



mc

**{ MUSEUM
CONNECTIONS
PARIS 14-15 JAN 2025**

**LET'S INSPIRE TOMORROW'S
CULTURE
AND TOURISM EXPERIENCE**

mc { SUMMARY

mc
MUSEUM
CONNECTIONS
PARIS 14-15 JAN 2025

Introduction



Key Figures



Partners



Experts Committees



The visitors



The Exhibitors



The features



Why Exhibit?



The advantages of Museum Connections offer



Contact us





International trade fair, focusing on the business and sustainable challenges of museums, cultural and touristic venues.

Museum Connections highlights trends and innovations to imagine tomorrow's visitors' experiences.

As a leader of the international community for nearly 30 years, Museum Connections brings together professionals from the sector, in Paris, every year in January.

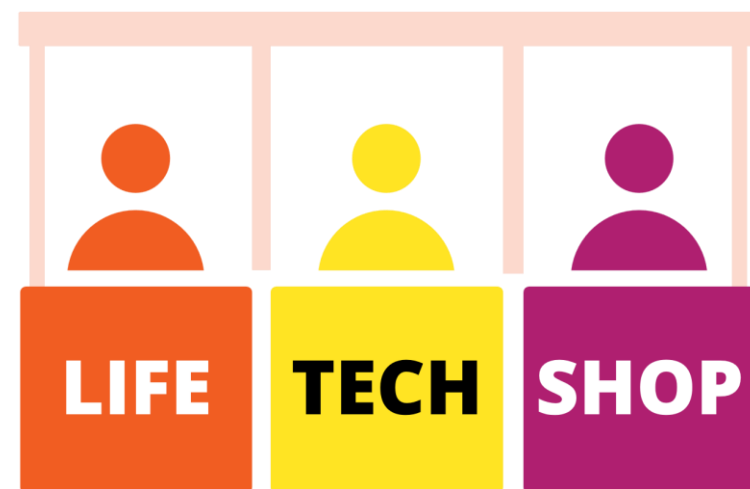
mc { KEY FIGURES



5414 PARTICIPANTS

+20% vs 2023

including **21% from overseas**



383 EXHIBITORS

+12% vs 2023

50% Museum Shop
35% Museum Tech
15% Museum Life

including **36% from overseas**



36 CONFERENCES

with **105 speakers** coming from Australia, Austria, Belgium, Canada, China, Denmark, France, Germany, Hungary, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and United States



101 PUBLICATIONS

+12% vs 2023

6 TV & Radio stories,
34 printed press articles,
61 digital press articles

mc { PARTNERS

Institutions & Media

Soutenu par



All about touring exhibitions



Multiplier les émotions !



mc { EXPERTS COMMITTEES

Mirror of the diversity of the show's audiences



INSPIRATION BOARD

Throughout the year, Museum Connections gives voice to the members of the INSPIRATION BOARD. Composed of **leading actors and representatives of the cultural and tourist community**, they define together the issues and themes to be addressed during the **INSPIRATION CONFERENCES**.

[Discover the board members](#)



DUOS' JURY

Gathering **experts from consulting firms, training organizations and cultural and tourist institutions**, the DUOS' JURY selects **15 "venues X supplier" duos** who, during the show, will present their outstanding partnership on the **INNOVATION TV**.

[Discover the jury members](#)



POP-UP'S JURY

Curated by **retail experts from various French and overseas, cultural and tourist institutions**, the POP-UP'S JURY selects around hundred products that will be presented in the **POP-UP STORE**: The temporary shop of the show!

[Discover the jury members](#)

mc { THE VISITORS

The largest European trade show dedicated to Experience in museums, cultural and tourist venues!



5414 PARTICIPANTS

+20% vs 2023

including **21% from overseas**

VISITORS' PROFILE (ACTIVITY):

