

## S U M M A R Y

The Institute for Museum Research (Staatliche Museen zu Berlin – Preußischer Kulturbesitz) reports annually on visitor attendance in all museums in the Federal Republic of Germany (FRG).

The Government - both Federal and at the level of the 16 „Länder“ (Federal State Countries) -, as well as regional and local political bodies and cultural organizations in Germany are regarding these statistics as their most comprehensive instrument in this field.

This publication documents the 2013 statistical survey for all German museums.

The total number of museums taken into account for the 2013 survey was 6.358. The figure of 6.358 museums remains after the data of some museums have been combined (from the point of view of feasibility of counting visits) into one figure, and after leaving out some 100 from the survey which were known to be closed during all of 2013.

While the Institute for Museum Research uses an operational definition of „museum“ to enable precise counts, it is not decreeing in any way which institutions are museums and which are not. Such decision, where required, pertains to the regional organizations of museums in the Länder of Germany; as a consequence of the political structure of Germany which is federal. Which museums are taken into account for the annual statistics and registered in our data base, however, will normally reflect those decisions taken locally.

The quota of returned questionnaires for 2013 is 80,8 %.

### **Museum attendance in 2013:**

The total number of visits counted in museums in Germany was

**110.425.002.**

Of the 6.358 museums which were asked for their attendance data, 4.735 were able to report them (74,5 %). The number of visits given above also includes attendance in special exhibitions held in museums or organized by them. Since different methods of counting are used in different museums, this figure includes also some estimated data.

8.942 special exhibitions were reported by 2.770 museums in 2013. No complete survey of all visits to special exhibitions is possible since only a few museums are able to count them separately from the visits to their permanent exhibitions. Therefore, in order to avoid misinterpretations, no attendance figures are being given for special exhibitions. As already mentioned, the figure of 8.942 exhibitions does **not** include neither exhibition halls (see below) nor 'Verkaufsgalerien' (sales galleries), and/or exhibitions not intended for a general public.

As compared to the preceding year, more museums were able to report temporary exhibitions for 2013.

As compared to 2012, the total figure of museum attendance for 2013 shows that visits in German museums in that year have decreased by about 2,4 mio.

Table 5 on page 20 shows that 74,7 % of all museums listed reported up to 15.000 visits in 2013.

Out of 8.942 special exhibitions of 2.770 museums, a number of 8.503 were held in the respective museum itself.

Altogether, 1.008 museums have replied to our question about **marked increases or decreases of attendance figures** in their relative institutions.

For 1.177 museums (486 with reasons named), the attendance figures had significantly increased in 2013 as compared to the preceding year. Main reasons stated were increased public relations work or educational activities in museums and important special exhibitions.

522 museums named reasons for a significant decrease of the attendance figures in 2013

as compared to the preceding year. The reasons included less attractive (less important) temporary exhibitions and organizational issues.

A listing of causes for significant increases or decreases in attendance in the museums for 2013 as to 2012 can be found in table 2 on page 17.

Apart from this, **museum-related exhibitions** are often being shown or organized by institutions which do not have own collections. Therefore, the Institute for Museum Research (IfM) within its statistics for 2013 has asked 471 further institutions (exhibition halls) which are organizing museum-type special exhibitions for their attendance figures. These institutions have organized 1.892 temporary exhibitions in which

**5.309.434** visits

were counted.

Also in 2013, visiting a museum belonged to the less expensive cultural activities for the German consumer; there are differences between the former states of West-Germany and East-German states. In former West Germany, in 40,2 % (1.395) of museums which have answered this question no entrance fee was asked at all, in the „Länder“ of former East Germany 18,6 % (202) were free of charge (see table 17 on page 41 which summarizes our findings on conditions of museum visit).

Already in 1987 the Institute for Museum Research had modified its own classification system for museums and is now very near to the categories employed by UNESCO (cf. UNESCO/STC/Q/853).

Altogether we have now the following **classification**:

1. Local history, local ethnography and regional museums
2. Art museums
3. Castles with inventory
4. Natural history and natural science museums
5. Science and technology museums
6. Archaeology and history museums
7. Complex museums with different kinds of collections
8. Specialized museums
9. Museum complexes with different kinds of museums

Due to the particular museum structure in the FRG, ethnography and anthropology museums (UNESCO 2.e) and regional museums (UNESCO 2.g) have to remain in class no. 1. Contrary to UNESCO and ICOM usage, zoological and botanical gardens as well as monuments and sites without inventory are **not** included in our survey.

Furthermore, the classification does not cover: purely commercial exhibits of private and state industry, industry fairs, and churches.

Table 6 on page 24 shows the variations in attendance as correlated with the different types of museums: Item no. (1), museums for local history and local ethnography (2.814 museums), have counted about 14,5 million visits in 2013, (2) art museums (all in all 674) have counted about 18,6 million visits.

Table 4 on page 19 and table 7 on page 27 show the variation in attendance figures according to these different types of museums.

Table 10 on page 31 shows the distribution of museum types and their visitor attendance in the individual Federal Countries (Bundesländer).

In order to achieve a better compatibility with other statistical data and inquiries, especially with those of Deutscher Städtetag, we allott since 1992 the museums also to a further classification, one of administrative jurisdiction; by this method, a clearer picture of private

or public maintenance of museums is achieved. Table 12 shows the distribution of museums onto this classification. It shows that about 53 % of museums (3.368) are under public administration, 43,1 % of museums are privately operated, and 4,0 % have a mixed (public and private) governing board.

Along with our regular annual questions regarding attendance figures and conditions of visits in museums, we ask varied questions every year.

For 2013, we asked for information on the web presence of museums. Of 5.140 museums returning the questionnaires, about 84 % answered these questions.

2.527 museums reported to have their own homepage. 21,7 % of the museums which are present in the web give information in foreign languages (see tables 43 and 44).