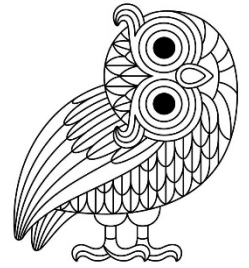


documenta 14  
First results of a  
representative survey  
18. September 2017

Prof. Dr. Gerd-Michael Hellstern

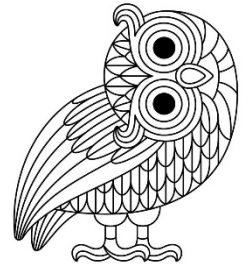
Prof. Dr. Joanna Ozga

# Systematic survey of individual visitors

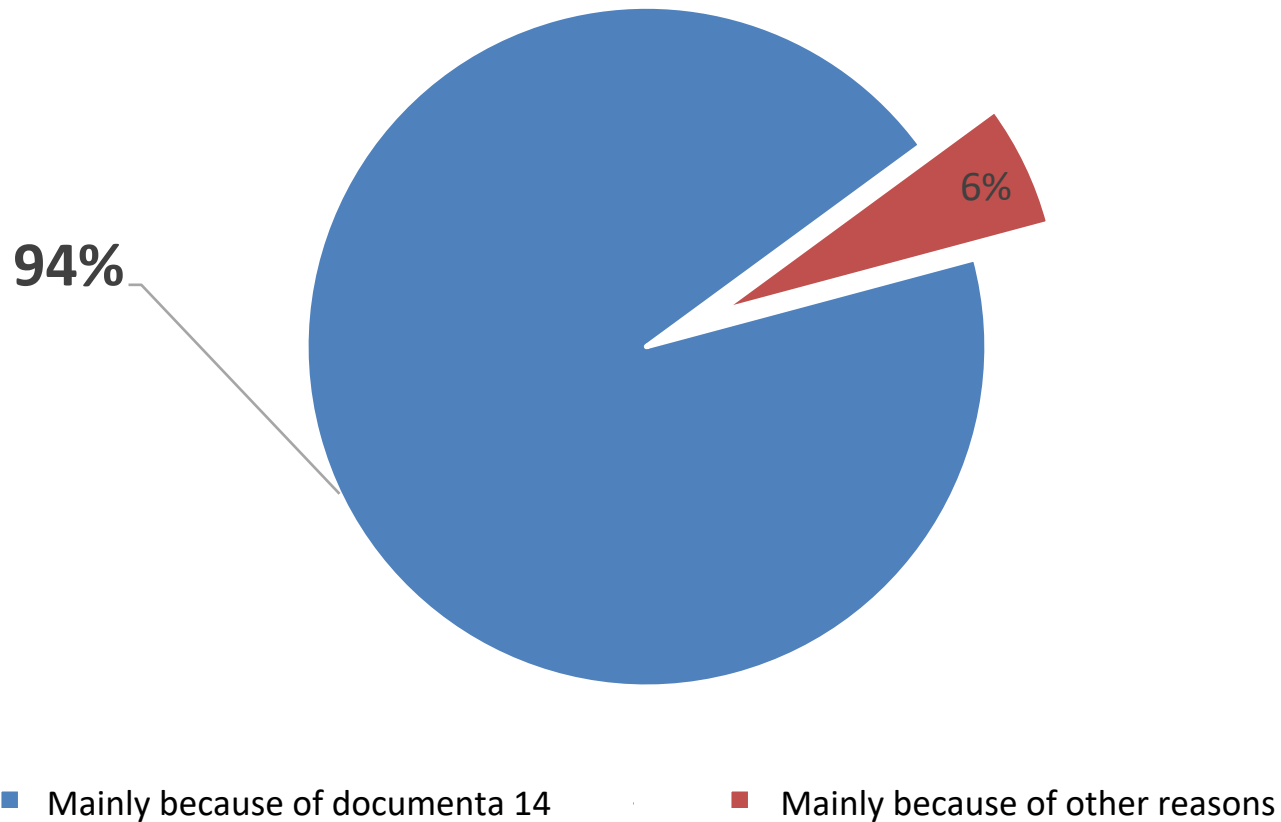


- Analysis (among others) of:
  - Profiles (origin, coverage, socio-demographic characteristics)
  - Attitude towards art and culture, motives
  - Behaviour: perception and information, duration, bonding,
- Basis:
  - Survey of visitors, N =8725 (valid interviews)
  - Pre-Test-Analysis, N= 280 (valid interviews)
  - Survey method – standardized questions with personal contact

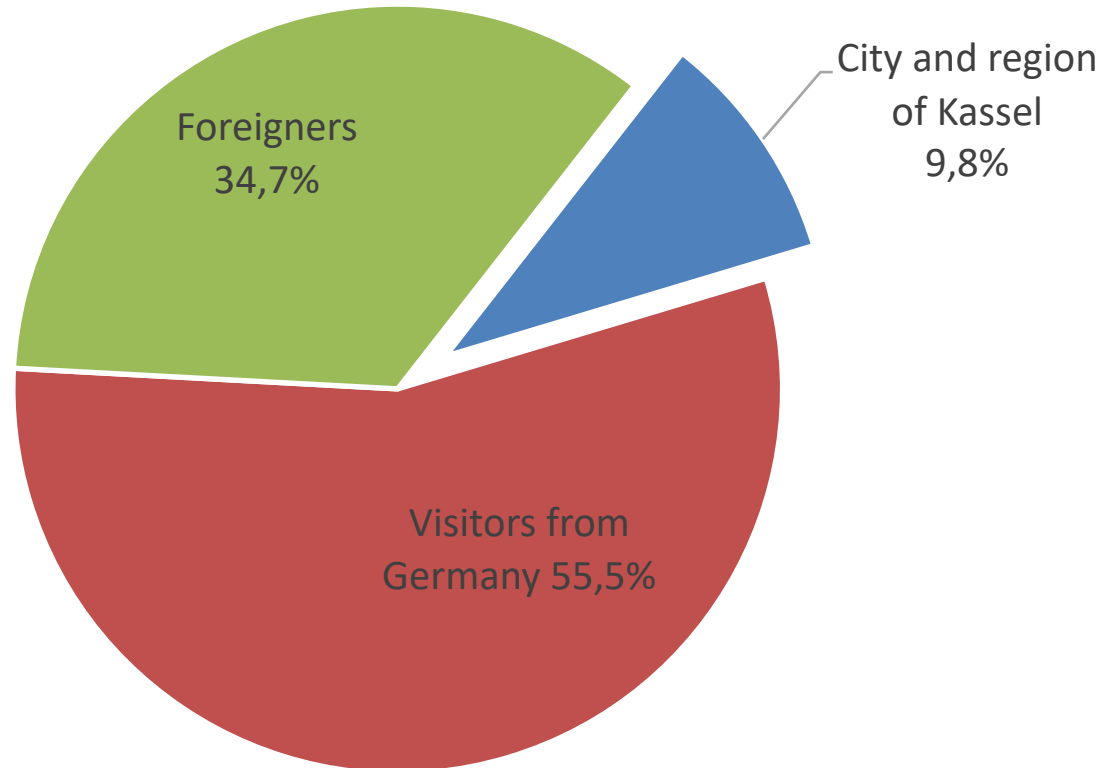
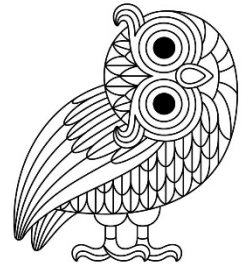
# Attractiveness of documenta



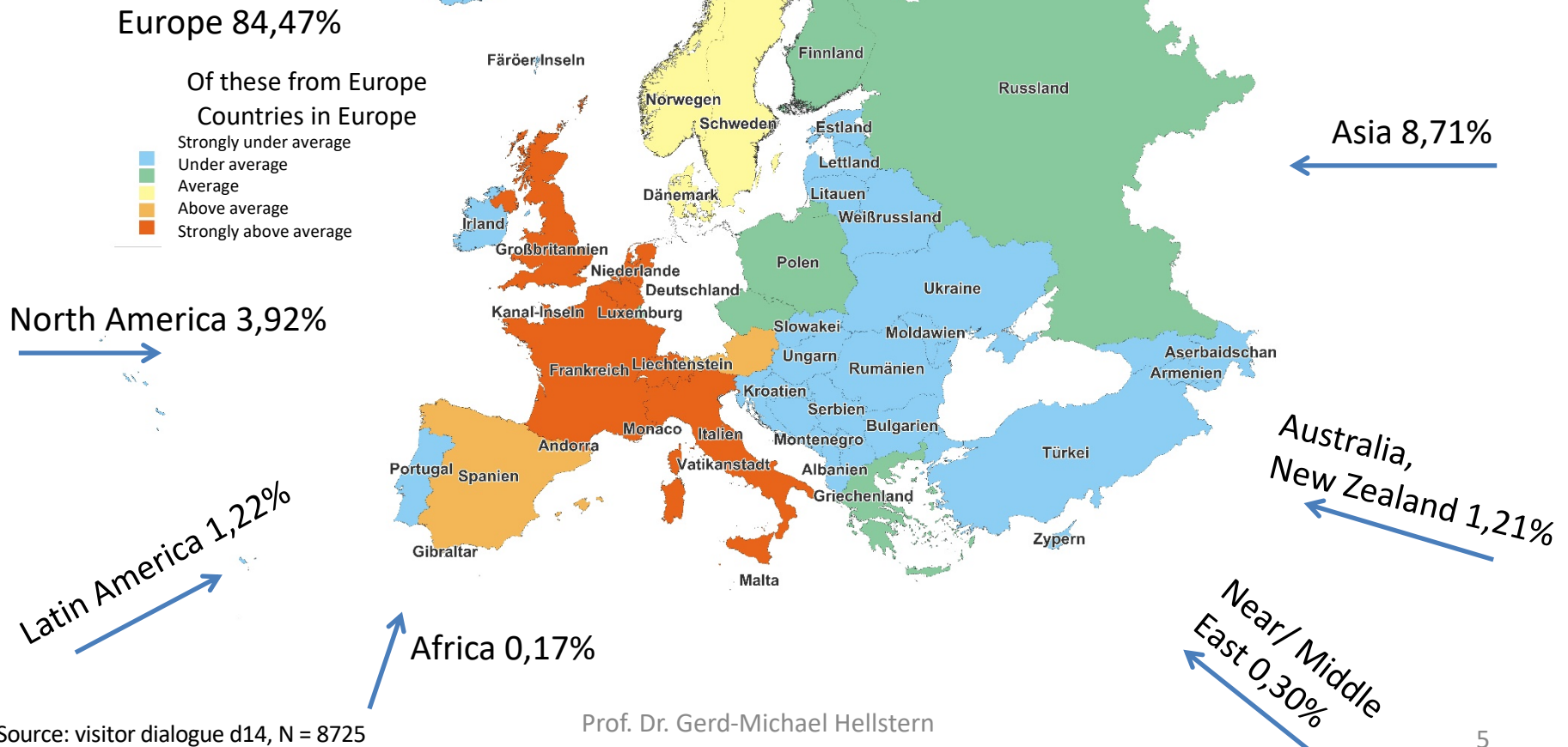
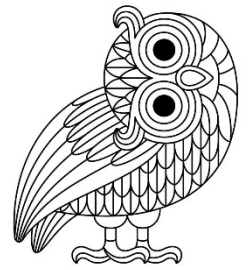
Reason for visiting Kassel: documenta 14