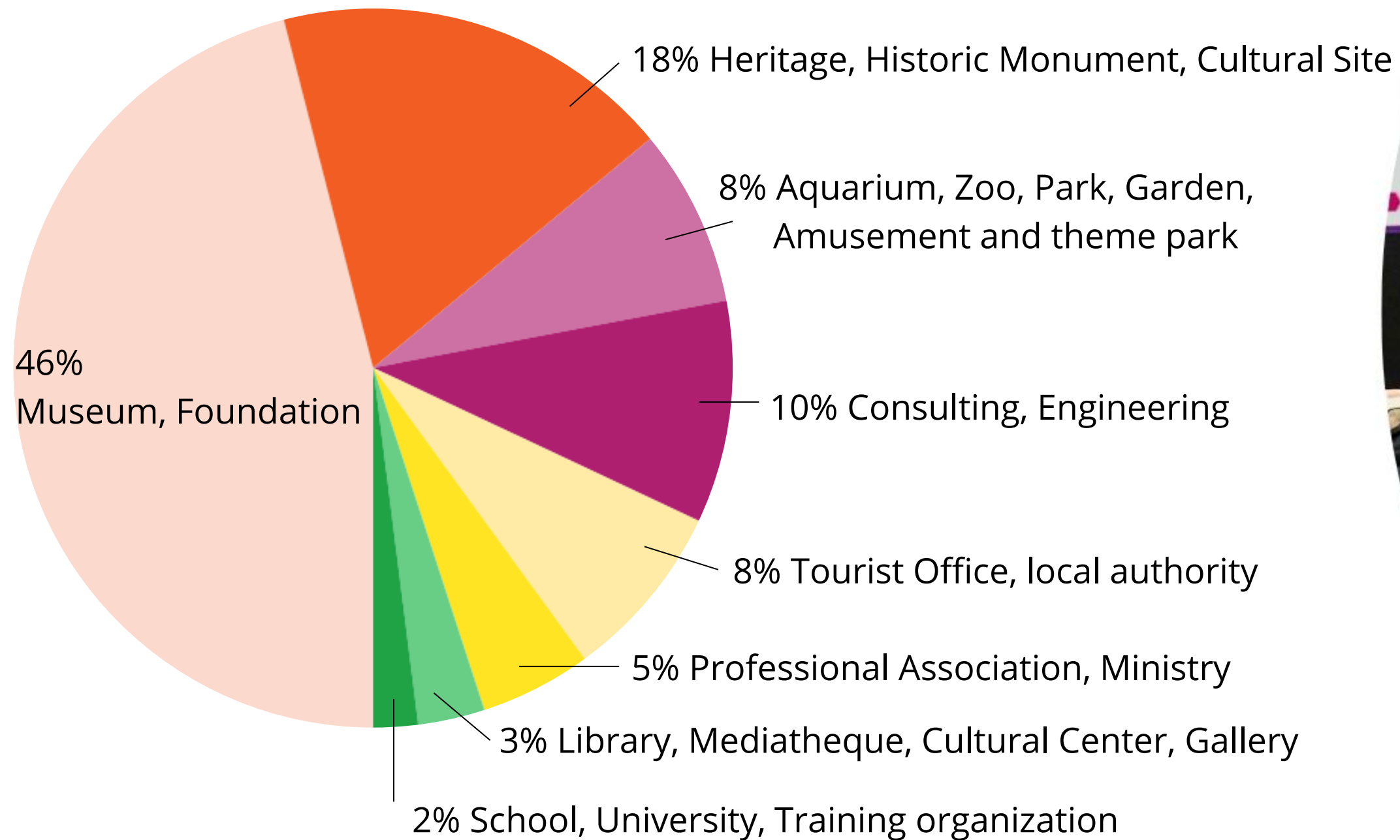
Museums, zoos, aquariums, amusement and theme parks, castles, gardens, tourist offices, local authorities, cultural centers, art galleries, public institutions, libraries, heritage sites and historical monuments, cultural sites, theaters, professional associations...

VISITING COUNTRIES:

Argentina ▪ Australia ▪ Austria ▪ Belgium ▪ Bulgaria ▪ Canada ▪ China ▪ Cyprus ▪ Czech Republic ▪ Denmark ▪ Djibouti ▪ Egypt ▪ Finland ▪ France (Mainland and overseas) ▪ Georgia ▪ Germany ▪ Greece ▪ Holy See (State of Vatican City) ▪ Hungary ▪ India ▪ Italy ▪ Japan ▪ Lebanon ▪ Lithuania ▪ Luxembourg ▪ Mauritius ▪ Monaco ▪ Morocco ▪ Netherlands ▪ Peru ▪ Philippines ▪ Portugal ▪ Qatar ▪ Romania ▪ Saudi Arabia ▪ Singapore ▪ Spain ▪ Sweden ▪ Switzerland ▪ Thailand ▪ Tunisia ▪ Turkey ▪ United Arab Emirates ▪ United Kingdom ▪ United States of America

