

Svenskt museikort?

Open Dialogue Tour
2026



Museum cards in Europe

belgium

netherlands

finland

switzerland

estonia



Situation in Finland 2014

13,9
million euros
industry ticket
sales

5,46
million visits
in total

Industry had
not grown
in years

5/2015

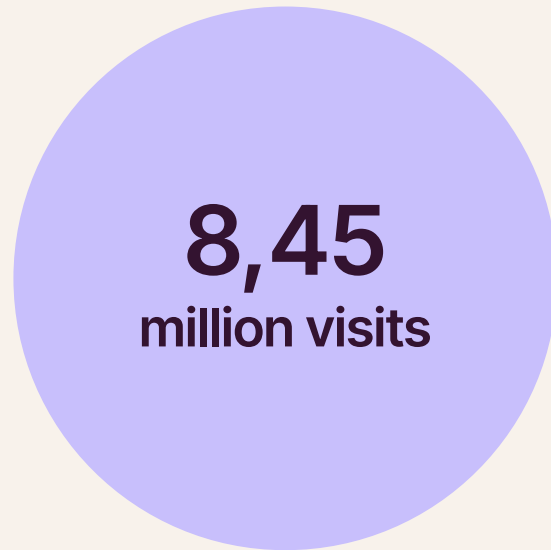
Museum Card is introduced

**Started with
154 museums**

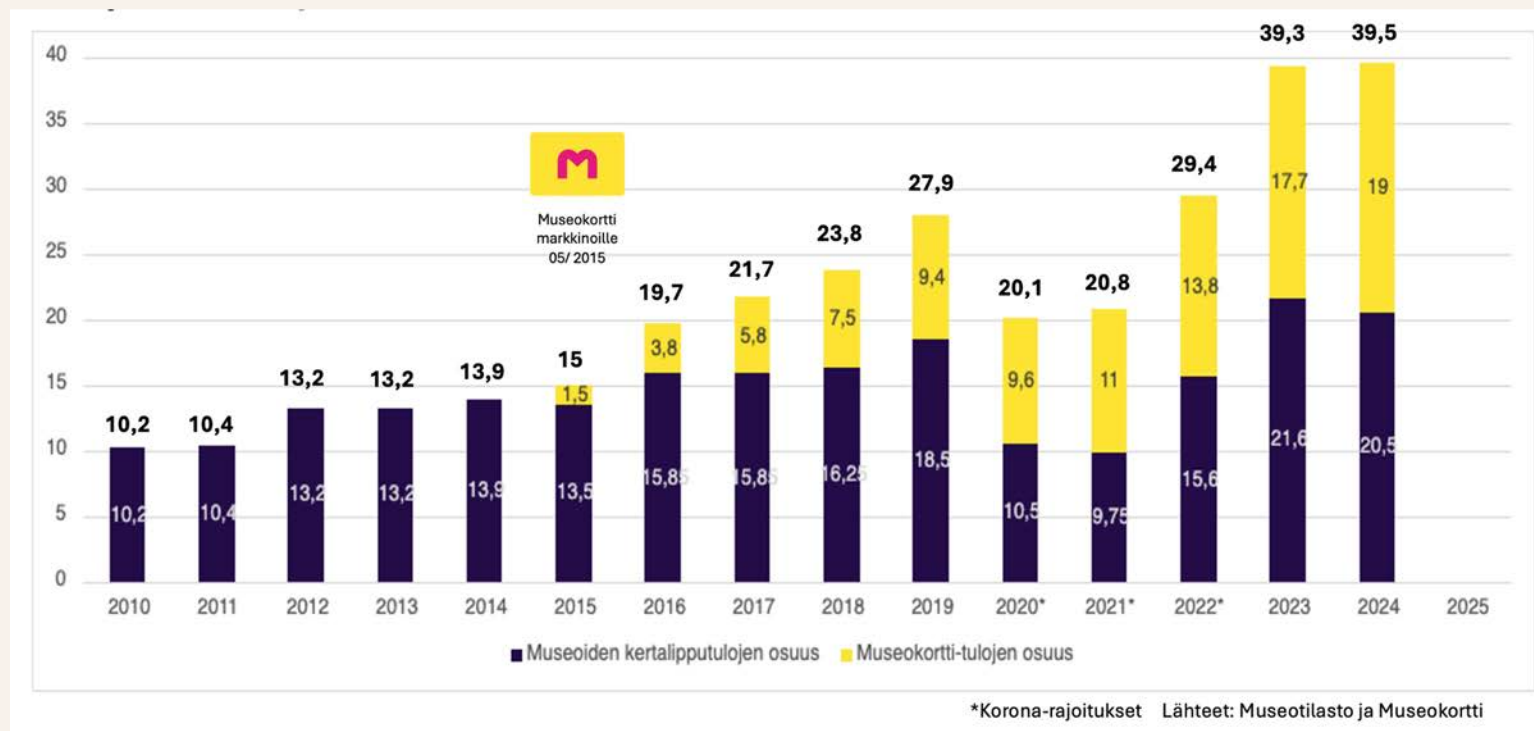
**During 2015
40 000 cards
were sold**

**Sales accelerated in
Christmas 2016
when the gift card
was introduced**

2024 Key numbers Finland

