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The Only Permanent Feature:
Change



The science centre is a cultural and educational institution that explains science in an inspiring and understandable way. It enhances the motivation of students, it deepens the learning experience, it influences the attitudes of parents and the career choices of young people.



Total number of visitors at Heureka during 1989-2002: 4 169 759 (annual mean 297 840), total number of students 1066995 (annual mean 76214 or 25.6%)



HEUREKA STRATEGY OF FINANCING

50 % by own activities

33 % City of Vantaa

17 % Ministry of Education



FINANCING OF HEUREKA IN 2000

Internal and external sources of financing , %

Earned income

Gate income 25,7

Space rentals and other activities 10,0

Export income 12,7

Other income 5,0

Total 53,4

Subsidies

City of Vantaa 32,5

Ministry of Education 14,1

Total 46,6



First time visitors %

Year	%
1989	95
1990	73
1991	62
1992	39
1993	37
1994	33
1995	40
1996	35
1997	27
1998	25
1999	32
•	28
•	34
2002	24



A science centre operates like a cinema or a theatre: people come for the programming (contents) in addition to spending a good time.



Heureka marketing strategy

- give a reason to revisit
- use free publicity
- produce news all the time



Heureka marketing elements

- * main element: temporary exhibitions
- * Verne theatre films
- * continuous programme activities



Heureka renews 50 % of its exhibition space every year.

Marketing efforts are targeted at specific audiences, related to products and services.

Customized service products are being developed.