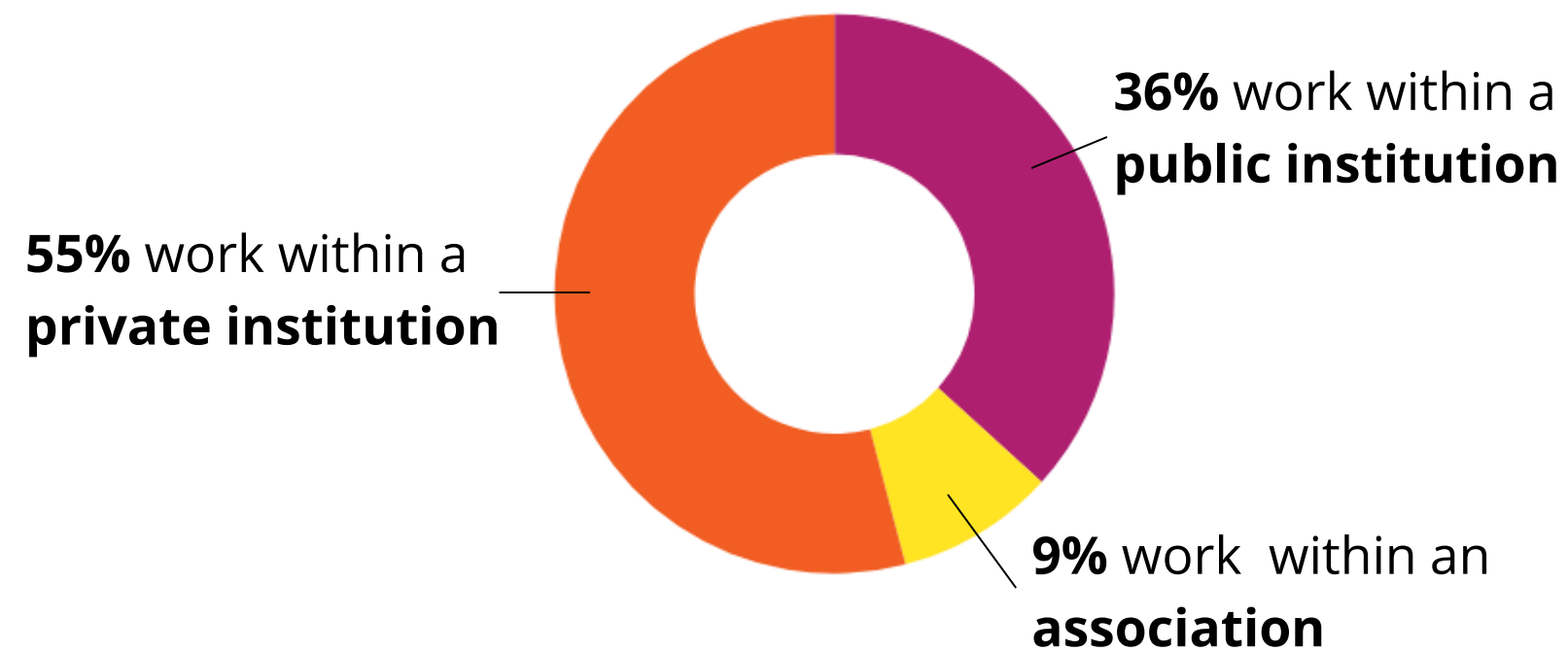
mc { THE VISITORS

VISITORS' BREAKDOWN BY ACTIVITY:



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Key figures, post-show 2024 survey:



mc { THE VISITORS

THEY VISIT THE SHOW (FRANCE):

