

GALLERIES, LIBRARIES, ARCHIVES AND MUSEUMS ARE OTHERWISE  
KNOWN AS THE *GLAM SECTOR*

## VALUE OF MUSEUMS IN CANADA

A study commissioned by the Ottawa Declaration Working Group, co-led by Library and Archives Canada and the Canadian Museums Association, found that museums contribute millions to the Canadian economy and societal well-being.

**\$2.9B** /// YEAR  
IN ECONOMIC BENEFITS

**\$1.2B** /// YEAR  
VALUE OF EDUCATIONAL BENEFITS

**\$277M** /// YEAR  
VALUE OF MUSEUMS ONLINE VISITS

**30M**  
/// YEAR   
VISITS TO MUSEUMS

**96%**   
OF CANADIANS  
BELIEVE MUSEUMS  
CONTRIBUTE TO OUR  
QUALITY OF LIFE

FOR EVERY DOLLAR  
INVESTED IN MUSEUMS,  
SOCIETY GETS NEARLY  
**FOUR DOLLARS** IN BENEFITS



 MUSEUMS  
USER

WILLING TO INVEST

**+\$1.3B** /// YEAR

 MUSEUMS  
NON-USER

PREPARED TO CONTRIBUTE

**+\$693M** /// YEAR

THE STUDY'S AIM WAS TO EXPLORE THE ECONOMIC AND SOCIAL IMPACTS OF GLAMS (GALLERIES, LIBRARIES, ARCHIVES, MUSEUMS) AND WAS CONDUCTED BY OXFORD ECONOMICS USING METRICS COMMONLY EMPLOYED BY CULTURAL INSTITUTIONS, AS WELL AS THE RESULTS OF A NATIONAL SURVEY OF MORE THAN 2,000 CANADIANS.