# Global attractiveness increases



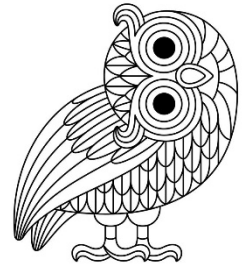
# Origin of foreign visitors



Source: visitor dialogue d14, N = 8725

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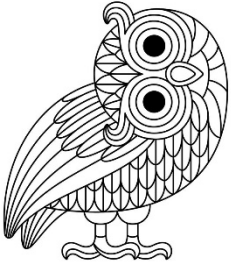
# Top countries of origin



## Percentage of international visitors

1	Netherlands	12,20%
2	China and Hong Kong	9,09%
3	USA	8,43%
4	South Korea	5,75%
5	United Kingdom	5,75%
6	France	5,61%
7	Belgium	5,51%
8	Switzerland	5,26%
9	Italy	4,29%
10	Japan	3,62%

# Visitors from Germany



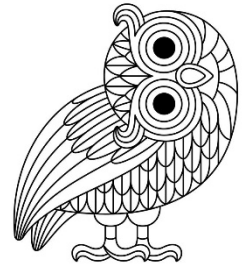
Share of Federal States  
Federal Republik of Germany 2010

- Strongly above average
- Above average
- Average
- Under average
- Strongly under average

Source: visitor dialogue d14, N = 8725

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# Penetration index



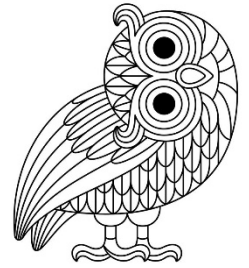
Origin of German visitors by Federal States		Per cent	Penetration index
	Hesse	27,3	364,0
	Northrhine-Westphalia	16,5	76,0
	Lower Saxony	10,8	112,5
	Bavaria	9,60	61,5
	Berlin	9,30	217,0
	Baden-Wurttemberg	8,50	64,0
	Hamburg	4,90	226,0
	Rhineland Palatinate	2,90	59,0
	Schleswig-Holstein	2,80	80,7
	Saxony	2,30	46,4
	Bremen	1,40	175,0
	Thuringia	1,30	50,0
	Brandenburg	0,80	26,0
	Saxony-Anhalt	0,70	25,9
	Mecklenburg-Western Pomerania	0,50	25,5
	Saarland	0,40	33,0
<b>Total</b>		<b>100,0</b>	

Question No. 25: Where do you have your main residence? Either post code or for visitors from abroad: country and city.

N = 5242 Penetration index as index for reached share of population.



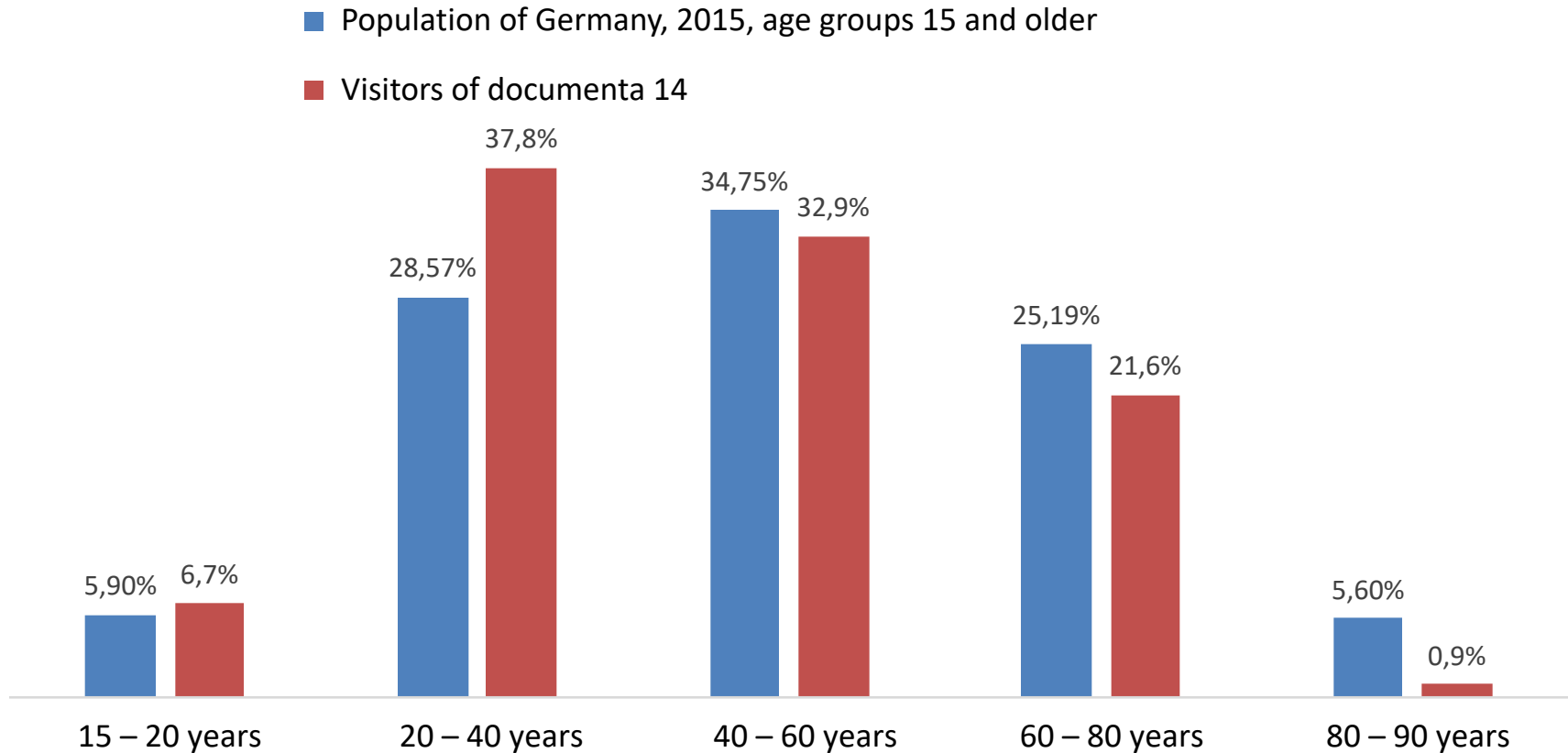
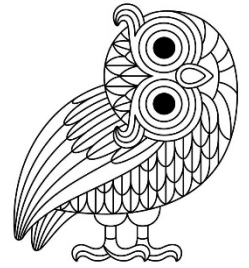
# Top areas of origin in Germany



Cities of origin of German visitors:

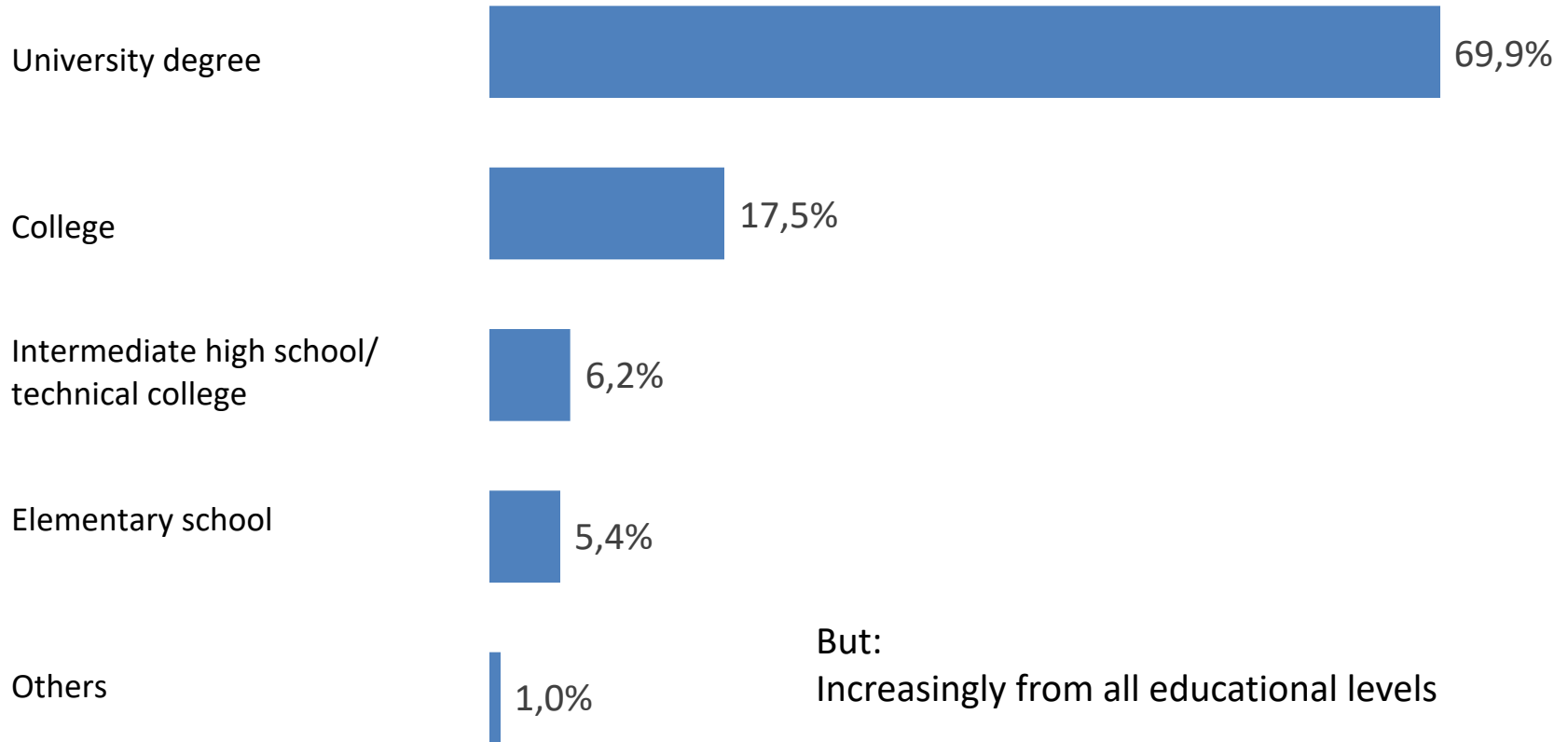
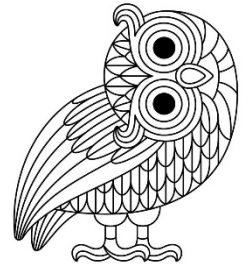
1	Kassel	13,3%
2	Berlin	11,0%
3	Hamburg	5,7%
4	Region of Kassel	4,9%
5	Munich	4,0%
6	Cologne	3,2%
7	Frankfurt am Main	3,1%
8	Hannover	2,1%
9	Bremen	1,6%
10	Stuttgart	1,4%

