



DOCUMENTA EVALUATION

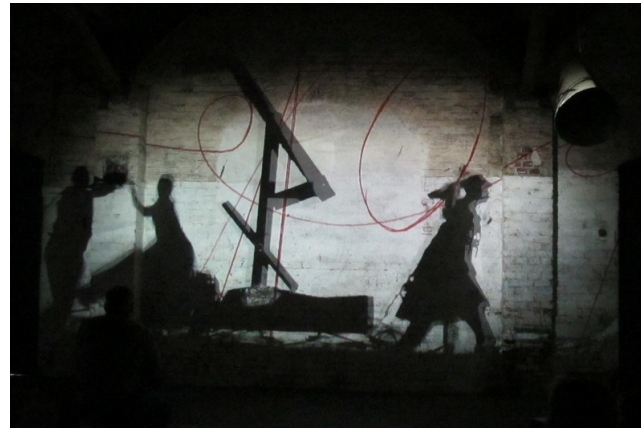
DOCUMENTA (13)





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Top artists



1. William Kentridge



3. Nalini Malani



2. Janet Cardiff &
George Bures Miller





dOCUMENTA (13)

Key figures of success of dOCUMENTA (13)

- 904,000 paying visitors
- 5,300 specialized public (representatives from museums, galleries and the science of arts)
- 12,500 accredited journalists
- Almost 10,000 guided tours (with 150,000 visitors)
- 12,500 season tickets



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Evaluation design

Analysis of:

- Profiles of visitors
- Attitude of visitors
- Conduct of visitors
- Tracking (assessment of sponsor, recall-recognition)
- Reaction to exhibition and service quality

Basis

- Survey among visitors (n =9091)



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Key topics of the survey

- Which attractiveness does the dOCUMENTA (13) have?
- How international/national are the visitors of dOCUMENTA (13)?
- Which reasons do dOCUMENTA (13)-visitors have for their visit?
- How do visitors get information on dOCUMENTA (13)?
- How do visitors orient themselves in the dOCUMENTA (13)?
- In which scope (with regard to content and time) can the works of art be experienced?
- How do visitors rate the educational purpose and the efforts of the dOCUMENTA (13)?
- For how long and where do the visitors stay? (Use of public transport and accommodation)



dOCUMENTA (13)

