

Museum visits in the Netherlands in times of crisis

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Question

Is the crises affecting the attendance to Museums in the Netherlands ?

- according to different sources?
 - do these sources tell the same story?
 - if not, explain the differences?
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Museumsector in NL #1

- 788 (2011) = 4,7/100.000 inhabitants
 - 426 registered Museums (2012)
 - 467 members Dutch Museum Association
 - 30 National Museums + 11 other Dpts
 - 1000-1200 'museums' (Nat Inst Cult Heritage)
 - Professionalism versus social basis/public support?
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Museumsector in NL #2

- 788 museums: 22 mln visitors (2011)
 - 1,3 visits / inhabitant (incl free)
 - % of population that visits \geq once a year
 - 48% Neth Inst Soc Research (2012)
 - 60% (inc galleries) Eurobarometer (2013)
 - Museum Pass: 800.000 (2011)
 - Policy (2013): Co-operation, Heritage Act
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Sources

Museum visits

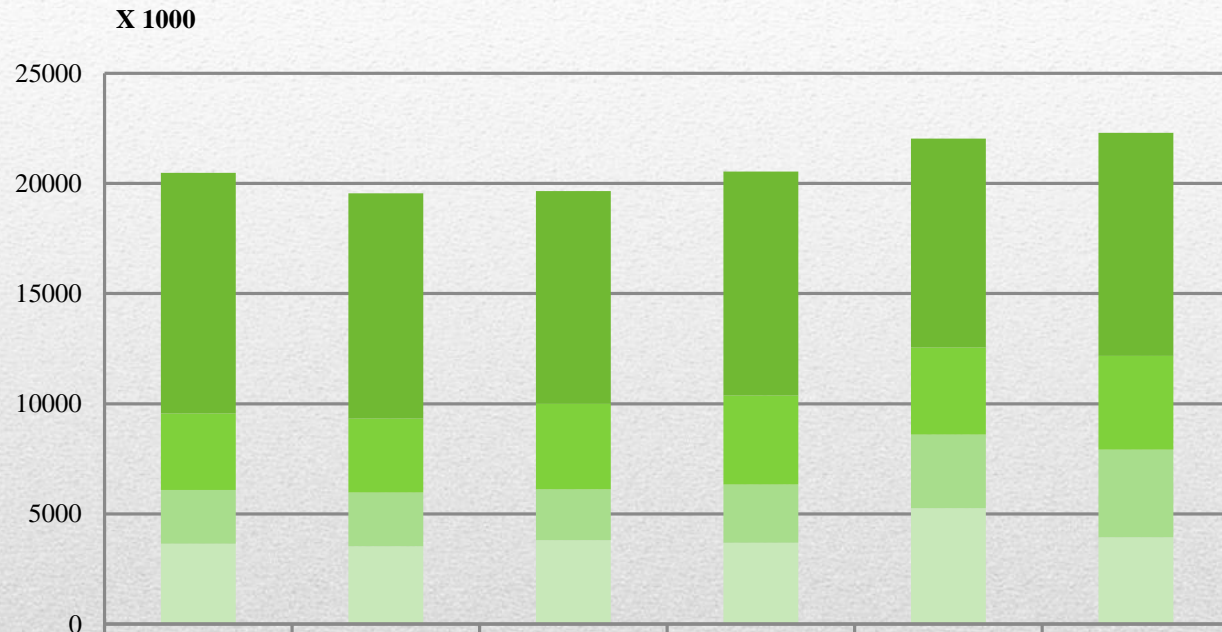
- CBS Statistics Netherlands 2001 – 2011
 - total population (partly estimated)
- APE/Rebel Study (panel data Museana) 2005 – 2011
 - panel approach; survey harmonised

Population surveys

- Netherlands Institute for Social Research 2004 - 2012
 - Eurobarometer 2007 – 2013
 - Different samples, points in time, context, wording
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Dutch museum visits 2001-2011