ABBAYE DE DAOULAS ▪ AQUARIUM DE PARIS ▪ BAL DU MOULIN ROUGE ▪ BASILIQUE DU SACRÉ COEUR ▪ BIBLIOTHÈQUE NATIONALE DE FRANCE ▪ BREST'AIM - OCÉANOPOLIS ▪ CATHÉDRALE NOTRE DAME DE PARIS ▪ CENTRE CULTUREL DE CHINE ▪ CENTRE POMPIDOU ▪ CHATEAU DE CHANTILLY ▪ CHÂTEAU DE CHENONCEAU ▪ CHÂTEAU DE JOUX - MUSÉE DE PONTARLIER ▪ CHATEAU DE LA BUSSIÈRE ▪ CHÂTEAU DE MONTE-CRISTO ▪ CHÂTEAU DE MONTPOUPON ▪ CHATEAU DE ROSA BONHEUR ▪ CHÂTEAU DE TRÉCESSON ▪ CHÂTEAU DE VAUX LE VICOMTE ▪ CHATEAU DES DUCS DE BRETAGNE-
MUSÉE D'HISTOIRE DE NANTES ▪ CHEMIN DE FER DE LA BAIE DE SOMME ▪ CHEMINS DU PATRIMOINE EN FINISTÈRE ▪ CINÉMATHÈQUE FRANÇAISE ▪ CITÉCO ▪ CITÉS IMMERSIVES ▪ CMN - CENTRE DES MONUMENTS NATIONAUX ▪ CNAM - MUSÉE DES ARTS ET MÉTIERS ▪ COMITE REGIONAL DU TOURISME
CENTRE-VAL DE LOIRE ▪ COMMUNAUTÉ DE COMMUNES OCÉAN - MARAIS DE MONTS ▪ COMPAGNIE DES ALPES ▪ CONSEIL RÉGIONAL HAUTS-DE-FRANCE
▪ CULTURESPACES ▪ DÉPARTEMENT DE LA VENDÉE ▪ DÉPARTEMENT DES ALPES DE HAUTE-PROVENCE ▪ DISNEYLAND PARIS ▪ DOMAINE DE CHAUMONT-
SUR-LOIRE ▪ DOMAINE DE TONQUÉDEC ▪ DOMAINE D'HARCOURT / DÉPARTEMENT DE L'EURE ▪ DOMAINE NATIONAL DE CHAMBORD ▪ DRAC ILE DE
FRANCE ▪ ECOLE DU LOUVRE ▪ EURL GESTION DU CHÂTEAU DE LANGEAIS ▪ EYRIGNAC ▪ FESTYLAND ▪ FONDATION CARTIER ▪ FONDATION LE CORBUSIER ▪
FONDATION LES ARTS FLORISSANTS - FONDATION LOUIS VUITTON ▪ FONDATION SAINT LOUIS - DOMAINE ROYAL DE DREUX ▪ FRANCE MINIATURE ▪ INA ▪
INHA ▪ INSTITUT DU MONDE ARABE ▪ INSTITUT FRANÇAIS ▪ LA CITE DE LA MER ▪ LA CITÉ DES BATELIERS ▪ LA FERME DU CHÂTEAU ▪ LA GAÎTÉ LYRIQUE ▪ LA
MAISON DE LA VACHE QUI RIT ▪ LA SEINE MUSICALE ▪ LAFAYETTE ANTICIPATIONS ▪ LE POTAGER EXTRAORDINAIRE ▪ LE QUADRILATÈRE - VILLE DE
BEAUVAIS ▪ LE VOYAGE À NANTES ▪ MAIRIE DE LORIENT ▪ MAISON GAINSBURG ▪ MÉMORIAL DU CAMP DE RIVESALTES ▪ MÉTROPOLE EUROPÉENNE DE
LILLE ▪ MINISTÈRE DE LA CULTURE ▪ MINISTÈRE DES ARMÉES ▪ MUSÉE DE LA NACRE ET DE LA TABLETTERIE ▪ MUSÉE DE LA POSTE ▪ MUSÉE DES
IMPRESSIONNISMES ▪ MUSÉE DES MAISONS COMTOISES ▪ MUSÉE DU LOUVRE ▪ MUSEE DU NOUVEAU MONDE - VILLE DE LA ROCHELLE ▪ MUSÉE DU
PAPIER PEINT ▪ MUSÉE DU QUAI BRANLY - JACQUES CHIRAC ▪ MUSÉE FRANCO-AUSTRALIEN ▪ MUSÉE NATIONAL DE LA MARINE ▪ MUSÉE NATIONAL DES
ARTS ASIATIQUES GUIMET ▪ MUSÉOPARC ALÉSIA ▪ NAUSICAA ▪ OCEARIUM DU CROISIC ▪ PARADOX PARIS (SAS) ▪ PARC ANIMALIER DE SAINTE CROIX ▪
PARC ASTERIX ▪ PARC DU FUTUROSCOPE ▪ PARC DU MARQUENTERRE - DESTINATION BAIE DE SOMME ▪ PARC ZOOLOGIQUE DE PARIS - MNHN ▪ PARIS
MUSÉES ▪ PUY DU FOU ▪ REGION AUVERGNE-RHONE-ALPES ▪ MÉMORIAL DE CAEN ▪ CHÂTEAU DU CLOS DE VOUGEOT ▪ SITES & MONUMENTS ▪ SNCF
GARES & CONNEXIONS ▪ UNIVERSSCIENCE ▪ VILLE DE LORIENT ▪ VILLE DE NICE ▪ VILLE DE SAUMUR - CHÂTEAU-MUSÉE ▪ ZOO PARC DE BEAUVAL

and many others...

mc { THE VISITORS

THEY VISIT THE SHOW (INTERNATIONAL):