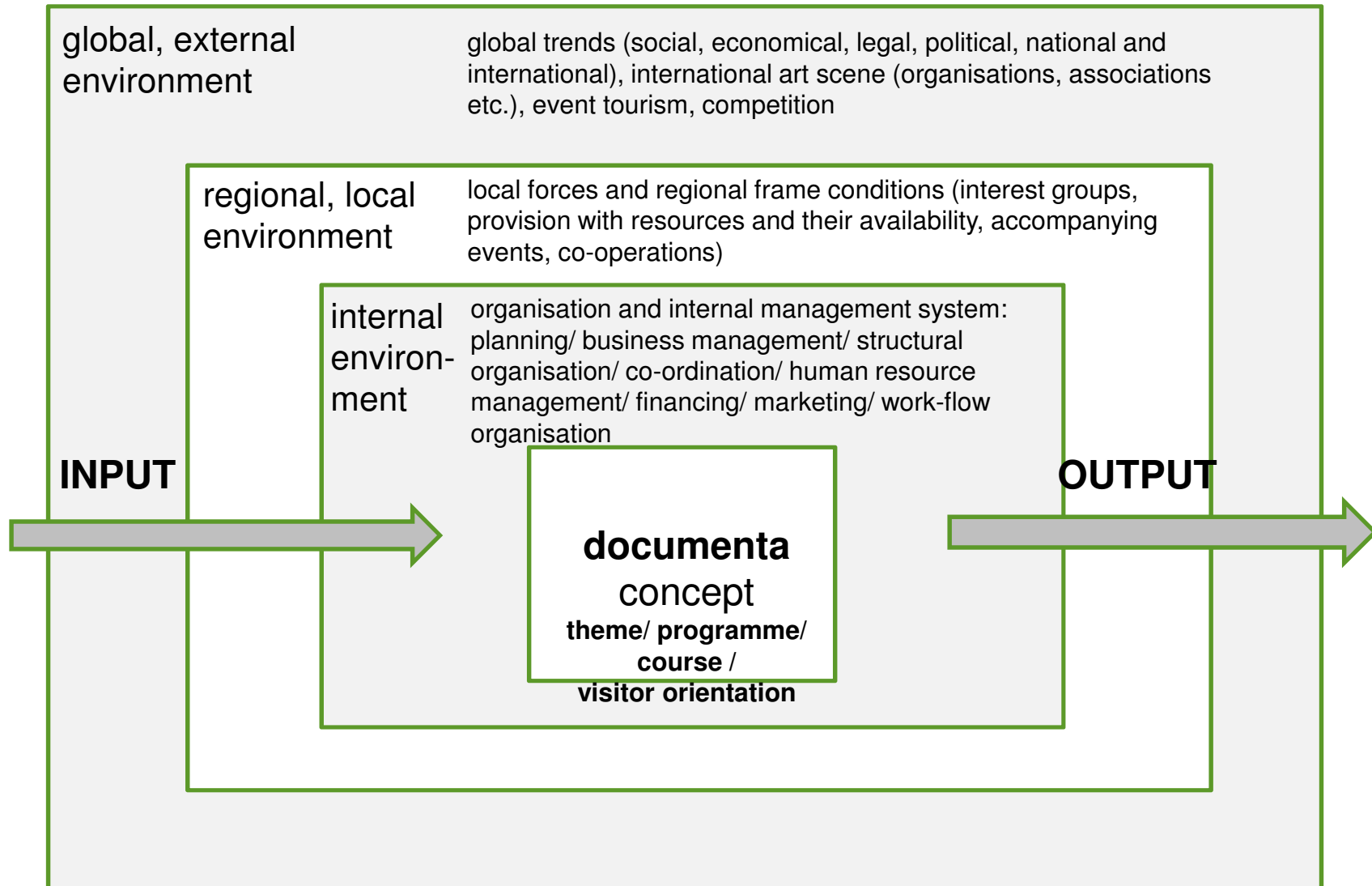
Fields of research

Imagestudy

Survey among visitors

Analysis of media effects

Analysis of economic effects



Correlations of effects

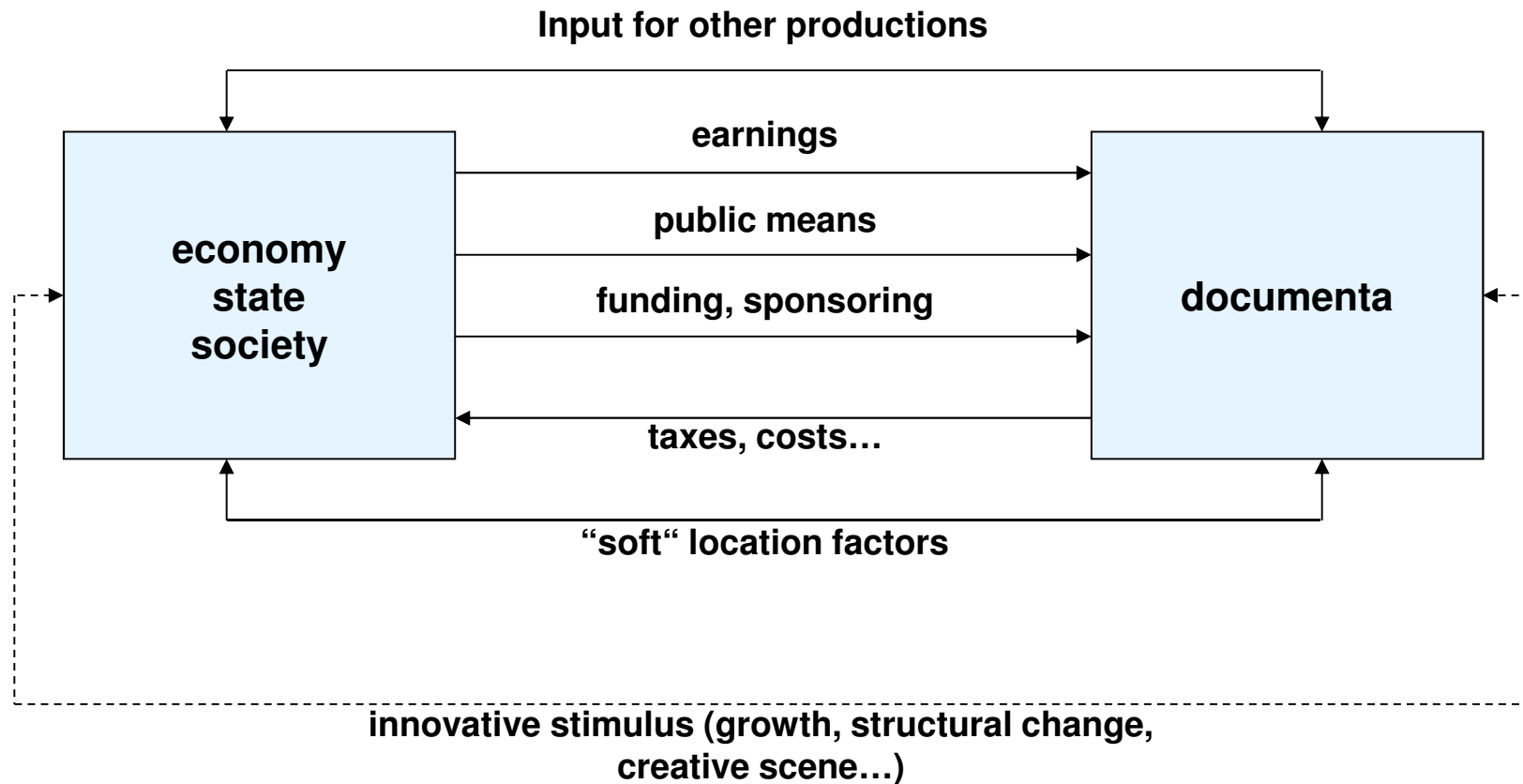




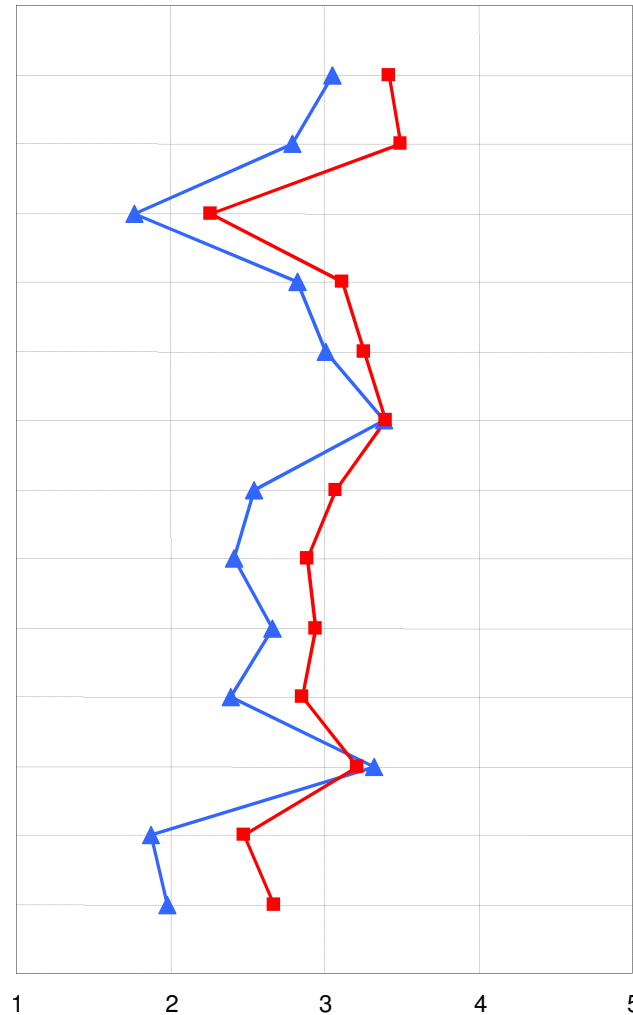
Image of the region

DOCUMENTA (13)

Survey 2006
N= 1632



(1= absolutely true 5= not true at all)



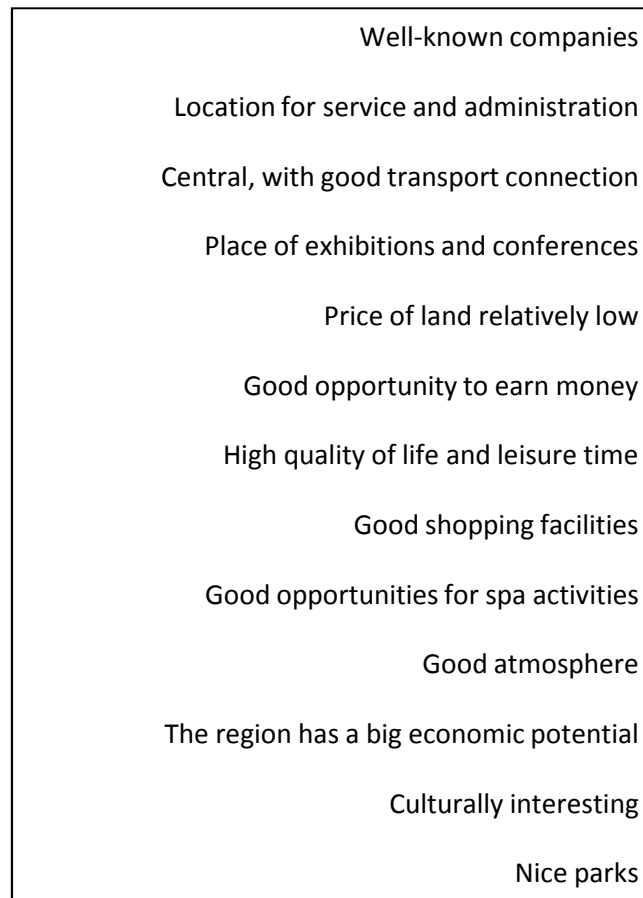
—▲ Visited documenta —■ Did not visit documenta



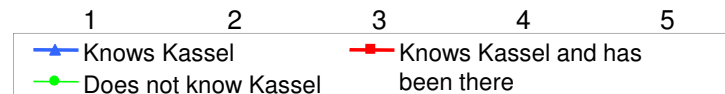
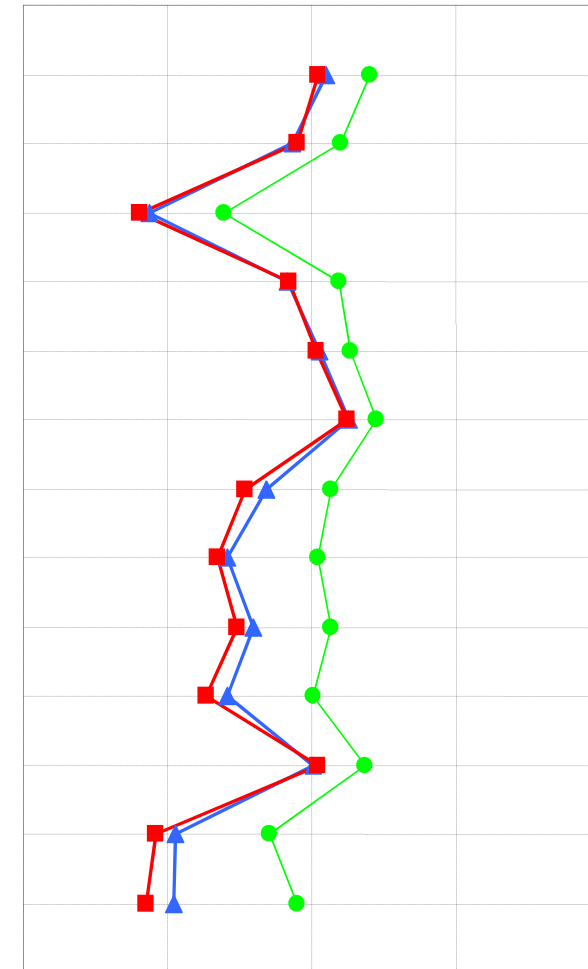
DOCUMENTA (13)

Survey 2006
N= 1632

Knowledge about the region



(1= absolutely true 5= not true at all)





Awareness level for documenta in Germany

in %

Level of education	know	not known
- no qualification for university entrance	10,1	20,5
- qualification for university entrance	47,0	32,1
- university degree	29,4	13,4

dOCUMENTA (13)