# Age groups: young people

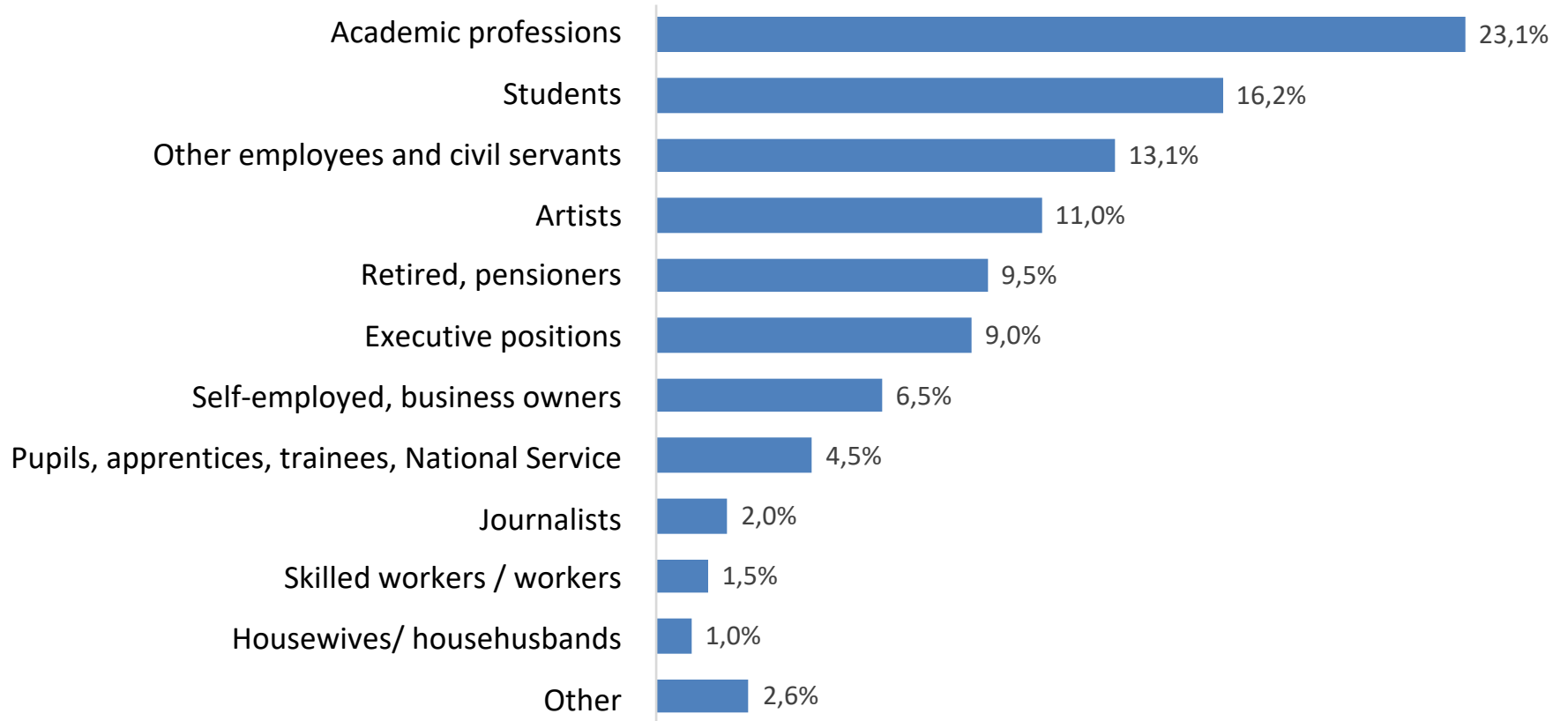
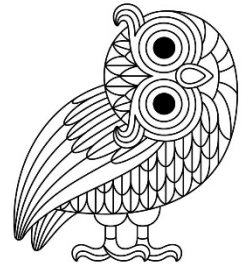


Approximate representative distribution of visitors

# Educational degree: well educated

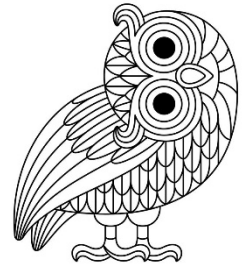


# Occupational groups



Skilled labour and executive staff overrepresented

# Motivation for a documenta visit

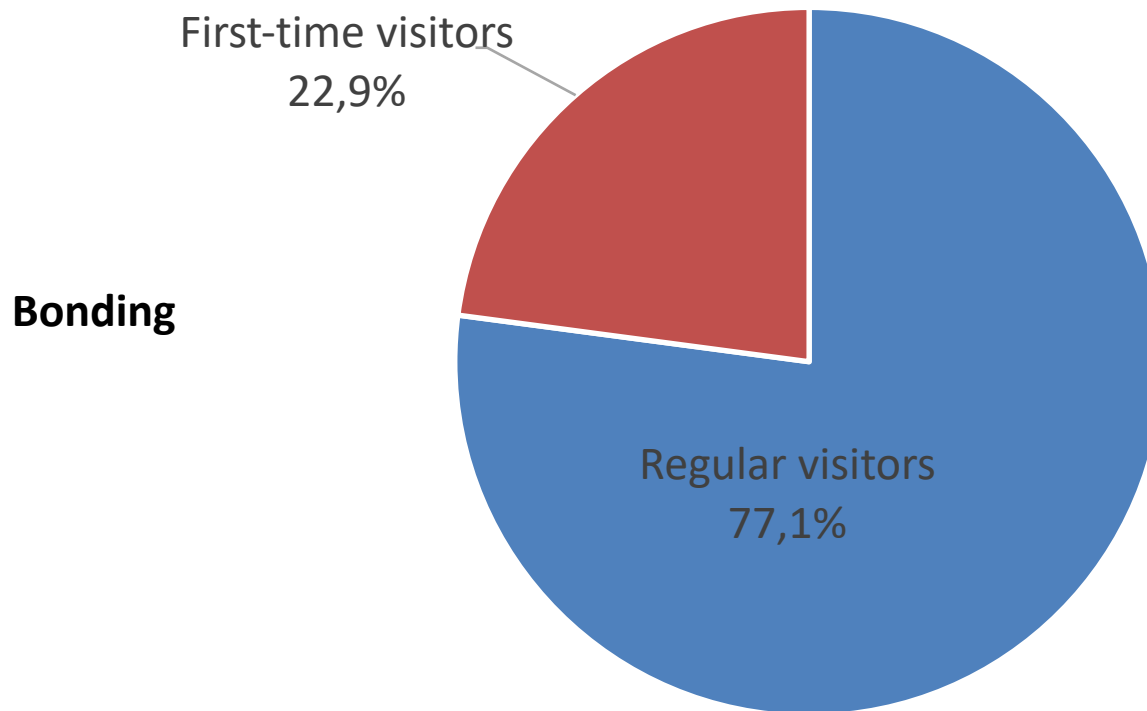
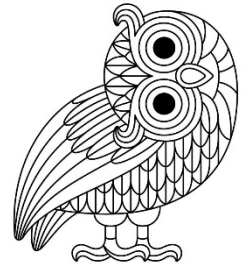


Percentage of answers of all visitors

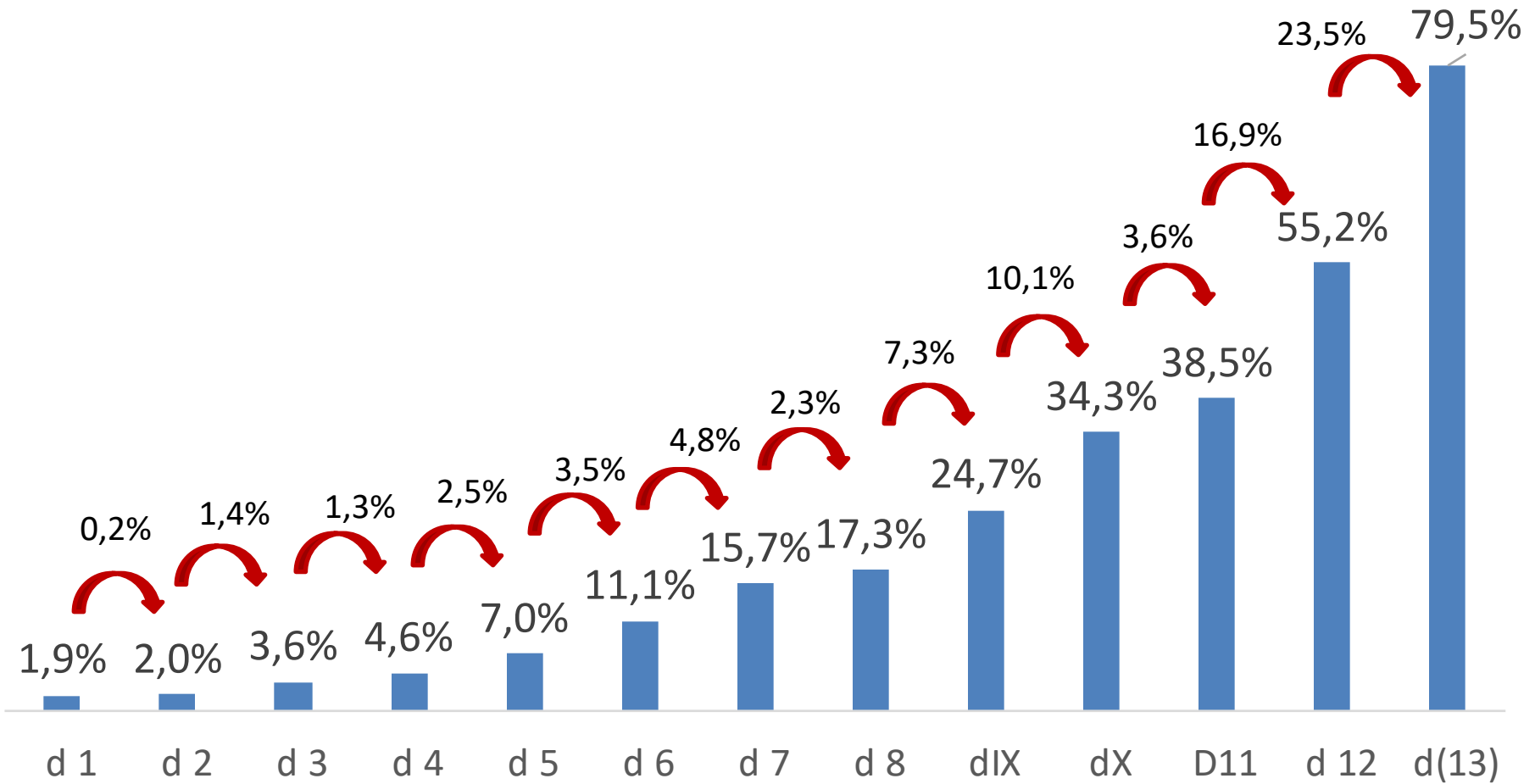
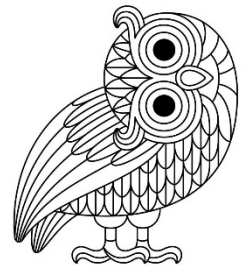
Event	Cultural Event	72,56%
	Entertainment	33,93%
Cognitive	Overview of contemporary art	57,68%
	Professional interest	19,16%
	School, study interest	16,68%

Question 3: Which are the two most important reasons for your visit today?