AMERICAN MUSEUM OF NATURAL HISTORY, **USA** ▪ AMSTERDAM TULIP MUSEUM, **Netherlands** ▪ ARTIS ROYAL ZOO / GROOTE MUSEUM, **Netherlands** ▪ ASBL MUSÉE DU MARBRE, **Belgium** ▪ AUSTRALIAN NATIONAL MARITIME MUSEUM, **Australia** ▪ BOGHOSSIAN FOUNDATION, **Belgium** ▪ BOMPAS&PARR / MUSEUM OF SHAKESPEARE, **United Kingdom** ▪ BRIGHTON & HOVE MUSEUMS, **United Kingdom** ▪ CHAPLIN'S WORLD BY GREVIN, **Switzerland** ▪ CHINA GRAND CANAL MUSEUM, **China** ▪ CHRYSLER MUSEUM OF ART, **USA** ▪ CIVITA MOSTRE E MUSEI, **Italy** ▪ DDR MUSEUM BERLIN GMBH, **Germany** ▪ EMPEROR QINSHIHUANG'S MAUSOLEUM SITE MUSEUM, **China** ▪ FINNISH NATIONAL GALLERY, **Finland** ▪ FONDATION DU CHÂTEAU DE CHILLON, **Switzerland** ▪ FUNDACIÓ JOAN MIRÓ, BARCELONA, **Spain** ▪ GULBENKIAN FOUNDATION, **Portugal** ▪ HOUSE OF EUROPEAN HISTORY / EUROPEAN PARLIAMENT, **Belgium** ▪ IKEA MUSEUM, **Sweden** ▪ INSTITUT OCEANOGRAPHIQUE, **Monaco** ▪ J. PAUL GETTY MUSEUM, **USA** ▪ JÜDISCHES MUSEUM DER STADT WIEN, **Austria** ▪ LANDESMUSEUM WUERTTEMBERG, **Germany** ▪ MINISTERO DELLA CULTURA, **Italy** ▪ MOMA, **USA** ▪ MUSÉE CANADIEN DE L'HISTOIRE, **Canada** ▪ MUSÉE D'ART-MODERNE GRAND DUC JEAN, **Luxembourg** ▪ MUSÉE DE LA CIVILISATION, **Canada** ▪ MUSÉE DE LA MAIN, **Switzerland** ▪ MUSÉE DES TRANSPORTS EN COMMUN DE WALLONIE, **Belgium** ▪ MUSÉE D'IXELLES, **Belgium** ▪ MUSÉE INTERNATIONAL DE LA CROIX-ROUGE ET DU CROISSANT-ROUGE, **Switzerland** ▪ MUSÉE ROYAL DE MARIEMONT, **Belgium** ▪ MUSÉE WELLINGTON, **Belgium** ▪ MUSEO CARMEN THYSSEN MÁLAGA, **Spain** ▪ MUSEO DE CIENCIAS NATURALES DE SAN JUAN, **Argentina** ▪ MUSEU NACIONAL D'ART DE CATALUNYA, **Spain** ▪ MUSÉUM GENÈVE, **Switzerland** ▪ MUSEUM OF FINE ARTS BUDAPEST, **Hungary** ▪ MUSEUMS COMMISSION, MINISTRY OF CULTURE, **Saudi Arabia** ▪ NATIONAL GALLERY GLOBAL, **United Kingdom** ▪ NATIONAL MUSEUMS SCOTLAND, **United Kingdom** ▪ NATURAL HISTORY MUSEUM OF LONDON, **United Kingdom** ▪ NETHERLANDS INSTITUTE FOR SOUND&VISION, **Netherlands** ▪ ÖSTERREICHISCHE GALERIE BELVEDERE, **Austria** ▪ PALACE MUSEUM OF THE MANCHURIAN REGIME, **China** ▪ PALACIOS Y MUSEOS, **Spain** ▪ PEGGY GUGGENHEIM COLLEC, **Italy** ▪ QATAR MUSEUMS, **Qatar** ▪ RIJKSMUSEUM, **Netherlands** ▪ SCIENCE CENTRE, **Singapore** ▪ STAATLICHE MUSEEN ZU BERLIN - STIFTUNG PREUßISCHER KULTURBESITZ, **Germany** ▪ TATE, **United Kingdom** ▪ THE BEIRUT MUSEUM OF ART, **Lebanon** ▪ THE BRITISH MUSEUM, **United Kingdom** ▪ THE FRICK COLLECTION, **USA** ▪ THE ROYAL COMMISSION FOR ALULA, **Saudi Arabia** ▪ THE SENSATIONAL MUSEUM, **United Kingdom** ▪ VAN GOGH MUSEUM, **Netherlands** ▪ VATICAN MUSEUMS, **Holy See (State of Vatican City)** ▪ VILLA MÉDICIS - ACADÉMIE DE FRANCE, ROME, **Italie** ▪ ZAYED NATIONAL MUSEUM, **United Arab Emirates** ▪ ZEPPELIN MUSEUM, **Germany**

and many others...

mc { THE VISITORS

Feedbacks:

The conference was wonderful and now that I understand how it works, I would be better able to take more in during a future visit. It was simply wonderful and [...]

Key West Art & Historical Society

First time visiting the show, a discovery! Very interesting and sufficiently rich in quality to make it a reference. Especially in the search for innovation or digital mediation partners.

Mairie Chatou

This was my first visit to the show and I loved my experience. Since I am from Canada, [...] I am not sure if my employer will allow me to return next year, but I hope so.

Musée canadien de l'histoire

An annual event in Paris that is establishing itself in the agenda of B2B cultural events, becoming increasingly high-quality with a growing international presence. It is invigorating and promising for development [...]

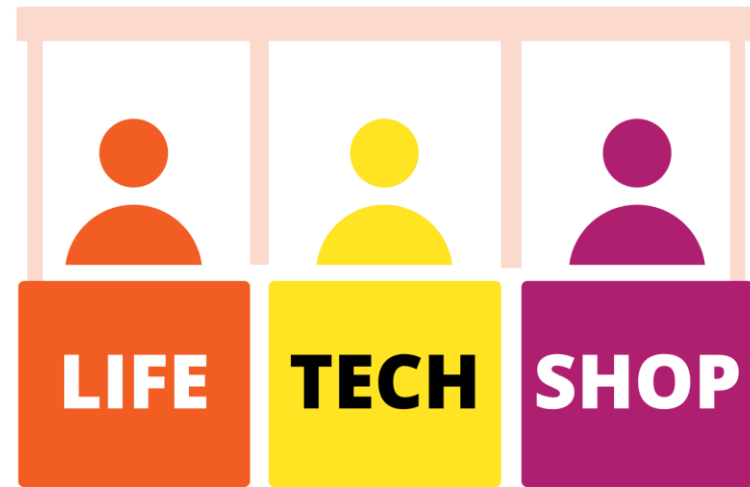
Universcience

For a first experience, I am very satisfied and returned to the Museum with a wealth of information on product ideas for the shop, modern techniques (such as a mobile phone charger) to offer to our visitors, and useful information for recruiting specialized personnel. I particularly appreciated the personal space that allowed me to prepare my visit and save time. I attended only one conference, which was very informative and extended at the booth for additional information. These two days were intense and productive.