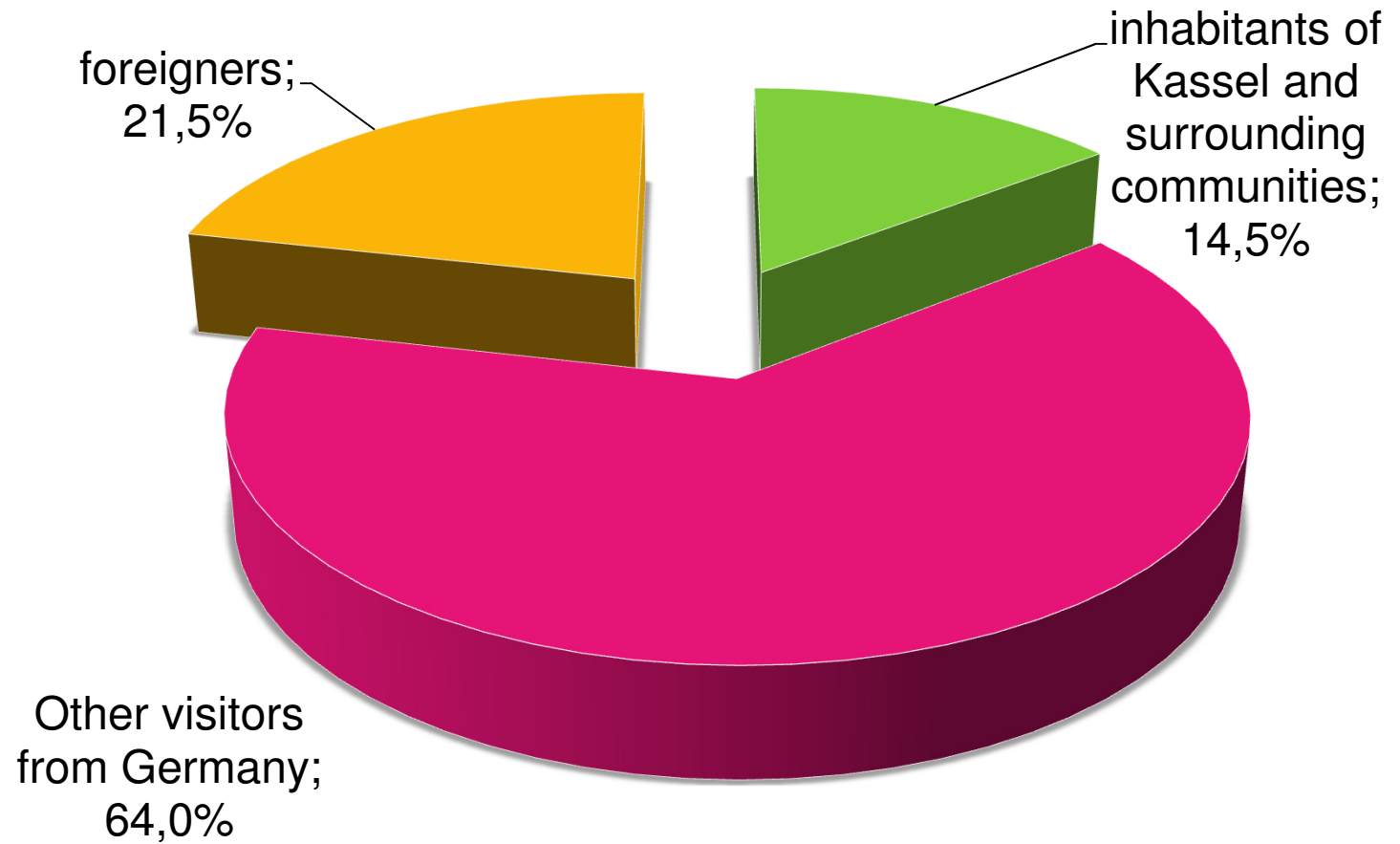
Survey 2006

N= 1632



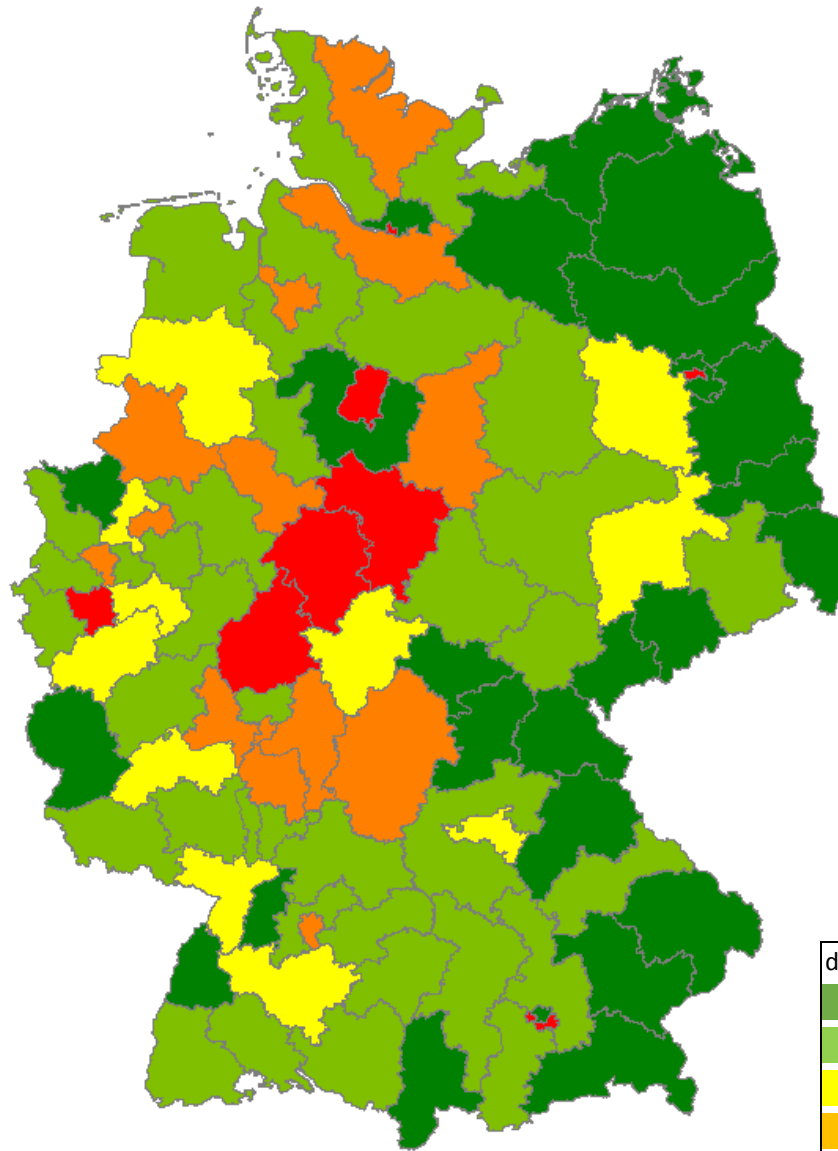
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Radiation










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division by first two numbers of ZIP code

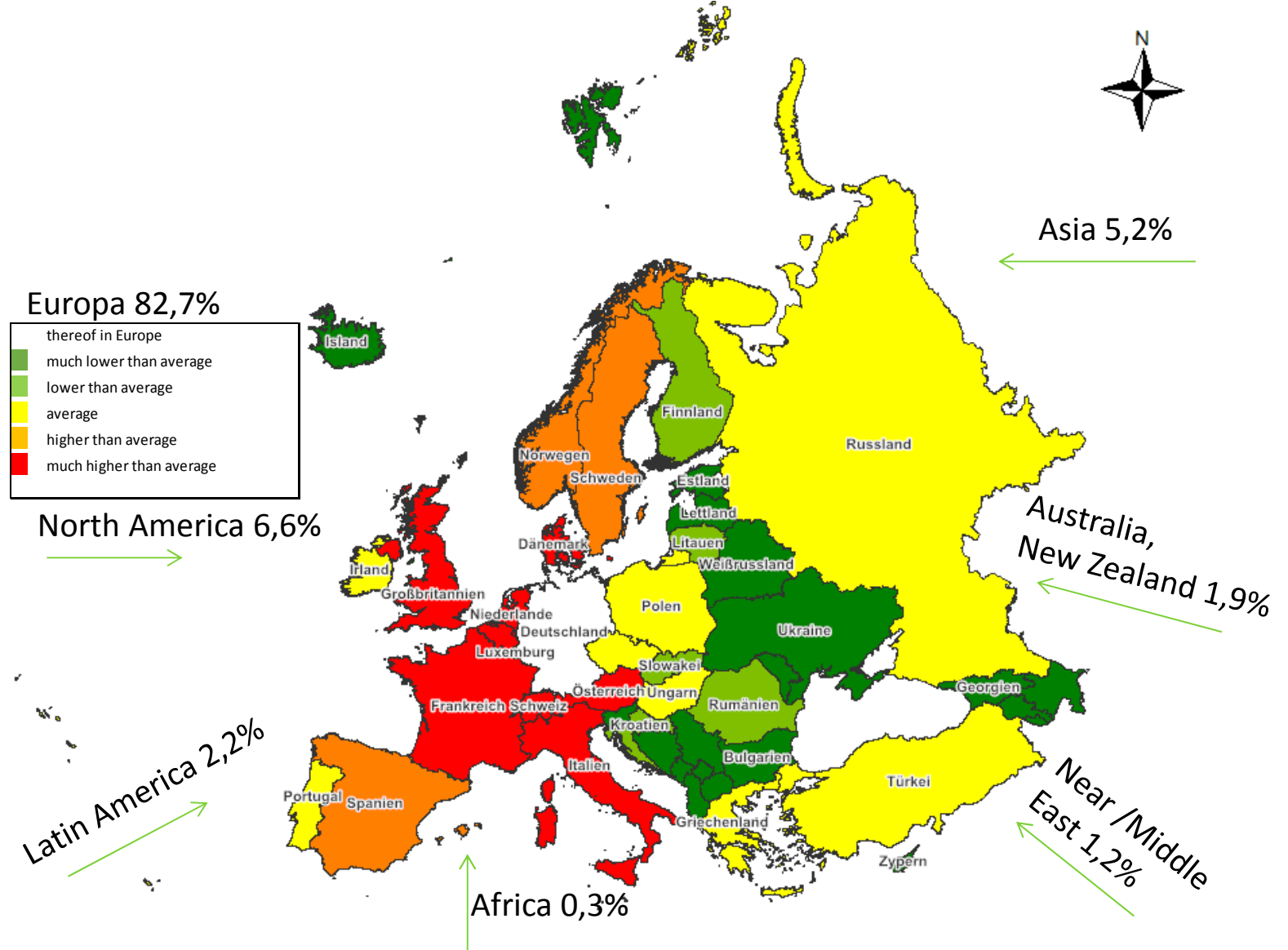
-  much lower than average
-  lower than average
-  average
-  higher than average
-  much higher than average

Local origin of
German
visitors
(according to
zip codes of
regions)



DOCUMENTA (13)

