



# STATISTICHE

figures and graphs to understand Veneto

Flash

There is no doubt that Italy boasts a great cultural heritage that is not only made up of evidence that tells us of the history of its art and territory, but also a wide and diverse museum network. In this sense, the Veneto region plays an important role, as host to a large part of these assets. The museum and similar heritage was surveyed in 2013 with the collaboration of the regions, Istat (Italian National Institute of Statistics) and the Ministry of Heritage, Culture and Tourism. The survey covered all the museums and other exhibition areas, both state and private (herein referred to as 'institutes') that acquire, preserve, arrange and exhibit to the public works and/or collections of cultural or naturalistic interest. The presence of these museum institutes in Veneto is extensive:

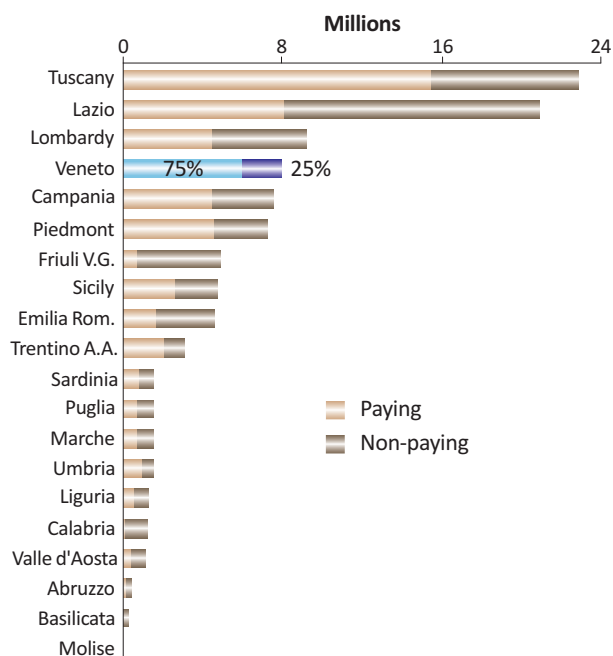
## THE MUSEUM HERITAGE

In our region, as with the rest of Italy, one in three municipalities has at least one establishment and 1.6 museums can be found within an area of 100 km<sup>2</sup>. The institutes in the Veneto region are museums in the strictest

sense of the word: out of the 302 institutes surveyed the majority are museums, galleries or collections (281), together with 19 monumental complexes and two archaeological sites. A comparison with the rest of Italy shows that Veneto is sixth in terms of the total number of institutes, but in terms of visitor numbers our region is ranked fourth, thanks to nearly 8 million visitors each year (of which 6 million are paying visitors). Over the course of a year, every Veneto site is visited on average by 27,000 people, of whom 20,000 are paying visitors and 7,000 are non payers. This differs greatly to the rest of Italy, where on average 12,000 are paying visitors and 11,000 are not. In the Veneto region, as in the rest of Italy, the majority of the institutes are state-owned (over 60%) and our region is characterized by the strong tourism attraction of municipal institutions that welcome over half of the visitors.

### VENETO: 4TH HIGHEST REGION FOR VISITOR NUMBERS

Number of paying and non-paying visitors to museums and similar institutes by region (\*) - Year 2011



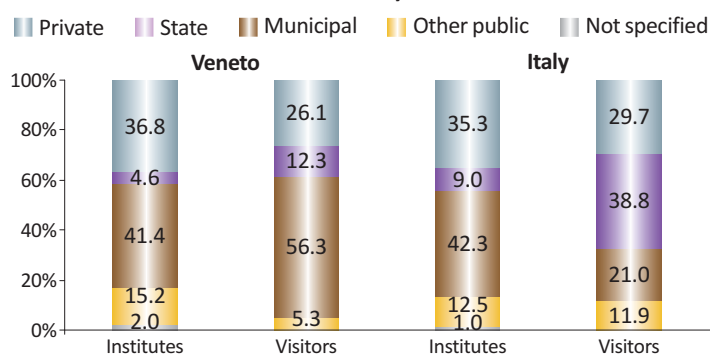
### DISTRIBUTION OF HERITAGE

Supply and demand of museums and similar institutions by province Veneto and Italy – 2011

