



Readers share feedback, opinions
in our souvenir survey

By Zeke Jennings, Managing Editor

Museums & More recently offered its readers a chance to provide souvenir industry feedback in the way of a survey. Many of you took the opportunity, and we are grateful. Here are the results of the survey, led by a few takeaways we found interesting.

Most of our survey-takers came from established operations, with 80 percent being in business for at least a decade. Museum stores accounted for the most prominent description at 42 percent. Zoo shop was second at 16 percent.

As far as souvenirs, most survey-takers reported the category is an important, albeit not overwhelming, part of their revenue. Two-thirds said souvenirs accounted for 30 percent or less of their total sales.

Inside of souvenir sales, customization/name-dropping seemed to be a very important part of their souvenir revenue or very small. Fifty-five percent reported one extreme or the other, with 31 percent saying customized items were less than 10 percent. On the flip side, 24 percent said location-specific or customized items accounted for more than 75 percent of their souvenir sales.

From the comments section, prevalent feedback included lower minimum orders, more locally made or Made in the USA souvenirs and better quality items.

Seventy-two percent said their best-selling price point for souvenirs was \$10 or less.

All in all, 95 percent reported higher or at least on par souvenir sales from the previous year, with many saying tourism and foot traffic seemed to be improving. *M*

Museums & More's
State of Souvenirs Survey



WHERE IS YOUR STORE LOCATED?

Museum.....	42%
Zoo.....	16%
Standalone	15%
National or state park	7%



HOW MANY SQUARE FEET IS IN THE STORE?

Less than 1,500	69%
1,500 to 2,500	13%
2,501 to 4,000	12%
More than 4,000.....	6%



HOW LONG HAS IT BEEN IN BUSINESS?

More than 10 years	80%
4 to 6 years	8%
3 years or less	7%
7 to 10 years	5%



WHAT PRODUCTS DO YOU CARRY?

Souvenirs	95%
Toys, Games & Puzzles	87%
Children's Books.....	84%
Jewelry	81%
Apparel.....	80%
Adult/Teen Books.....	79%
Plush.....	67%
Greeting Cards & Stationery.....	65%
Edibles/Beverages.....	58%