

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).

The German government, regional and local political bodies and cultural organizations in the FRG are regarding these statistics as their most reliable instrument in this field.

This publication documents the 1993 survey of attendance figures of museums. This survey includes the museums in the former German Democratic Republic, which ceased to exist on 2nd October 1990.

The total number of museums taken into account for the 1993 survey was 4.682 (3.744 museums in West-Germany and 938 museums in East-Germany).

The Institute for Museum Studies is not pretending to decree which institutions are museums and which are not. This decision is being taken by the regional organizations of museums in the Federal Countries (Bundesländer) of the FRG; such a procedure is a logical consequence of the political structure of the FRG, which is federal. Therefore the museums taken into account for the yearly statistics and registered in our data base are in general accordance with the decisions taken locally by the Federal Countries themselves.

The quota of questionnaires for 1993 which were returned to us is 88,2%.

Museum attendance in 1993:

The total number of visits in museums in the FRG (western or 'old' Federal Countries plus eastern or 'new' Federal Countries) was

93.755.602.

Of the 4.682 museums which were asked for their attendance data, 3.768 were able to report them. The number of visits given above also includes attendance in special exhibitions held in museums or organized by them.

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 1993 has asked 369 more institutions organizing special exhibitions of museum type for their attendance figures. These institutions have organized 1.782 special exhibitions in which

4.685.813 visits

were counted.

Beside these exhibitions in special exhibition institutions, 7.650 special exhibitions were reported by 2.021 museums in 1993. Of course no complete survey of all visits to special exhibitions is possible, since only a few museums are able to count their visits to special exhibitions as distinct from those to their permanent exhibitions. As we have already mentioned, the figure of 7.650 exhibitions does not include 'Verkaufsgalerien'

(art shops), and/or exhibitions not intended for a general public. Therefore, in order to avoid misinterpretations, no attendance figures are being given for special exhibitions.

As compared to the precedent year more museums were able to report special exhibitions for 1993.

As compared to 1992 the total attendance number for 1993 shows that visits in museums have increased by about 0,7 mio.

Taken for themselves the museums in the 'old' Federal Countries – compared with the figures for 1992 – show a slight decrease of 458.664 (0,6 %) to the amount of 72.775.823 visits.

On the other hand it must be emphasized that the decline in attendance figures in the 'new' Federal Countries came to an end in 1992. In 1993 these museums showed again an increase of 1.193.969 (6,0 %).

Visitor attendance figures in museums of 'new' Federal Countries as compared to the preceding year 1992, have increased by about 6 percent to the figure of 20.979.779 (1992: 19.785.810 visits).

Altogether 408 directors (heads) of museums in the 'new' Federal Countries have replied to questions about marked increases and/or decreases of attendancy figures in their relative institutions.

288 museums informed that the attendancy figures had significantly increased in 1993 as compared to the preceding year. Main reasons given were increased public relations work or educational activities in museums and important special exhibitions.

About one third, i.e. 120 museums informed that the attendancy figures had significantly decreased in 1993 as compared to the preceding year.

Main reason given was that certain groups of visitors had ceased to come, and organizational reasons.

In the year 1993 the number of museums of West-Germany with a marked rise in attendancy figures was similar to those with a marked decline in these figures. When announcing an increase of visits, the following main reasons were being listed by the museums of the 'old' Federal Countries:

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

One principal reason given for a decrease in attendance figures was less attractive (less important) special exhibitions, followed by organizational reasons and that certain groups of visitors had ceased to come.

A listing of causes for significant increases or decreases in attendance in the museums of the 'old' countries for 1993 as to 1992 can be found in table 1 on page 14.

In the FRG the survey on special exhibitions brought the result that of 7.650 special exhibitions of 2.021 museums a number of 6.979 were held in the museum itself.

Also in 1993 visiting a museum has belonged to the less expensive cultural activities for the consumer; in West-Germany in about 49 % (1.455) of museums which have answered this question no entrance fee was asked at all, in East-Germany about 13 % (104) were free of charge (see table 23 on page 46 and table 24 on page 48).

Table 7 on page 24 shows that more than half the number of all museums listed reported less than 15.000 visits in 1993.

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 (cfr. 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 sites with monuments are **not** included in our list.

Furthermore the classification does not cover: information exhibits of private and state industry, industry fairs, castles and monuments without any own collections, churches.

Table 10 on page 30 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 (2.258 museums), have counted about 18,7 million visits in 1993, (2) art museums (in all 506) have counted 15,4 million visits.

Table 3 on page 16 and table 13 on page 33 show the variance in attendance figures according to these different types of museums.

Table 16 on page 38 shows the distribution of museum types and their visitor attendance in the single Federal Countries (Bundesländer).

Table 17 on page 39 shows forms of administration for museums, as correlated with attendance figures.

In order to achieve a better compatibility with other statistical data and inquiries, especially with those of Deutscher Städtetag, we allotted in 1992 the museums to a different classification of administrative possibilities; by this method a clearer picture of private or public maintenance of museums is achieved. Table 18 shows the distribution of museums on last year's newly created classification. It shows that approximately 60 % of museums (2.805) are in public administration, 33 % of museums are privately operated, and about 7 % have a mixed (public and private) financial support.

Private financing in the 'new' Federal Countries is not yet as common as in the 'old' Federal Countries. Cities and communities (regional bodies) are much more frequently supporting museums there. In this field a comparison with the developments in the following years will be of special interest.

In the 'old' Federal Countries an increasing tendency to privatize existing or newly founded museums can be observed. Only future surveys will allow to say if similar tendencies can be observed also in the 'new' Federal Countries.

Along with our usual questions regarding attendancy figures and conditions of visits in museums in this year's survey for the second time we have asked for information on public relations of museums (first: in 1988).

Of 3.591 museums returning our questionnaire on public relations, 2.792 museums reported that they were informing the public by means of press releases. 85 % of the museums are informing their visitors by means of posters or other outside advertising (see table 38). Public relations and advertising usually are being looked after by the director himself (see table 40). In the majority of museums the spending figures for public relations are below DM 5.000,- annually, and in most cases (61,4 %) the expenses are financed by the museum's budget (see table 41). The greatest part of the museums refer that they are being covered by the local print and radio media (88 %).