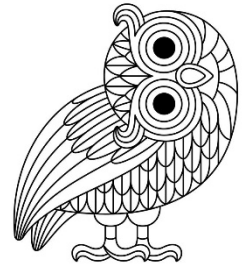
# Regular visitors



# Share of previous documenta visits among regular visitors



# Satisfaction



## Evaluation of documenta 14

	Average	Variance
Total satisfaction	2,16	,914
Selection of artists	2,46	,910
International composition	2,16	,935
Presentation	2,33	1,012
Atmosphere	2,04	,932
Mediation of education and knowledge	2,85	1,128

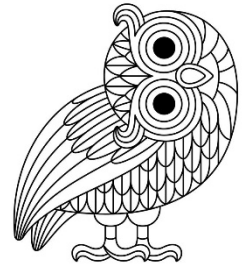
Question 14: How do you like documenta 14?

1 = very good, 2 = good, 3 = neither / nor, 4 = sufficient, 5 = very bad

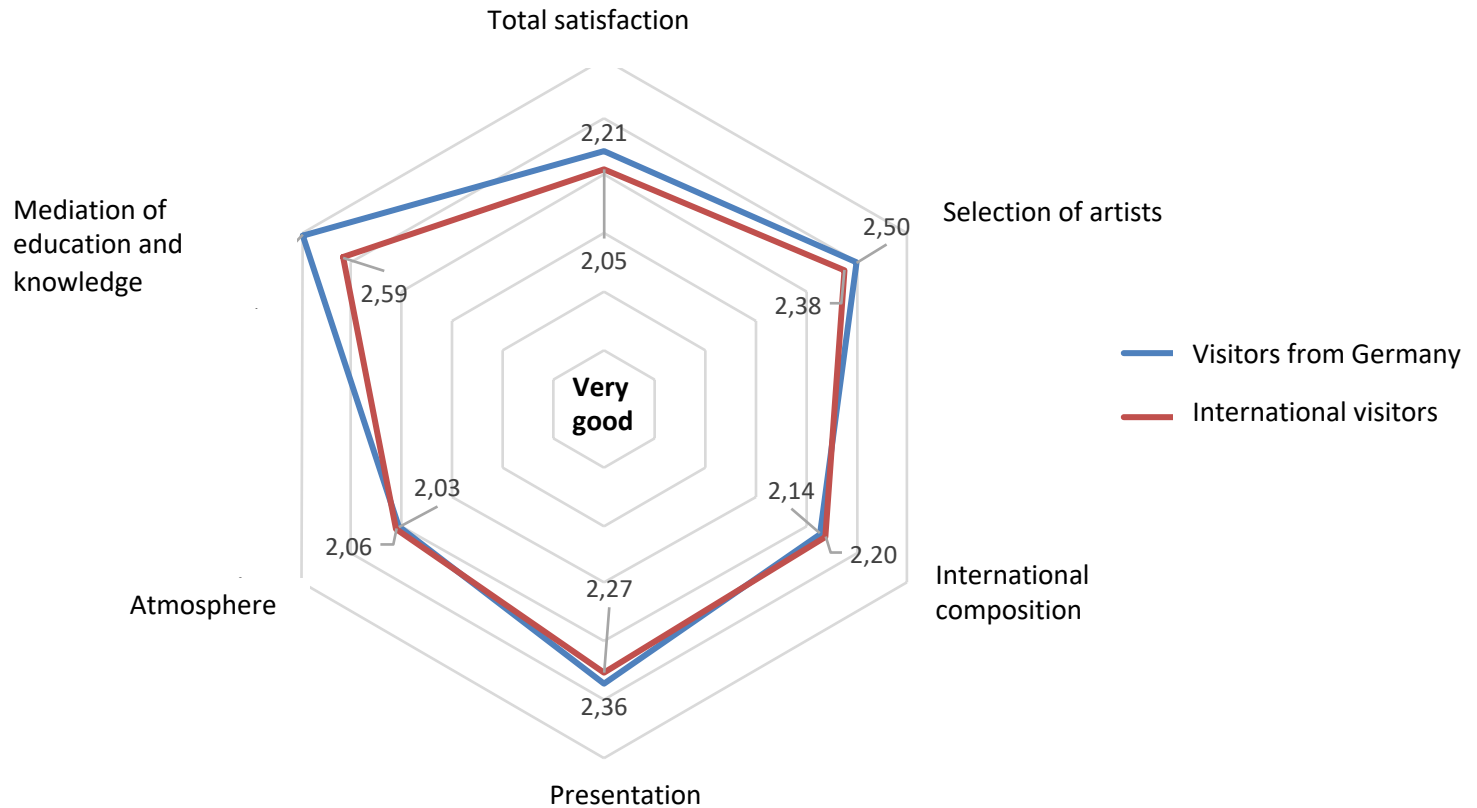


# Satisfaction by origin

International visitors more satisfied



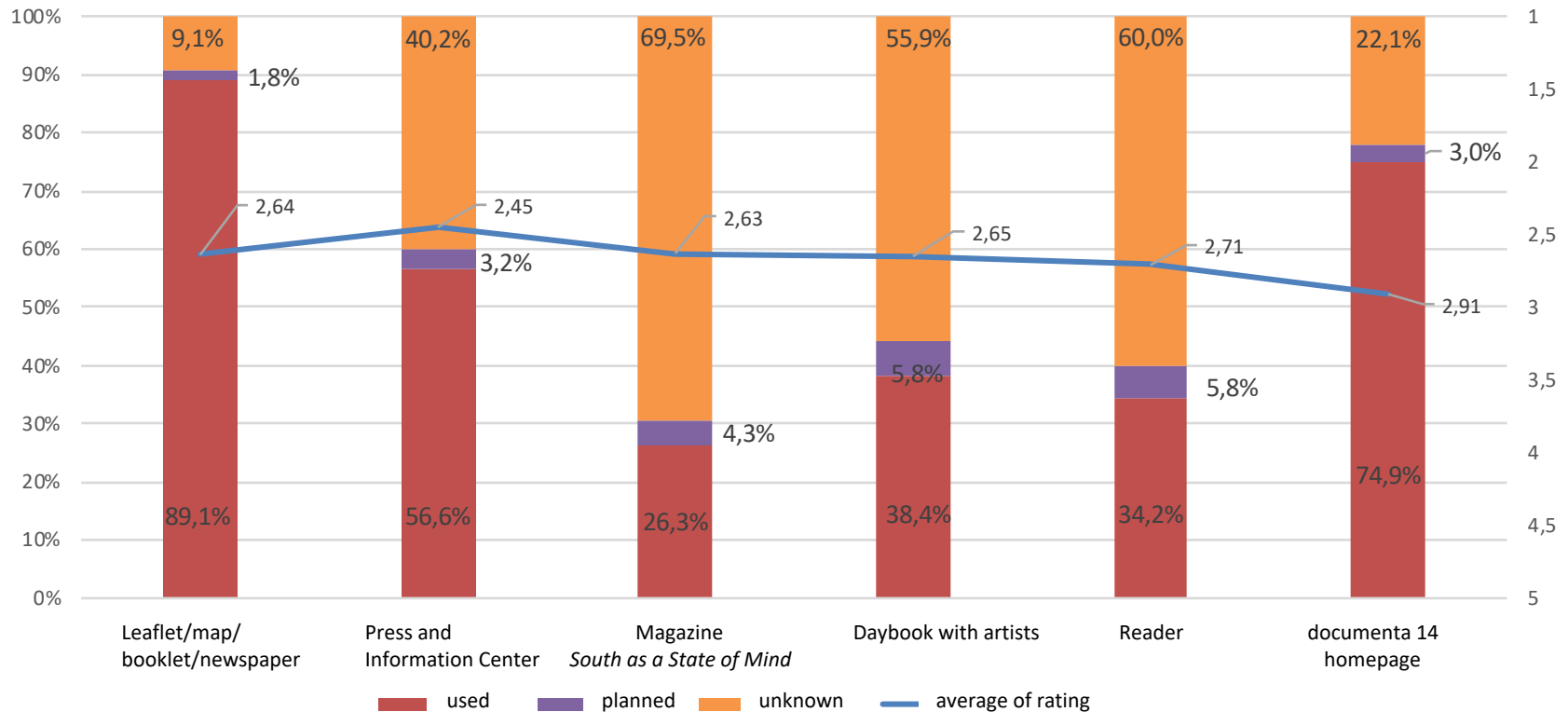
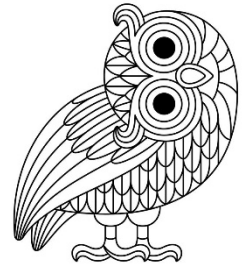
Mean value for satisfaction



Question 14: How do you like documenta 14?