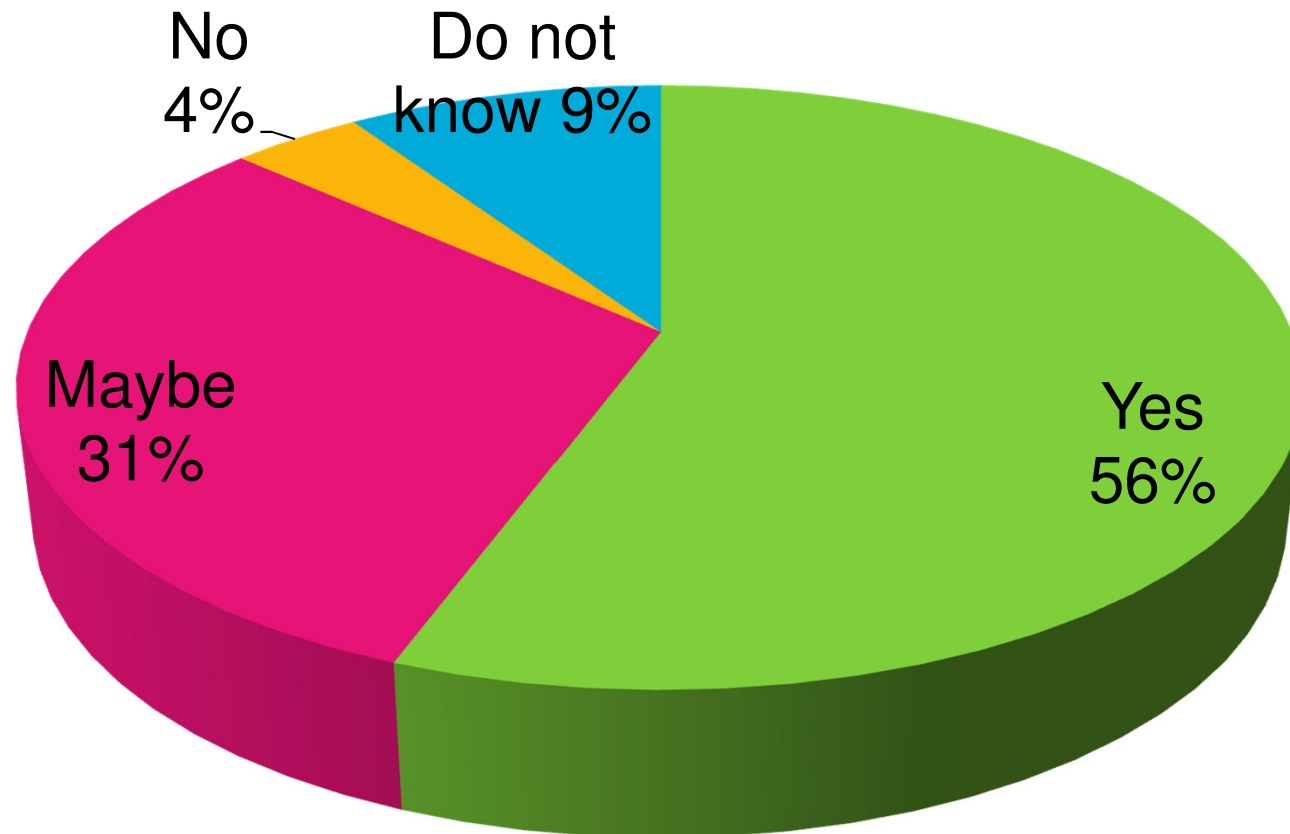
Origin of foreign visitors





Plans to visit documenta in the future

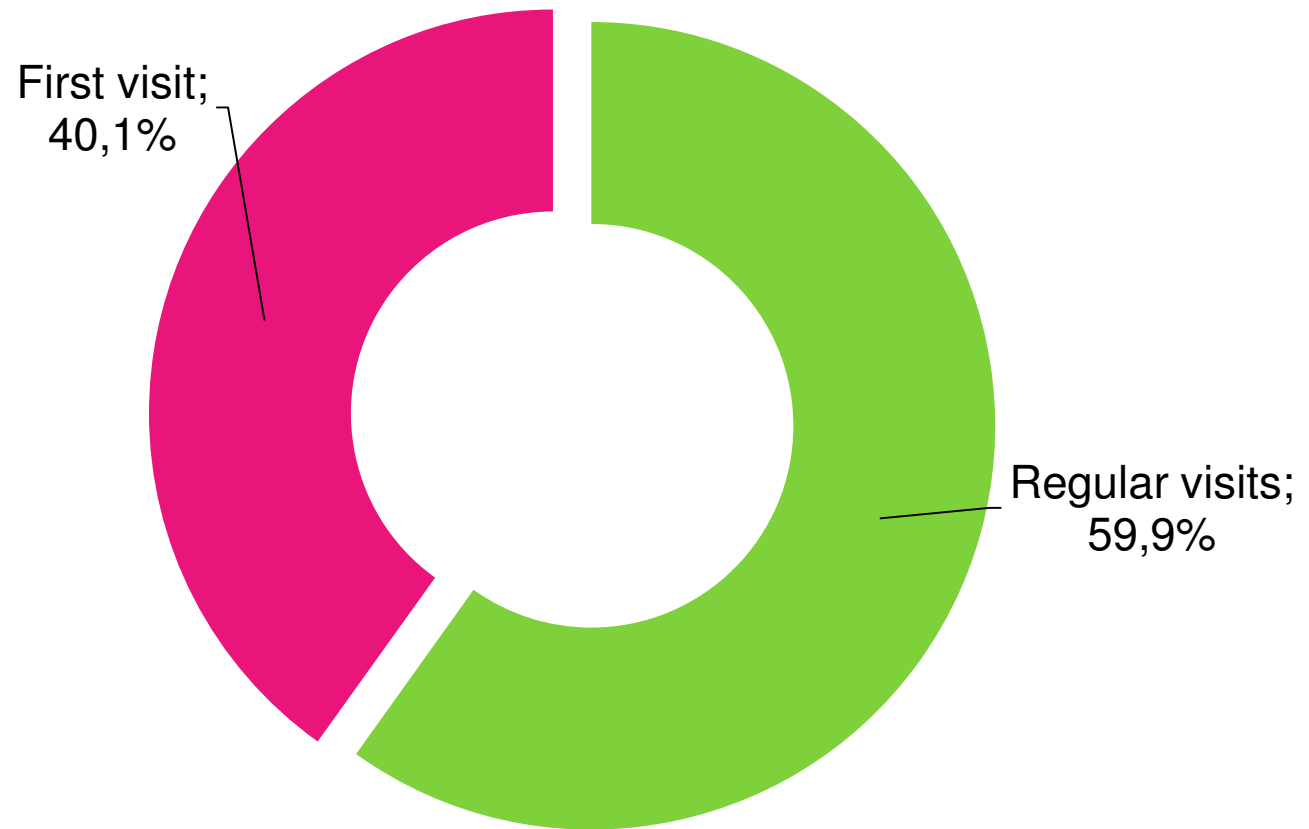
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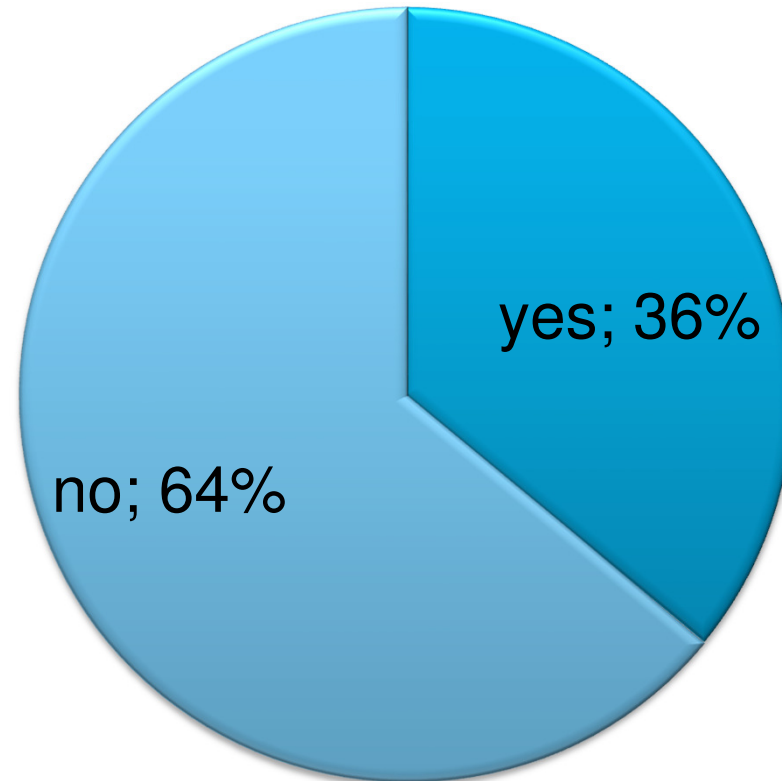
Indicator of success: retention of customers





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Professional visitors

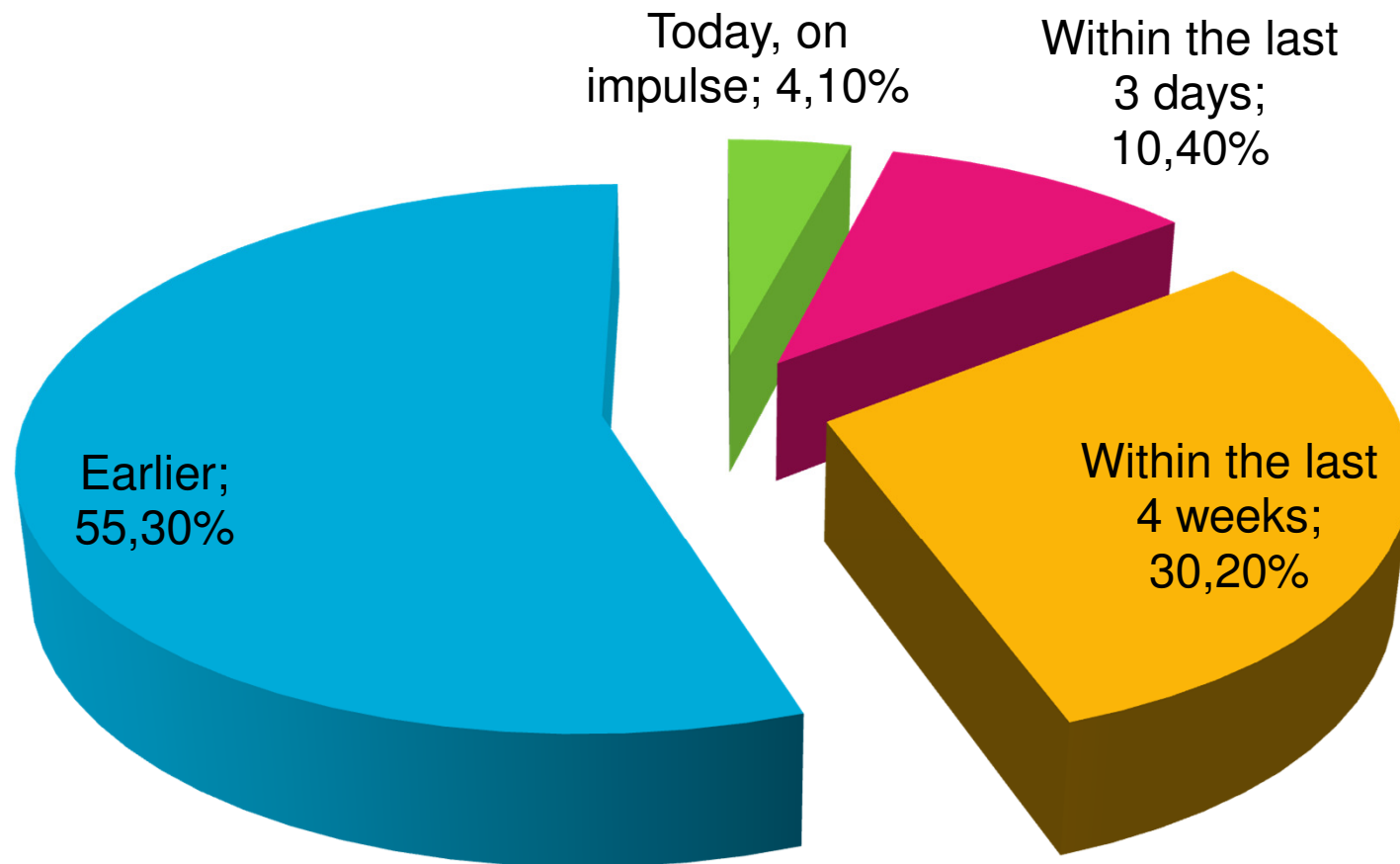


Are you in one form or another professionally engaged in the fine arts?



