



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

Museum visits in Switzerland 2012





Member of the Swiss Academy
of Humanities and Social Sciences
www.sagw.ch

Impressum

Edited by:

Yonca Krahn, Statistics Officer; David Vuillaume, Secretary General

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Swiss museums have been visited in the year 2012, in total over 18.03 M visits. Compared with 2011 (18.35 M visits), this represents a drop of 320,000 visits.

The decrease in visits by 1,8% is mainly observed in themed museums and art museums.

In particular, the temporarily closed Musée Olympique in Lausanne and the decrease in visits at Swissminiatur in Melide, as well as at Kunsthaus Zürich and at Fondation Pierre Gianadda in Martigny are account for most of the difference.

Technical museums, historical museums as well as regional and local museums have actually shown an increase in the number of visits.

Individual museums show a lot of visits, like Landesmuseum Zürich, Kunstmuseum Basel, Spielzeug Welten Museum Basel, Zoo Basel, CERN – Globe of Science and Innovation – Microcosm in Geneva. Re-openings of museums, like Musée gruérien in Bulle or new openings like Bahnmuseum Albula in Bergün effect the total of visits in the relevant categories.

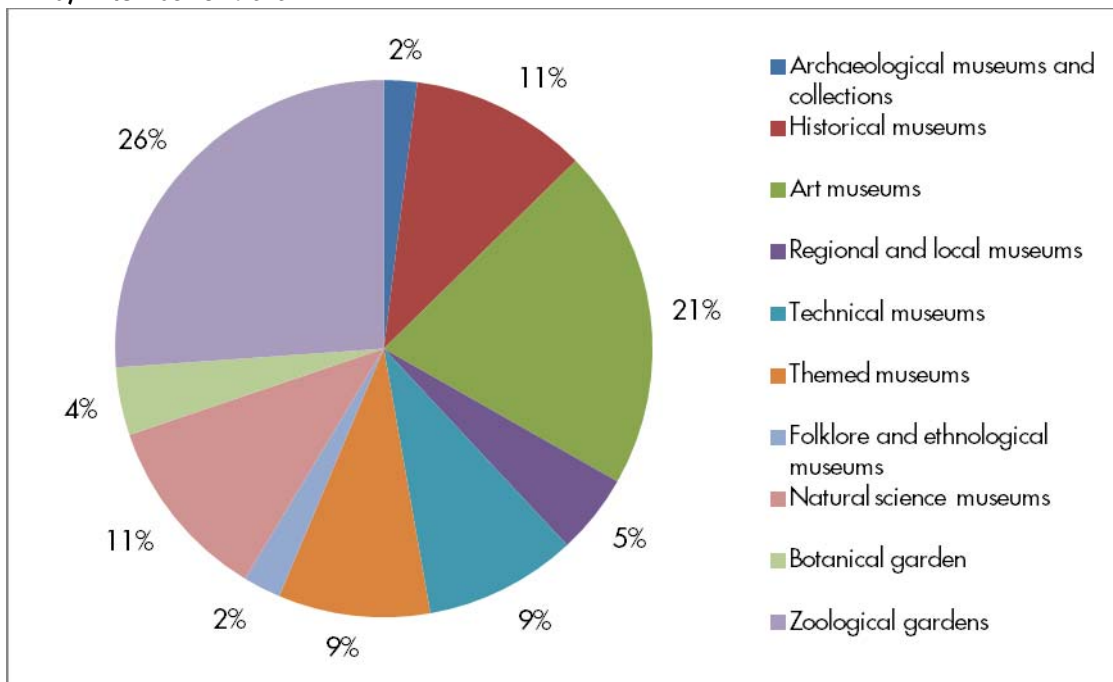
1. Introduction

The Swiss Museums Association (VMS) is the umbrella organisation of Swiss and Liechtenstein museums. Starting in 1999 statistics for museum visits were collected nationally by the VMS and these represent the only source of continuous, national statistics for museum visits.

This summary paper is a short version of the annual report, which analyses museum visits in Switzerland in 2012.

