DOCUMENTA (13)

Prof. Dr. Gerd-Michael Hellstern
Verwaltungsökonomie und -management

DOCUMENTA EVALUATION
Top artists

1. William Kentridge

2. Janet Cardiff & George Bures Miller

3. Nalini Malani
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
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)
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)
Fields of research

- Imagestudy
- Survey among visitors
- Analysis of media effects
- Analysis of economic effects
global, external environment

global trends (social, economical, legal, political, national and international), international art scene (organisations, associations etc.), event tourism, competition

regional, local environment

local forces and regional frame conditions (interest groups, provision with resources and their availability, accompanying events, co-operations)

internal environment

organisation and internal management system: planning/ business management/ structural organisation/ co-ordination/ human resource management/ financing/ marketing/ work-flow organisation

INPUT

OUTPUT

documenta concept
theme/ programme/ course / visitor orientation
Correlations of effects

Input for other productions

- earnings
- public means
- funding, sponsoring
- taxes, costs...

"soft" location factors

innovative stimulus (growth, structural change, creative scene...)

economy
state
society
documenta

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Image of the region

Well-known companies
Location for service and administration
Central, with good transport connection
Place of exhibitions and conferences
Price of land relatively low
Good opportunity to earn money
High quality of life and leisure time
Good shopping facilities
Good opportunities for spa activities
Good atmosphere
The region has a big economic potential
Culturally interesting
Nice parks

Survey 2006
N = 1632

(1 = absolutely true 5 = not true at all)
Knowledge about the region

Survey 2006 N= 1632

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1 2 3 4 5

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Knows Kassel
Knows Kassel and has been there
Does not know Kassel

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Verwaltungsökonomie und -management
### Awareness level for documenta in Germany

<table>
<thead>
<tr>
<th>Level of education</th>
<th>Know</th>
<th>Not Known</th>
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</thead>
<tbody>
<tr>
<td>- no qualification for university entrance</td>
<td>10,1</td>
<td>20,5</td>
</tr>
<tr>
<td>- qualification for university entrance</td>
<td>47,0</td>
<td>32,1</td>
</tr>
<tr>
<td>- university degree</td>
<td>29,4</td>
<td>13,4</td>
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</tbody>
</table>

Survey 2006
N= 1632
Radiation

- Inhabitants of Kassel and surrounding communities: 14.5%
- Foreigners: 21.5%
- Other visitors from Germany: 64.0%
Local origin of German visitors (according to zip codes of regions)
Origin of foreign visitors

- **Europa**: 82.7%
  - thereof in Europe: average
- **North America**: 6.6%
- **Latin America**: 2.2%
- **Asia**: 5.2%
- **Australia, New Zealand**: 1.9%
- **Near/Middle East**: 1.2%
- **Africa**: 0.3%

Legend:
- green: much lower than average
- light green: lower than average
- yellow: average
- orange: higher than average
- red: much higher than average
Plans to visit documenta in the future

- Yes: 56%
- Maybe: 31%
- No: 4%
- Do not know: 9%
Indicator of success: retention of customers

First visit; 40,1%

Regular visits; 59,9%
Are you in one form or another professionally engaged in the fine arts?

Professional visitors

- yes: 36%
- no: 64%
When did you decide to visit documenta?

- Earlier: 55.30%
- Within the last 4 weeks: 30.20%
- Within the last 3 days: 10.40%
- Today, on impulse: 4.10%

Indicator of success: information
Indicator of success: decision makers

- academics, teachers and scientists
- students
- other employees and civil servants
- artists
- retired/pensioners
- executives in private and public administration
- self-employed/owning business
- school pupils
- others
- press
- workers and craftsmen
- housewives/-men
- apprentices/people on military duty

Percentages: 0.0% - 30.0%
Indicator of success: communication

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

- good friends, friends, colleagues: 37.20%
- family: 36.40%
- nobody: 11.50%
- a group: 9.30%
- relatives: 5.70%
Satisfaction

- Atmosphere: 93.6% satisfied, 6.4% not satisfied
- International composition: 94.9% satisfied, 5.1% not satisfied
- Overall impression: 93.3% satisfied, 6.6% not satisfied
- Presentation: 90.4% satisfied, 9.5% not satisfied
- Choice of artists: 90.8% satisfied, 9.1% not satisfied
- Education: 76.6% satisfied, 23.4% not satisfied

- Satisfied
- Not satisfied
Indicator of success: service

- service overall: 94.1%
- dOCUMENTA (13) bookshop: 94.0%
- dOCUMENTA (13) shop: 90.8%
- directions on exhibition area: 85.0%
- catering: 84.4%
- information board: 81.2%

Helpful: green
Not helpful: red
Age structure

- Older than 60 years: 23.10%
- 50 to 59 years: 20%
- 40 to 49 years: 16.70%
- 30 to 39 years: 13.10%
- 20 to 29 years: 20.50%
- Younger than 20 years: 6.60%
## Reasons for visit

<table>
<thead>
<tr>
<th>Type</th>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event</td>
<td>Cultural event</td>
<td>70.6%</td>
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<tr>
<td></td>
<td>Entertainment</td>
<td>34.1%</td>
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<tr>
<td>Cognitive</td>
<td>Overview of contemporary art</td>
<td>57.8%</td>
</tr>
<tr>
<td></td>
<td>Professional interest</td>
<td>17.5%</td>
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</tbody>
</table>
Increase in importance of art

Visits of museums/exhibitions per year

- 0-1 times, 7%
- 2-3 times, 25%
- 4-5 times, 25%
- More than 6 times, 43%
Indicator of success: life style

Importance of art in spare time

- 43% very important
- 41% important
- 16% not so important
Economic effects

Reasons for visit to Kassel

- Mainly due to the dOCUMENTA (13): 86%
- Mainly due to other reasons: 14%
For how long did you visit the dOCUMENTA (13)?
Effect on tourism II: Kind of accommodation

- Hotel: 79%
- Accommodation with friends, relatives: 21%
- Private (payed) accommodation: 21%
- Caravan site, campground: 10%
- Youth hostel: 5%
- Others: 4%
- Guesthouse: 3%

In Kassel: 79%
Outside Kassel: 21%
Public perception of sponsors

- DB Mobility Logistics AG: 43.10%
- Sparkassen Finanzgruppe: 37.10%
- Volkswagen AG: 36.00%
- Deutsche Post AG: 9.9%
- SMA Solar Technology AG: 15.90%
- Stüer DS Medien GmbH: 4.50%
- 3sat: 14.10%
- hr2-kultur: 12.70%
- Others: 3.50%
Public perception of sponsoring

- Advertisement: 27.20%
- DOCUMENTA (13) brochure: 26.10%
- Vehicles (trains, busses, subway): 23.90%
- Posters of DOCUMENTA (13): 22.30%
- Newspaper articles: 15.10%
- Others (apps, local bicycle rental, employees of sponsors): 15%
- Tickets: 14.50%
- DOCUMENTA (13) catalogue: 14.40%
- TV or radio: 9.70%
- Articles in magazines: 5.30%