

SUMMER 2019: AN EPIC SEASON FOR THE OLYMPIC MUSEUM!

It was an unprecedented summer for The Olympic Museum (TOM), which beat all visitor number records for the June to August period since its opening in 1993. In all, 135,000 visitors, compared with 100,000 in 2018, visited The Museum to learn about Olympism, relive highlights of the Games and compare themselves with athletes in their quest for excellence.

Happy young visitors

Promoting the Olympic values is a key part of TOM's role, and this year it exceeded all expectations among younger visitors, in particular thanks to the special schools' programme, which beat all previous attendance records (+15% compared with 2018) during the end-of-term school visit period.

Strong growth in international visitor numbers

Since 2015, TOM has had strategic partnerships in place with the main tourism bodies in the region, such as the Vaud Cantonal Tourist Office (OTV), Lausanne Tourisme (LT) and Highlights Lake Geneva Region (HLGR), which include Glacier 3000, the Château de Chillon, the CGN and the MOB. TOM's international promotion and sales strategy is producing some good results, with 70% of visitors coming from abroad, and 30% from Switzerland. The countries most represented are France and China, closely followed by the USA. The campaigns in these target markets are bearing fruit in terms of individual visitors, families and groups.

Switzerland – an important market

The 30% of visitors from Switzerland shows that TOM has a strong place in the hearts of the Swiss, especially the local population, who clearly enjoy sharing the Olympic experience with their nearest and dearest. The "We are Olympians, and You?" temporary programme on the Olympic values has proved very popular, and contributed to this successful summer.

Did you know, for example, that the average person in the Canton of Vaud generally visits The Museum twice a year?

Programme for the last quarter of 2019:

- Until 15 March 2020: **"We are Olympians, and You?"** temporary programme;
- Saturday 21 September: **Museums Night**, on the theme "A sporty night in prospect", ahead of the Youth Olympic Games Lausanne 2020;
- The 39th edition of the unmissable **Olympic Week**, a special Lausanne 2020 YOG edition, with thousands of children taking part. Put your shorts on from 13 to 17 October!
- Opening on 13 October of the **temporary exhibition on the Lausanne 2020 YOG** in the Art Lounge.

For more information on the programme, check out our [website](#).

For visuals, take a look at our [Flickr](#) album.



THE OLYMPIC MUSEUM

Quai d'Ouchy 1

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Open every day from 9 a.m. to 6 p.m.

From 15 October to 1 May: from 10 a.m. to 6 p.m.

(closed on Mondays).

olympic.org/museum

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