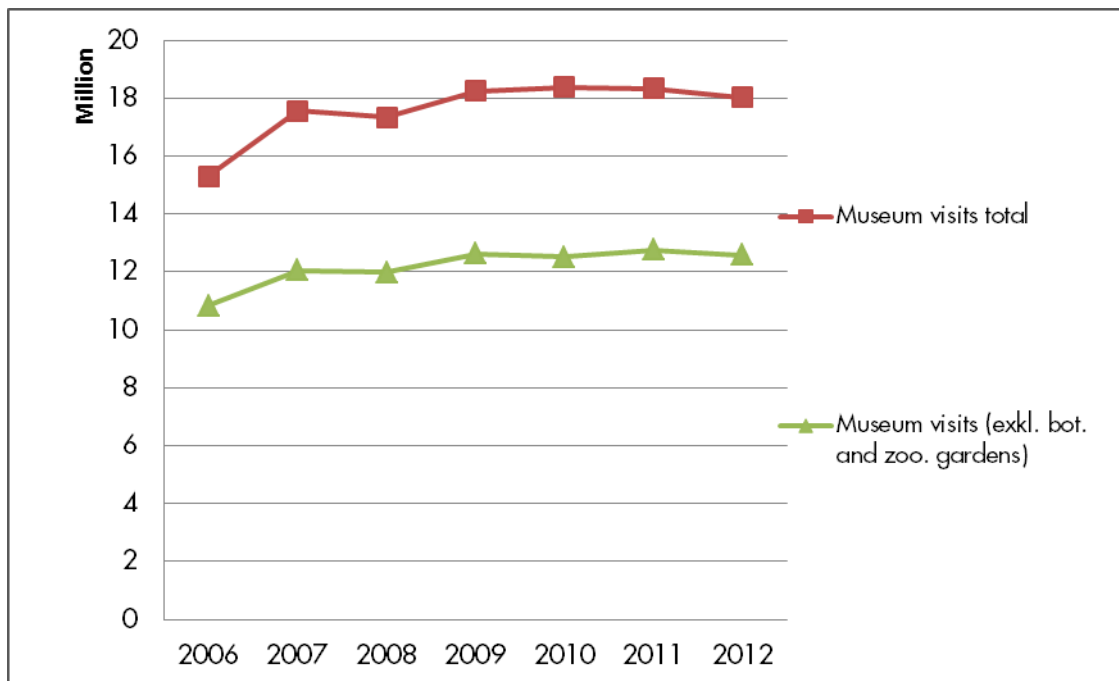
2. Statistics

a) Number of visits



Museums visits 2012	Number of visits	Percent
Archaeological museums and collections	359'100	2%
Historical museums	1'925'000	11%
Art museums	3'705'900	21%
Regional and local museums	871'100	5%
Technical museums	1'652'100	9%
Themed museums	1'648'600	9%
Folklore and ethnological museums	409'400	2%
Natural science museums	2'011'900	11%
Botanical garden	736'200	4%
Zoological gardens	4'708'200	26%
Total	18'027'500	100%

b) Number of visits by year, 2006-2012



year	Museum visits total	Museum visits (excl. bot. and zoo. gardens)
2006	15'310'500	10'832'000
2007	17'569'500	12'045'500
2008	17'349'100	11'985'000
2009	18'253'300	12'627'700
2010	18'383'600	12'526'600
2011	18'350'300	12'753'900
2012	18'027'500	12'583'200

c) Most visited museums in 2012

Zoo Zürich	Zürich
Zoo Basel	Basel
Natur- und Tierpark Goldau	Goldau
Verkehrshaus der Schweiz	Luzern
Fondation Beyeler	Riehen
Maison Cailler	Broc
Château de Chillon	Montreux
Conservatoire et Jardin botaniques	Chambésy - Genève
Städtischer Tierpark Dählhölzli	Bern
Swiss Science Center Technorama	Winterthur
Fondation Pierre Gianadda	Martigny
Kunsthaus Zürich	Zürich
Muséum d'histoire naturelle	Genève
Schweizerisches Freilichtmuseum für ländliche Kultur Ballenberg	Hofstetten bei Brienz
Papiliorama - Swiss Tropical Garden	Kerzers
Landesmuseum Zürich	Zürich
Kunstmuseum Basel	Basel
Château de Gruyères	Gruyères
Exposition Swissminiatur	Melide
Zentrum Paul Klee	Bern
La Maison du Gruyère	Pringy-Gruyères
Musée d'art et d'histoire	Genève
Naturhistorisches Museum der Burgergemeinde Bern	Bern
Stiftsbibliothek	St. Gallen
Gletschergarten	Luzern
Historisches Museum Basel - Museum für Geschichte / Barfüsserkirche	Basel
Museum Tinguely	Basel

The 27 most visited museums in 2012 had more than 100'000 visits. In 2011 there were even more museums with more than 100,000 visits: Musée Olympique in Lausanne, Botanische Garten der Universität in Zürich, Fondation de l'Hermitage in Lausanne, Museum für Gestaltung Zürich and Glasi Museum in Hergiswil.

VMS
AMS

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c/o Landesmuseum Zürich
P.O. Box, CH-8021 Zürich
Tel. +41 (0)44 218 65 88
Fax +41 (0)44 218 65 89
info@museums.ch

www.museums.ch

