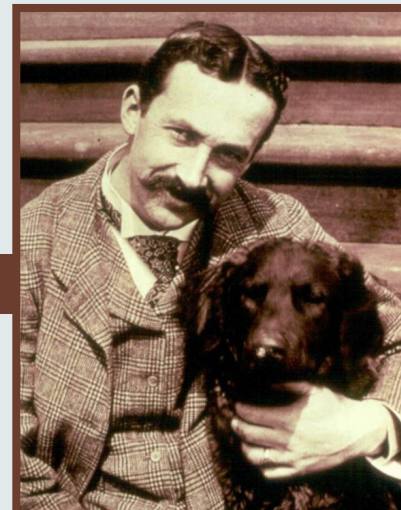


ATTRACTING **100,000+** VISITORS ANNUALLY TO BUCKS COUNTY, PENNSYLVANIA



Mercer Museum & Fonthill Castle Generate Economic Impacts for Bucks County and the Commonwealth of Pennsylvania

Located in Doylestown, the Mercer Museum & Fonthill Castle are National Historic Landmarks operated by the Bucks County Historical Society and serve as major cultural, educational, and tourism anchors for Bucks County, Pennsylvania. The Mercer Museum, a Smithsonian Affiliate accredited by the American Alliance of Museums, features seasonal exhibitions and more than 50,000 pre-industrial tools and artifacts. Fonthill Castle, Henry Chapman Mercer's former home, showcases his renowned handcrafted ceramic tiles and prints from the height of the Arts and Crafts movement.



Benefits By the Numbers



Bucks County

\$16.2 Million

2025 TOTAL ECONOMIC IMPACT



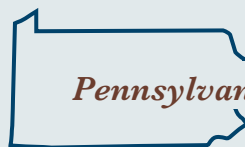
\$5.6 Million

VISITOR SPENDING
GENERATED, 2025



76 Acres

PUBLICLY ACCESSIBLE
OPEN SPACE



Pennsylvania

\$18.4 Million

2025 TOTAL ECONOMIC IMPACT



500+

COMMUNITY
PROGRAMS



60,000

ATTENDEES OVER
THE PAST 5 YEARS

Built by archaeologist, collector, and Arts & Crafts pioneer Henry Chapman Mercer, the sites preserve one of the most important collections of pre-industrial American tools and artifacts in the United States.



Tourism associated with the Mercer Museum & Fonthill Castle brought **\$5.6 million in visitor spending power** to Bucks County and the region in 2025. Visitors to the Mercer Museum & Fonthill Castle support a range of local businesses, such as hotels, restaurants, and shops.

2025 Visitor Spending



\$2M

LODGING



\$1.6M

FOOD & BEVERAGE



\$0.9M

RETAIL



\$0.6M

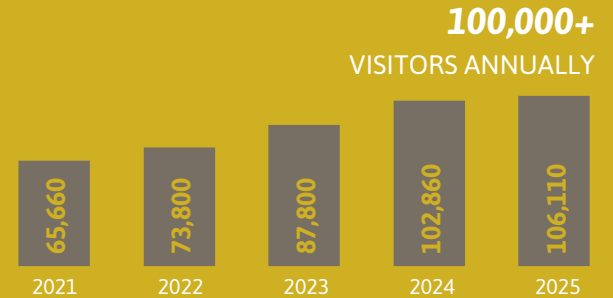
RECREATION



\$0.5M

TRANSPORTATION

Annual Visitors, 2021-2025



75% of visitors to the Mercer Museum & Fonthill Castle are local residents or day-trip visitors.

30K

LOCAL
(Bucks County)

49K

DAY TRIP

27K

OVER-NIGHT

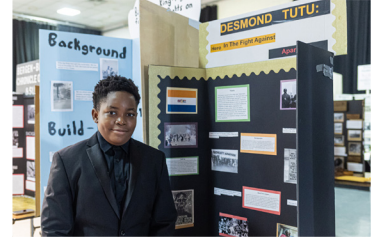
106K

TOTAL



Annual visitation reflects Mercer Museum & Fonthill Castle's role as major regional attractions, drawing more than 100,000 visitors each year through general admissions, school and youth programs, special events, and private rentals. The sites serve a strong base of local residents while also functioning as a leading destination for weddings and other private events in Bucks County, bringing a steady stream of event-related visitors to the area.

Beyond Bucks County, the institutions attract visitors from the greater Philadelphia metropolitan area and across the region, many of whom are traveling for the County's broader heritage and arts offerings. Seasonal programming, educational tours, special exhibitions, and private events support consistent, year-round visitation and extend economic activity into the surrounding tourism and hospitality economy.



