The European exhibition portal euromuse.net –
Linking the museum and tourism sectors

The public access Internet portal euromuse.net provides an overview of major exhibitions in European museums, in several European languages. The portal is currently presenting exhibitions from more than 160 museums in 17 European countries. Several major museums from all over Europe – such as the National Gallery in London, the State Museums of Berlin or Vienna’s Kunsthistorisches Museum – have joined the internet portal and benefit from their participation in euromuse.net. All information on the portal is available in two languages – the national language of each respective museum and English. A multinational editorial team monitors the quality of information and continually updates it. In addition to the opening times, entrance fees, short detailed descriptions and images of current exhibitions, the portal provides information about the background, collections and online resources of participating museums, as well as an archive of exhibitions held since 2001. The archive already holds data on more than 1,200 exhibitions.

Founded in 2001, euromuse.net is a joint project of numerous major museums situated throughout Europe. As of January 2008, the euromuse.net project is to be funded for a 3-year period in the framework of the European Commission’s eTEN-Programme, and to be supported by NEMO. The aim of the project is to enhance the existing exhibition portal www.euromuse.net and to link it to the tourism sector via the HARMONISE interface.

Exhibition information for tourism purposes: the mediator euromuse.net

It is obviously in museums’ interest to communicate what they have on offer to the broadest possible public, preferably at the international level. But museums often find themselves in a dilemma, with too few personnel in their public relation departments to be able to break into and service an international market. Tourism operators are interested in integrating museums and exhibitions in itineraries for their customers, not least due to the growing relevance of cultural tourism in Europe. But it isn’t always easy for them to get an overview of the European museum sector with its more than 30,000 museums, nor to find out about its attractive exhibitions.

In this particular context, euromuse.net mediates between the two parties. euromuse.net presents a special selection of major European exhibitions on its Internet portal www.euromuse.net thus providing cultural tourists and professional tourism services with information from and about the museum sector.

In presenting their exhibitions on euromuse.net, museums can directly address a specific international target audience, improve their visibility worldwide, and up-grade their PR achievements with ease.

Tourism operators receive special information about exhibitions with which they can customise their offers either on the web portal or, if they use the special data-exchange interface called ‘Harmonise’, on their own in-house database systems. Thanks to euromuse.net, it is possible to display selected exhibitions on further tourism web portals – for example, on a tourism association website presenting information about a particular region – or to display exhibitions from a single town on the website of a hotel located in that town. In such cases, the information displayed is value-added for the hotel’s customers. Travel agencies can thus research customised offers in cultural tourism. Without euromuse.net and Harmonise it would take them a lot of time to research this information.

Information and contact

The service is still expanding and is on the lookout for new participants and users. Participation is free of charge for museums. To join the service or to receive more detailed information about it, please do not hesitate to take a closer look at the portal www.euromuse.net or contact the project at contact@euromuse.net.

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