	Institutes open to visitors		% of municipalities with at least one institute	Average number of visitors (*)	
	Total	of which are museums		Paying	Non paying
Belluno	42	39	37.7	2,017	2,765
Padua	41	40	22.1	10,297	4,411
Rovigo	17	17	28.0	3,222	3,480
Treviso	38	35	24.2	2,965	6,448
Venice	57	52	45.5	67,818	9,129
Verona	45	41	27.6	29,429	8,140
Vicenza	62	57	28.9	4,271	9,753
<b>Veneto</b>	<b>302</b>	<b>281</b>	<b>28.9</b>	<b>20,559</b>	<b>6,975</b>
<b>Italy</b>	<b>4,588</b>	<b>3,847</b>	<b>28.3</b>	<b>12,393</b>	<b>11,061</b>

### THE HIGHEST NUMBERS ARE IN THE PUBLIC SECTOR

% of institutes and visitors by type of owner Veneto and Italy – 2011



(\*) The value is calculated minus the units that did not indicate the number of visitors (around 4% of the institutions)

Source: Processing of data from Istat – Regione Veneto by Regione Veneto - Regional Statistical System Section

### ALSO AVAILABLE:

- Europe 2020 Strategy: European and national indicators and targets
- The economic role of Veneto agriculture in 2010
- Tourism – final data as of January 2014

<http://www.regione.veneto.it/web/statistica>

The Veneto museum heritage offers a wide range of choice to visitors. Art museums attract over half the total number of visitors and constitute around a fifth of the institutes, in particular those that cover the period from the Middle Ages to the nineteenth century, as they have the highest number of visitors (on average 110,000 a year) and opening times overall that cover virtually the entire year. The

## FEATURES AND VISITORS

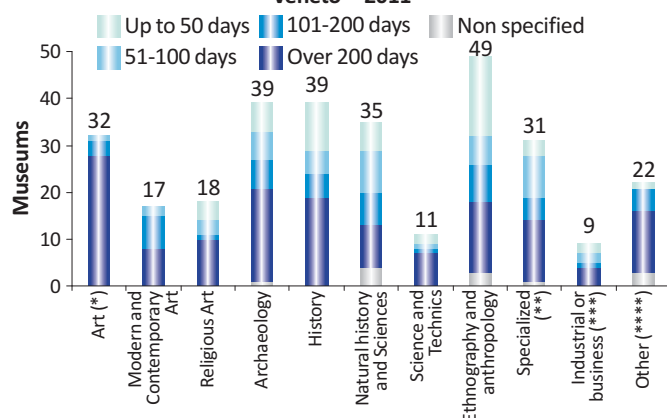
ethnographic and anthropology museums are also very widespread on a regional and national level. The science and technics museums distinguish themselves for the high number of preserved works, amounting to on average 134,000. The "other" category consists of archaeological sites, monuments and monumental complexes such as

the amphitheatre of the Arena in Verona, Juliet's home, the Scuola Grande San Giovanni Evangelista in Venice, the Military Cemetery Museum on Mount Grappa and the National Museum of Villa Pisani in Stra, all of which attract large numbers of visitors. When classifying the Veneto institutes by visitor numbers, we find that the first eight sites attract more than half of the visitors. The two aforesaid monuments in Verona, the Palazzo Ducale, the Guggenheim Foundation, the San Marco Museum, the Gallerie dell'Accademia and the Archaeological Museum in Venice, as well as the municipal museums in Padua make up the other "Top 8" Veneto sites.

