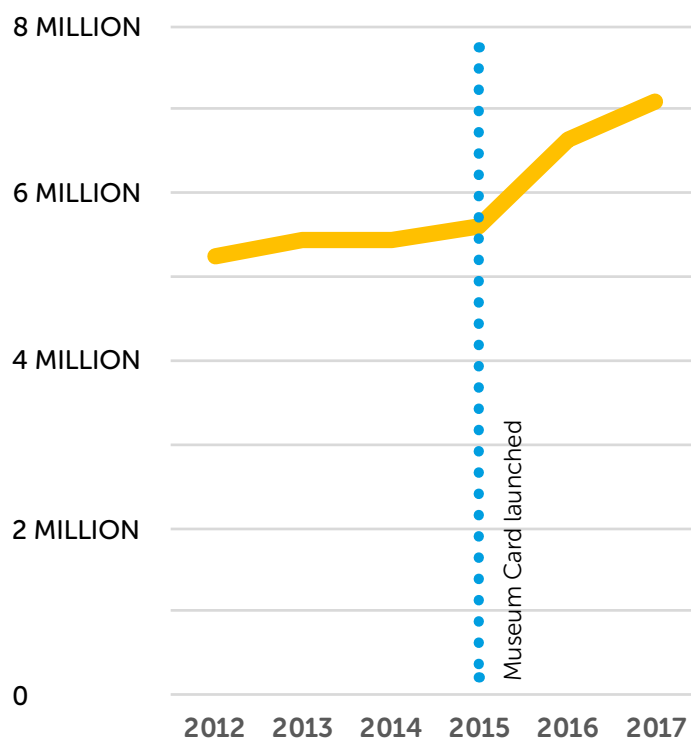
## Ticket Sales €

Museum tickets in total



## Museum visits

Museum visits in total



# +56%

2014–2017

# +35%

2014–2017

The Museum Card - Museokortti in Finnish - is a one-year ticket to 280 Finnish museums, ranging from the southern Åland island to arctic Inari. This exceptional small yellow card is raising awareness of museums in Finland, increasing revenue and changing the way people use museums. The Museum Card was launched in Finland in May 2015.