

The Next Generation of Museum Visitors:  
Creating Experiences for Millennials

Chair: Jessica Sickler

American Association of Museums  
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*Institution, Learning, Innovation*  
Understanding, fostering, and promoting lifelong learning

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Why have a session on  
Millennials?

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Who are Millennials?

Roughly defined:  
Those born between 1980 and 2000;  
In 2010, ages 10-30

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Why are museums concerned  
about Millennials?

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**Audience Size**

- 77 million (the same size as the Baby Boomer Generation)

**Looking to the Future**

- In 2025: ages 25 – 45

**Addressing the Present**

- Teen and Young Adult audiences
- Families with tweens and teens

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North Carolina Museum  
of Natural Sciences



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### Front-end Research with Teens

- Leisure Activities
  - Escape from stress and pressure
- Experience Preferences
  - Authenticity
  - Control over experience, outcomes, decisions
- Content Preferences
  - The undiscovered and unknown
  - History is boring. What's left for us? How can we make a difference?

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### Session Topics

- Defining Millennials: Synopsis of research data
- What does research mean for creating experiences that are relevant and compelling?
- Case Studies: how museums have faced these questions to create multi-generational appeal
- Millennials respond to the data, our discussion, and your questions

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### Session Outline

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Sylvia Matiko & Millennial Panel  
Millennials: Understanding the Research

Linda Wilson  
Serving Millennials: Serving All  
Millennial Response

Ellen Rosenthal  
Are Millennials Out of Reach for History Museums?  
Millennial Response

Audience Q&A

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