The Veneto population is very interested in what the museums have to offer, to the extent that around a third of residents who have lived in the region for more than 6 years visit these attractions during the course of the year, compared to a national average of 25.9%. The pull of the museum institutes is also felt from outside our region, with 57.5% by overseas visitors, and even more so by the museums in the renowned Lake Garda area (88.8%). The figure for younger visitors is at a lower rate, i.e. 16.6% of people in the 18-25 age group, which could be linked to the under developed ICT tools on offer. There are many institutes that have a website (56.7%) and publish an online calendar of events, but few offer free internet access via Wi-Fi or give the option to buy tickets online (around 10%)

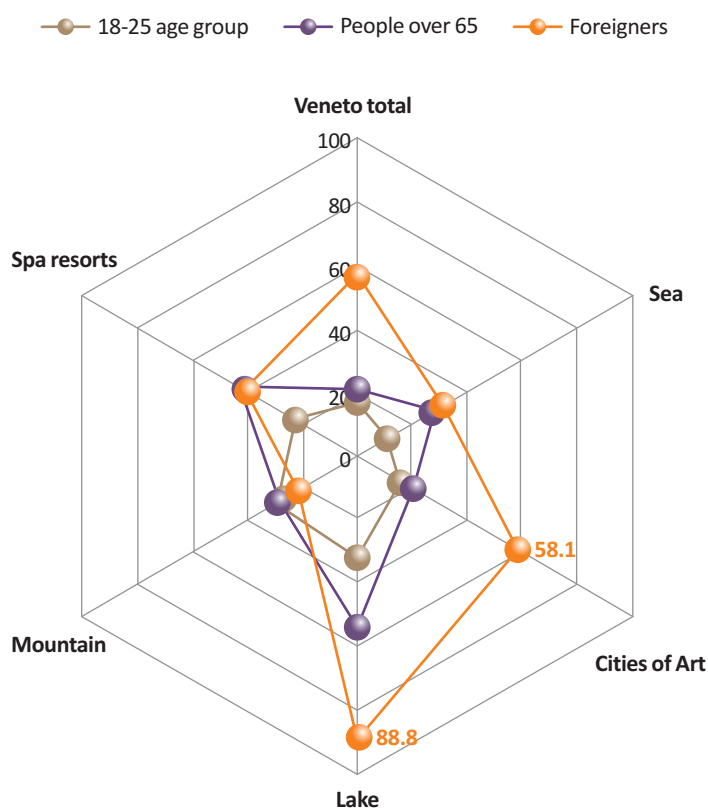
### SIGNIFICANT DIVERSIFICATION OF OFFER

Museum institutes by main category and number of opening days  
Veneto – 2011



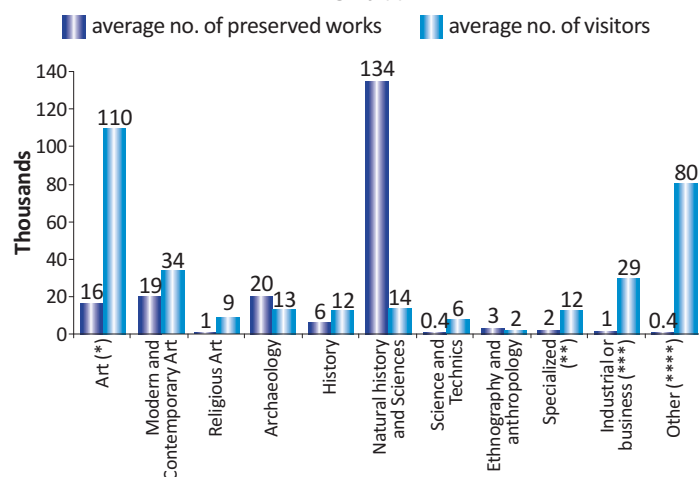
### MORE FOREIGNERS IN THE GARDA LAKE MUSEUMS AND MORE ELDERLY IN SPA RESORTS

Characteristics of visitors by location of the institutes (\*)  
Year 2011



### THE INSTITUTES DISPLAYING MORE AND THE INSTITUTES ATTRACTING MORE VISITORS

Average number of preserved works and visitors by main museum institute category (\*). Veneto - Year 2011



(\*) Values calculated minus the institutes that did not indicate the number of visitors (4%) or the number of preserved works (9%) or the number of visitors per age group (13%).

(\*) From art of the Middle Ages to the nineteenth century.

(\*\*) Collections of a specific type, such as museums with rare objects and collections of a particular heritage.

