

"Tutankhamun and the Golden Age of the Pharaohs"

The Franklin Institute Exhibition Statistics

"Tutankhamun and the Golden Age of the Pharaohs" visited The Franklin Institute in Philadelphia from February 3 to September 30, 2007, becoming the most popular museum exhibition in the state's history, as well as the most-attended venue on the current 27-month U.S. tour. Following are some fun facts about the exhibition's run at The Franklin Institute.

- **Attendance:** Initial attendance was forecast at 1 million visitors. With the final number coming in at 1.29 million visitors, marking the largest museum exhibit attendance in Philadelphia history, the museum's own expectations were exceeded by nearly 30 percent
- **Most Attended Day:** Sunday, Sept. 20 with 14,975 visitors
- **Most Attended Weekend:** The final weekend, Friday, Sept. 28 - Sunday, Sept. 30, with 28,470 visitors, which is over 7,000 more than the previous record-setting weekend
- **Most Attended Week:** Week of September 24 with 64,052 visitors, which was the most-attended week throughout the entire run of the exhibition at any of the four venues
- **Most Attended Month:** April 2007, with 186,327 visitors
- **Biggest Year:** With three months left in the year, The Franklin Institute has already exceeded its annual attendance record
- **IMAX Film:** The Franklin Institute co-produced the IMAX feature *Mummies*, which reached the "Franklin Top-10" faster than any other IMAX on record and was attended by more than 325,000 visitors
 - *Mummies: Secrets of the Pharaohs* marks TFI's first feature-length film partnership
 - Showings have already catapulted TFI's IMAX Dome theater to the most-attended in the country this year
 - 40% of exhibit visitors saw an IMAX film
 - For the first time ever, TFI developed online educational materials as well as a poster featuring science activities, which was given to students who saw the film. The initiative was funded by a grant from TFI's film partner, Giant Screen Films
- **Group Ticket Sales Total:** 350,000 visitors saw the exhibit through group ticket sales, including:

- 200,000 school children, which included groups from the School District of Philadelphia. Discounted tickets for the school groups were funded by grants from Starbucks, The Bank of New York Mellon and by exhibition organizer Arts and Exhibitions International
 - ❖ All children received grade-appropriate study guides focusing on ancient Egypt as part of an educational initiative funded by Bank of New York Mellon
- More than 154,000 visitors attended the exhibit as a part of adult groups, which represents tremendous growth in a new category for The Franklin Institute
- **Hotel Packages:** More than 15,000 Tut hotel packages, which combined room accommodations with tickets to the exhibition, were sold through the 15 partner hotels, totaling more than 25,000 room nights and resulting in 40,000 visitors to the exhibit
- **Tut Trolley:** 20,000 people rode the Tut Trolley to and from the exhibition
- **Tut's Oasis:** A special dining experience, set up by Frog Catering within the museum, was specifically designed for the King Tut exhibition.
 - The most popular item was the *"King's Five Dish Sampler,"* which was comprised of babaganoush, hummus, stuffed grape leaves, tabouleh, and fatoush
 - The most popular dessert was the *"Pharaoh's Golden Pyramid,"* a chocolate pyramid cake crowned with dark chocolate flecked with real gold and cinnamon whipped cream

**All records represent numbers since record-keeping began for The Franklin Institute in 1992*