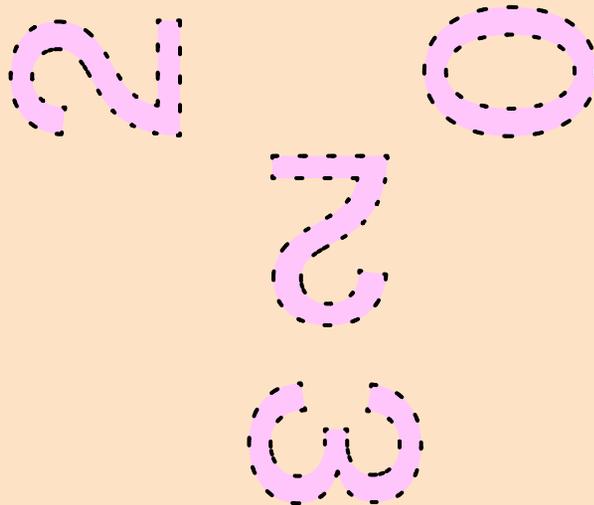
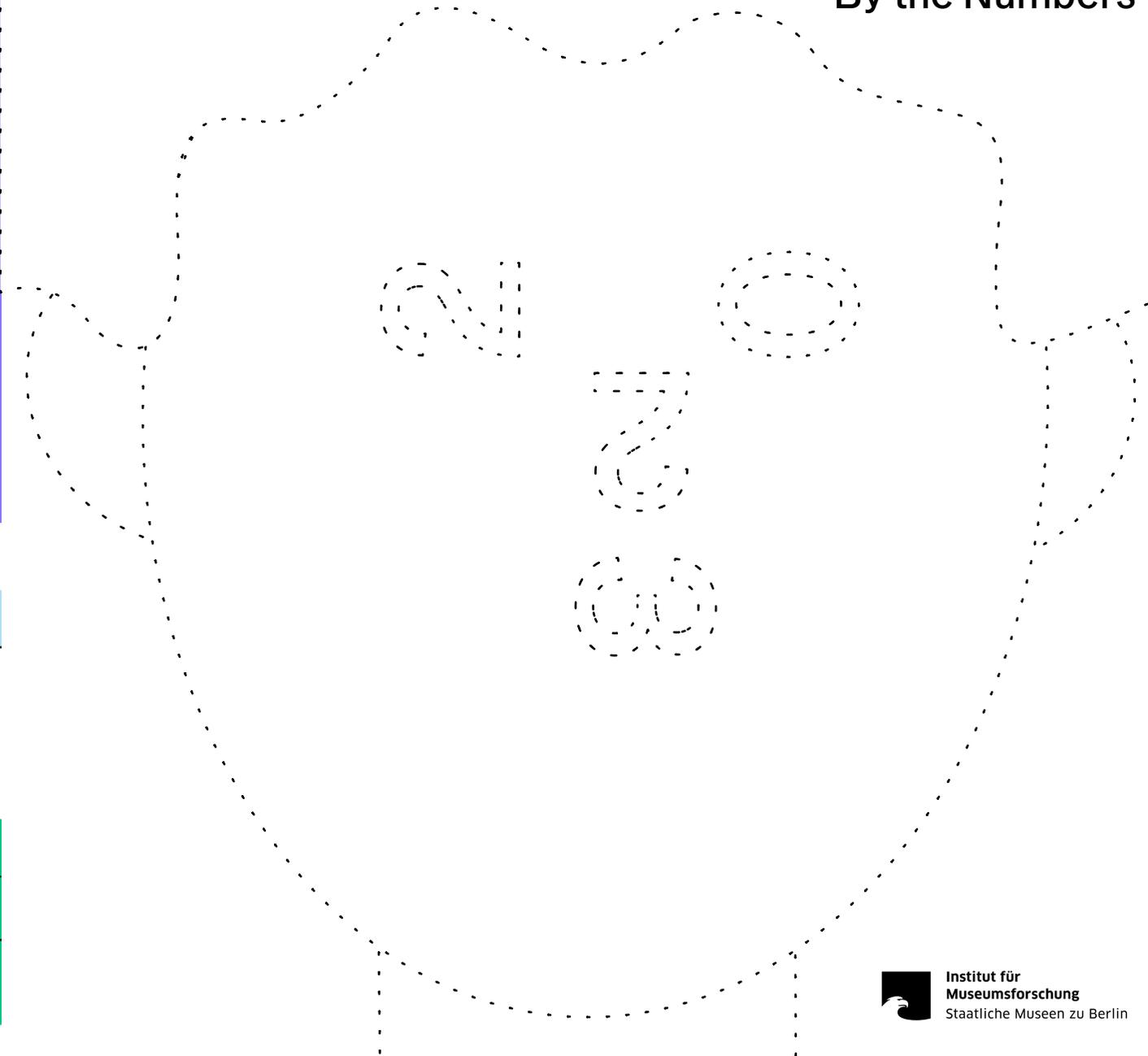
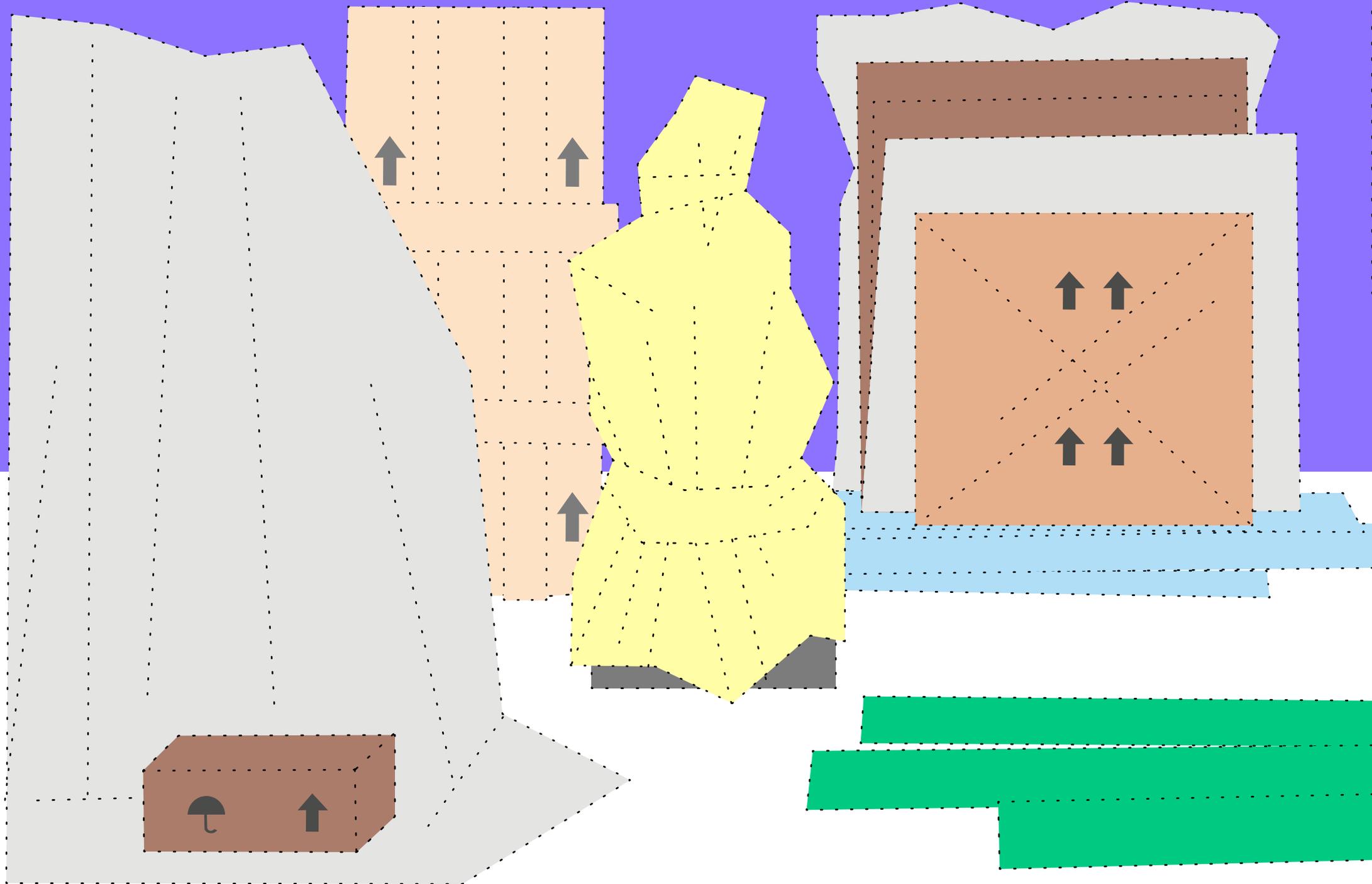


