MERCER MUSEUM & FONTHILL CASTLE

Smithsonian Affiliate

Where History Drives Impact

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, Smithsonian Affiliates, and American Alliance of Museums-accredited institutions operated by the Bucks County Historical Society. Together, they serve as major cultural, educational, and tourism anchors for Bucks County, Pennsylvania. The Mercer Museum features seasonal exhibitions and more than 50,000 pre-industrial tools and artifacts, while 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



$16.2 Million
2025 TOTAL ECONOMIC IMPACT

$5.6 Million
VISITOR SPENDING GENERATED, 2025

76 Acres
PUBLICLY ACCESSIBLE OPEN SPACE



$18.4 Million
2025 TOTAL ECONOMIC IMPACT

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.

MERCER MUSEUM & FONTHILL CASTLE
84 South Pine Street, Doylestown, PA 18901 | mercermuseum.org

Produced by ESI Econsult Solutions, Inc.
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National Historic Landmarks & Cultural Heritage Tourism Destinations






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

2025 Mercer Museum & Fonthill Castle Visitor Spending

$2M LODGING

$1.6M FOOD & BEVERAGE

$0.9M RETAIL

$0.6M RECREATION

$0.5M TRANSPORTATION

Annual Visitors, 2021-2025

100,000+ VISITORS ANNUALLY



75% of visitors to the Mercer Museum & Fonthill Castle are Bucks County residents or day-trip visitors:*

30K	49K	27K	106K
LOCAL (Bucks County)	DAY TRIP	OVER-NIGHT	TOTAL

* Day trip visitors are people who live outside Bucks County and visit for the day without staying overnight. This was determined by using visitors' home ZIP codes to estimate how far they traveled, with shorter distances assumed to reflect same-day trips.




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.



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Contributing to the Local & State Economy






In 2025, the Mercer Museum & Fonthill Castle supported broader economic activity across Bucks County and Pennsylvania through **$5.3 million in operating expenditures.**

ECONOMIC IMPACT METHODOLOGY

Direct Impact +

$9.6M in Combined Direct Expenditures from Mercer Museum & Fonthill Castle Operations & Visitor Spending

"Spillover" Impact =

***Indirect* Economic Activity & Jobs**
Purchase of Goods & Services

***Induced* Economic Activity & Jobs**
Employee Spending

$6.6M in Combined Indirect & Induced Expenditures

$16.2 in Combined Total Economic Impact in Bucks County



Economic Impacts from 2025 Mercer Museum & Fonthill Castle Operations and Ancillary Visitor Spending

	Bucks County	*Pennsylvania*
TOTAL IMPACT	**$16.2 Million**	**$18.4 Million**
EQUIVALENT TO	**110** FTE JOBS	**120** FTE JOBS
EMPLOYEE COMPENSATION EQUIVALENT TO	**$5.8 Million** IN BUCKS COUNTY SALARIES	**$6.4 Million** IN STATEWIDE SALARIES

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.

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.



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Two Treasured Community Resources





Treasured Community Resources and Open Spaces for Well-being:

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

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.




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. Photo credits: Kevin Crawford.

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.