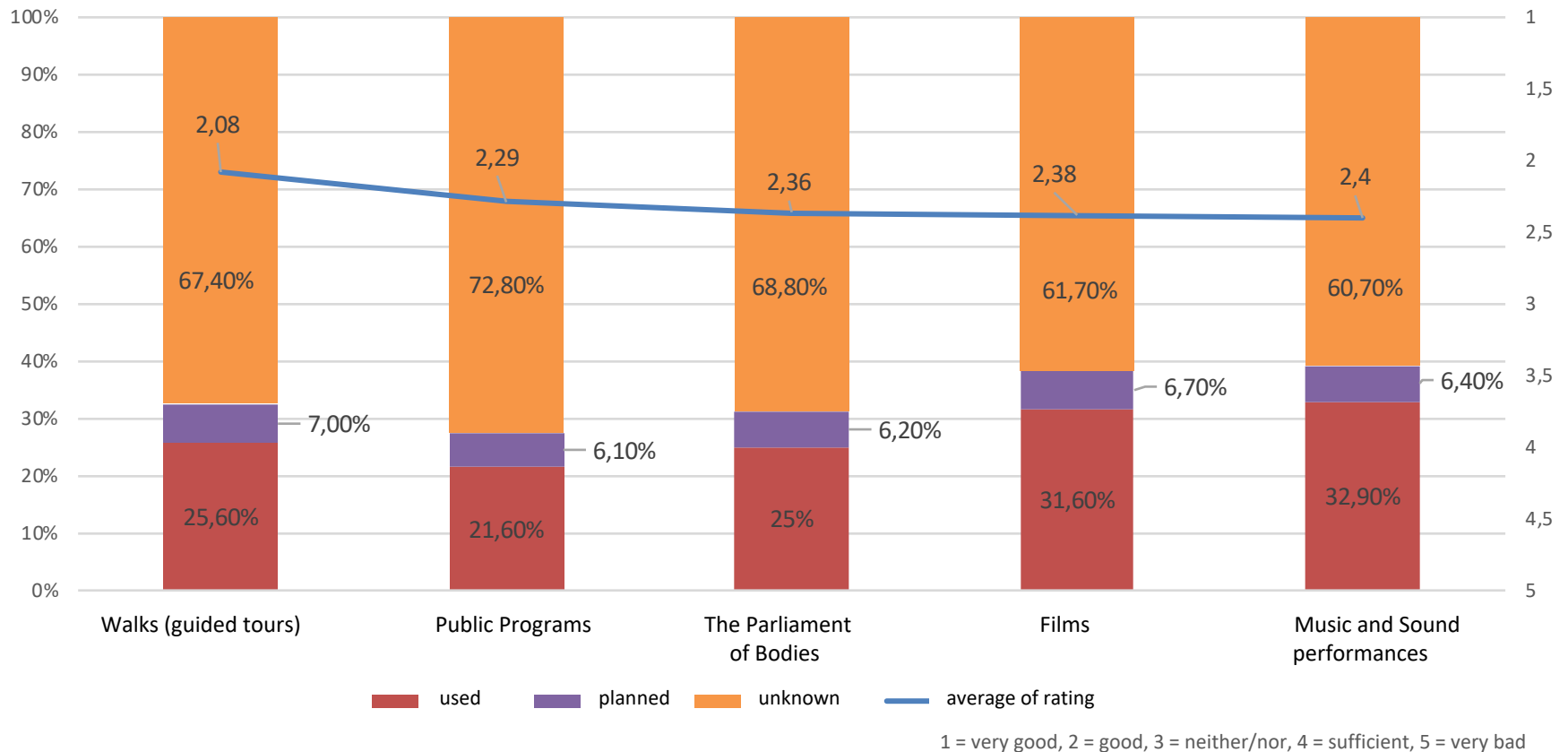
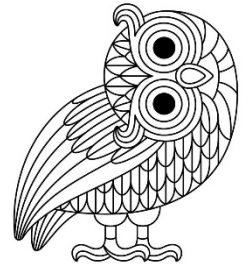
1 = very good, 2 = good, 3 = neither/ nor, 4 = satisfactory, 5 = very bad

# Use and evaluation of range of information

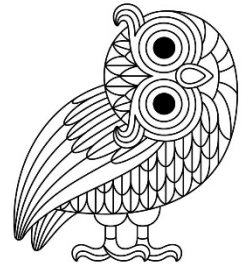


1 = very good, 2 = good, 3 = neither/ nor, 4 = sufficient, 5 = very bad

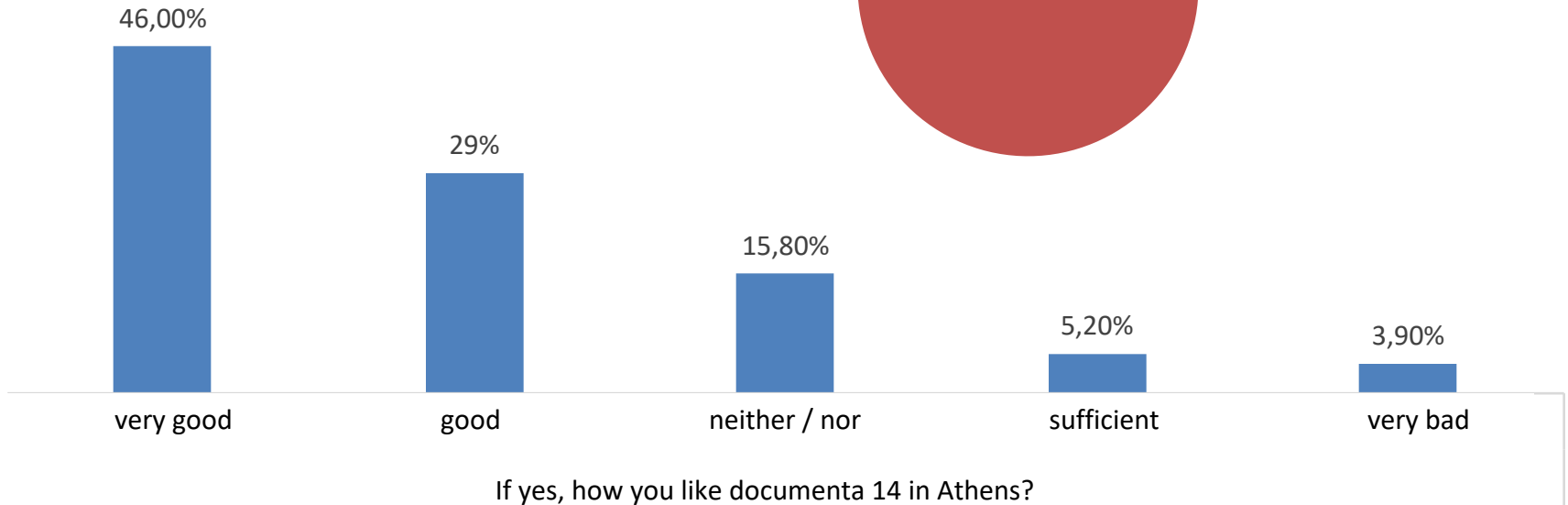
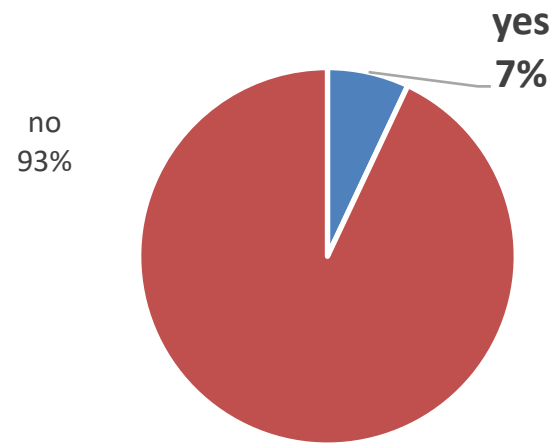
# Use and evaluation of events



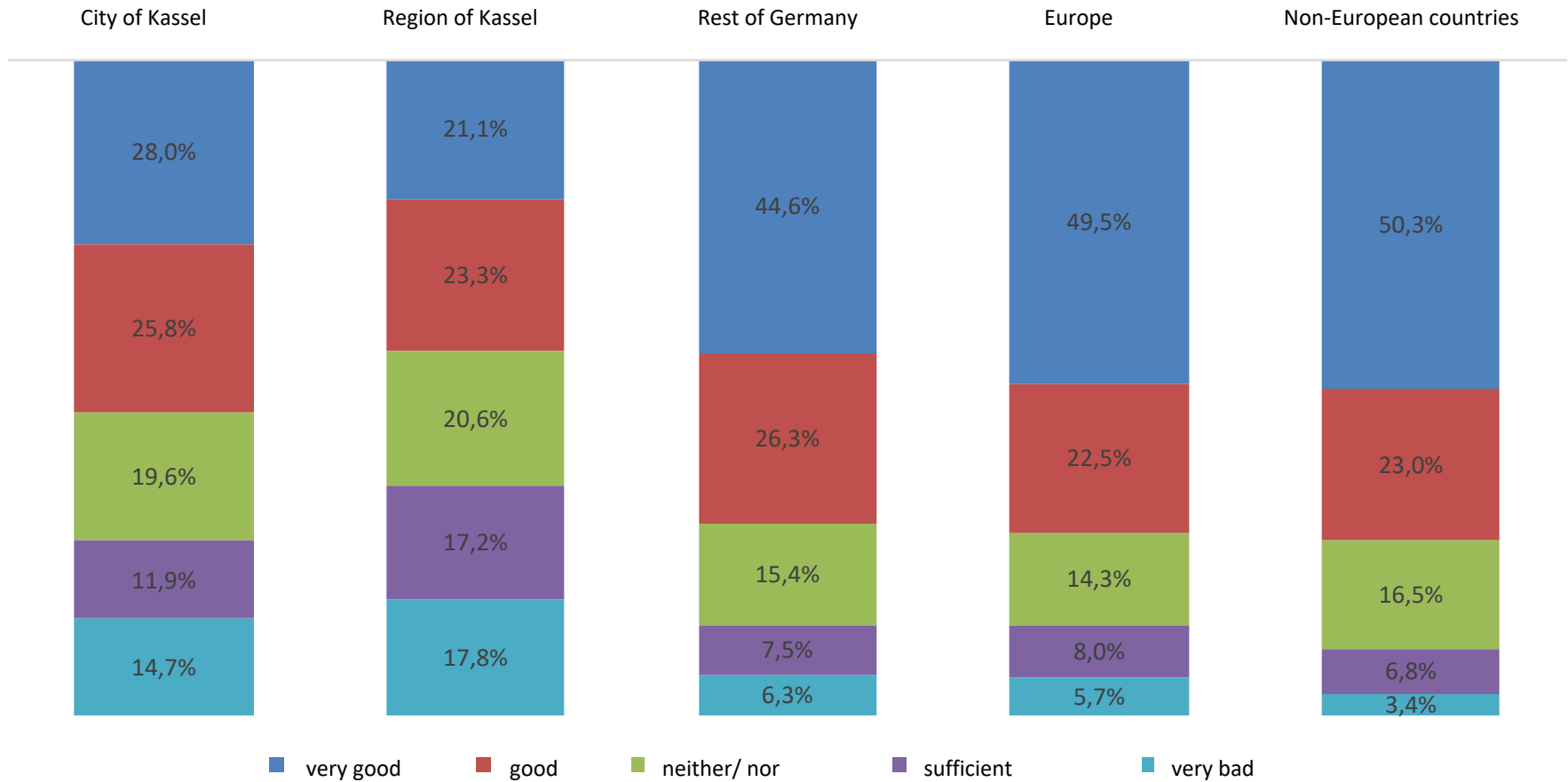
# Share of visitors of the Athenian exhibition among the visitors in Kassel and their evaluation of the exhibition in Athens

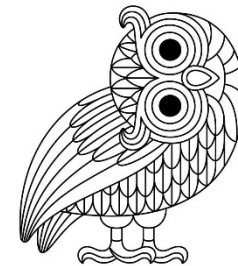


Did you visit documenta 14 in Athens?