Musée Wellington à Waterloo

mc { THE EXHIBITORS

A comprehensive offer dedicated to the Experience in cultural and tourist venues!

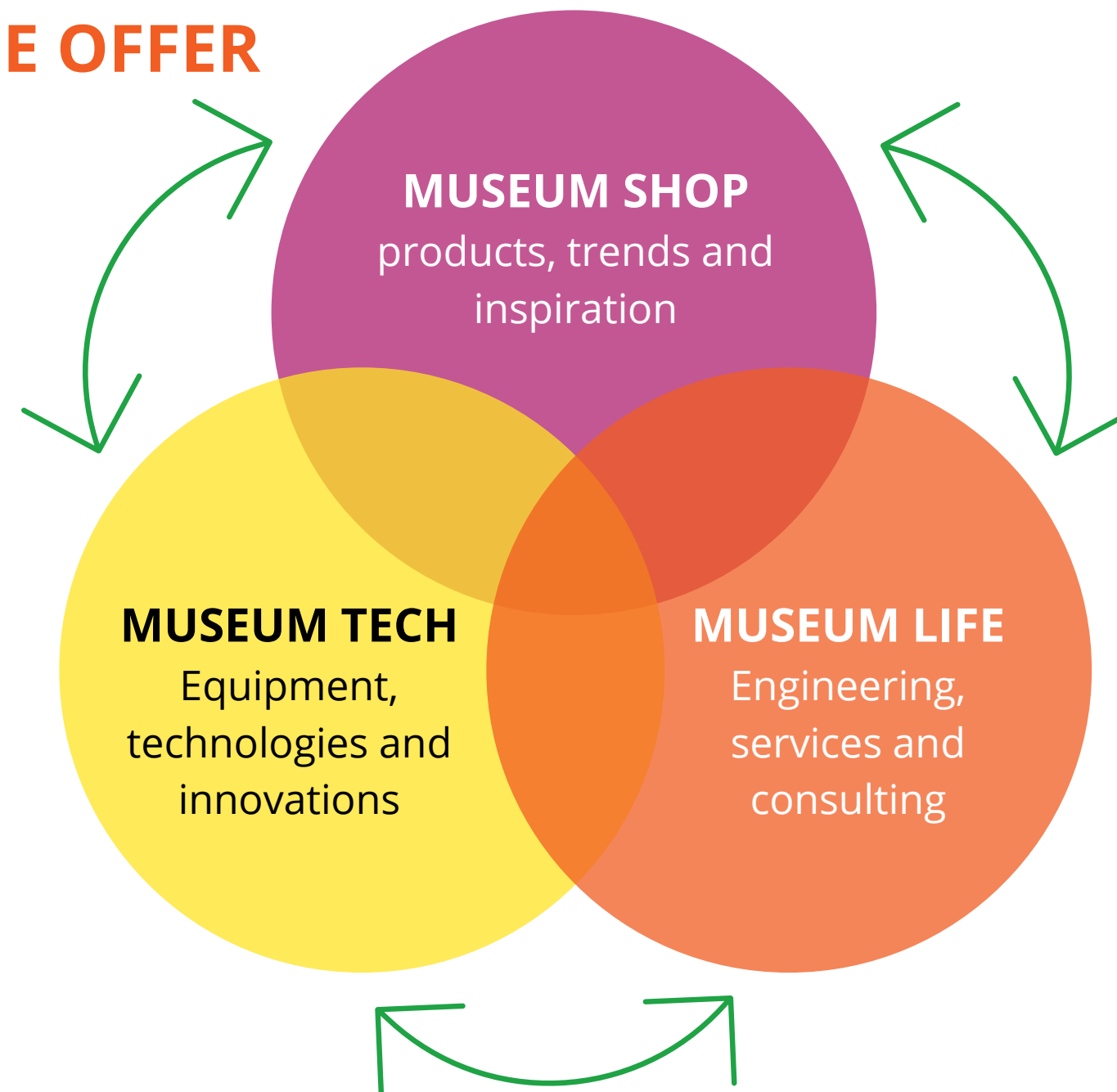


383 EXHIBITORS

+12% vs 2023

including **36% from overseas**

THE OFFER



TOP 10 COUNTRIES (EXCLUDING FRANCE)

1. Spain
2. Netherlands
3. Italy
4. Germany
5. Belgium
6. United Kingdom
7. Canada
8. Denmark
9. Greece
10. Sweden

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mc { THE EXHIBITORS

Exhibitors' profile (Activity):

MUSEUM LIFE

- Communication, marketing
- Site management
- Licensing, Patronage
- Cultural engineering, Consulting agency, Assistance management (design and construction)
- Employment, Training, Temporary staff recruitment
- Cultural programming, Exhibition design