Museums: By the Numbers



Museums: By the Numbers



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By the numbers: museum staff

Dear Friends of the German Museum Community,

In turbulent and uncertain times, museums stand for both continuity and creativity as institutions devoted to preservation, research, and education. Their work strengthens social cohesion, and public trust in museums as institutions has been demonstrated empirically.¹ Through their ongoing curatorial engagement with objects and collections, museums continue to contribute new perspectives to the general social discourse. Once again, we have done the maths to show just how capable and diverse Germany's museum landscape is, and we are pleased to present the results in infographics on the following pages. Museums are always about people. Enabling innovation in day-to-day museum operations is by no means an automatic process; it results from the continuous effort and enthusiasm of many minds. The staff are the capital from which the present and future of our cultural heritage in museums and collections draw their strength. For this reason, our 2023 special questionnaire focused on the people working in museums. Which professional groups are represented? What is the ratio between permanent staff, employees hired for fixed-term projects, and volunteers?

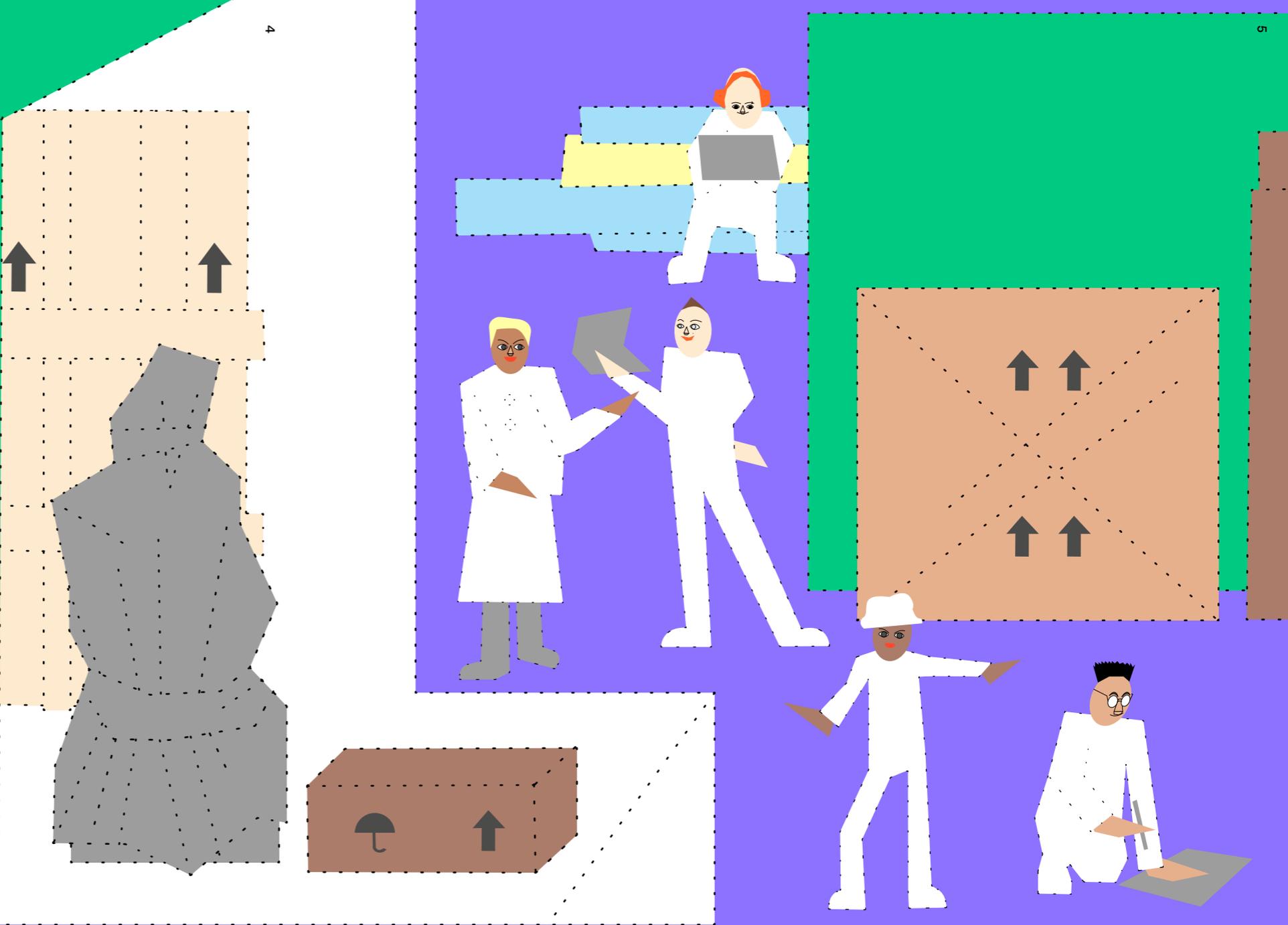
Particular attention was given to museum leadership. Here, the gender focus of previous surveys was expanded for the first time to include sociodemographic factors such as age, education, and income. Our aim was to understand how the current generation of museum leaders "ticks". The data indicate a significant generational shift: 39% of museum directors were born in 1961 or earlier and will thus retire in the coming years.