Indicator of success: information

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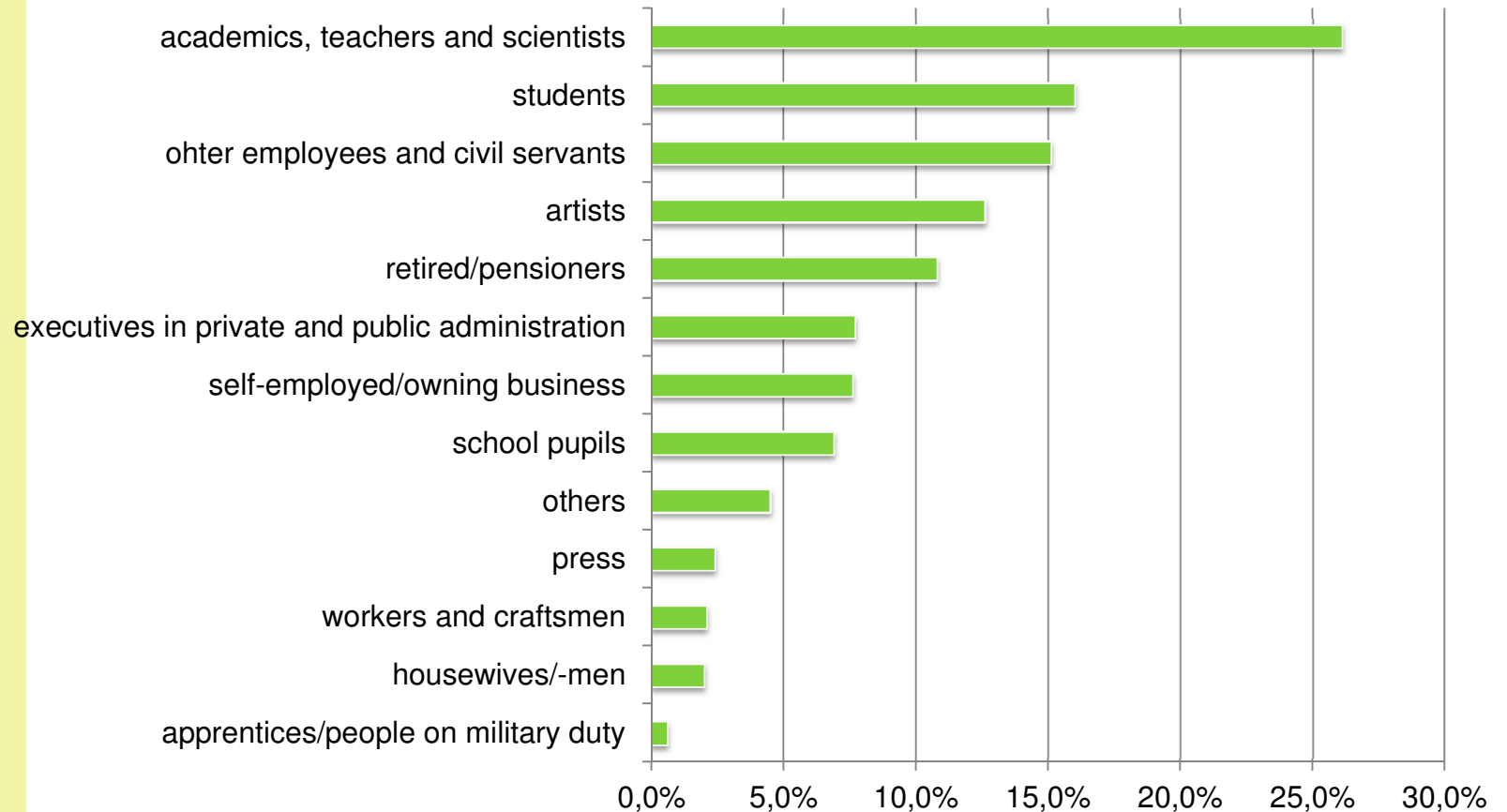


When did you decide to visit documenta?



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Indicator of success: decision makers

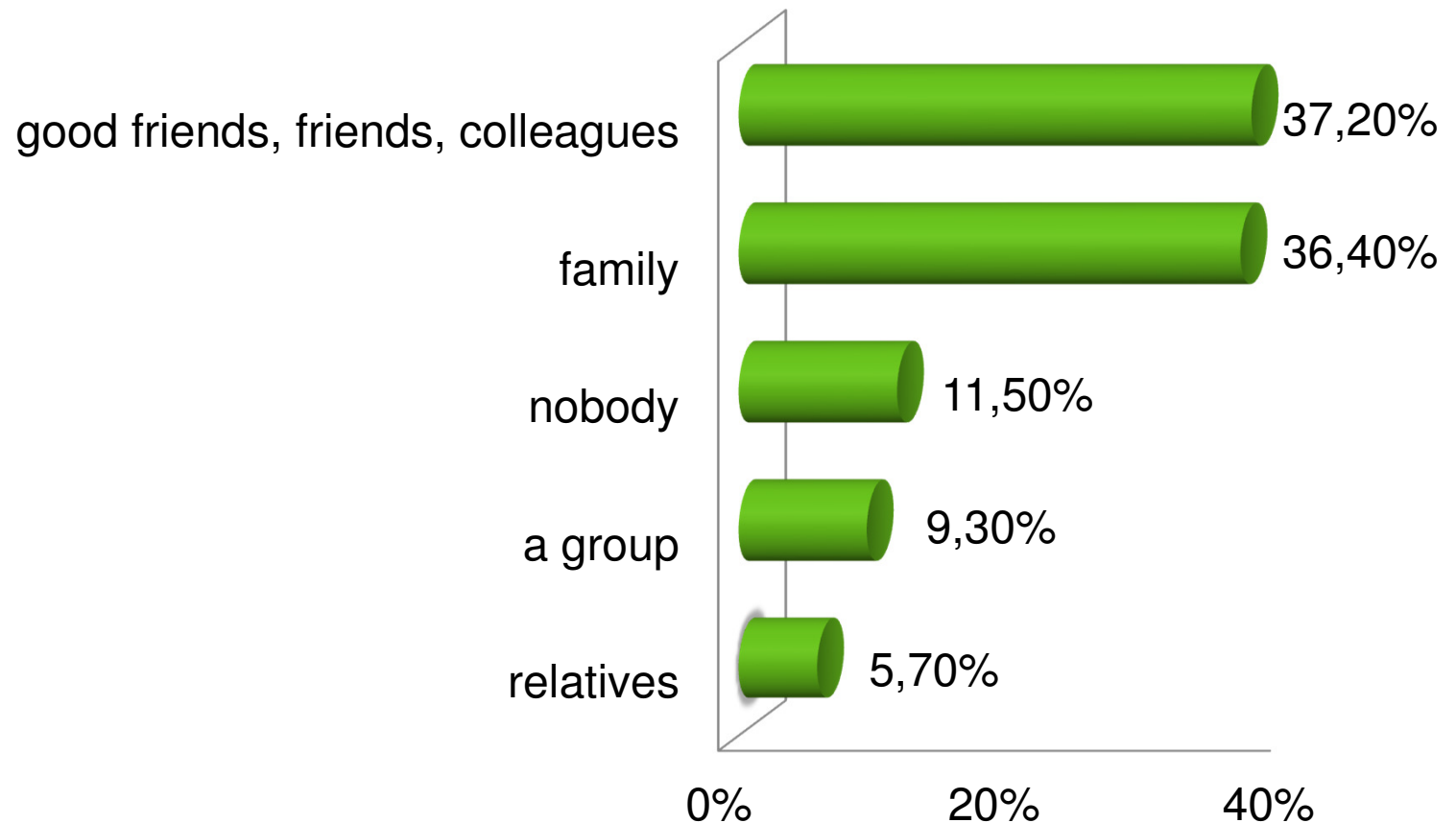




dOCUMENTA (13)