MUSEUM TECH

- Reception, public management, ticketing
- Visiting aids
- Audiovisual, multimedia
- Equipment, furniture, storage
- Exhibition, scenography, signage
- Collections management, archiving, reproductions
- Point of sale management
- Cultural mediation, games, educational devices

MUSEUM SHOP

- Publishing
- Jewellery
- Decoration, Tableware
- Delicatessen, Food products
- Fragrances, Cosmetics
- Toys, Stuffed animals, Kids
- Fashion, Accessories, Leather goods
- Currency, Medals
- Stationery, Cards
- Art objects, Reproductions
- Souvenirs, Gifts
- High-Tech goods
- Arts & crafts, DIY (Do-it-yourself)
- Merchandising, Packaging

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Key figures, post-show survey 2024:



92%

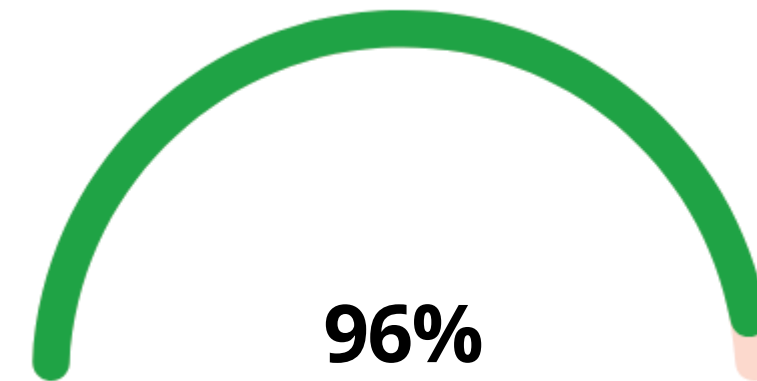
of exhibitors are satisfied with the quality of the visitors they met



43

qualified contacts met, on average, during the 2 days of the exhibition by exhibitors

OBJECTIVE:
Meet with new clients



96%

of exhibitors participate in the trade show to meet new clients



85%

have achieved their goal of meeting new clients at the trade show

mc { THE EXHIBITORS

Feedbacks:

The quality of the people I met at this trade show exceeded my expectations. Here, quality matters over quantity.

Chargebox
France

A positive show I would recommend it to others!

David Howell & Company
USA

The ideal event to meet professionals from museums, cultural sites, and tourism and to showcase your products and innovations.

Museoteca
Espagne

Me and my company really liked the show and the visitors we met. We also liked the attitude from the team and the communication. It is levels up comparing to the other fairs we exhibited!

Esnaftoys LTD
Bulgarie

The Museum Connections 2024 trade show was an edition not to be missed! Great attendance, qualitative visitors, and exciting projects ahead. Thank you again for the hospitality and organization! Everything was well thought out! We had a great participation!

Capture 4 CAD
France

The participation in 2024 allowed us to meet not only our current clients spread across France within two days but also numerous promising prospects!

Brodelec
France

mc { THE FEATURES

Exhibitors' Highlight: DUOS

It is not always easy to have your client understand your technological solution!

The **DUOS** allow you to make your solution known, by presenting a concrete example of your application, already set up within a cultural or tourist venue.



WHY APPLY?

- Present your solution to an audience of potential customers!
- 20 minutes of **free**, privileged speech at the show
- Benefit from increased visibility before, during and after the show

SELECTION BY A JURY OF EXPERTS

- Deliberation of the 1st selection: **mid/end October**
- Deliberation of the 2nd selection: **early December**

HOW TO APPLY?

- Register for the show as a Museum Tech exhibitor
- Present an innovative solution implemented in a venue, for less than a year
- Complete the application form available in your Exhibitor's space
- Ensure your client's availability (*they must be present on site*)

[Access the Replays](#)

[Discover the jury](#)

[BACK TO SUMMARY](#)

mc { THE FEATURES

Exhibitors' Highlight: POPUP STORE

Temporary shop of the show, it allows buyers to identify at one glance the **100 products** that will make their store a success.

WHY APPLY?

- Have a jury of cultural and tourism retail experts from various institutions in France and abroad, preview your latest collection
- It's the guarantee to be seen by the biggest buyers of the show!
- Benefit from increased visibility before, during and after the show

SELECTION BY A JURY OF EXPERTS

- Deliberation of the 1st selection: **early October**
- Deliberation of the 2nd selection: **early December**

HOW TO APPLY?

- Register for the show as a Museum Shop exhibitor
- Present a product that fits into one of the universes put forward for the edition
- Complete the application form available in your Exhibitor's space
- Send 1 to 3 samples maximum

[Discover the jury](#)

[Discover the product selection of 2024](#)

[BACK TO SUMMARY](#)



mc { THE FEATURES

Conferences :



36 CONFERENCES

with **105 speakers**



including **17 presentations**
at the Duos

2 days of conferences, round tables, interviews, rolling program, bilingual (French/English), 2 locations

INSPIRATION CONFERENCES

The conference program presented at Museum Connections is produced hand in hand with the **INSPIRATION BOARD**, a network of experts and professionals in the field of culture and tourism, capable of identifying future themes and challenges for the sector.

