



ITALY

Ministry for Cultural Heritage and Activities
*General Directorate for the Organization, Innovation, Education, Capacity
Building, Relations with the trade unions*
Statistical Office

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Museum statistics and other topics.

During 2009, the activities of the Statistical Office of Ministry for Cultural Heritage and Activities involved mainly surveys on Archives, Libraries and Museums (included Monuments and Archaeological Areas).

At the end of 2009, the 2008 data census of the first two institutes typology were published on the web site <http://www.statistica.beniculturali.it>. The final Museums statistics, related to 2009 data, were published on March 2010. The monthly survey was related to Visits and Incomes registered in this kind of institutes: Monuments and Archaeological Areas and Circuits. These data are registered by access web, directly into the data base and successively checked by the statistical office. The visits of the not free admission institutes are estimated by the tickets sold. Those one of the free admission institutes are estimated by register or count-entries machine.

448 state-owned institutes were considered of which 28 were closed for the whole year for some reasons.

The 420 institutes opened are grouped as follow:

- 207 Museums (n.145 not free admission and n.62 free admission);
- 213 Monuments and Archaeological Areas (n.81 not free admission and n.132 free admission).

Since some years the Circuits (COMBINED TICKETS), composed from different institutes, were introduced and on 2009 they were 34 which included 71 units (Museums, Monuments and Archaeological Areas). Their tickets give the chance to come in into different units. These data, obtained from each ticket office, sited in each unit composed the circuit, are summed and given separately.

Also, the 420 institutes opened included:

- 12 institutes with data not censed;
- 1 institutes opened but there is no single ticket;
- 26 institutes opened where composed ticket exists only;
- 29 institutes opened partially in the whole year.

MUSEUMS, MONUMENTS AND ARCHAEOLOGICAL AREAS

Table 1 – Time series 2003 – 2009

YEAR	ISTITUTES			VISITS					GROSS INCOME (Euro's)
	NOT FREE ADMISSION	FREE ADMISSION	Total	NOT FREE ADMISSION			FREE ADMISSION	Total	
				WITH FEE	FREE	Total			
MUSEUMS									
2003	143	51	194	6.089.433	3.771.182	9.860.615	316.614	10.177.229	31.272.552,10
2004	143	49	192	6.441.860	3.850.690	10.292.550	281.790	10.574.340	32.645.741,16
2005	142	51	193	6.265.106	3.604.366	9.869.472	316.528	10.186.000	31.835.863,54
2006	139	57	196	6.471.524	4.027.436	10.498.960	447.550	10.946.510	32.884.347,20
2007	141	56	197	6.113.772	4.176.191	10.289.963	437.740	10.727.703	31.384.733,94
2008	140	59	199	5.879.677	3.759.948	9.639.625	434.325	10.073.950	30.687.685,05
2009	145	62	207	5.554.950	3.872.456	9.427.406	446.259	9.873.665	29.785.808,75
MONUMENTS AND ARCHAEOLOGICAL AREAS									
2003	81	126	207	4.759.414	3.368.576	8.127.990	7.199.672	15.327.662	28.718.994,13
2004	82	129	211	4.885.354	3.480.756	8.366.110	8.063.515	16.429.625	30.177.100,94
2005	80	130	210	4.818.601	3.238.235	8.056.836	8.733.508	16.790.344	30.682.882,83
2006	79	127	206	5.035.845	3.227.466	8.263.311	8.552.824	16.816.135	33.843.486,76
2007	82	121	203	4.918.258	3.320.598	8.238.856	8.124.201	16.363.057	34.237.406,84
2008	82	119	201	4.462.992	2.960.074	7.423.066	8.336.993	15.760.059	31.503.090,57
2009	81	132	213	4.064.704	3.052.248	7.116.952	8.249.166	15.366.118	28.104.018,94
CIRCUITS (COMBINED TICKETS)									
2003	-	-	-	3.583.943	1.362.409	4.946.352	0	4.946.352	25.296.835,50
2004	-	-	-	3.833.578	1.389.097	5.222.675	0	5.222.675	27.264.740,53
2005	-	-	-	4.446.048	1.625.745	6.071.793	0	6.071.793	31.452.686,61
2006	-	-	-	4.957.148	1.854.798	6.811.946	0	6.811.946	37.683.642,94
2007	-	-	-	5.214.913	2.137.424	7.352.337	0	7.352.337	40.411.033,86
2008	-	-	-	5.260.066	2.008.946	7.269.012	0	7.269.012	41.819.650,32
2009	-	-	-	4.993.013	2.115.997	7.109.010	0	7.109.010	39.202.287,75
TOTAL									
2003	224	177	401	14.432.790	8.502.167	22.934.957	7.516.286	30.451.243	85.288.381,73
2004	225	178	403	15.160.792	8.720.543	23.881.335	8.345.305	32.226.640	90.087.582,63
2005	222	181	403	15.529.755	8.468.346	23.998.101	9.050.036	33.048.137	93.971.432,98
2006	218	184	402	16.464.517	9.109.700	25.574.217	9.000.374	34.574.591	104.411.476,90
2007	223	177	400	16.246.943	9.634.213	25.881.156	8.561.941	34.443.097	106.033.174,64
2008	222	178	400	15.602.735	8.728.968	24.331.703	8.771.318	33.103.021	104.010.425,94
2009	226	194	420	14.612.667	9.040.701	23.653.368	8.695.425	32.348.793	97.092.115,44