Indicator of success: communication

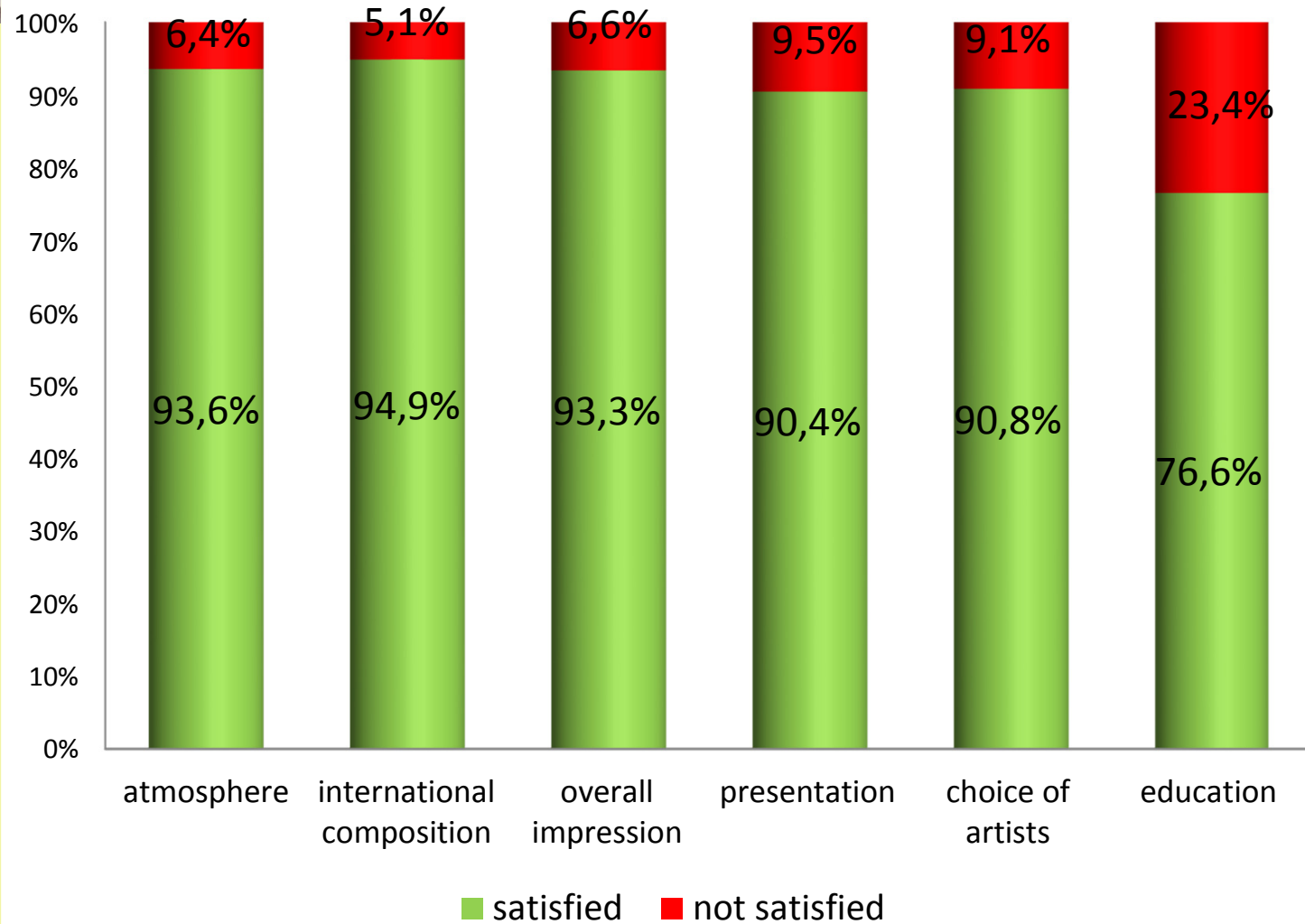
Visits of the dOCUMENTA (13) were made in company of ...





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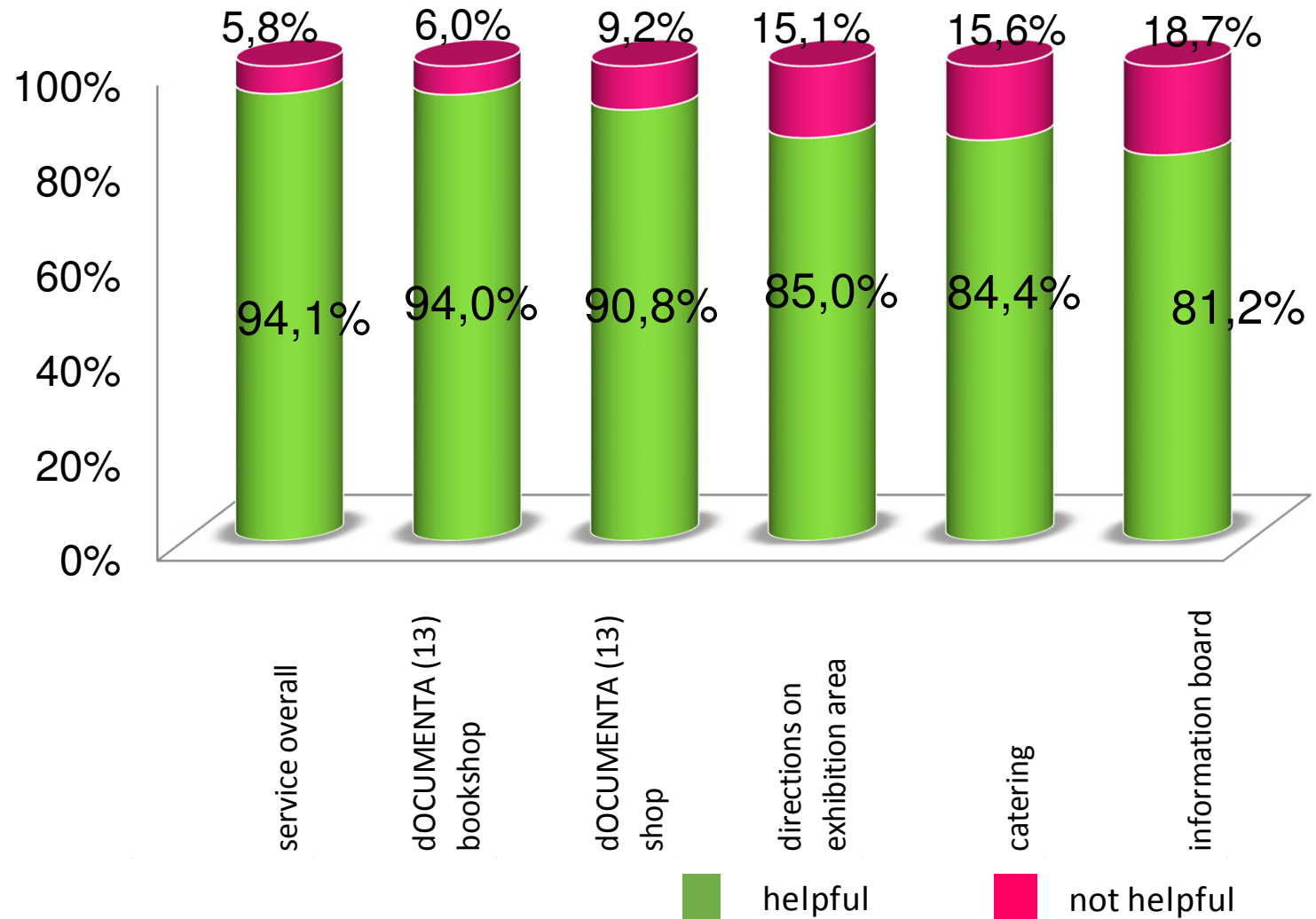
Satisfaction





dOCUMENTA (13)

