



Attracting Millennials to The Aga Khan Museum

What is the issue?

Millennials are not traditionally interested in visiting museums. The Aga Khan Museum is North America's first and only museum dedicated to the arts and cultures of Islamic civilizations, and the Marketing and Communications Department wishes to better understand Millennials to increase engagement and visitation.

- What are the barriers for increased attendance?
- What are some of the types of events and exhibits that would appeal to Millennials?
- And are there groups who are more likely to respond

What did the researcher do?

The researchers surveyed 204 Millennials from Ryerson University. Survey respondents were asked about their interest in different activities, what museum experiences they have enjoyed in the past, and how they find out information on what to do and where to go for events.

This study was conducted in September – November 2016.

What were the outcomes?

Findings show that there is an opportunity to attune the Museum's existing marketing channels to those preferred by Millennials.

- Millennials are more likely to retrieve information using two-way communication platforms, specifically social media.
- Millennials have a strong preference for collaboration, technology and experiential learning, suggesting the need for more experience based programming and exhibits.

Why is this research Useful?

The Aga Khan Museum's Marketing and Communications Department can use this information in their executive meetings to demonstrate Millennial's deep-rooted preference for experiential learning, technology and sensory engagement. The research findings can aid the Aga Khan Museum and other similar attractions in successfully reaching Millennial's through targeted marketing to increasing visitation and improve the satisfaction of the experience.

About the Researchers

Yalda Amiri Manesh, Siobhan Upton, Linh Than and Alison Wong are fourth year students at the Ted Rogers School of Hospitality and Tourism Management

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Ted Rogers School of Management
55 Dundas Street West
9th floor, TRS-3-175
www.htmresearch.ca