



## **DALLAS ARTS DISTRICT**

### **Dallas Museum of Art: King Tutankhamen and the Golden Pharaohs Report**

**June 2009**

- Over 664,000 tickets sold for the exhibit
  - o 2009 highest attendance for any exhibition in the U.S.
  - o Most attended exhibit in DMA history
- Over 1 million visitors so far this year – DMA record
- Geography
  - o Attracted visitors from all 50 states, 11 countries (including Australia and China)
  - o 68% of visitors from the DFW area
  - o 77% of visitors from Texas
  - o Top zip codes: Plano, Keller, McKinney, Allen, Frisco, Flowermound, Coppell
- Hotels - Partner hotels alone sold over 10,000 rooms associated with the exhibit
- Media - Over 850 media hits
- Membership - Increased by 9,465
- 140,000 people attended Tut-related projects and activities
- 100,000 school kids attended the exhibit, 25,000 of which were underwritten by DISD
- Introduced new audiences to both the Dallas Arts District and downtown Dallas
- The Crow Collection of Asian Art reported over 25% spillover from the exhibit
- Final Weekend
  - o "34 hours of Tut" – stayed open from Saturday morning until Sunday night
  - o Sold out all night long
  - o To accommodate crowds, had to extend the Sunday hours to 10pm
  - o Over 47,000 visitors in 37 hours