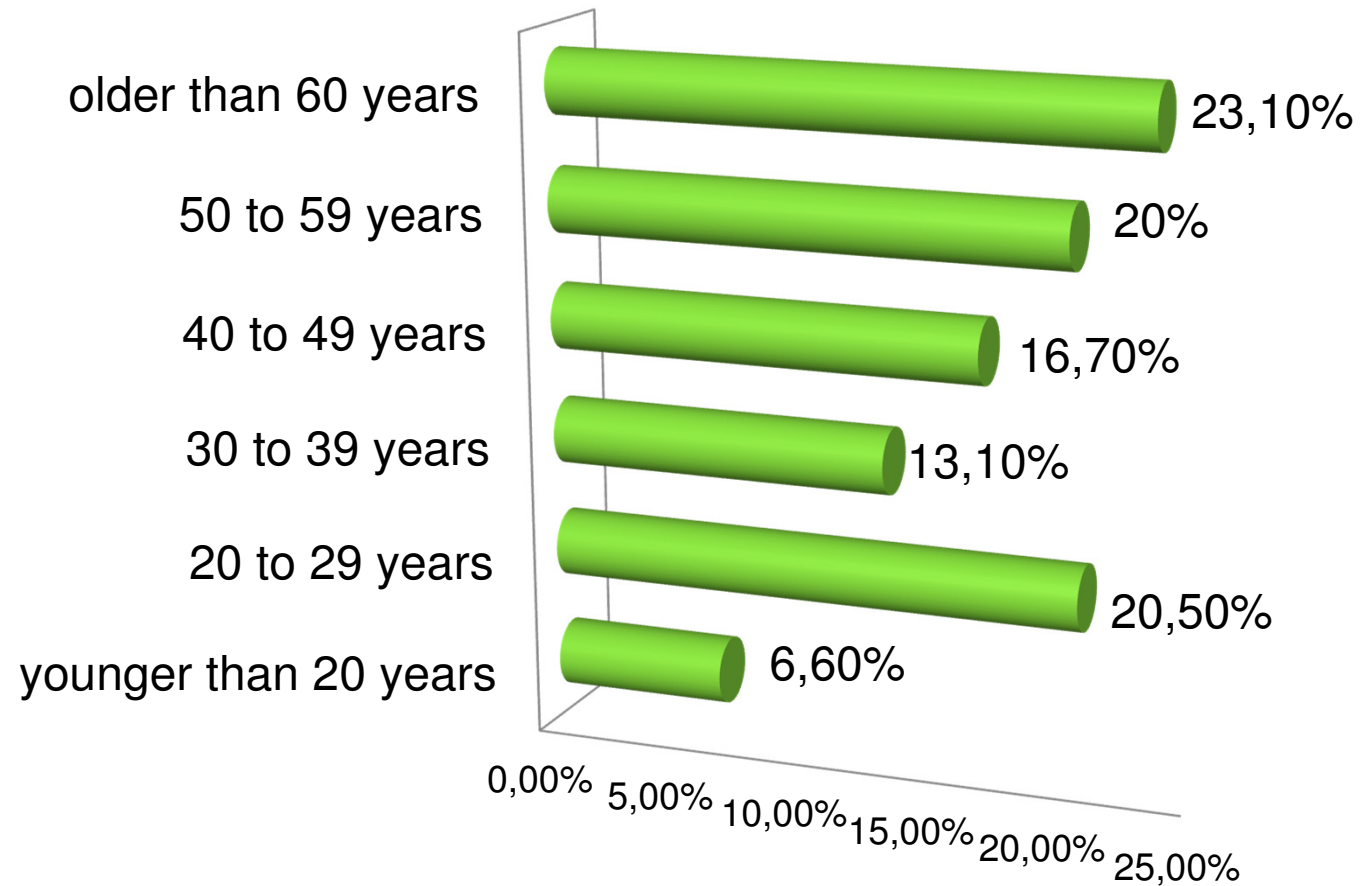
Indicator of success: service





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Age structure





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Reasons for visit

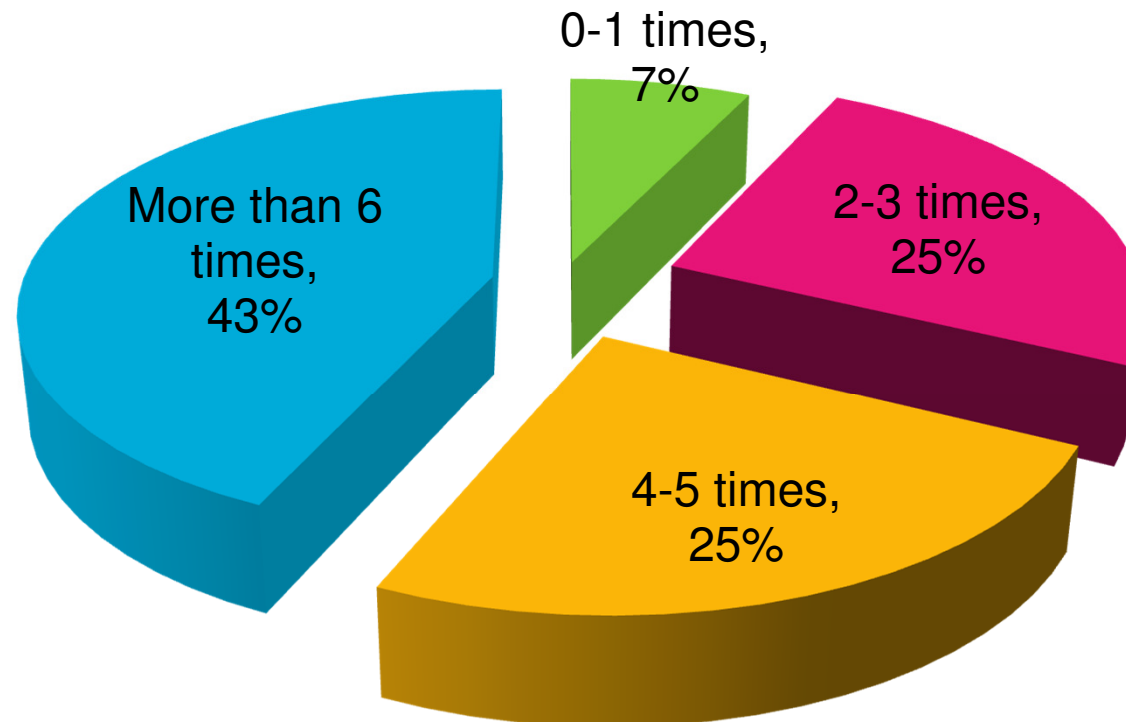
event	cultural event	70,6%
	entertainment	34,1%
cognitive	overview of contemporary art	57,8%
	professional interest	17,5%



Increase in importance of art

Visits of museums/ exhibitions per year

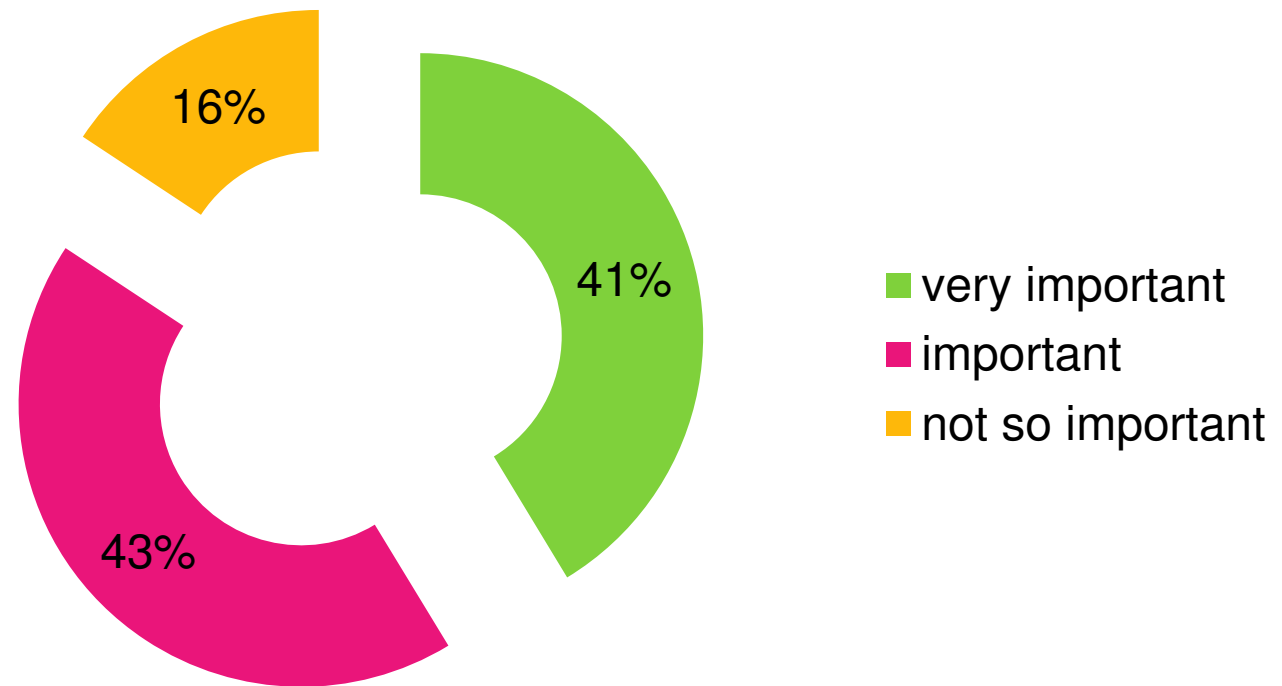
dOCUMENTA (13)





dOCUMENTA (13)