2024 THEMES:

- *Feedback from museum visitors*
- *Tomorrow's visitor experience: between humanization and digitization*
- *Spaces and territories in motion*
- *Green transition: implementation and narrative*

[Access the Replays](#)

INNOVATION TV

The INNOVATION TV program highlights outstanding partnership between a cultural or tourist venue and a solution provider, aiming to improve the visitors' experience. Also, cross-cutting topics such as touring exhibitions or recruitment challenges in the sector are also addressed.

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mc { WHY EXHIBIT? }



NETWORK

Not only a two-days event!
Reach all the participants before & after the
show directly from your Exhibitor's space



GROWTH

Boost your sales & multiply your
development potential



EXPOSURE

Make your company known:
85% of exhibitors met with
new customers



INTERNATIONAL

Develop your business internationally:
5414 participants including 21% from
overseas.



LOYALTY

Meet with your loyal customers
through an unmissable and unifying
annual event

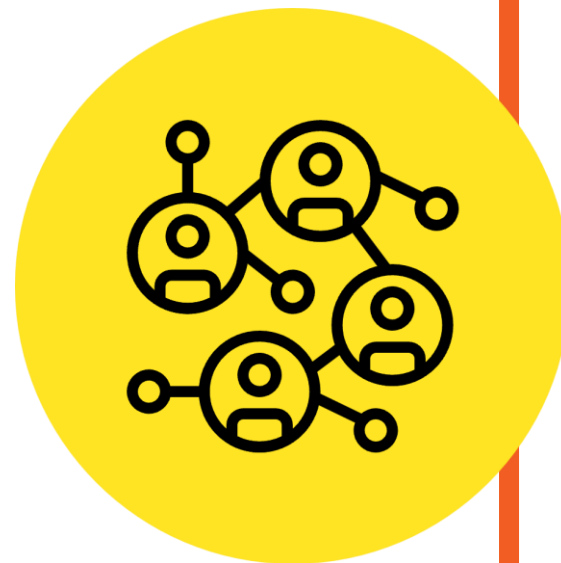


NOVELTIES







Present new products / services: 86%
of show participants want to discover
new products / services

mc { THE ADVANTAGES OF MUSEUM CONNECTIONS OFFER

- Free networking platform to connect with all attendees and schedule meetings
- Free participation in features of the show
- Free and unlimited invitations for your clients
- Free badge reader
- The Museum Connections network



The Museum Connections networks:

-  37,442 followers on LinkedIn
-  4,610 followers on X (*Twitter*)
-  2,413 followers on Instagram
-  1,1K Likes - 1,2K Followers on Facebook
-  14,511 vues
-  621,924 views over one year
184,624 views on the 2024 exhibitor list
500+ views on average per exhibitor profile

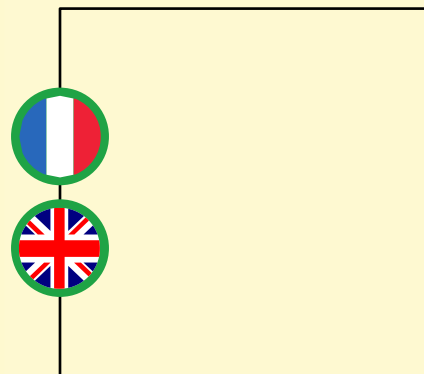
mc { CONTACT US

The sales team:



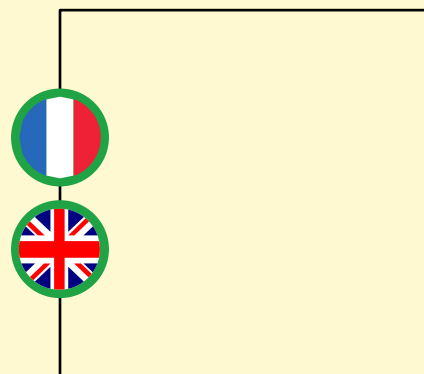
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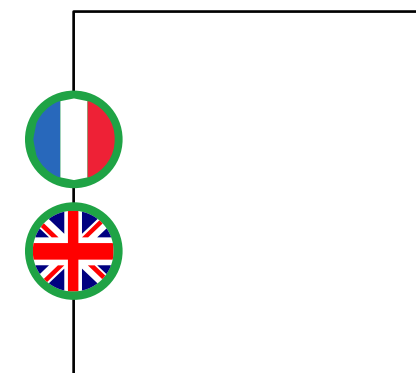
Direction:



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[MUSEUMCONNECTIONS.COM](https://www.museumconnections.com)

Follow the show latest news:





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**{ MUSEUM
CONNECTIONS
PARIS 14-15 JAN 2025**

**FEEL FREE TO CONTACT US IF
YOU HAVE ANY QUESTIONS!**