



Swiss Open-Air Museum Ballenberg, contributor to the economy

Summary

Study on behalf of the Swiss Open-Air Museum Ballenberg
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Client

Freilichtmuseum Ballenberg

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Results at a glance

With faithfully reconstructed buildings and farms dating from various centuries, the Ballenberg Museum in Brienz has for over 30 years given visitors realistic insights into Switzerland's past. As the economic impact study clearly shows, the museum and its partner companies have made an important contribution to the economy of the Bernese Oberland throughout this period.

- In 2008, the Ballenberg Open-Air Museum attracted *268,900 visitors*, 50,600 (20%) from the canton of Bern, 150,600 (57%) from remaining Switzerland and a further 67,700 (23%) from abroad.
- *Day visitors* accounted for 57%, or 152,200, while 43%, or 116,700, *stayed overnight* for an average of four days spent in the Bernese Oberland.

- *Museum visitors spend an average of CHF 36, some CHF 20 (55%) on food, CHF 10 on admission and CHF 6 on partner organizations (shops, theatre group, course centre).*
- *In 2008, total spending of museum visitors in the Bernese Oberland (at the museum and outside, throughout their stay) totalled CHF 74m, some CHF 22m of which, or 30%, at the Museum, the share representing the extent to which visitors came to the Bernese Oberland specifically to visit Ballenberg. 60% of money spent went to overnight stays and food, 17% to retail establishments.*
- *The approx. CHF 15m turnover produced CHF 7.4m in gross value for the Museum and its partner operations in the Bernese Oberland directly, and generated some 100 full-time-equivalent jobs.*
- *Including visitor spending outside the museum but attributable to it, the Museum accounted for a (direct and indirect) gross added value of some CHF 21m in the Bernese Oberland, and at least 230 full-time-equivalent jobs. The Museum itself contributed the biggest share, 39%, to gross value added, the hotel and restaurant industry 17%, and wholesale and retail industry 11%.*
- *Including its impact on the remaining part of the Canton of Bern, the Museum generated some CHF 24m in added value and some 270 jobs in the Canton of Bern.*
- *In terms of the whole country, the economic impact of the Museum was CHF 33m in gross value added and 340 full-time jobs.*

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