Indicator of success: life style



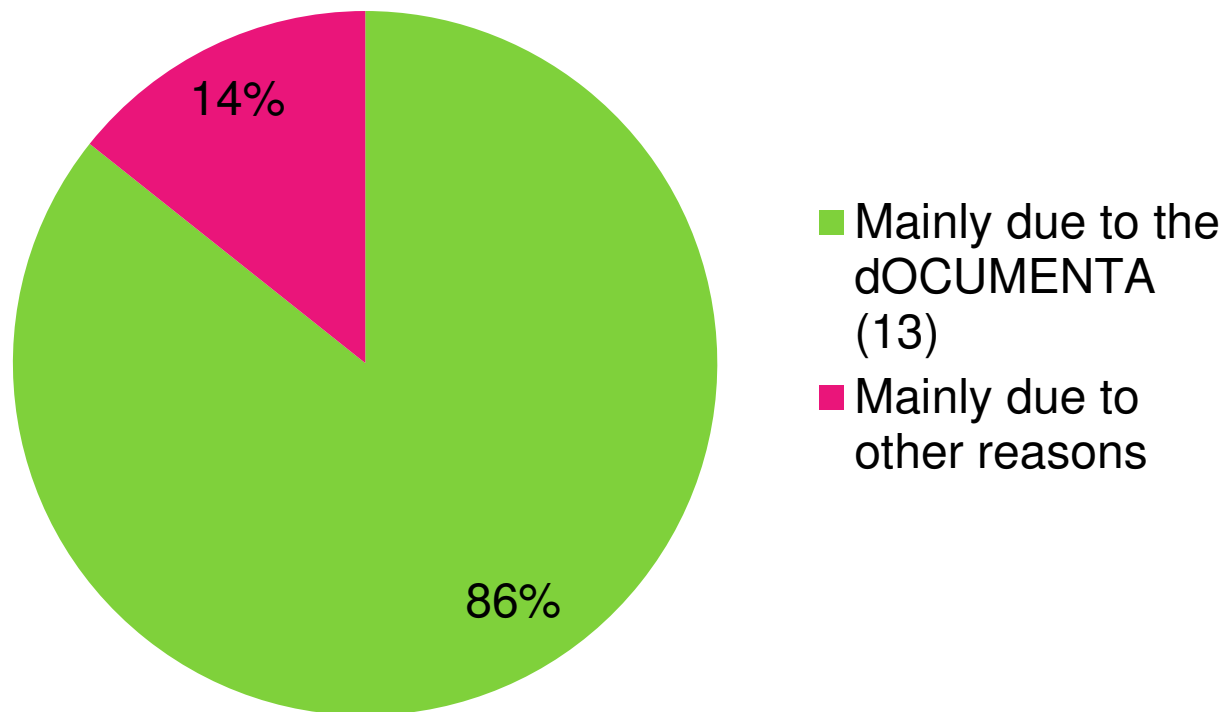
Importance of art in spare time



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Economic effects

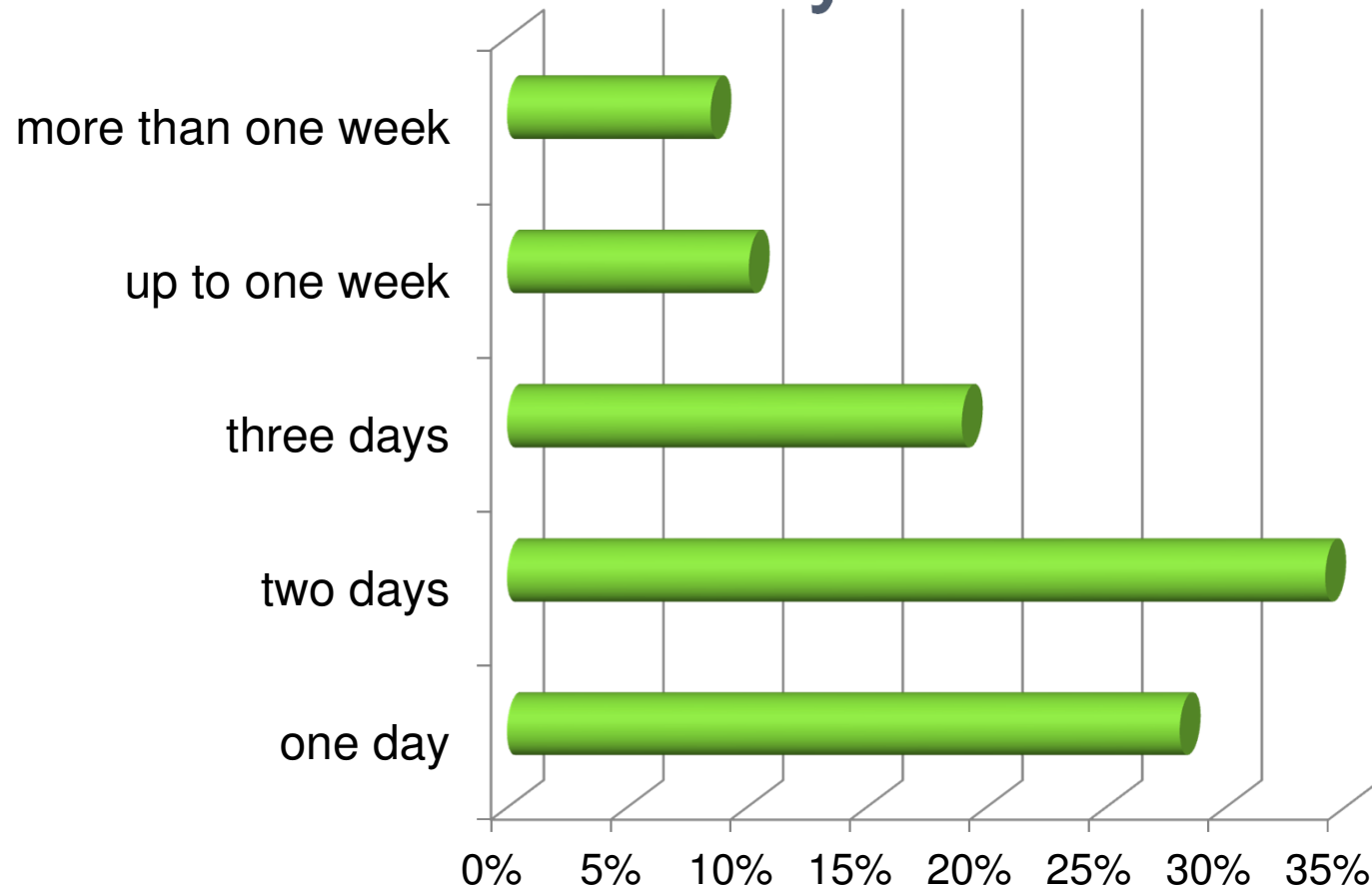
Reasons for visit to Kassel





dOCUMENTA (13)

Effects on tourism I: length of stay

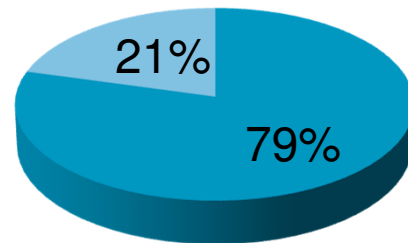


For how long did you visit the dOCUMENTA (13)?

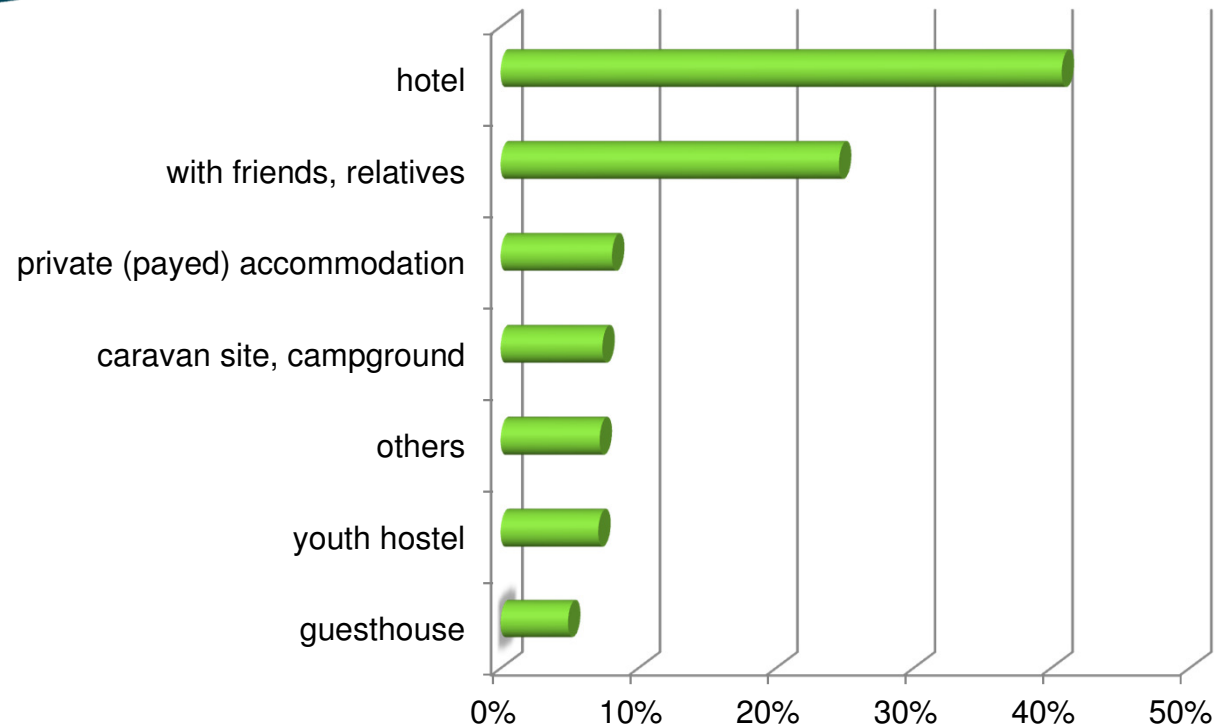


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Effect on tourism II: Kind of accommodation



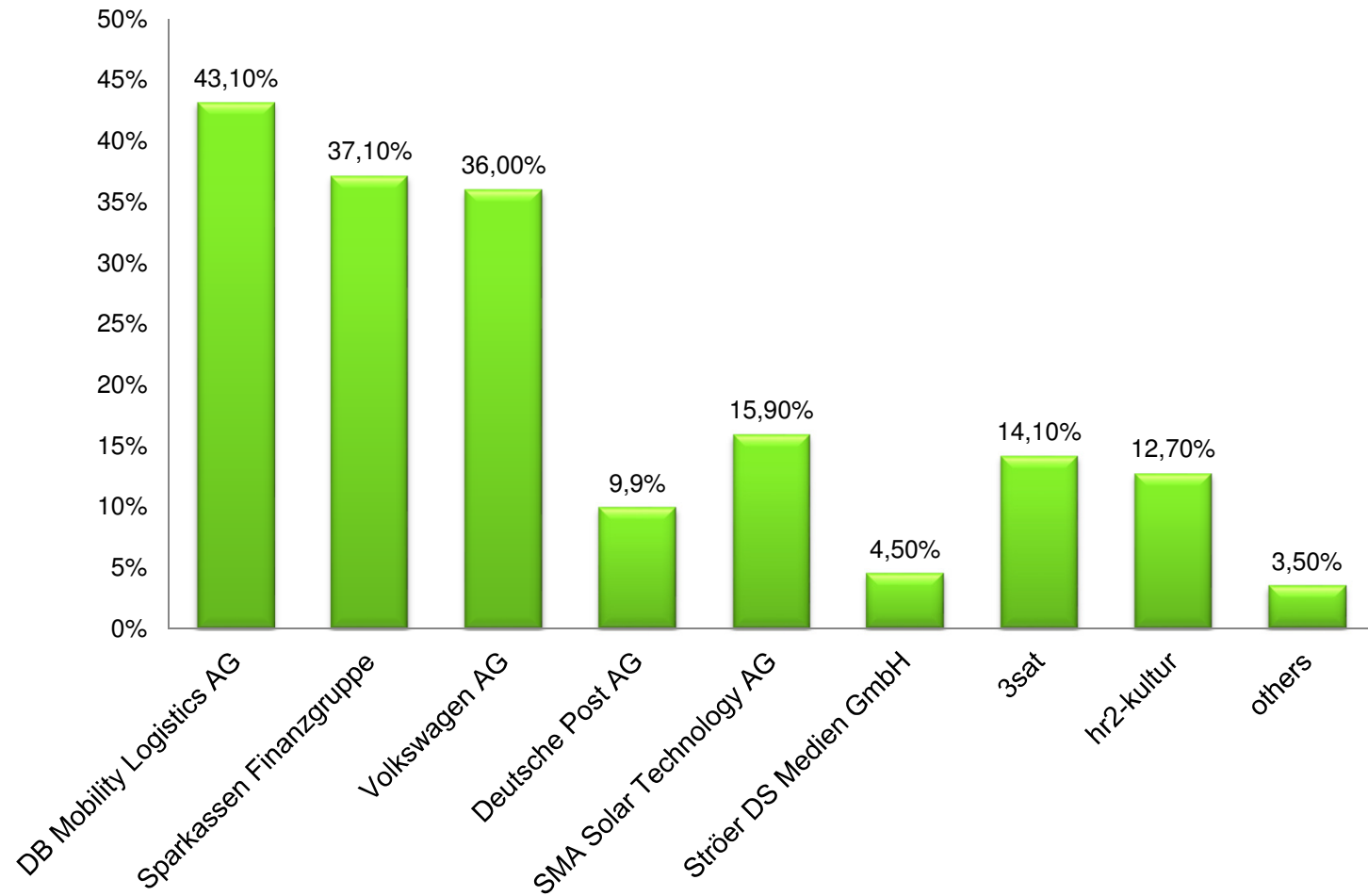
- in Kassel
- outside Kassel





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Public perception of sponsors





dOCUMENTA (13)

Public perception of sponsoring