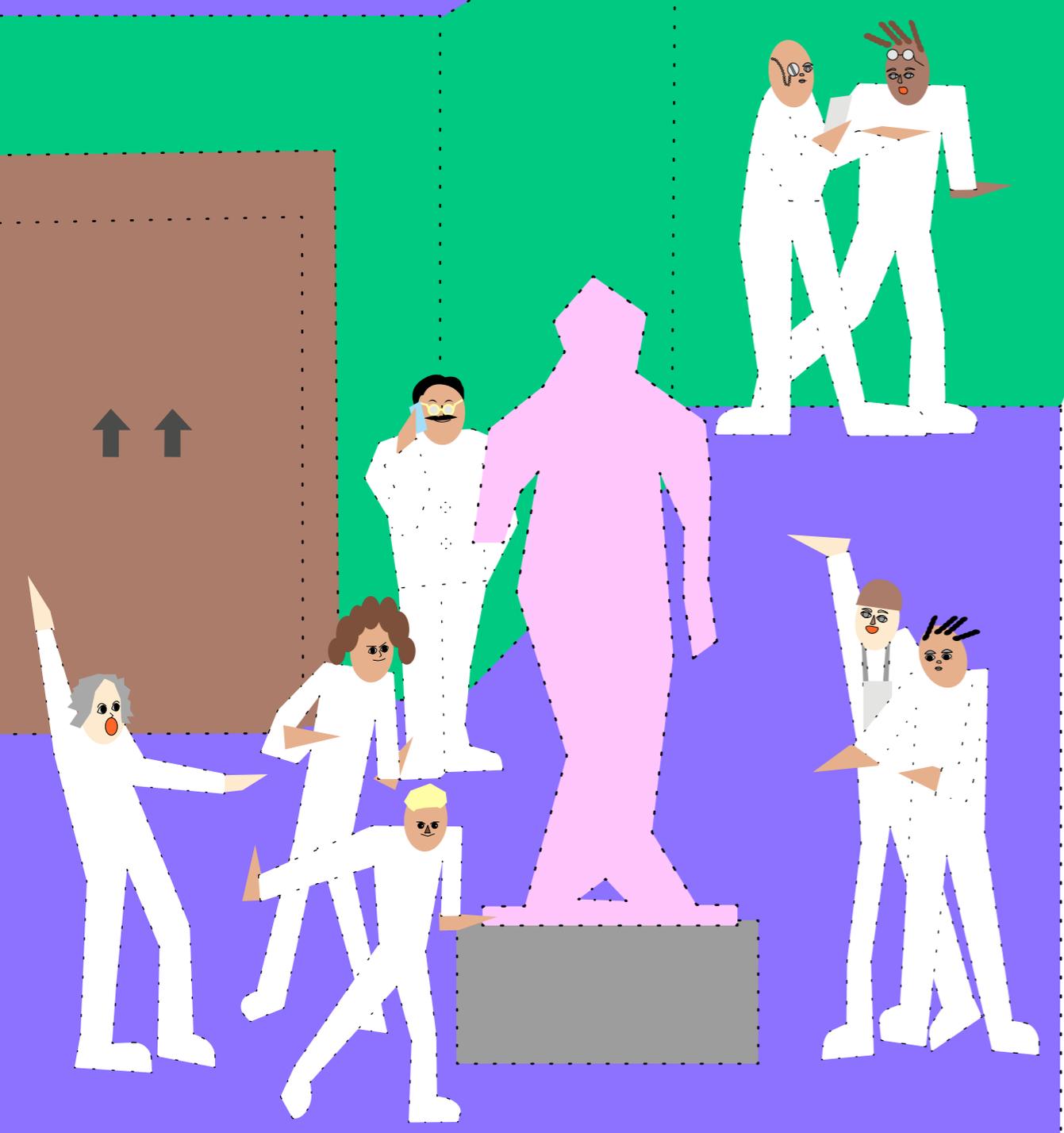
As always, we'd like to thank the statistics team at the Institut für Museumsforschung (Institute for Museum Research) for their data analysis and preparation, as well as the publications department of the Staatliche Museen zu Berlin for their reliable and expert support. This year's visualisations were created by Team Mao, led by Siyu Mao, to whom we also extend our warm thanks. In this spirit, for the 2023 survey year too: your numbers count!

Patricia Rahemipour and Kathrin Grotz
Berlin, June 2025

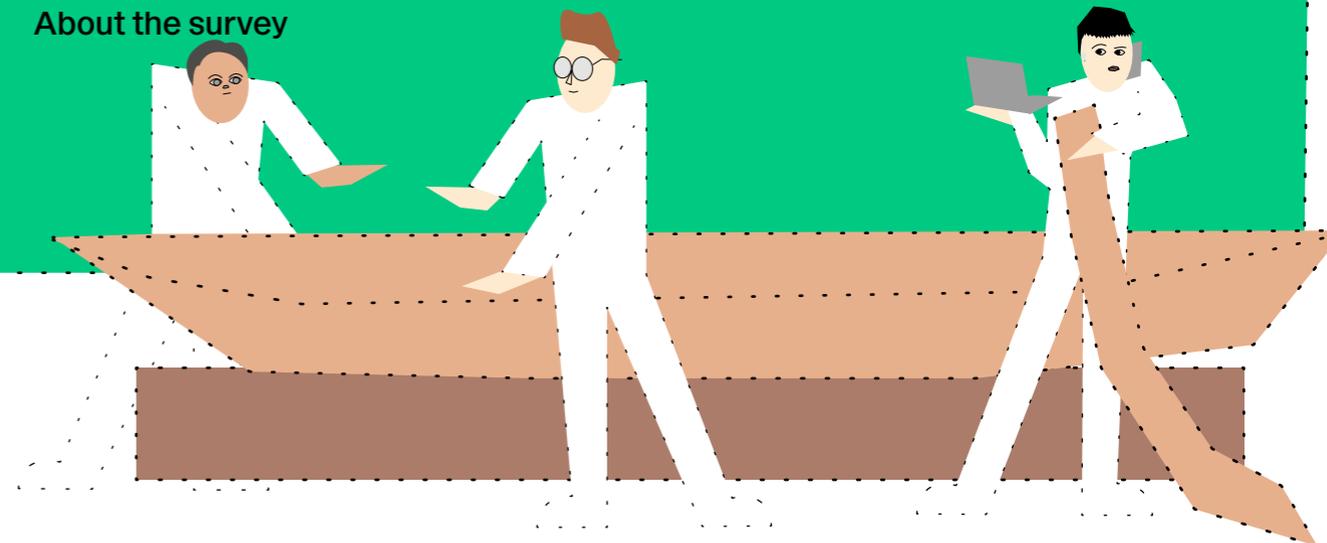
¹ This issue is available as a PDF on the websites of the Institute for Museum Research and Agency for International Museum Cooperation.

¹ Grotz, K., & Rahemipour, P. (2024). The hidden capital: Trust in museums in Germany. The German public's view of a cultural institution in transition. A population representative study by the Institute for Museum Research - Stiftung Preußischer Kulturbesitz, Berlin. Zenodo. <https://doi.org/10.5281/zenodo.11581752>





About the survey



To help interpret and contextualise the figures published in this brochure, we compiled the following essential information on the structure of the statistical survey:

What do we mean by museums and exhibition halls in this survey?

A total of 6,781 museums and 497 exhibition halls were contacted for the 2023 survey. To determine the populations of museums and exhibition halls respectively, we defined empirical delimitation criteria that are more narrow in scope than one might expect in terms of a general definition of a museum. These criteria are used solely to draw a precise delimitation between museums and other types of organisations such as galleries, fairs, or shops.

Museums: Must hold a collection and present objects with a cultural, historical, or broadly scientific purpose. **Exhibition halls:** Do not hold their own collections and present temporary exhibitions only. **Museums and exhibition halls:** Must be accessible to the general public; must not primarily stage commercial or sales exhibitions; and must have clearly defined museum/exhibition areas.

Numbers of visits rather than visitor numbers

What was recorded was the total number of visits reported by the participating museums and exhibition halls. This was carried out as a full written survey of all museums and

exhibition halls in Germany. As not all institutions provided numbers of visits (the response rate was 57.9% for museums and 60.0% for exhibition halls), no statements can be made about the actual total number of visits or the socio-demographic profile of visitors. The data do not allow us to determine who visited a museum or exhibition venue, how often they did so, or which factors shaped visit trends in individual institutions.

The overall population is far from complete.