(\*\*\*) Museum that preserves and promotes the art and technical heritage as well as testimonies of historic memory and identity of a company.

(\*\*\*\*) Archaeological areas, monuments and monumental complexes.

Source: Processing of data from Istat – Regione Veneto by Regione Veneto - Regional Statistical System Section

Operators working in the Veneto museums are 2,886, which equates to a level of 10 operators per institute. This average does not however portray the truly varied nature of museum staff. When further examining the personnel we found that they are made up of around 1,455 volunteers and of another 50 or so people from the National Volunteers Service. If we then consider only paid operators, the average number of personnel per institute falls to 3, with 2 more personnel provided by other companies or external bodies. Around a third of the Veneto institutions rely exclusively on volunteers. The makeup of those institutions that have paid personnel, internal or external, is equally

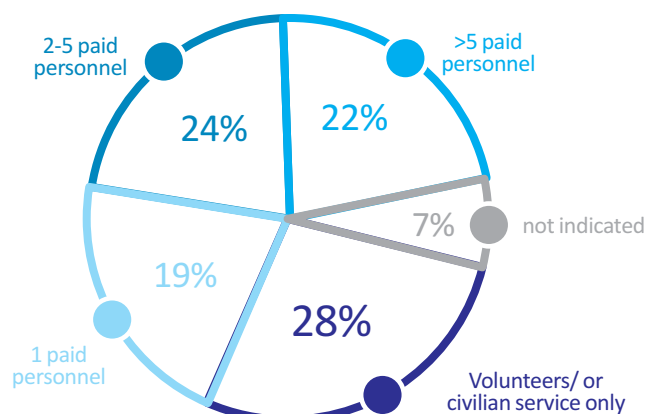
## HUMAN AND FINANCIAL RESOURCES

split between those that have one person, those with 2 to 5 and those that have more than 5 personnel. The ability of the personnel to interact with overseas visitors is very similar to that found by others in Italy: in 45% of the establishments they speak English, 21.9% French, and 5.3% Spanish while in the case of German the Veneto region is better qualified to understand compared to the national level (17.2% compared to 9.7%).

The museum heritage of Veneto is not only based on famous worldwide institutes that contribute to the region's added value from an economic point of view, but also on local people that offer their passion to the public for free. In fact at over 40% of the Veneto institutes the entrance is free, which is also the case at a national level. Prices are in line with European ticket prices but proceeds from ticket sales are affected by the high number of free tickets offered. For a third of the institutes, the proceeds from ticket sales does not exceed 20,000 euro, and their other income is also fairly low. If they could increase the spending power on their budget by 10%, a quarter of the institutes would spend it on information and communication campaigns, which are essential and should be given priority in order to increase the number of visitors; another quarter would spend it for refurbishment projects and then for other projects that they deem important and, last but not least, for training their personnel.

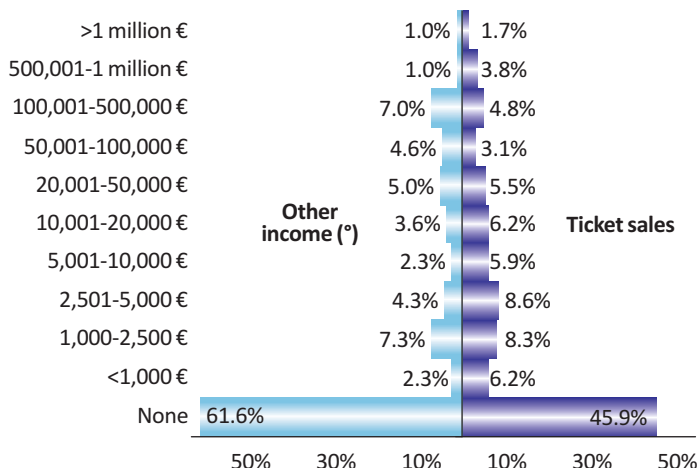
### MUSEUMS THAT ARE OPEN THANKS TO VOLUNTEERS