Statistics Netherlands



	2001	2003	2005	2007	2009**	2011*
■ Payed, full rate	10929	10233	9624	10162	9490	10122
■ Payed, discount	3470	3359	3903	4043	3949	4260
■ Visits with museum card	2445	2438	2320	2643	3333	3974
■ Free visits	3643	3527	3801	3692	5265	3941

Free visits and visiting foreigners 2001-2011



Dutch museum visits 2005-2011

Statistics Netherlands

	unit	2005	2007	2009*	2011*
Visits	1.000	19.648	20.540	22.037	22.297
of which:					
free	%	19%	18%	24%	18%
with museum pass	%	12%	13%	15%	18%
paid	%	69%	69%	61%	65%
foreigners	%	24%	26%	15%	30%
average visits p museum	1.000	25	27	27	28

Average annual growth visitors 2005 – 2012 (APE / Rebel panel data)

Deelsector	Jaarlijkse groei bezoeken (in %)		
	2005-2008	2008-2012	2005-2012
Bioscopen en filmhuizen	4,5	6,7	5,8
VSCD-podia ^a	1,9	-5,3	-2,3
VNPF-poppodia ^a	6,3	-3,2	0,7
Vrije theaterproducenten (VVTP)	3,2	-10,0	-4,6
BIS-instellingen podiumkunsten totaal ^a	3,9	-1,8	0,6
- theater	-2,9	4,6	1,3
- muziek	6,5	-4,5	0,1
- dans	2,8	-2,7	-0,4
- opera en muziektheater	15,3	-2,8	4,6
FPK-instellingen podiumkunsten totaal ^a	0,4	-3,6	-1,9
- theater	3,8	-3,3	-0,3
- muziek	-1,8	-3,4	-2,7
- dans	6,6	-3,3	0,8
- opera en muziektheater	-8,1	-6,5	-7,2
Rijksgesubsidieerde musea	1,9	1,8	1,8

^a Exclusief festivals.

Cultuurparticipatie van de Nederlandse bevolking 18 jaar en ouder, 2004-2012
(percentage dat afgelopen twaalf maanden eens of vaker bezoek bracht aan...)

	2004	2006	2008	2010	2012
Opera	6	6	5	6	4
Klassieke muziek	19	19	17	20	18
Ballet	8	7	7	7	6
Toneel	25	28	28	29	27
Museum	44	49	47	50	48
Musical	25	27	26	26	24
Cabaret	22	24	25	25	22
Film	55	56	54	61	61
Popmuziek	25	27	31	29	27

Eurobarometer 2007 and 2013

How many times in the last 12 months have you visited a museum or a gallery ?				
	The Netherlands		EU countries	
	EB 2013	difference EB 2007	EB 2013	difference EB 2007
not in the last 12 months	40	2	62	4
1-2 times	30	0	23	-2
3-5 times	16	-1	8	-1
more than 5 times	14	-1	6	-1
at least once	60	-2	37	-4

Source: Eurobarometer 2013

Conclusions?

Is the crises affecting the attendance to Museums in the Netherlands ?

- Visitor stats:
 - No? over all effects
 - Yes: less free, more museumcard, foreigners
 - Population surveys: effects !
 - Museums/Cultural Heritage (and film) seem to be less effected by the crisis, than performing and other arts
 - Explanation? big social basis Museums
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	Museums per 100.000 inhabitants	Visits per 100.000 inhabitants including free entrees	Visits per 100.000 inhabitants excluding free entrees
2011	4,7	133.869	110.208
2009	4,9	133.673	101.736
2007	4,7	125.566	102.996
2005	4,7	120.499	97.188
2003	5,1	120.784	99.002
2001	5,0	129.899	107.112
1999	5,8	131.210	109.377

Souces

Statistics Netherlands (CBS), Eurostat

Average annual growth visitors 2005 – 2011 (CBS)

	av / year	av / year	av / year
	2005/7	2009/11	2005/11
Total visits	2,3%	0,6%	2,2%
Payed visits (full tarif)	2,8%	3,3%	0,9%
Payed visits (reduced)	1,8%	3,9%	1,5%
Visits Museum Pass	7,0%	9,6%	11,9%
Free visits	-1,4%	-12,6%	0,6%