

# PICASSO and SAM

## Attendance

total attendance

405,000+

(102% above goal)



## Membership

increase in membership

17,000

now at

48,000+

(21% above goal)

(16% increase over *Spain* high)



## Economic Impact

to WA state economy

COMING SOON

## Education Programs

SAM Programs

31

Attendance

10,150+



## Tours +% increase over *Rome*

school tours

19,500 students/144% increase

public tours

9,000 adults/43% increase

private tours

6,000 adults/350% increase



## Percentage of Visitors

from outside King County

COMING SOON

## Online Ticket Sales

159,045 (38% above goal)  
tickets

40%

of all sales (*Rome*=7%)



## Website & Social Media

95%

increase in site traffic

12,000

new fans & Twitter followers



## Community Partners

Total Partners

160+



For more information on  
Picasso and SAM, [click here](#) »

SAM SEATTLE  
ART  
MUSEUM