Not all percentages shown in this publication refer to the full group of German museums contacted ($n = 6,781$). This is because not all institutions returned the questionnaire: 4,443 museums responded, of which 3,929 provided visit numbers. To ensure the statistics can be properly understood, each infographic is accompanied by technical details indicating the relevant base population (n).

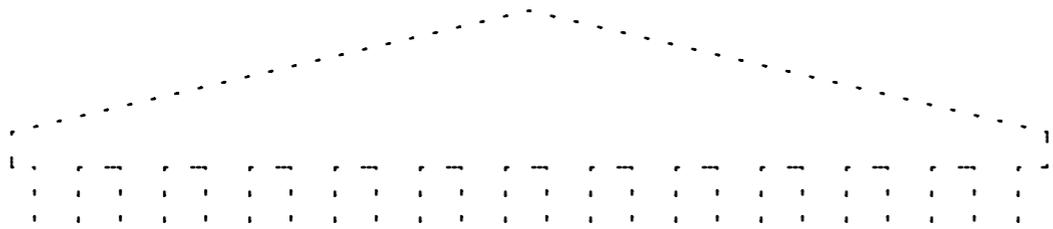
Total number of visits

Museums and exhibition halls

8



=100,000 visits

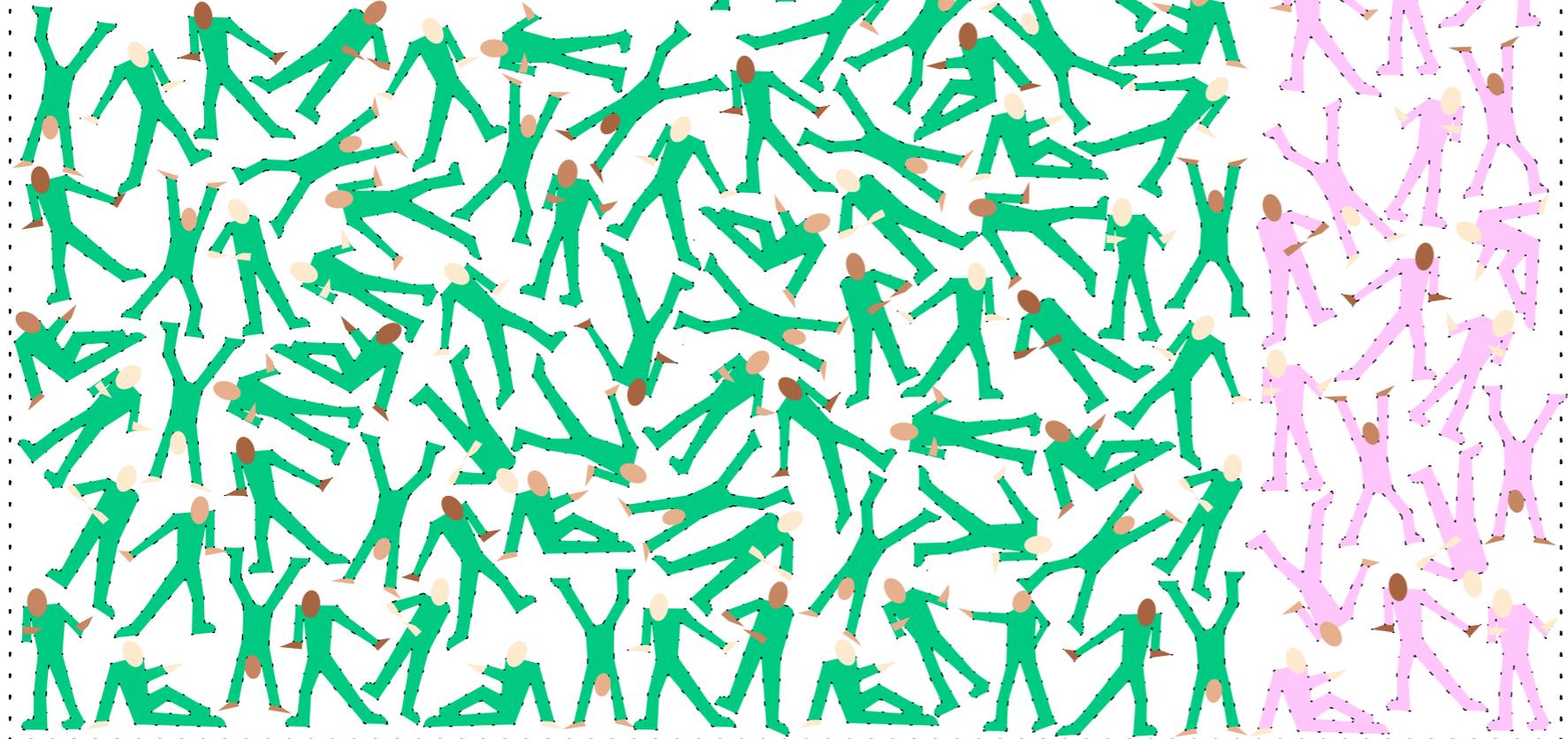


+24%

Back above 100 million. In 2023, museums in Germany reported

100.9 million

visits. This represents a 24% increase on the previous year and is only ten percentage points below the record year of 2019.



For the 2023 survey of visit numbers, a total of 6,781 museums and 497 exhibition halls² were contacted. 57.9% of museums and 60.0% of exhibition halls submitted their figures. In the previous year, the response rate for visit numbers was 59.1% for museums and 62.5% for exhibition halls.

→ 5.1 million visits were registered by exhibition halls in 2023, an increase of 4.2% compared with the previous year.

→ The total number of visits reported by museums and exhibition halls in Germany in 2023 amounted to 106 million. This figure was 30% higher than the previous year's total of 86.26 million, and 10% lower than the figure recorded in 2019.

→ Based on the total population, this corresponds to a theoretical 1.25 visits per resident in Germany³ to a museum or exhibition hall in 2023.

² Exhibition halls are institutions that present exhibitions but hold no permanent collection. Galleries with a primarily commercial character were not included.

³ By comparison: in 2023, there were theoretically 1.12 cinema visits per resident (Source: German Federal Statistical Office).