In 2025, the Mercer Museum & Fonthill Castle’s combined approximately **\$5.3 million in operating expenditures** supported broader economic activity across Bucks County and Pennsylvania through institutional operations and related visitor spending.

Impacts from 2025 Operations and Ancillary Visitor Spending



TOTAL IMPACT

\$16.2 Million

FTE JOBS

110

EMPLOYEE COMPENSATION

\$5.8 Million

TOTAL IMPACT

\$18.4 Million

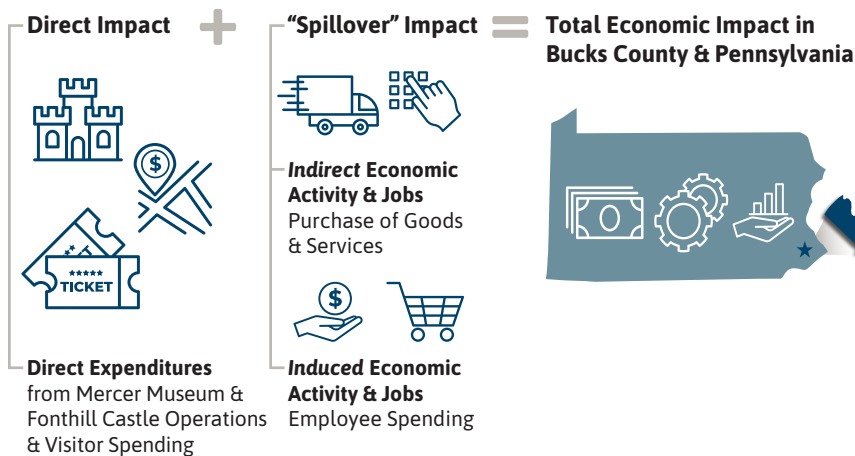
FTE JOBS

120

EMPLOYEE COMPENSATION

\$6.4 Million

METHODOLOGY



Mercer Museum & Fonthill Castle host enriching educational programs and community events.

- ☼ Year-round programming drives visitation
- ☼ Seasonal events sustain tourism
- ☼ Regional education programs draw outside visitors
- ☼ Community events support local spending





Community Programming and Educational Engagement

- ☼ **More than 530 programs from 2021 to 2025:** Including lectures, festivals, theatrical performances, and free-admission community events.
- ☼ **Year-round cultural programming:** Seasonal events such as summer curator talks, Independence Day celebrations, and Holidays at Fonthill Castle activate the sites as gathering spaces for both local and regional visitors alike.
- ☼ **Regional educational destination:** School field trips, workshops, and outreach programs serve students from Pennsylvania, New Jersey, Delaware, and beyond, connecting thousands of learners to hands-on history education.

Econsult Solutions, Inc. used the industry-standard IMPLAN model to estimate economic impacts based on the Mercer Museum & Fonthill Castle’s operating budgets and visitation. Total impacts include direct, indirect (supply chain), and induced (labor income) effects. FTE jobs are measured as full-time equivalent positions, including both full- and part-time jobs supported by this activity.



A Treasured Community Resource and Open Space for Wellbeing

-  76 acres of publicly accessible open space
-  66 acres of woodlands and natural landscape
-  2.5 miles of trails
-  Active and responsible forest management, including long-term stewardship planning and meadow restoration

Mercer Museum & Fonthill Castle serve as valued community assets in Bucks County, providing cultural and recreational enrichment through year-round exhibitions, programs, and special events that create opportunities to engage with local history and cultural heritage. The grounds surrounding the sites also serve as a respite from urban life and are widely used for informal recreation, seasonal activities, and as backdrops for prom, engagement, and wedding photos.

Mercer Museum & Fonthill Castle operate as year-round cultural institutions and community gathering spaces in Doylestown, Pennsylvania. In addition to their historic nature, the sites encompass publicly accessible grounds and landscapes that support learning, community engagement, and the stewardship of local history.

These castles also serve as important educational resources for students and youth across Bucks County and the broader region. Through school field trips, guided tours, and youth programming, they provide hands-on learning experiences in history, archaeology, architecture, and material culture. By engaging directly with the collections assembled by Henry Chapman Mercer, students gain insight into early American craftsmanship, technological innovation, and daily life prior to industrialization.



This report was produced by Econsult Solutions, Inc. and presents the economic and community impacts of the Mercer Museum & Fonthill Castle, including economic activity generated through institutional operations and visitor spending. Images provided by the client for use in this report; photo credit: Kevin Crawford.