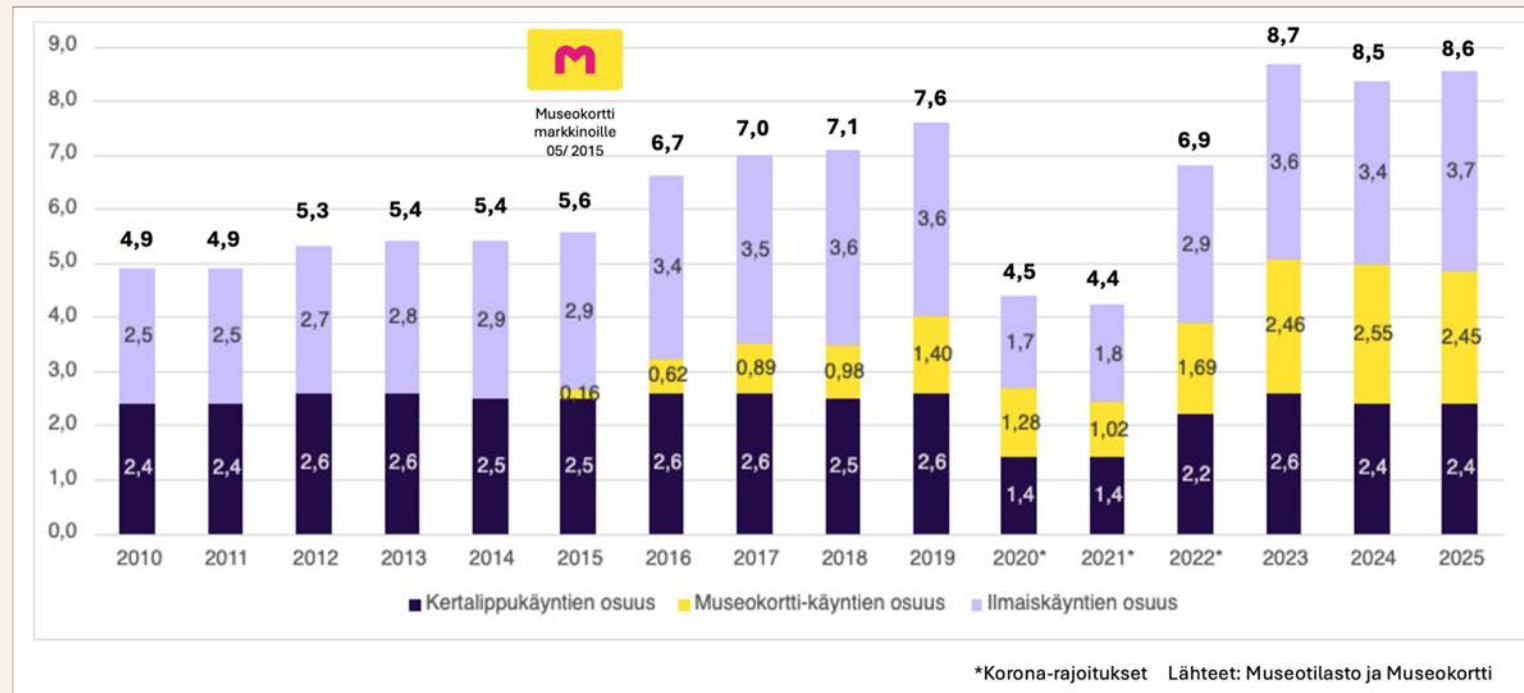


Development of museum ticket sales in Finland



- income from ticket sales
- Museum Card income

Development of museum visits in Finland



● Visits by entry ticket admission

● Visits by Museum Card

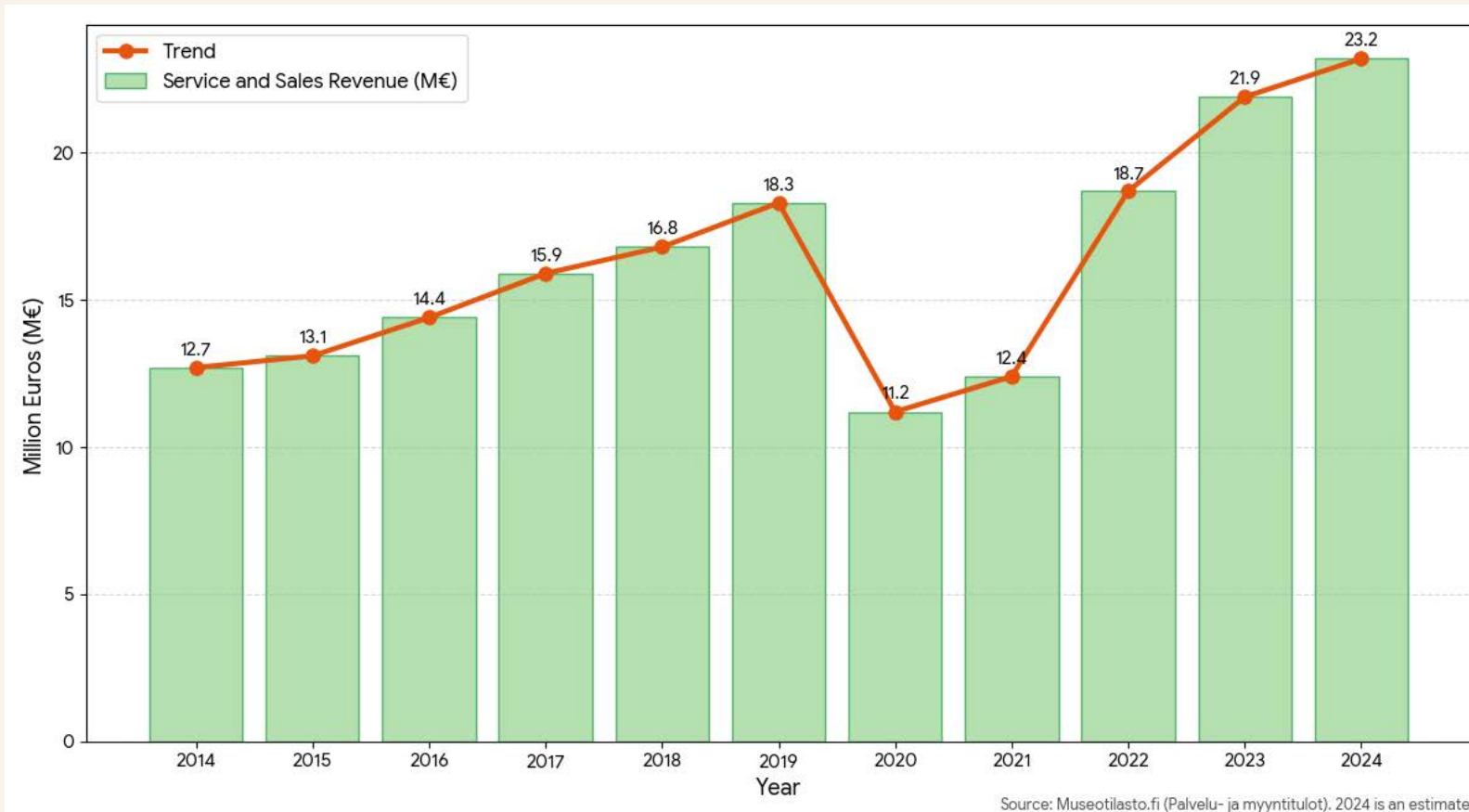
● free



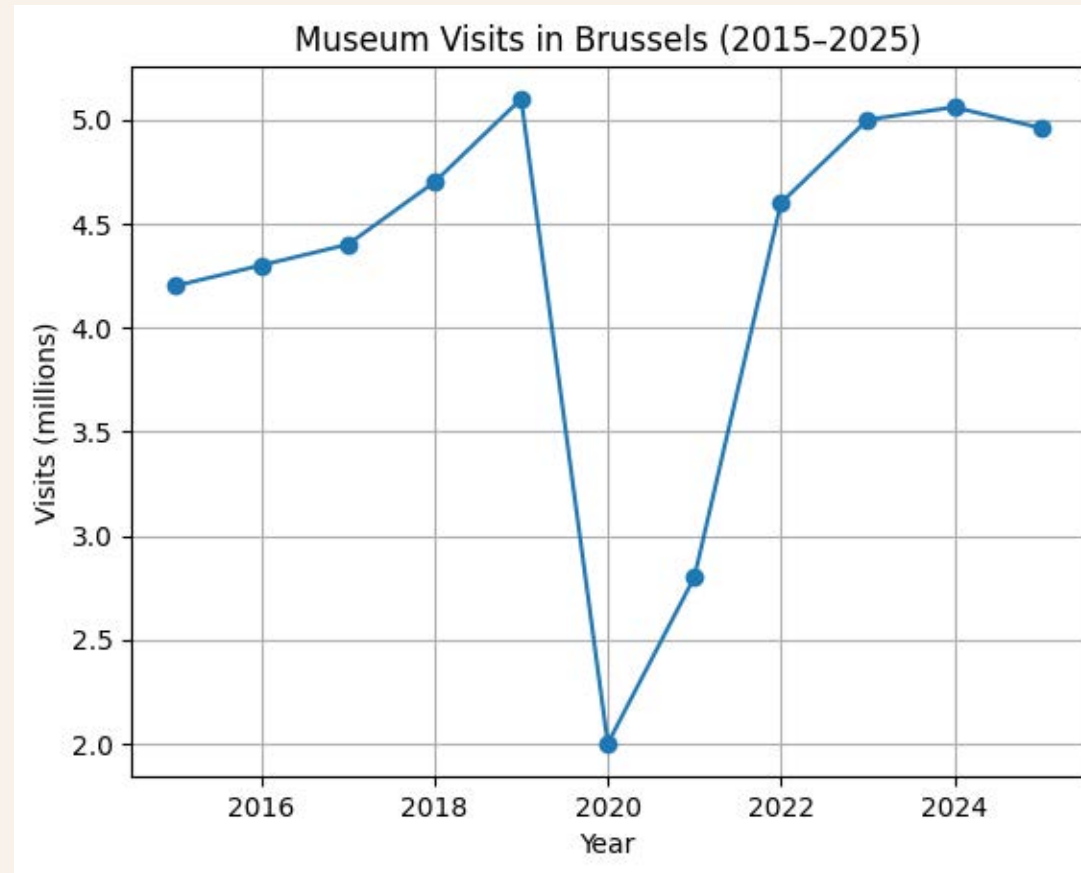
Finnish Museum Card buyers

- 2015 Early adopters the museums annual card owners
- 2016 Growth from broader public
- 2017 Museums start trending and attract more young people

Service and Sales Revenue of Finnish Museums



Development of museum visits in Belgium



Swedish Museum Card study

Case studies

Statens historiska museer

Nationalmuseum

Nordiska museet

Kulturen i Lund

Östergötlands museum

Göteborgs museer

Falkenberg

Fängelsemuseet Gävle

Västerås museer

Sven Harrys museum

+ many talks with different museums during Vårmötet

Which museums did we talk to?

Big and small museums

Private and Public

National, regional and municipal

(large and small cities),

free admission museums

All are museums in art, culture or history



Bench-
marking



Linköping

Lappeenranta

The cities are approximately the same size, have the same amount of museums and neither is close to a large urban area.

Learnings from Lappeenranta:

- Visits received from the Museum Card especially in the summertime from tourists.
- Locals don't own much cards
- Marketing possibilities are important to them.

One of their sites, a house-museum which previously struggled to find audience, has gained a lot of visits from Museum Card holders. This highlights the cardholders ease to experiment.