Total number of visits

Museums 2013 to 2023
The dip is behind us

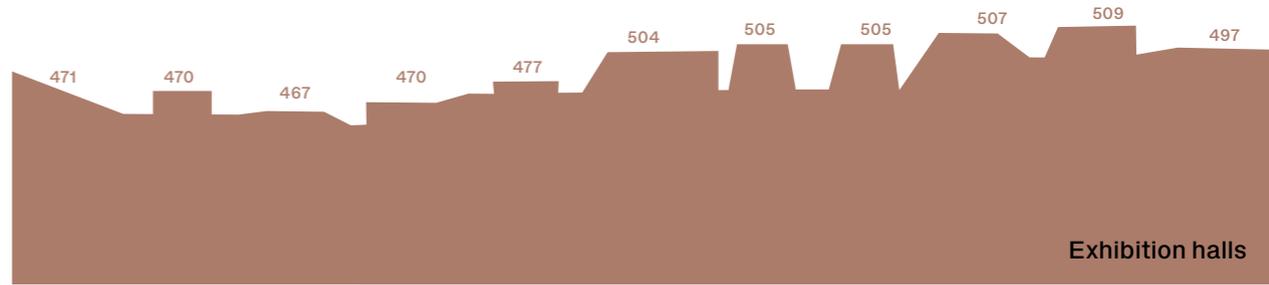
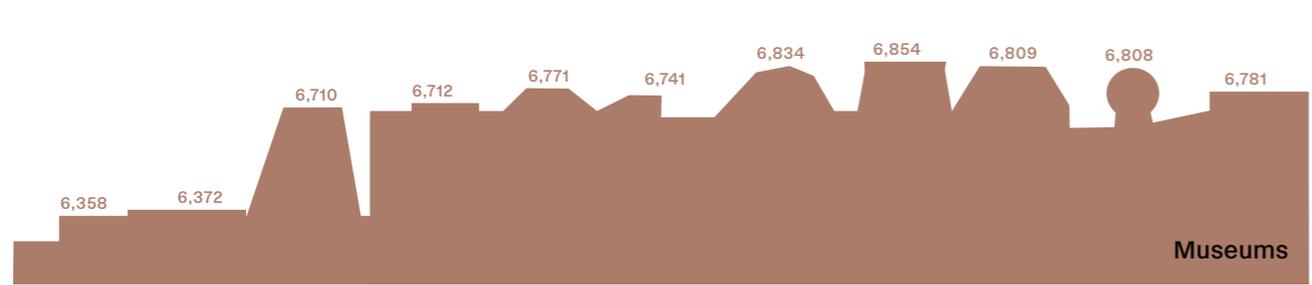
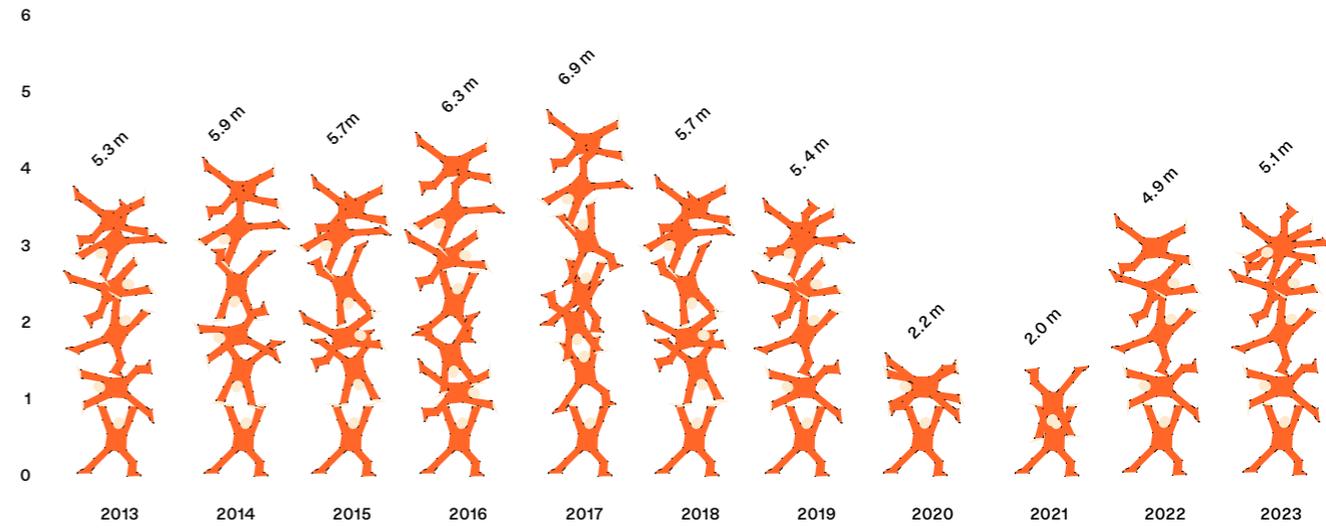
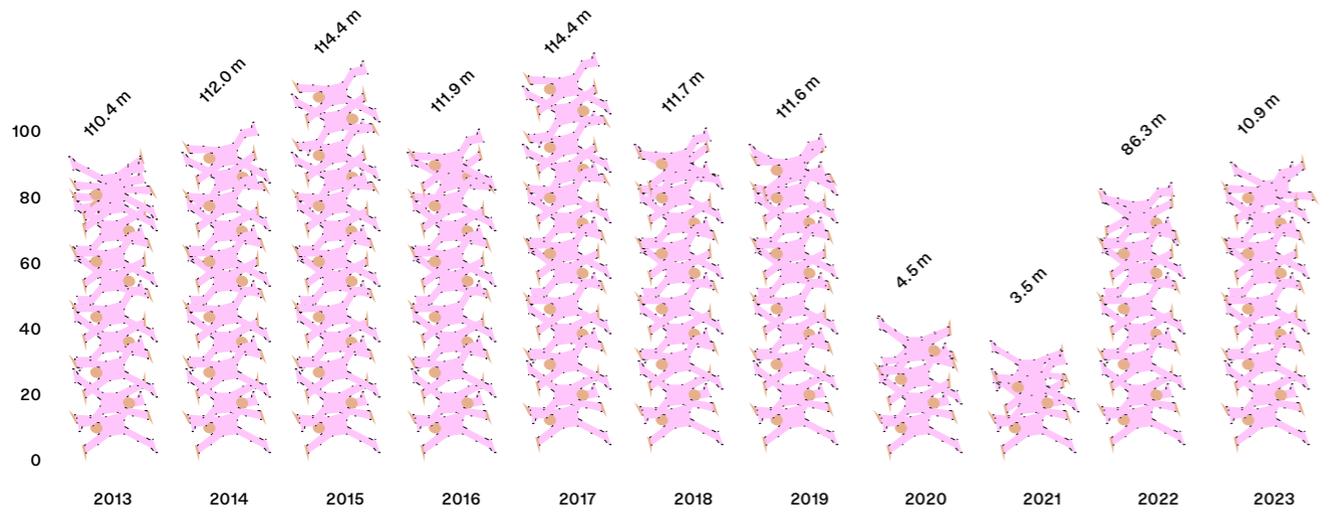
01

