

Survey of Attendance at Museum Institutions

Definitions

Period when open

This is the period when the institution is open to the public and holds exhibitions, including the months when it is open only on a reservation basis.

Number of visitors

These are paying and non-paying visitors to your museum activities.

The number of visitors can be determined by an automated counting device or manual counting. It includes the participants in all the museum activities of the institution (exhibitions, tours, educational workshops, etc.).

Note: The same visitor must not be counted more than once in the same day.

Do not include participants in activities organized by a third party that borrows or rents your spaces for its own purposes, for example a wedding or a conference (except if it has been agreed with this third party that its participants will visit your exhibitions).

Do not include participants in solicitation activities organized by your institution for business purposes (such as fundraising events).

Attendance at the institution

The attendance at the institution excludes attendance at extramural exhibitions or activities (that is, those located off the museum institution property).

Number of individual visitors

This number covers visitors who come to the institution individually (not in organized groups).

Number of visitors in organized groups

These are visitors who arrive in organized groups, most often with a reservation, such as groups of tourists, members of an association, groups of college or university students, etc.

School clientele

This clientele includes pre-kindergarten, kindergarten, elementary, and secondary school students, during the school year, whether they are enrolled or not in the educational programs of the museum institution. The teachers and accompanying persons must also be counted.

Note: Students who pay the “student” rate outside of school-organized visits must not be considered part of the school clientele. They must be counted as part of the general clientele.

College and university students must not be counted in the school clientele section. They must be included in the general clientele section (among either individual visitors or visitors in organized groups).

Number of “extramural” activities

This refers to activities presented by museum institutions in a place not located on their property (excluding travelling exhibitions produced by your institution and presented in other museum institutions, as well as activities held outside Québec).

Examples of “extramural” activities or exhibitions: events presented in a municipal park, a school, a shopping centre, a street, etc.

Note: If an “extramural” activity is held over several months, it must be counted for each month.

If an “extramural” activity is presented several times at the same location in a given month, it must only be counted once. However, if an “extramural” activity is presented at several locations in a given month, it must be counted once for each location.

Number of “extramural” visitors

These are visitors to exhibitions or activities presented by the institution at a site that is not located on its property (excluding travelling exhibitions produced by your institution and presented in other museum institutions, as well as activities held outside Québec).

Examples: activities or exhibitions presented in municipal parks, schools, shopping centres, neighbourhood streets, etc.

Note: When activities taking place at a site located on your property are transmitted by telecommunication to participants outside that site, these “remote” participants are not considered as “extramural” visitors. They must not be counted in the attendance data for your institution.