



Verband der Museen der Schweiz
Association des musées suisses
Associazione dei musei svizzeri
Swiss Museums Association

Museum visits in Switzerland 2014





Member of the Swiss Academy
of Humanities and Social Sciences
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Impressum

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With roughly 20.8 million visits in 2014, Swiss museums recorded a plus of 3.5 percent of visits in comparison to the previous year. The themed and technical museums as well as the natural science museums and the folklore and ethnological museums recorded an increase of visitors. The archeological museums show a slight, the historical museums a steeper decrease in the number of visits.

Individual museums showed a lot of visits, like the Swiss Museum of Transport (Verkehrshaus der Schweiz) in Lucerne, the Maison Cailler in Broc, the Fondation Beyeler in Basel and the Zoos in Zurich, Basel and Berne. The reopening of the Musée Olympique in Lausanne and the Cave Museum (Höhlenmuseum) at Lake Thun BE has also had a positive impact on the number of visits in 2014.

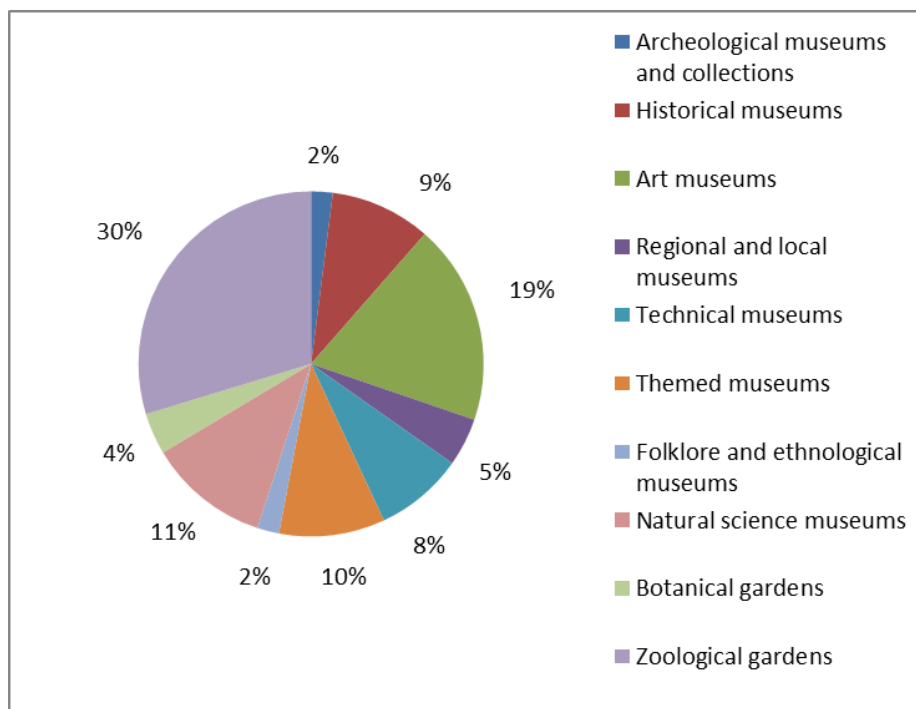
1. Introduction

The Swiss Museums Association (Swiss MA) is the umbrella organization of Swiss and Liechtenstein museums. From 1999 until 2014, statistics for Swiss museum visits were collected nationwide by the Swiss Museums Association and they represented the only source of continuous, national statistics for museum visits. After federal funds for a pilot project had been granted for 2015, this year saw a first-time cooperation between the Swiss MA and the Federal Office of Statistics. After an announcement of the Swiss MA to all Swiss museums, the figures of 2014 were compiled by the Federal Office of Statistics and then passed on to the Swiss MA. The evaluation and publication of the figures of the pilot project were then conducted by the Swiss MA. The main goal of the collaboration is the extension of the questionnaire in order to get a more substantial and detailed census of the statistics of the Swiss museums.

This summary paper is a short version of the annual report, which analyses museum visits in Switzerland in 2014.