Exhibition halls 2013 to 2023
Leaving the pandemic behind

11

 =10.0 million

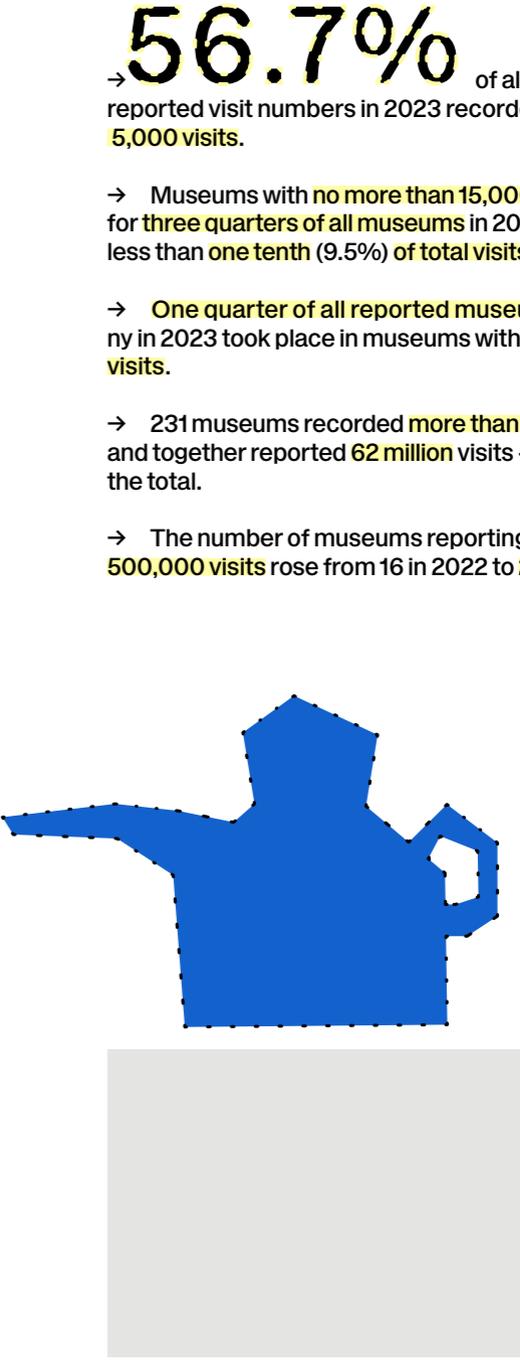
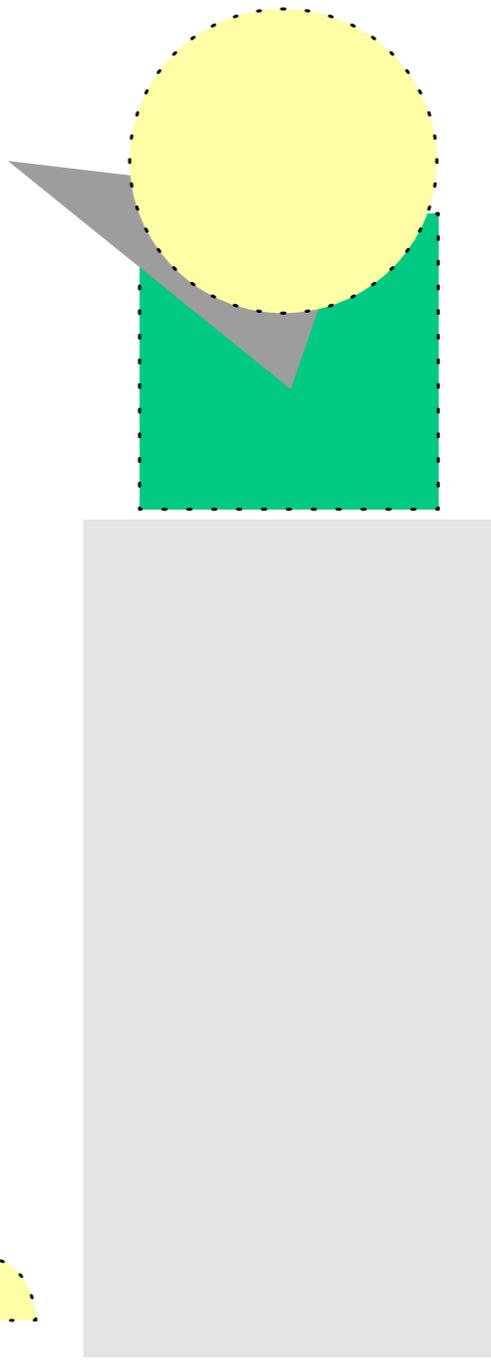
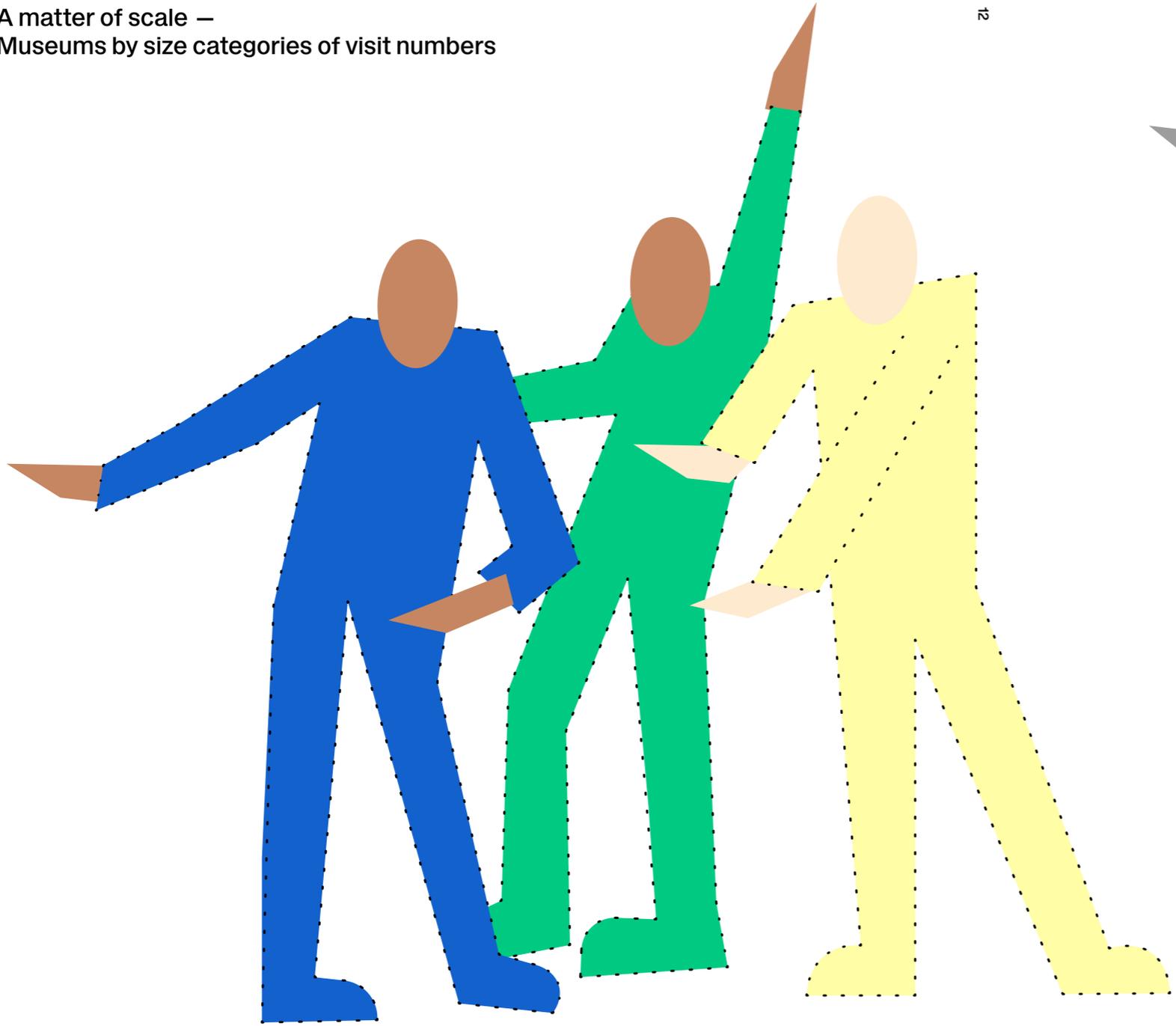
 =1.0 million



Development of museum visit numbers and the number of museums in Germany from 2013 to 2023.

Development of visit numbers in exhibition halls and the number of exhibition halls in Germany from 2013 to 2023.

A matter of scale —
Museums by size categories of visit numbers



→ **56.7%** of all museums that reported visit numbers in 2023 recorded **fewer than 5,000 visits**.

→ Museums with **no more than 15,000 visits** accounted for **three quarters** of all museums in 2023 yet attracted **less than one tenth (9.5%) of total visits**.

