

N.C. Museum of Art: Rembrandt Exhibit Pumped \$13 Million Into Wake County Economy

By Administrator

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RALEIGH (AP) — The North Carolina Museum of Art says its exhibit of works by Rembrandt attracted almost 151,000 visitors from the 50 states and a total of 42 countries.

“Rembrandt in America” opened Oct. 30, 2011, and closed on Jan. 22 at the museum in Raleigh. Visitors came from all 100 North Carolina counties, the 50 states and many foreign countries, including Canada, Mexico, the United Kingdom, France, the Netherlands, China and Germany. Museum officials say the exhibit injected more than \$13 million in direct visitor spending into the Wake County economy.

The estimate was calculated by the Greater Raleigh Convention and Visitors Bureau using data and information from the North Carolina Museum of Art, the North Carolina Museum of Art Foundation Inc. and a travel research and consulting company.