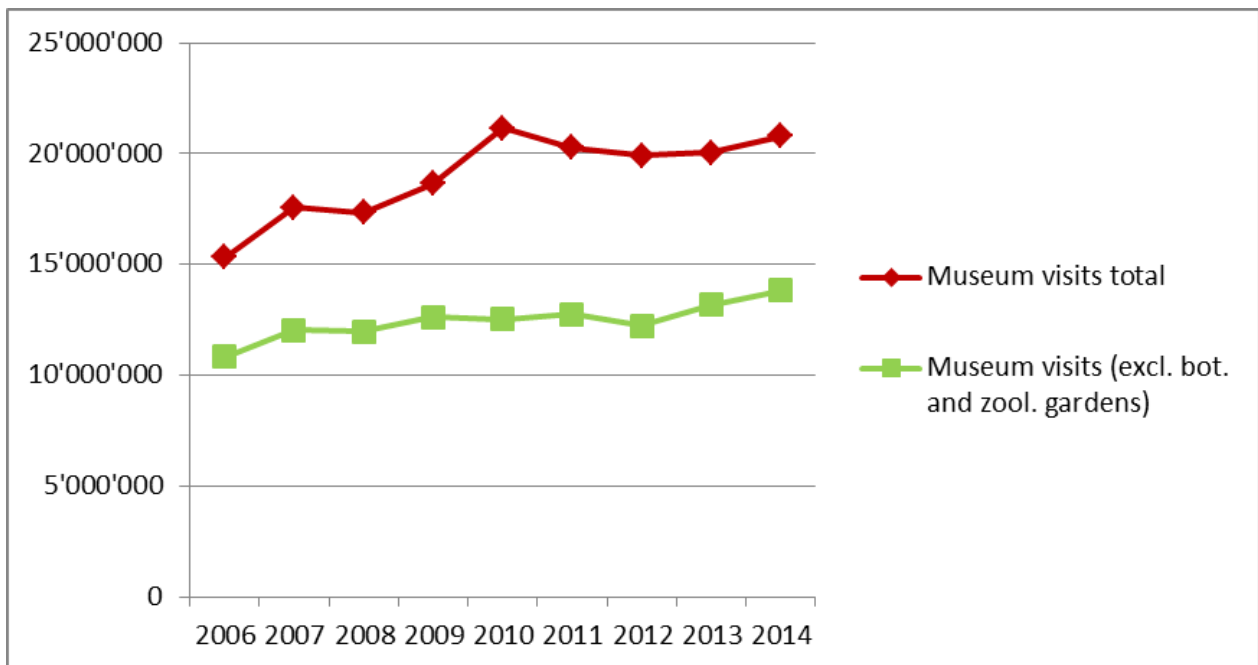
2. Statistics

a) Number of Visits 2014: Total



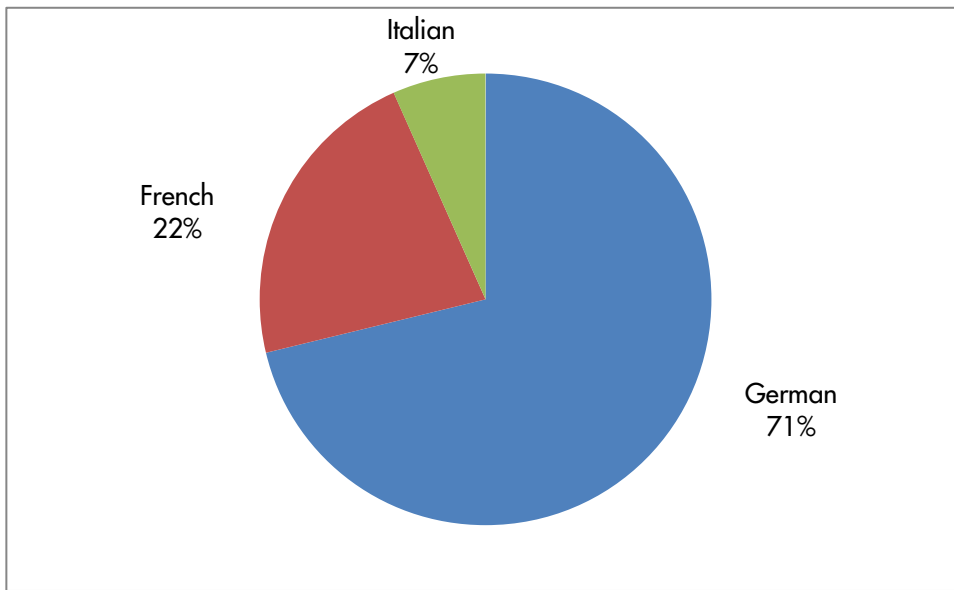
Museums	Visits	Percent
Archeological museums and collections	421'600	2%
Historical museums	1'959'200	9%
Art museums	3'909'500	19%
Regional and local museums	938'700	5%
Technical museums	1'727'700	8%
Themed museums	2'065'700	10%
Folklore and ethnological museums	425'600	2%
Natural science museums	2'369'200	11%
Botanical gardens	805'100	4%
Zoological gardens	6'177'500	30%
Total	20'799'800	100%

b) Number of Visits per Year, 2006-2014



Year	Museum Visits in Total	Museum Visits (excl. bot. and zoo. gardens)
2006	15'310'400	10'831'900
2007	17'569'300	12'045'300
2008	17'348'900	11'984'900
2009	18'637'300	12'627'700
2010	21'147'200	12'526'600
2011	20'273'400	12'757'000
2012	19'920'400	12'225'400
2013	20'050'900	13'165'700
2014	20'799'800	13'817'200

c) Number of Museums Correspondent to the Languages in Switzerland



Language	Number of Museums	Percent
German	813	71%
French	253	22%
Italian	76	7%
Total	1142	100%



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