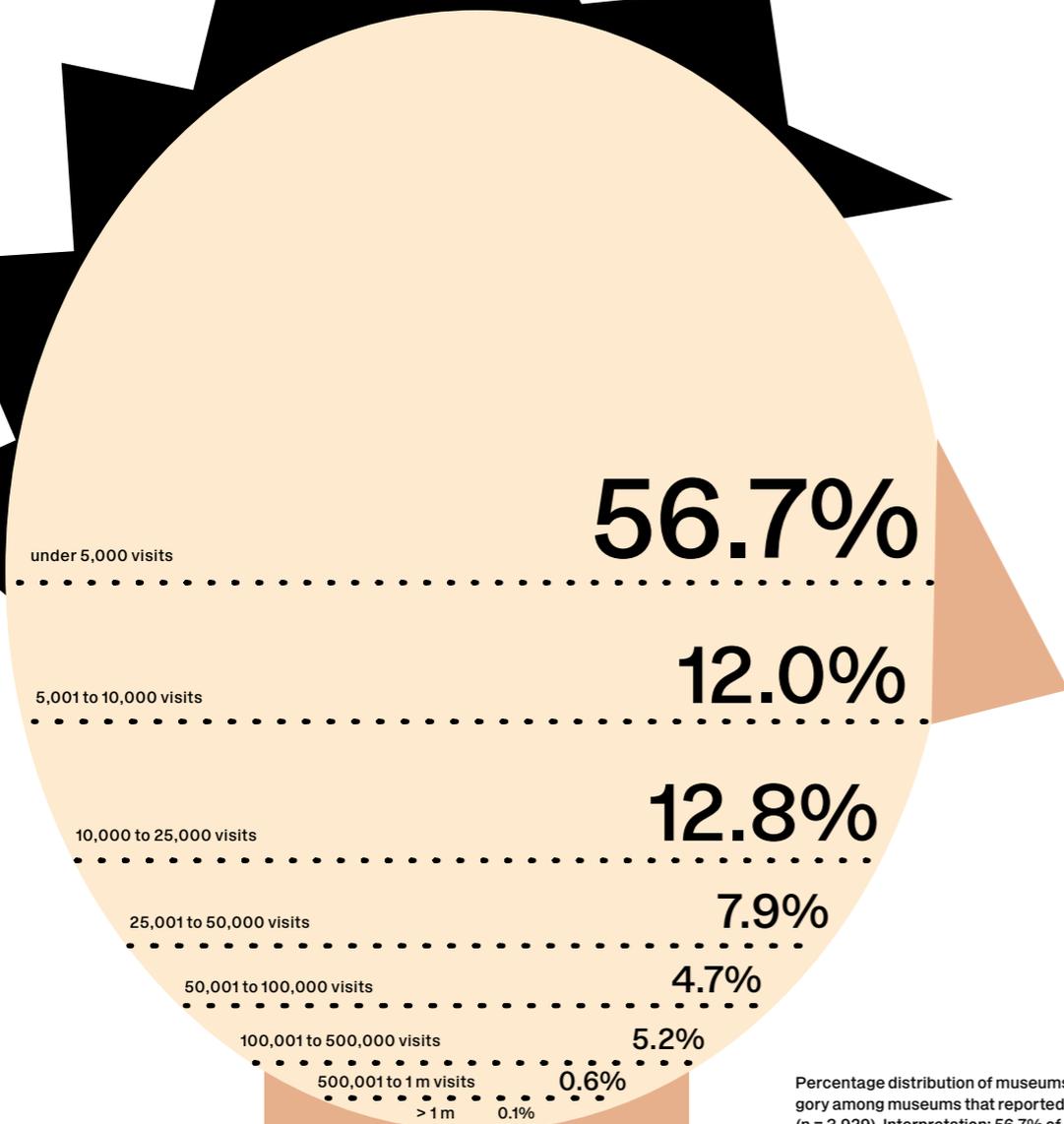
→ **One quarter** of all reported museum visits in Germany in 2023 took place in museums with **fewer than 50,000 visits**.

→ 231 museums recorded **more than 100,000 visits** and together reported **62 million visits** - around 60% of the total.

→ The number of museums reporting **more than 500,000 visits** rose from 16 in 2022 to **27 in 2023**.

A matter of scale – Museums by size categories of visit numbers

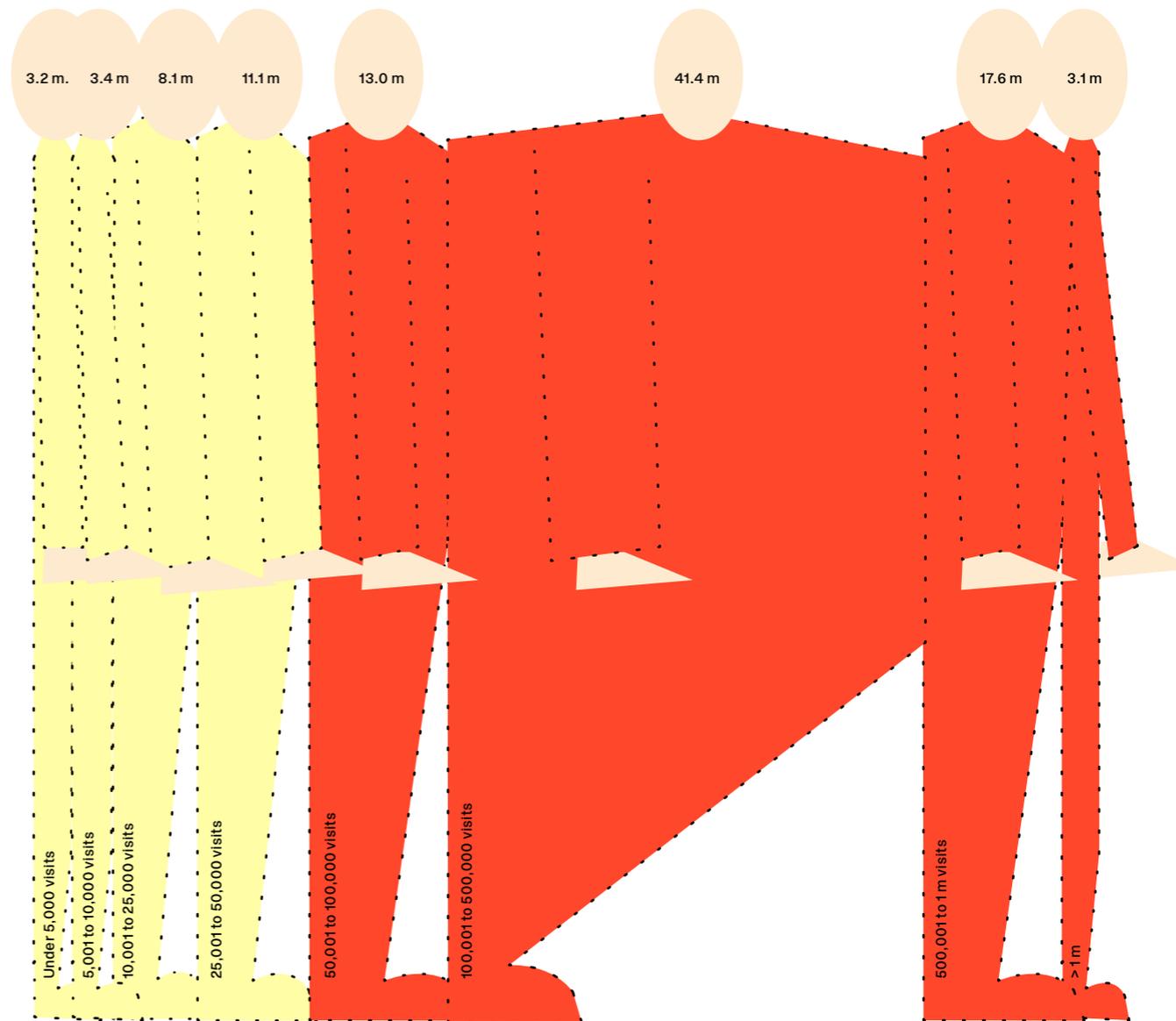
Particularly strong in the lower and middle categories
Nine out of ten museums recorded fewer than 50,000 visits in 2023



Percentage distribution of museums by visit size category among museums that reported visit numbers (n = 3,929). Interpretation: 56.7% of museums recorded fewer than 5,000 visits in 2023.