Museum institutes by number and type of personnel. Veneto – Year 2011



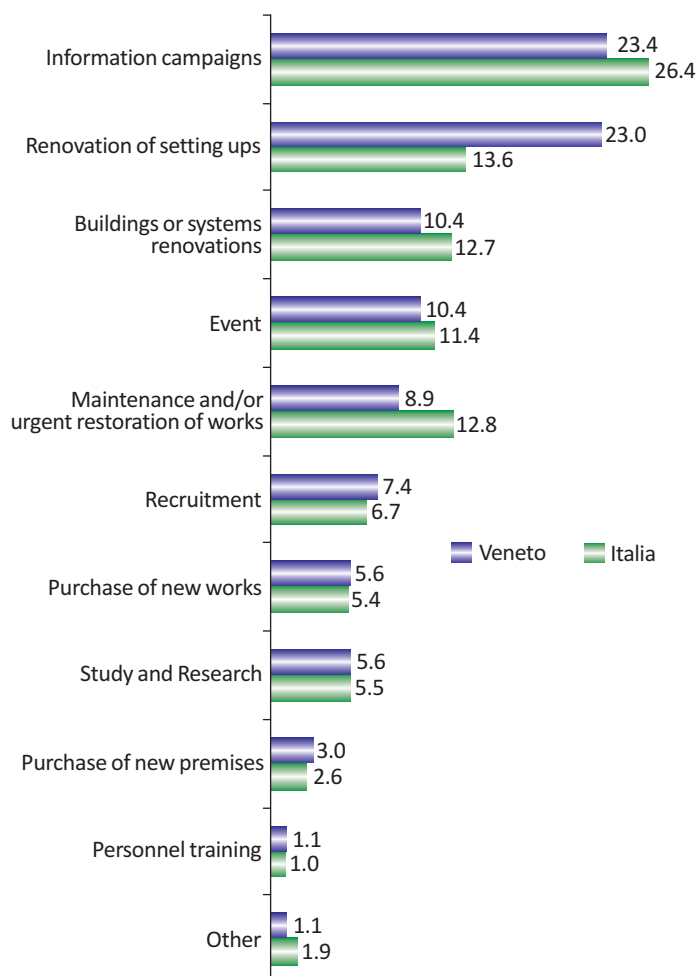
### A WORLD MADE OF FREE ENTRANCE MUSEUMS

Percentage share of museum institutes by revenue and type of entry(\*). Veneto - Year 2011



### THE IMPORTANCE OF COMMUNICATION AND RENOVATION

Priority areas of investment (\*). Veneto and Italy – Year 2011



(\*) Did not answer to the question on ticket revenues 4% of institutes, 11% did not reply to the question on intervention areas

(\*) Including public contributions and funding, private funding and other income

Source: Processing of data from Istat – Regione Veneto by Regione Veneto - Regional Statistical System Section

# STATISTICHE *Flash*

The museum institute's relationship with other local bodies give birth to several tools and strategies. They associate in networks, share human, technological and financial resources, and take advantage of common services. This sharing is essential for museums, particularly for the small ones and especially in this time of austerity. The trend of joining organized museum networks, even if they currently only involve less than half (46%) of the Veneto institutes, is an ever more widespread tendency (in 2006 the institutes involved