Variation % 2009/2008	Tickets related to Museums, Monuments and Archaeological areas and Circuits (COMBINED TICKETS)(with not free admission			Visits related to Museums, Monuments and Archaeological areas with free admission	Tickets/Visits related to the total of institutes	Gross Income Euro's
	WITH FEE	FREE	Total	Total	Total	
Total	-6,35%	3,57%	-2,79%	-0,87%	-2,28%	-6,65%
Museums	-5,52%	2,99%	-2,20%	2,75%	-1,99%	-2,94%
Monuments and Archaeological areas	-8,92%	3,11%	-4,12%	-1,05%	-2,50%	-10,79%
Circuits (COMBINED TICKETS)	-5,08%	5,33%	-2,20%	-	-2,20%	-6,26%

In the previous table, we show the percentage variations 2009 respect to 2008 data and we can see that:

- 1) the total results show negative variations respect to the 2008 data (visits -2,28% and gross incomes -6,65%).
- 2) These effects are caused in the same part to the negative variations registered in all the visits on the categories censured. The negative variations of incomes is caused by the Monuments and Archaeological areas and Circuits too, as it is confirmed from the negative variations registered in total visits on not free monuments and archaeological sites.

In values, the 0.8 millions visits less than 2008 visits, are due mainly to the Lazio region (- 0.43 millions visits) and Tuscany region (- 0.33 millions visits).

Here, in the follow some sites with highest decrease:

Lazio: Colosseum (-137 thousands), Tivoli sites (D'Este and Adriana Park) (-100 thousands).

Tuscany: Uffizi Gallery (-24 thousands), Museum of the Medici Chapels (-48 thousands), Academy Gallery (-104 thousands), Palatina Gallery and Pitti Palace (-43 thousands).

Opposite results were obtained in the visits registered during some particular events planned during the year (for example woman day, 14° February, european heritage days, and so on).

Fortunately, given the effects of some policies, the first data of the period January-June 2010 shows an increase of the visits over the 10 per cent respect on the same period of the previous year. Lower, the increase registered in the income flow (6 per cent).

Census on no state owned Museums

On 2010 a new agreement is going draw up by Istat (National Statistics Institute), Regions (administrative geographical Italian district) and Ministry. On 2011, by this agreement, a new census on no state owned museums will be launched, after the last one survey of 2007. The previous census permitted to have after about 10 years the new list of no state owned museums. Obviously that our intention is gaining updated information on this "population".

Cultural Tourism

On 2009, a pilot project on Visitor in 37 Institutes (10 Archives, 5 Public Libraries and 22 Museums) was launched. This project involved to select a sample visitor on May 2009, to reach some characteristic on agreement on this institute categories.

At the end of the survey, 2.500 visitors were interviewed with a non-response quote very low. Given the optimal results, the idea is to extend the study to the whole population considered (Archives, Public Libraries and Museum, Monuments and Archaeological Areas).

Digitization:

On 2010 the Ministry has launched a project called MuseiD-Italia, financed by the Innovation and Technology Department of Civil Administration Ministry. This project, integrated in the Cultura Italia (the Cultural portal System <http://www.culturaitalia.it/>), has the following objectives:

- a museum section where some information on it are contained (opening hours, collection description, temporary exhibitions, and so on);
- = a digital section where digital cultural heritage is contained.