

S U M M A R Y

The Institute for Museum Studies (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 Countries) -, regional and local political bodies and cultural organizations in the FRG are regarding these statistics as their most comprehensive instrument in this field.

This publication documents the 2000 survey of attendance figures of museums.

The total number of museums taken into account for the 2000 survey was 5.827 (4.523 museums in former West Germany and 1.304 museums in former East Germany). 198 were newly included. The figure of 5.827 museums remains after the data of some museums have been combined (from the point of view of visitor counting feasibility) into one figure, and after leaving out some 100 from the survey which were known to be closed all 2000.

While the Institute for Museum Studies 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 2000 which were returned to us is 88,9%.

Museum attendance in 2000:

The total number of visits in museums in Germany (Western or 'old' Bundesländer plus Eastern or 'new') was

99.560.001.

Of the 5.827 museums which were asked for their attendance data, 4.716 were able to report them (80,9 %). 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. 9.348 special exhibitions were reported by 2.598 museums in 2000. 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 9.348 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 special exhibitions for 2000.

As compared to 1999, the total figure of museum attendance for 2000 shows that visits in museums have increased by about 3,4 mio.

Taken for themselves, the museums in the 'old' Federal Countries – compared with the figures for 1999 – show an increase of 3.111.547 (4,4 %) to the amount of 74.193.362 visits, whereas the museums in the 'new' Federal Countries showed an increase of 258.080 visits (1,0 %). The total sum of visits for all the museums in the 'new' Federal

Countries amounted to the figure of 25.366.639 (1999: 25.108.559 visits).

Table 7 on page 21 shows that 73,8 % of all museums listed reported less than 15.000 visits in 2000.

Out of 9.348 special exhibitions of 2.598 museums, a number of 8.641 were held in the respective museum itself.

Altogether, 298 museums in the 'new' Federal Countries have replied to questions about **marked increases and/or decreases of attendance figures** in their relative institutions.

For 165 museums, the attendance figures had significantly increased in 2000 as compared to the preceding year. Main reasons stated were increased public relations work or educational activities in museums, and important special exhibitions.

133 museums named reasons for a significant decrease of the attendance figures in 2000 as compared to the preceding year. The reasons included less attractive (less important) special exhibitions and organizational issues.

In 2000, the number of museums of West Germany with a marked decline (1.002) in attendance figures was smaller than those with a marked rise (1.084) in these figures. When announcing an increase of visits, the following main reasons were given by the museums of the 'old' Federal Countries:

- prominent international or national exhibitions
- public relations or educational activities in museums
- (re-)opening of museums

A listing of causes for significant increases or decreases in attendance in the museums of the 'old' countries for 2000 as to 1999 can be found in table 1 on page 13.

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 Studies within its statistics for 2000 has asked 490 further institutions (exhibition halls) organizing museum-type special exhibitions for their attendance figures. These institutions have organized 1.987 temporary exhibitions in which

5.333.834 visits

were counted.

Also in 2000, visiting a museum has belonged to the less expensive cultural activities for the consumer; in West Germany, in about 43 % (1.539) of museums which have answered this question no entrance fee was asked at all, in East Germany about 21 % (233) were free of charge (see table 20 on page 44 and table 21 on page 45 which summarize our findings on conditions of museum visit).

The Institute for Museum Studies 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 list.

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

Table 10 on page 27 shows the variations in attendance as correlated with the different types of museums, for 'old' and 'new' Federal Countries taken together: Item no. (1), museums for local history and local ethnography (2.685 museums), have counted about 18,7 million visits in 2000, (2) art museums (all in all 585) have counted about 15,1 million visits.

Table 3 on page 16 and table 13 on page 32 show the variation in attendance figures according to these different types of museums.

Table 16 on page 37 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 allotted since 1992 the museums also to a different classification of administrative jurisdiction; by this method, a clearer picture of private or public maintenance of museums is achieved. Table 17 shows the distribution of museums onto this classification. It shows that approximately 57 % of museums (3.327) are under public administration, about 37 % of museums are privately operated, and about 6 % have a mixed (public and private) financial support.

Private financing in the 'new' Federal Länder is not yet as common as in the 'old'. As a rule, cities and local communities (regional bodies) are more often the supporters of the museums in the 'new' Länder. In this field, a comparison with the developments in the following years will be of special interest.

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

For 2000 we asked for the third time (first in 1990, second: 1995) for information on "changes in permanent exhibits". Of 5.182 museums returning the questionnaire, 4.485 museums (86,6 %) reported changes.

2.678 museums are located in protected monuments (see table 33).

To our question about changes in their permanent exhibits of the last years, 3.569 museums replied (see table 36 to table 40). About 75 % of museums exchanged single objects in their exhibition areas, completely new conceptions for their permanent exhibitions were made by 58,3 %.