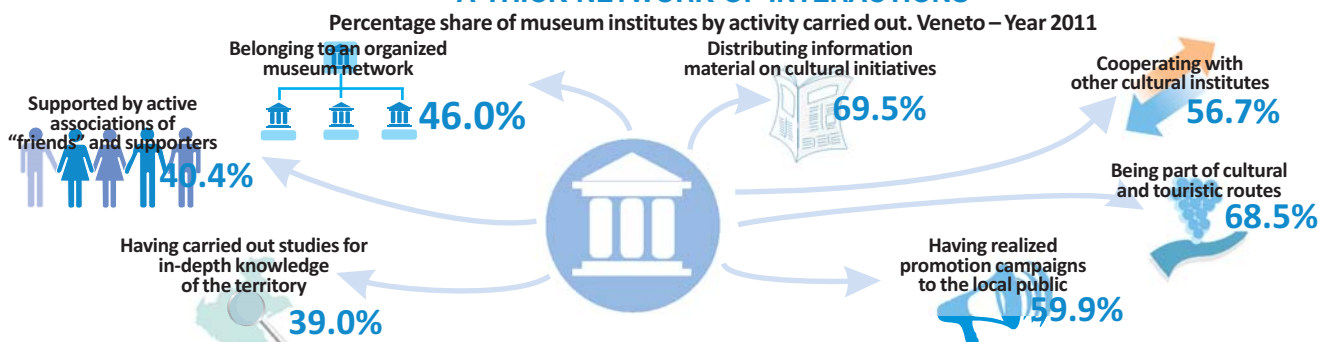
## MUSEUM OPEN THE TERRITORY

were 37%). The museum networks are mainly gather public institutes (58.9%), with 100% of ministerial institutes, whereas only a quarter of the private institutes have joined networks. More widespread than gathering into networks is the trend to collaborate with other cultural institutions (56.7%) for example, libraries, universities, cultural centres, etc. The museums have shown themselves to be an important cultural

means of access for the territory. In fact, 69.5% of cases they provide information on cultural offers in the area (musical shows, festivals, conventions, etc.). More than 68.5% of the museums can be found along thematic routes of cultural and touristic interest that lead visitors to the discovery of local nature and landscape, food & wine, folklore and religious traditions such as the "Wine Routes" and the "Po Delta Route".

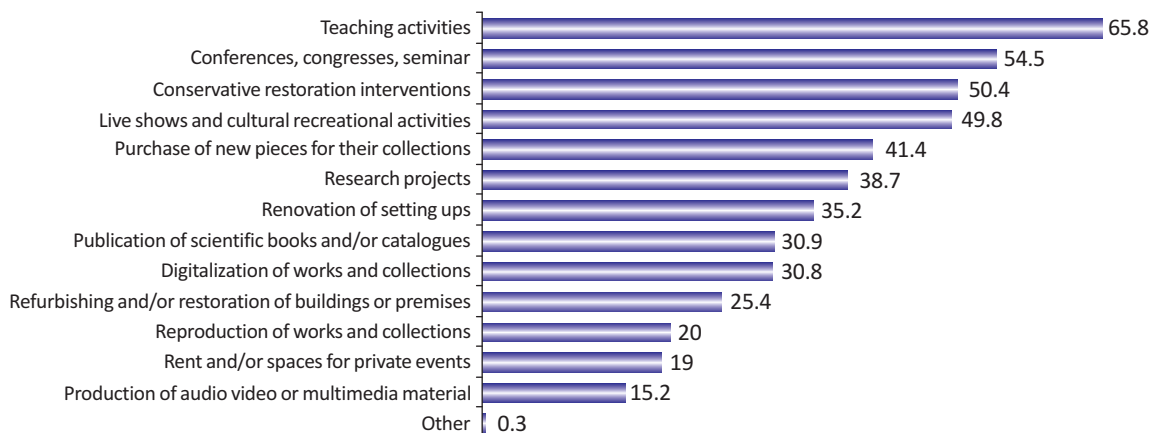
The Veneto museums are also the core of cultural educational and scientific research activities that, if managed in the right way, can not only benefit local employment and the economy, but also boost the growth of the human capital, both directly and indirectly. The Veneto museums are very active, with 65.8% of the institutes involved in educational activities and 54.5% holding conventions, conferences and seminars. Half of the museum institutions in 2011 have also organized live and cultural animation activities and have been involved in cultural heritage restoration and preservation projects. Around a third of them have undertaken research projects and published scientific books and catalogues.

### A THICK NETWORK OF INTERACTIONS



### TRAINING AND RECREATIONAL ACTIVITIES

Percentage of museum institutes that have carried out cultural and scientific activities (\*). Veneto – Year 2011



(\*) 10% of the institutes did not answer to the question on the activities carried out

Source: Processing of data from Istat – Regione Veneto by Regione Veneto - Regional Statistical System Section

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