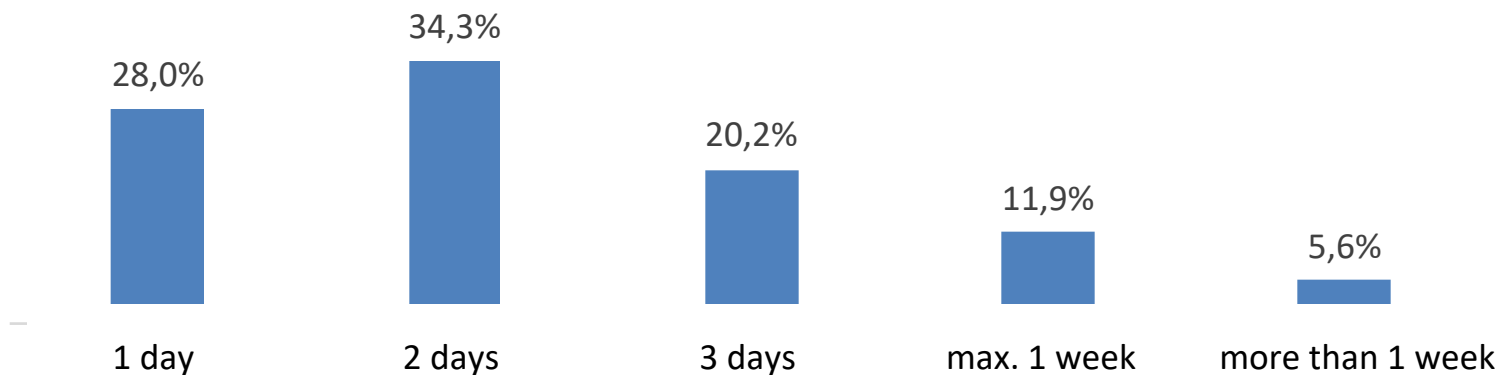


# Evaluation of Athens as a second location of documenta 14 according to visitors' origins

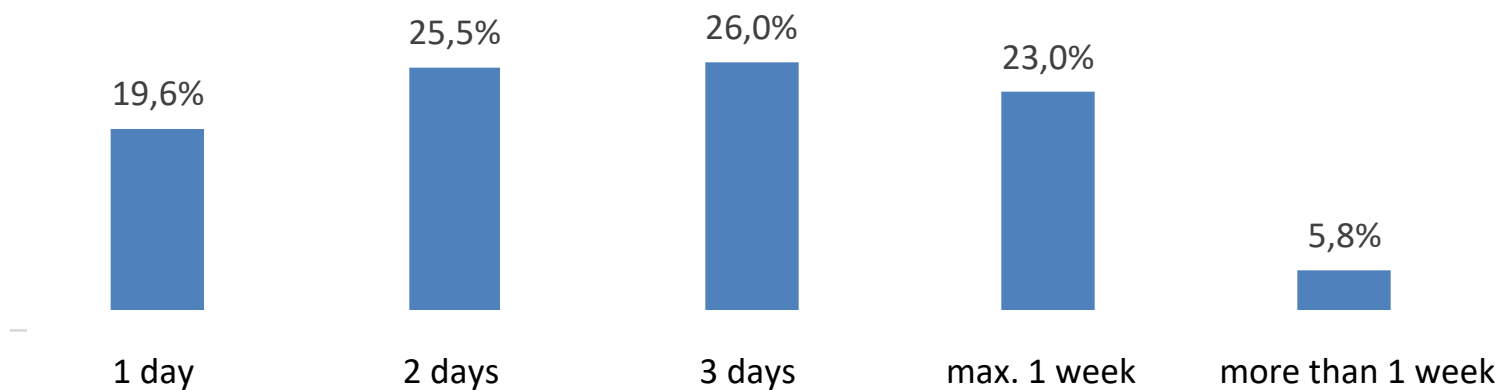




## Length of stay at documenta 14 (all visitors)



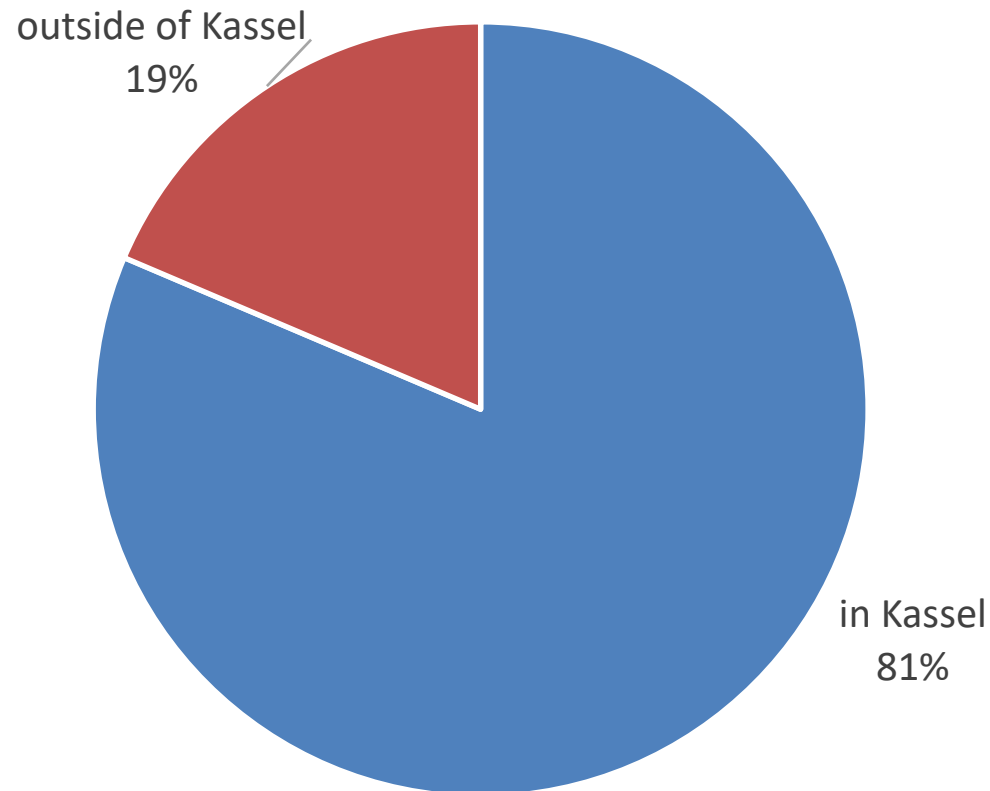
## Length of stay (foreign visitors)



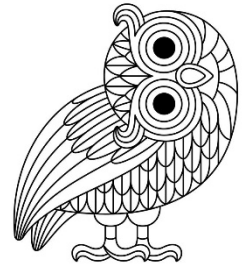
# Place of accommodation



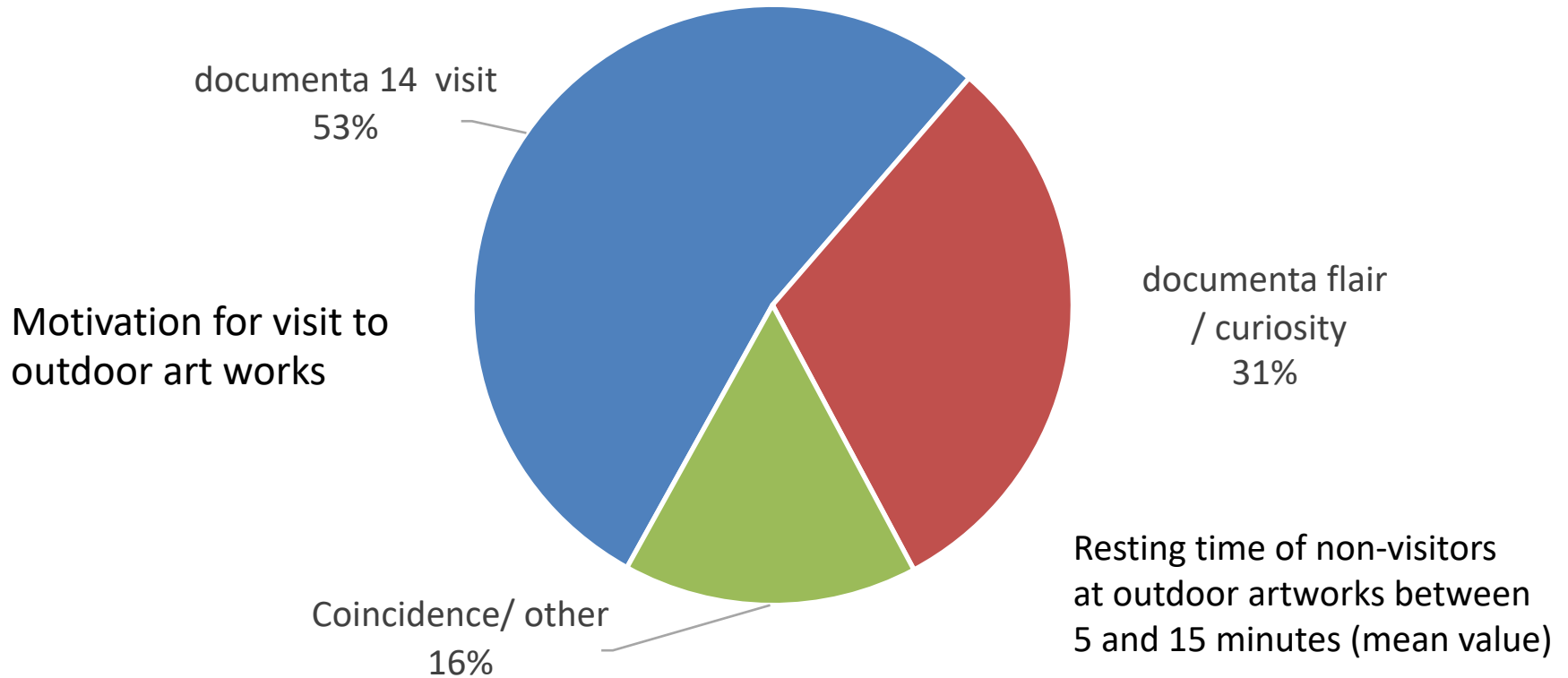
Where did you stay?



# Visitors of the outdoor art works

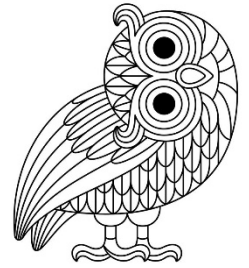


Why did you come here?

