

## 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).

Government - both Federal and at the level of the 16 „Länder“ (Federal States Countries) -, 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 2009 survey statistical data for all German museums.

The total number of museums taken into account for the 2009 survey was 6.256. The figure of 6.256 museums remains after the data of some museums have been combined (from the point of view of counting feasibility of visits) into one figure, and after leaving out some 100 from the survey which were known to be closed during all of 2009.

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. The museums taken into account for the annual statistics and registered in our data base, however, will normally reflect those decisions taken locally.

The quota of questionnaires for 2009 which were returned to us is 82,7 %.

### **Museum attendance in 2009:**

The total number of visits counted in museums in Germany was

**106.820.203.**

Of the 6.256 museums which were asked for their attendance data, 4.790 were able to report them (76,6 %). 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.

9.272 special exhibitions were reported by 2.781 museums in 2009. No complete survey of all visits to special exhibitions is possible since only a few museums are able to count them as distinct 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 9.272 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 2009.

As compared to 2008, the total figure of museum attendance for 2009 shows that visits in German museums have increased by about 2,0 mio.

Table 5 on page 16 shows that 74,5 % of all museums listed reported up to 15.000 visits in 2009.

Out of 9.272 special exhibitions of 2.781 museums, a number of 8.777 were held in the respective museum itself.

Altogether, 995 museums have replied to our question about **marked increases or decreases of attendance figures** in their relative institutions.

For 1.246 museums (515 with reasons named), the attendance figures had significantly increased in 2009 as compared to the preceding year. Main reasons stated were increased public relations work or educational activities in museums and important special exhibitions.

480 museums named reasons for a significant decrease of the attendance figures in 2009

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 2009 as to 2008 can be found in table 2 on page 12.

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 within its statistics for 2009 has asked 486 further institutions (exhibition halls) organizing museum-type special exhibitions for their attendance figures. These institutions have organized 1.781 temporary exhibitions in which

#### 6.422.298 visits

were counted.

Also in 2009, 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 40,5 % (1.430) of museums which have answered this question no entrance fee was asked at all, in counties of former East Germany 17,9 % (193) were free of charge (see table 17 on page 35 which summarizes our findings on conditions of museum visit).

The Institute for Museum Research already in 1987 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, churches.

Table 6 on page 20 shows the variations in attendance as correlated with the different types of museums: Item no. (1), museums for local history and local ethnography (2.799 museums), have counted about 16,0 million visits in 2009, (2) art museums (all in all 653) have counted about 18,3 million visits.

Table 4 on page 15 and table 7 on page 22 show the variation in attendance figures according to these different types of museums.

Table 10 on page 27 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 allot 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 55 % of museums (3.444) are under public administration, 41,6 % of museums are privately operated, and 3,3 % 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 2009, we asked again for information on „public relations and advertising of museums“ (data on that topic were collected for the year 1999). Of 5.173 museums returning the questionnaires, about 83 % answered these questions.

3.556 museums reported that they were informing the public by means of press releases. About 80 % of the museums are informing their visitors by means of leaflets (see table 30). Public relations and advertising usually are being looked after by the director himself (see table 33). In the majority of museums the spending figures for public relations are not more than Euro 2.500,- annually. In most cases (62,2 %) the expenses are financed by the museum's budget (see table 34). A great majority of the museums reported local press media coverage (88,4 %).