



# CMU AMA Follow Ups

3.16.2024

children's  
museum  
pittsburgh™

**zip code data and  
visitor experience**

# visitor geography summary

The Museum sees ~88% of guests from PA – with 12% visiting from outside the state with room to grow this family travel category.

Allegheny County represents ~75% of our audience, presenting an opportunity to attract visitors from nearby counties.

With 2/3rds of our guests within 20 miles of the Museum, we believe that by reaching people within drivable distances (60-90 minutes) we could expand our audience.

# state level

88.79% of our guests come from Pennsylvania, leaving 11.21% of our guests coming from out of state, with Ohio and West Virginia being the most significant.



*Ohio*  
2.78%



*West Virginia*  
1.73%



*New York*  
0.93%



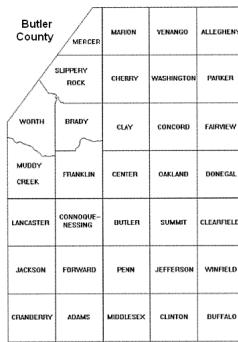
*Virginia*  
0.61%

# county level

73.76% of our guests come from Allegheny County, leaving 26.24% of our guests coming from outside of Allegheny County.



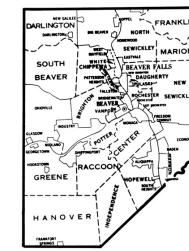
**Westmoreland**  
**6.35%**



**Butler**  
**4.87%**



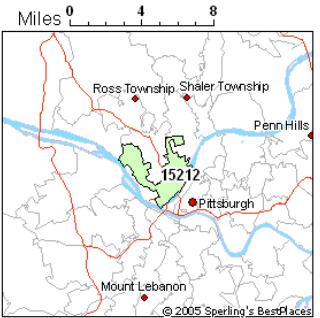
**Washington**  
**4.53%**



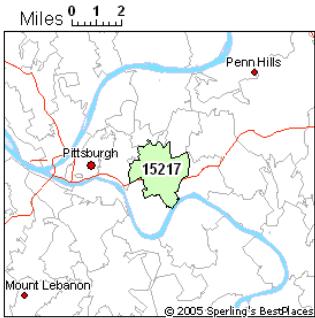
**Beaver**  
**2.96%**

# city level

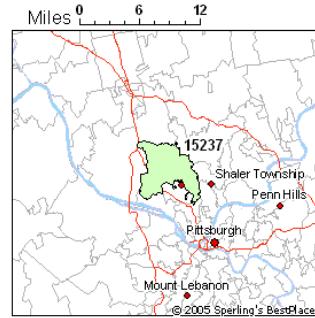
47.46% of our guest come from the city of Pittsburgh, leaving 52.54% of our guests coming from outside of Pittsburgh. Our top 5 zip codes represented are:



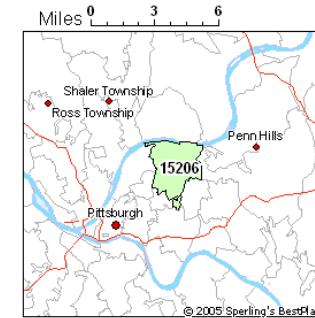
**15212**  
11.07%



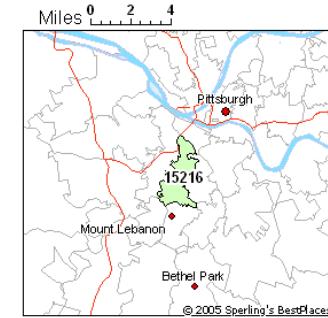
**15217**  
8.94%



**15237**  
6.73%



**15206**  
6.19%



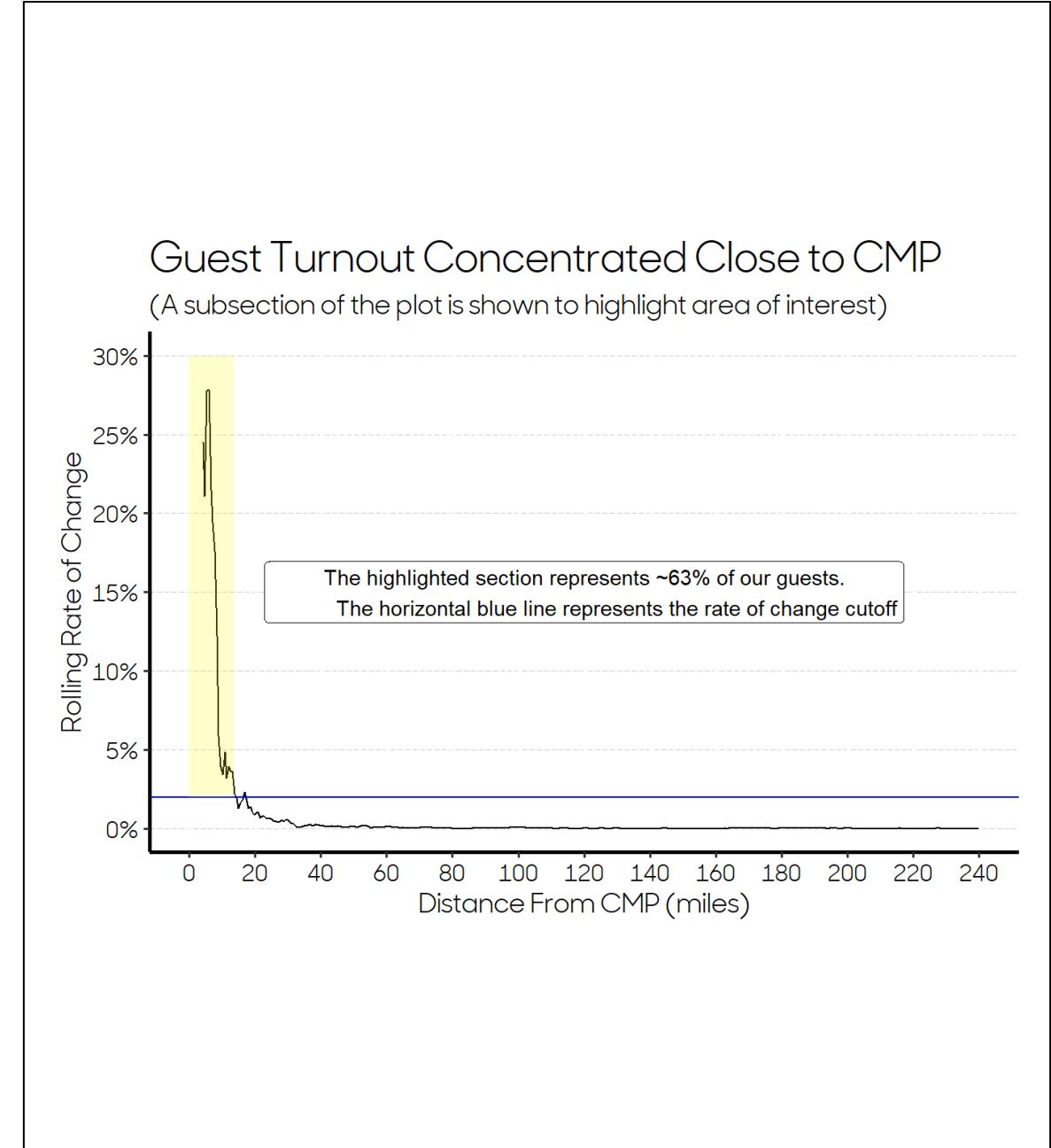
**15216**  
4.03%

\*At a high level this equals 100K guests from PGH, 100K guests from within 20 miles, and 100K guests from 20 miles or beyond

# local level

Roughly 63% of our guests are considered local, or within 14 miles of the Museum.

With approximately 2/3rds of our guests within 25-30 minutes, we see a major opportunity for nearby visitors within 60 to 90 miles, as well as weekend / vacation travel.



# visitor experience

- Largest cultural campus for kids and families in USA
- 40 years of memories
- Over ~300,000 guests a year
- MuseumLab – an experimental learning space for growing kids
- Approximately 1/3rd of our visitors attend on free or discounted admission
- Over 7,500 members
- Innovative and inclusive museum experiences
- When asked, 'how likely are you to recommend Children's Museum of Pittsburgh to a friend or colleague?' ~88% of respondents respond with an 8, 9, or 10 out of 10
- Countless experiences of joy, creativity, curiosity, and kindness for all learners





**VOTED #2  
CHILDREN'S MUSEUM  
IN THE NATION**

by USA Today's 10Best Readers' Choice Awards

# upcoming programs

# upcoming key dates

exhibits	dates
Rube Goldberg	Now – May 5 <sup>th</sup>
How People Make Things	May 18 <sup>th</sup> – Sept 8 <sup>th</sup>
Spontaneous Order	Sept 21 <sup>st</sup> – Dec 31 <sup>st</sup>
I am Wild – A Charley Harper Exhibit	Jan 11 <sup>th</sup> – Aug 31 <sup>st</sup> 2025
Chroma Maze at MuseumLab	Ongoing – Sep 23rd

## free days and promotions

March 20 free for Fred Rogers birthday

May 23 membership promotion for 143 day

Open 7 days a week for summer in both building starting Jun 15<sup>th</sup>

Specialty Events – GLOW, BLOOM, BOO!, Countdown to Noon, and more

let's partner up



thank you