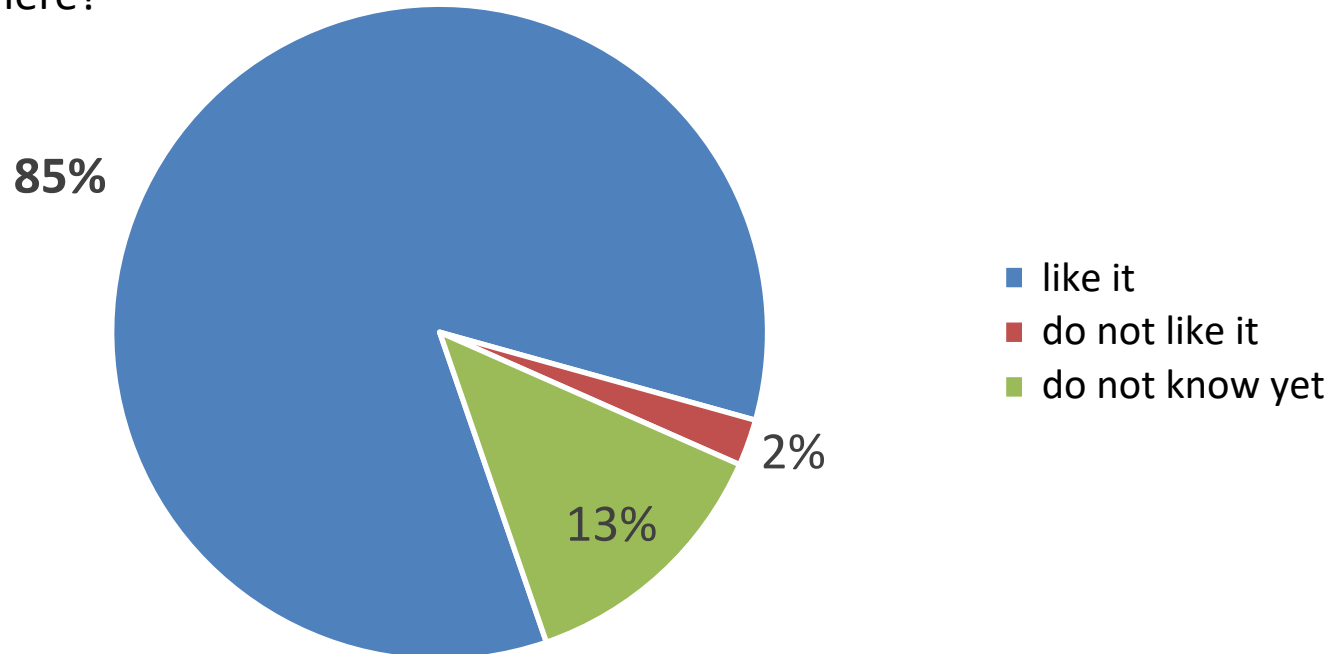




# documenta 14 strollers

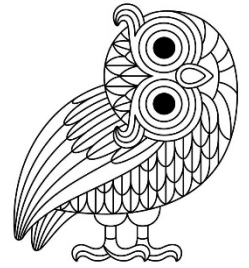


Do you like it here?

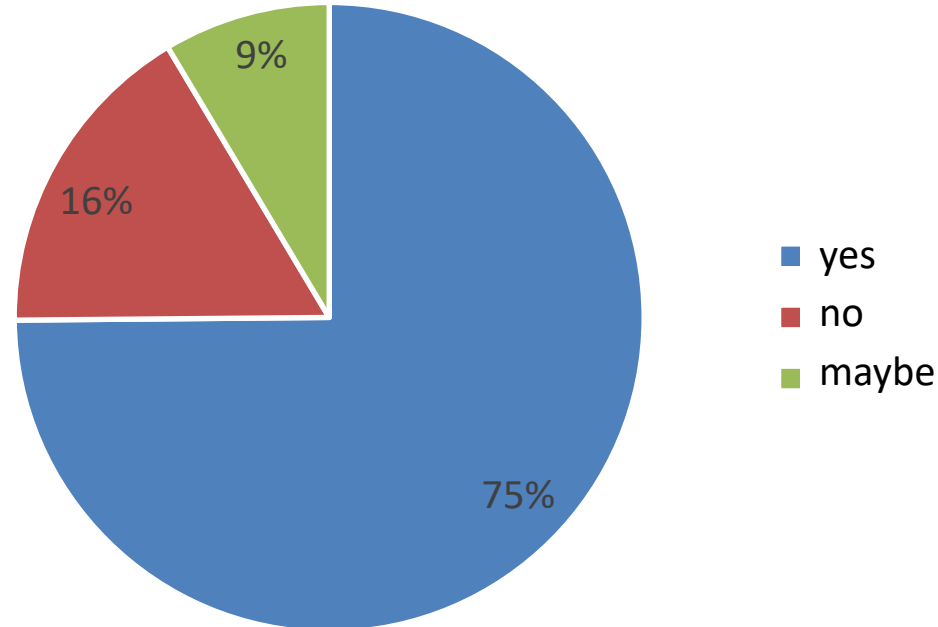


Visitors of the outdoor art works

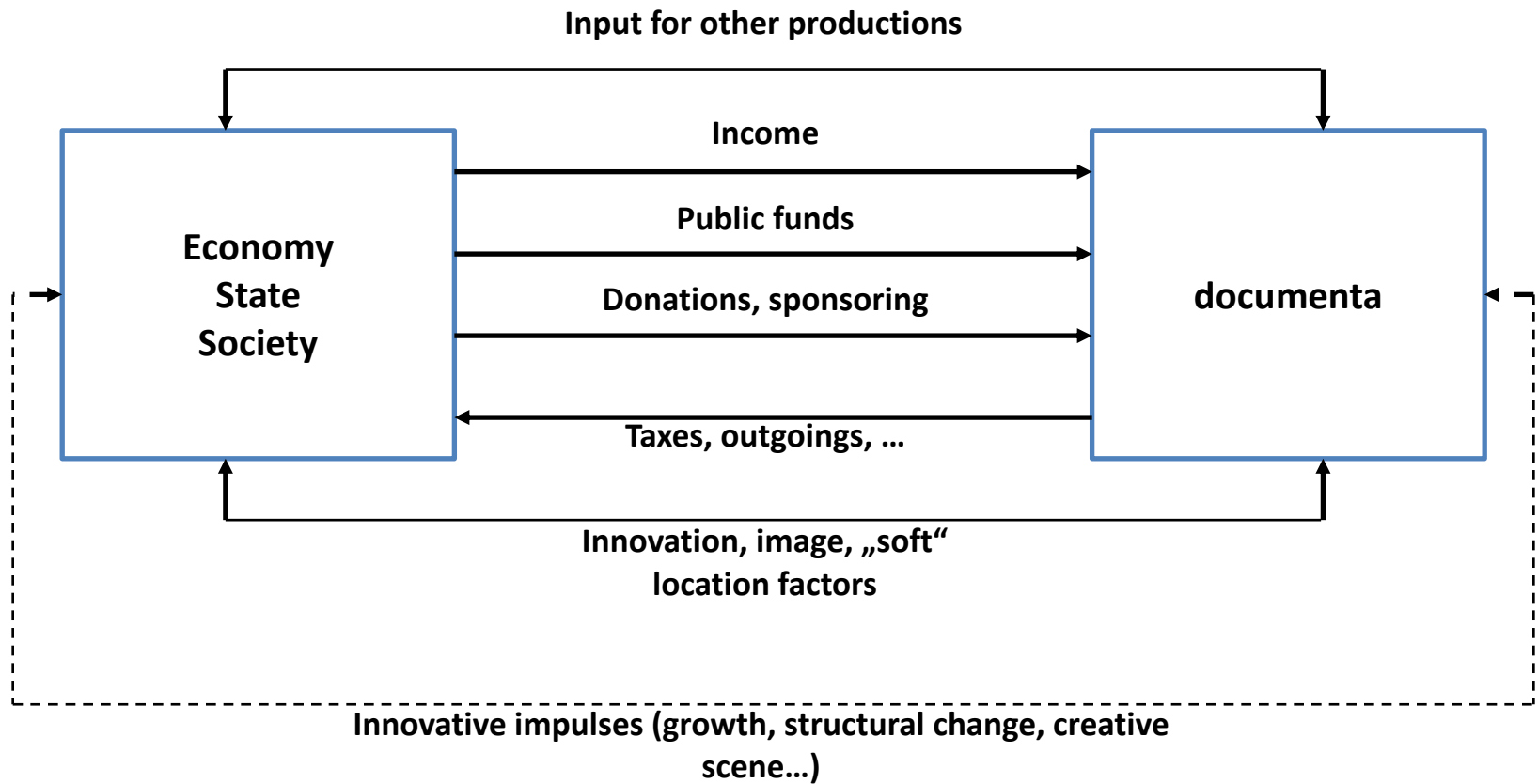
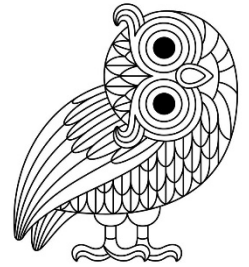
# Visitors of outdoor art works