Linköping



Museums

Östergötland

Museigårdarna

Klostermuseum

Löfstad Slott

Lappeenranta



Museums

Paid visits 2014

2025

South Karelia museum

6466

7782

Cavalry museum

2415

3191

Wolkoff house museum

1936

2089

Lappeenranta Art museum

4599

5564

Benchmarks

Kokkola/Karleby

Kemi museums

Louhisaari Manor

Prison Museum Hämeenlinna

Natural history museum Luomus

Mobilia

National History Museum

Art museum Wäino Aaltonen

Kuressaare Castle

Arvo Pärt

Estonian Open Air Museum

Rijksmuseum

Naturalis Leiden

Van Gogh

Museums whom we have talked to include big and small museums, private and public, state and city, museums from big cities, towns and art and culture history museums

Key points



- In general, museums have joined the Museum Card to increase visitor numbers
- Many museums report that they have reached new audiences through cardholders
- The distribution of new visits is uneven; museums in cities tend to receive more
- Museums with free admission have also joined; they benefit from the card's marketing and visitor data
- The card promotes cooperation between museums
- Ticket prices have risen rapidly in countries with a Museum Card

Museikort-kalkylatorn

Reference Models

Town museum

LOAD DATA

Outdoor museum

LOAD DATA

Mid size city museum

LOAD DATA

Big city museum

LOAD DATA

MUSEUM INFO

Single ticket price (SEK)

70

Sold single tickets (year)

13000

Current sales (tkr)

910

MUSEUM CARD ESTIMATES

Increased visits (%)

10

Museum card visitors (%)

25

Revenue per museum card visit (%)

80

Museum cards sold per museum visit (%)

4

Museum card commission (SEK)

40

ESTIMATED GROWTH

Growth estimate per year (%)

10

VISITS (ADULT)

1ST YEAR
(TKR)

2ND YEAR

3RD YEAR

Single entrance ticket visits

10 725

11 798

12 977

Museum card visits

3 575

3 933

4 326

TOTAL VISITS

14 300

15 730

17 303

SALES (SEK)

1ST YEAR

2ND YEAR

3RD YEAR

Sold single tickets

751

826

908

Museum card visit revenues

200

220

242

Museum card commissions

23

25

28

1st visit compensation

11

12

14

REVENUE TOTAL (TKR)

985

1 084

1 192

Museum Card as a product

Cardholder perspective

- The card changes visitors' behaviour by enabling repeated, short visits
- Cardholders don't feel the need to see everything in one visit
- The threshold for visiting new museums is lower
- Cardholders see the museum sector as a whole and gain a better understanding of museums and exhibitions
- The ease of visiting creates new ways of socializing: from Tinder dates to a source of content for influencers

Museum perspective

- The Museum Card offers a steady, growing revenue stream and leads to a higher number of visits
- Increased visits are not only driven by the Museum Card; regular ticket sales also grow.
- Cardholders become a marketing audience that museums can reach at no additional cost
- A growing number of visitors provides stronger justification for government subsidies, but also increases costs for cleaning and staff
- A successful Museum Card concept raises the profile of museums and strengthens their role in society



Benefits for different types of Museums

- City museums in central locations see many short, repeated visits
- The share of Museum Card visitors is 30–40%
- Particularly high numbers are seen at art and outdoor museums
- Town museums experience growth from Museum Card–holding tourists during holidays, with a visitor share of 10–20%
- As the card encourages exploration, museums that traditionally sell few entry tickets may have the highest share of Museum Card visits—in Finland, up to 90%.



Museum Card as a platform

- At its core, the product consists of membership, payments, and remote identification
- Compensation is based on the number of visits
- Museums also earn a commission on Museum Card sales
- The association pays funds to museums every four months
- The card enables the development of new services, such as gift cards, recommendations, feedback, partner benefits, and travel-related offers
- Visitor data is provided to museums on a monthly basis and can be used to analyze visitor types and identify visiting patterns

Museum Cards' pros

- More visits and increased revenue for museums, new audience
- A new nationwide pool of loyal customers
- Free marketing through the cardholder database and the card's own marketing channels
- Access to museum visitor data and research
- Greater visibility for museums as a sector
- Increased cooperation and unity between museums
- A platform for developing new services Increased sales in museum cafés and shops
- More visitors to museum events

Museum Cards'

cons

- Ticket prices may increase
- Increased need for cleaning
- Greater wear and tear on museum facilities
- Increased need for staff
- More administrative work and staff training
- Congestion during peak seasons
- Museums that choose not to join the Museum Card may face negative publicity and pressure from cardholders to participate