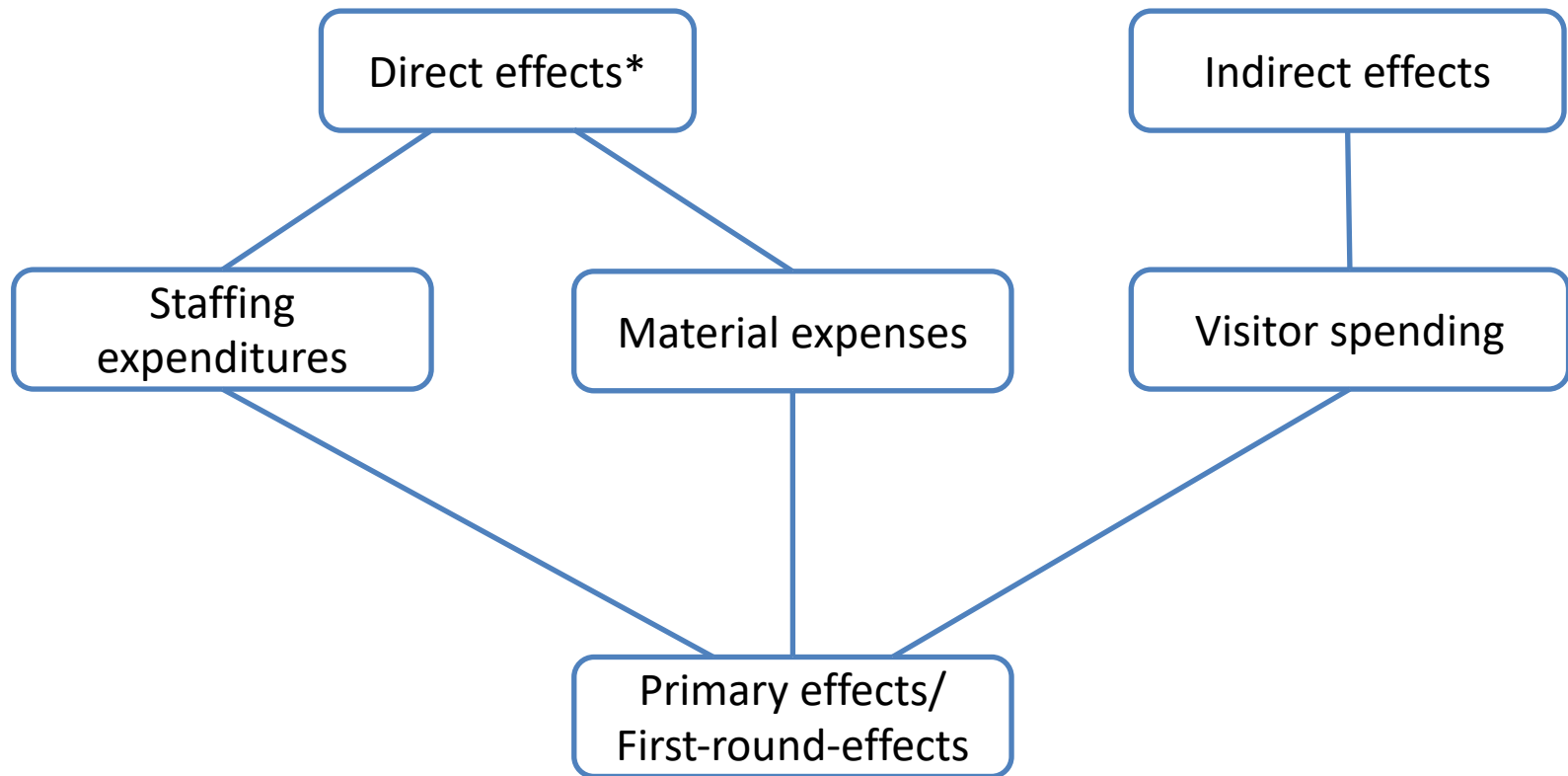
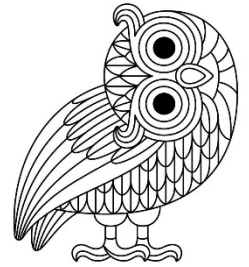
Are you going to eat, drink or shop in Kassel?



# Effect relationship

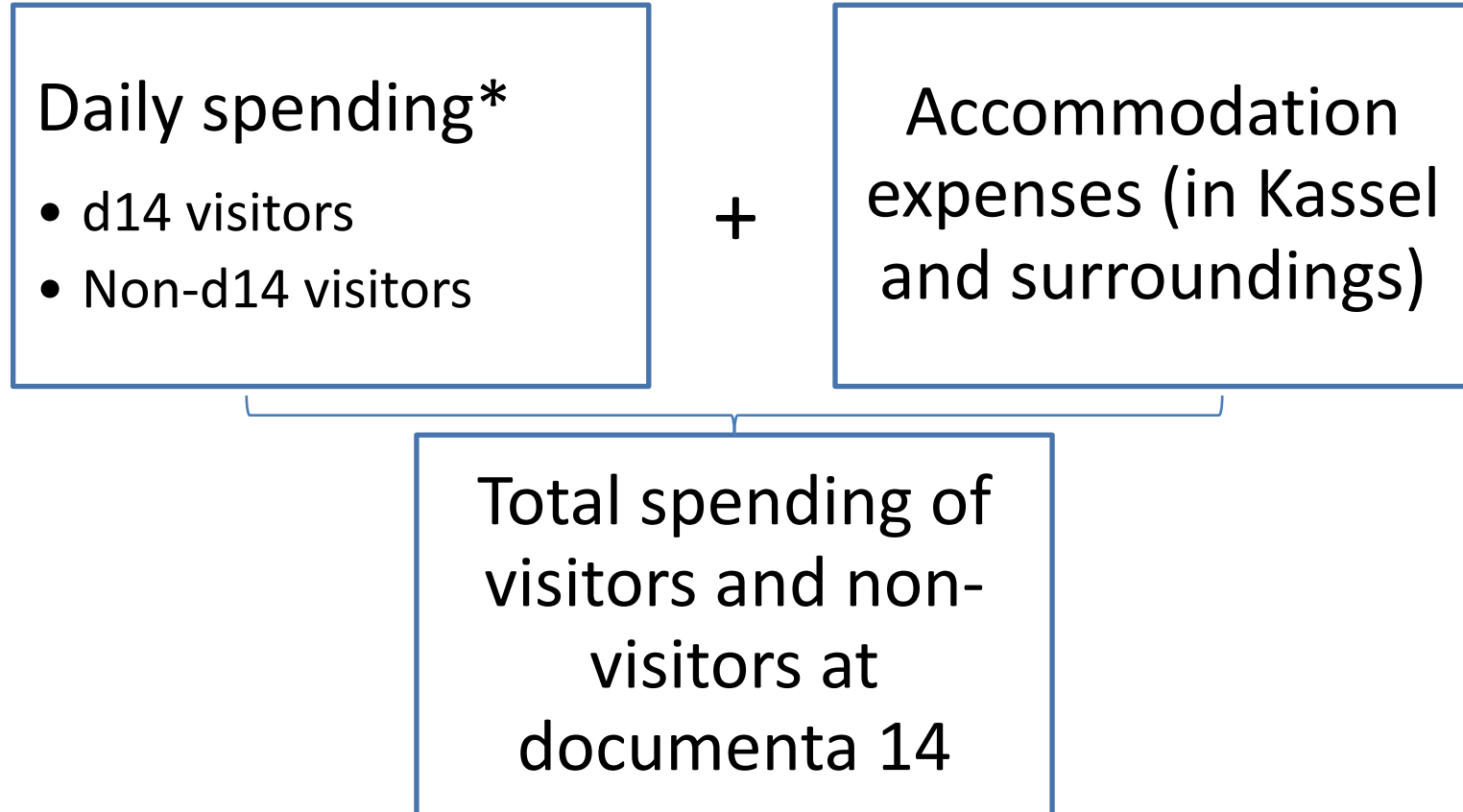
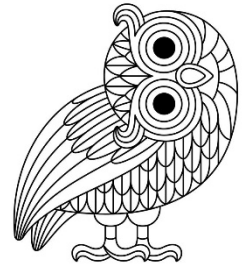


# Effect relationship



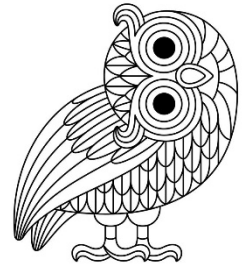
\* Not taking staffing and material expenses into account and only comprising primary effects.

# Indirect effects



\* In this calculation ticket purchases are not included.

# Assumptions



- Average **daily spending** on day trips (Federal Association of the German Tourism Industry (BTW), 2017) : 32,00 €
- Average tourism spending (BTW), 2017):
  - 89€ Accommodation
  - 31€ Transport
  - 37€ Catering
  - 19€ Other expenses
- Average tourism spending (Own study by Cats Mannheim, 2011):
  - 93€ Accommodation
  - 48€ Transport
  - 34€ Catering
  - 123€ Shopping
  - 86€ Other expenses
- Accommodation costs according to Booking.com and trivago.de for Kassel during documenta 14:
  - 80€ Hotel
  - 40€ Private room, Pension
  - 30€ Youth Hostel
  - 22€ Camping

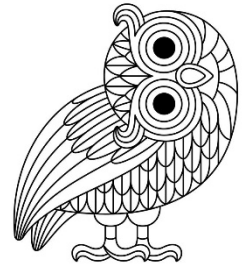
# Estimation of tourism effects



Type of accommodation	Visitors with overnight stays in Stadt and region of Kassel	Ø length of stay
Friends and relatives	15,2%	4,27
Pension/ Private room	27,5%	3,91
Hotels	46,7%	3,69
Youth hostel	4,8%	3,49
Mobile home/ Camping/ etc.	4,0%	3,84
Other	1,8%	3,64
<b>Total*</b>	<b>265.950</b>	<b>3,93 days with overnight stays in Kassel</b>

\* Assumed number of visitors: 900.000 visits. **59,1%** Visitors from abroad and from Germany but not from the region of Kassel (thus **531.900 visits**) stayed overnight in Kassel or in the region of Kassel. As we can expect that multiple visits took place, a total of **265.950 visitors** can be assumed. 11% of them stayed in the region of Kassel.

# Estimation of spending for accommodation



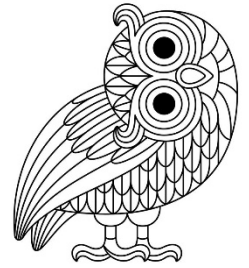
Type of accomodation*	Number of overnight stays	Costs in Euro	Accommodation spending in Euro
Friends and relatives	40.424	0	0
Pension/ Private room	73.136	40	2.925.440
Hotel	124.199	80	9.935.920
Youth hostel	12.766	30	382.980
Mobile home/ Camping/ etc.	10.638	22	234.036
Other	4.787	30	143.610
<b>Total:</b>			<b>13.621.986</b>

\*Average price per person and night including breakfast.

For the accommodation category „Other“ an average price of all types of accommodation of 30€ was calculated.



# Preliminary (conservative) estimation of daily spending

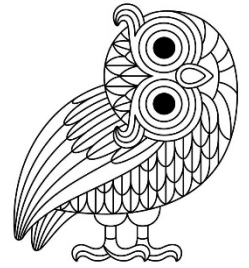


	Number	Daily rate	Daily spending
<b>Visitors*</b>	900.000		
One-day visitors	634.050	32€	<b>20.289.600 €</b>
Multiple-day visitors	265.950	87€	<b>23.137.650 €</b>
<b>Non-visitors**</b>	2.500.000		
Sundays	500.000	10€	<b>5.000.000 €</b>
Weekdays	2.000.000	32€	<b>64.000.000 €</b>

\* Calculation of the average daily spending according to BTW 2017 and accommodation costs according to Booking.com and trivago.de for Kassel during documenta 14

\*\* Assumption for the number of non-visitors: conservative estimation on the basis of the pre-test – 47% non-visitors with an average length of stay of 5 to 15 minutes.

# Preliminary estimation of expenditure of d14 guests



Type of expenditure	Total in Euro
Accommodation of visitors	13,621,986
Daily spending of visitors	43,427,250
Daily spending of non-visitors	69,000,000
<b>Total</b>	<b>126,049,236</b>