Visit magnets above 50,000
Museums with more than 50,000 visits accounted for three quarters of all museum visits

Distribution of total visit numbers (100.9 m) by visit size category. Interpretation: 3.2 million visits in 2023 took place in museums with fewer than 5,000 visits.



Content diversity

18.3% (18.4 m)
Art

Visit numbers by museum type

18.2% (18.4 m)
Archaeology and history

16.2% (16.4 m)
Science and technology

11.8% (12.0 m)
Local and regional history / European ethnology

11.2% (12.3 m)
Palace and castle museums

9.3% (9.4 m)
Cultural history

8.5% (8.5 m)
Natural history

5.5% (5.5 m)
Collection museums and museum complexes

In the graphic, the height of each label corresponds to the visit numbers recorded for that museum type.

→ **Natural history museums** reported the lowest absolute visit numbers among the content-defined museums in 2023. However, their share of total visit numbers (8.5%) was twice as high as their representation within the overall museum landscape (4.4%).

→ The largest museum type numerically - **local and regional history / European ethnology** - accounted for **one in ten visits** in 2023.

→ **Art museums** constitute just under **11%** of all museums in Germany. In 2023, they accounted for **one in five visits** (18.3%).

→ Local and regional history / European ethnology is the most common thematic focus among museums in Germany, accounting for 43% of all institutions. Natural history museums and castle and palace museums each represent around 4%, making them the smallest of the content-defined museum types.

Archaeology and history

History (excluding local and regional history), memorial sites with collections, historical figures, archaeology, prehistory and early history, militaria.

Natural history

Zoology, botany, veterinary medicine, geosciences, palaeontology, and other natural history disciplines.

Collection museums and museum complexes

Collection museums: museums with multiple collection focuses based on all other museum types. Museum complexes: several museums with different collection focuses housed in the same building.

Cultural history

Cultural history, religious and ecclesiastical history, non-European ethnology, children's museums, toys, music history, brewing and winegrowing, literary history, fire services, musical instruments, and other special subjects.

Science and technology

Technology, transport, mining, metallurgy and smelting, chemistry, physics, astronomy, the history of technology, human medicine, pharmacy, industrial history, and other related sciences.

Castle and palace museums

Castles and palaces with historical inventories, monasteries with inventories, historic libraries.

Art

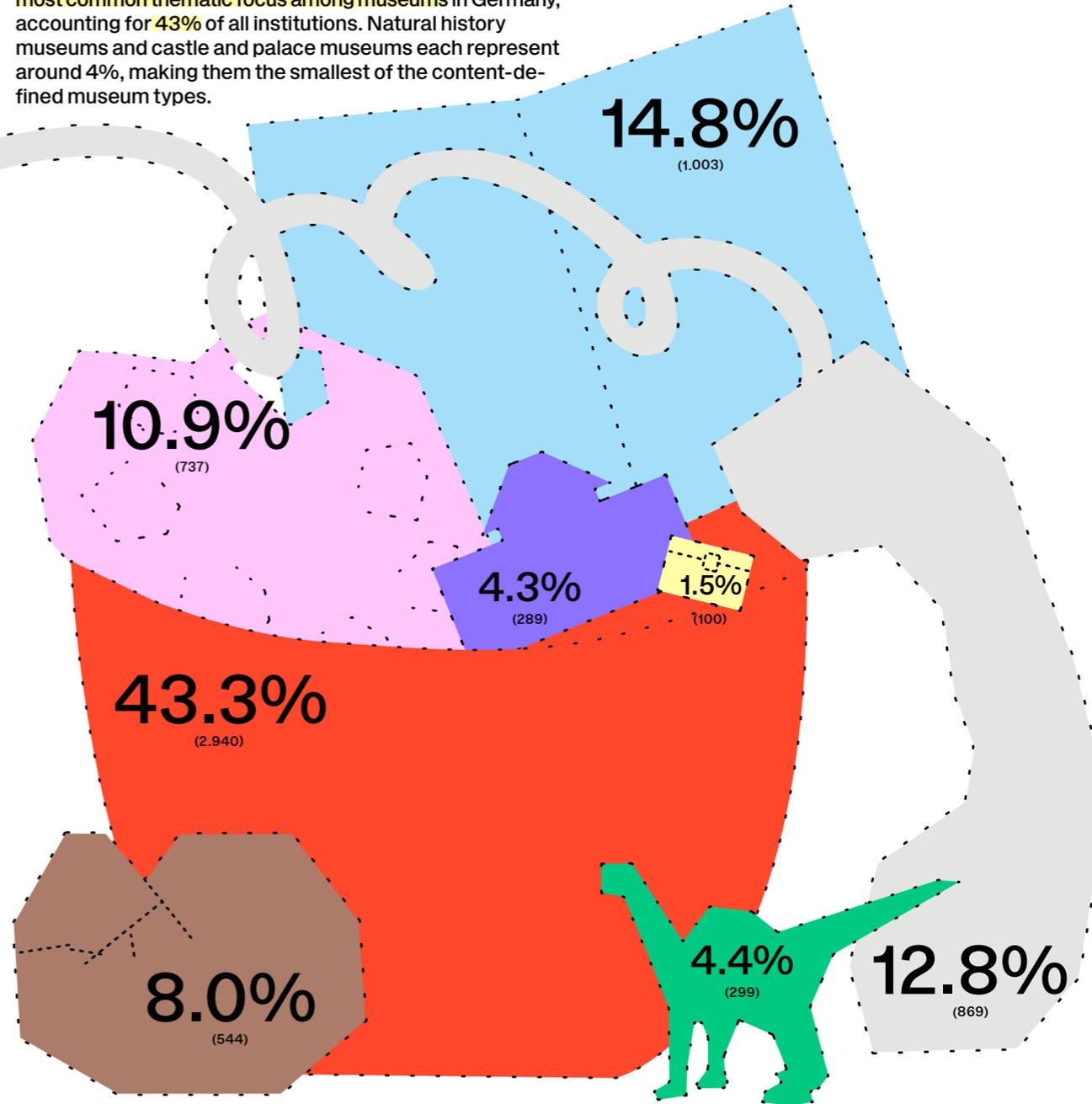
Art and architecture, decorative arts, ceramics, church treasures and religious art, film, photography.

Local and regional history / European ethnology

Local and regional history, European ethnology, local heritage ("Heimatkunde"), farmhouses, mills, agriculture.

Number and percentage distribution of all museums (n = 6,781) by museum category.

⁴ Since 1987, the Institute for Museum Research has used this classification - based on UNESCO categories - to facilitate international comparability. Zoological and botanical gardens, private commercial galleries, and historic buildings without exhibition holdings were not included in 2023.



Content diversity – memorial sites

→ There were **125 memorial sites with collections**⁵ across Germany in 2023. They form a distinct subset within the broader category of archaeological and historical museums.

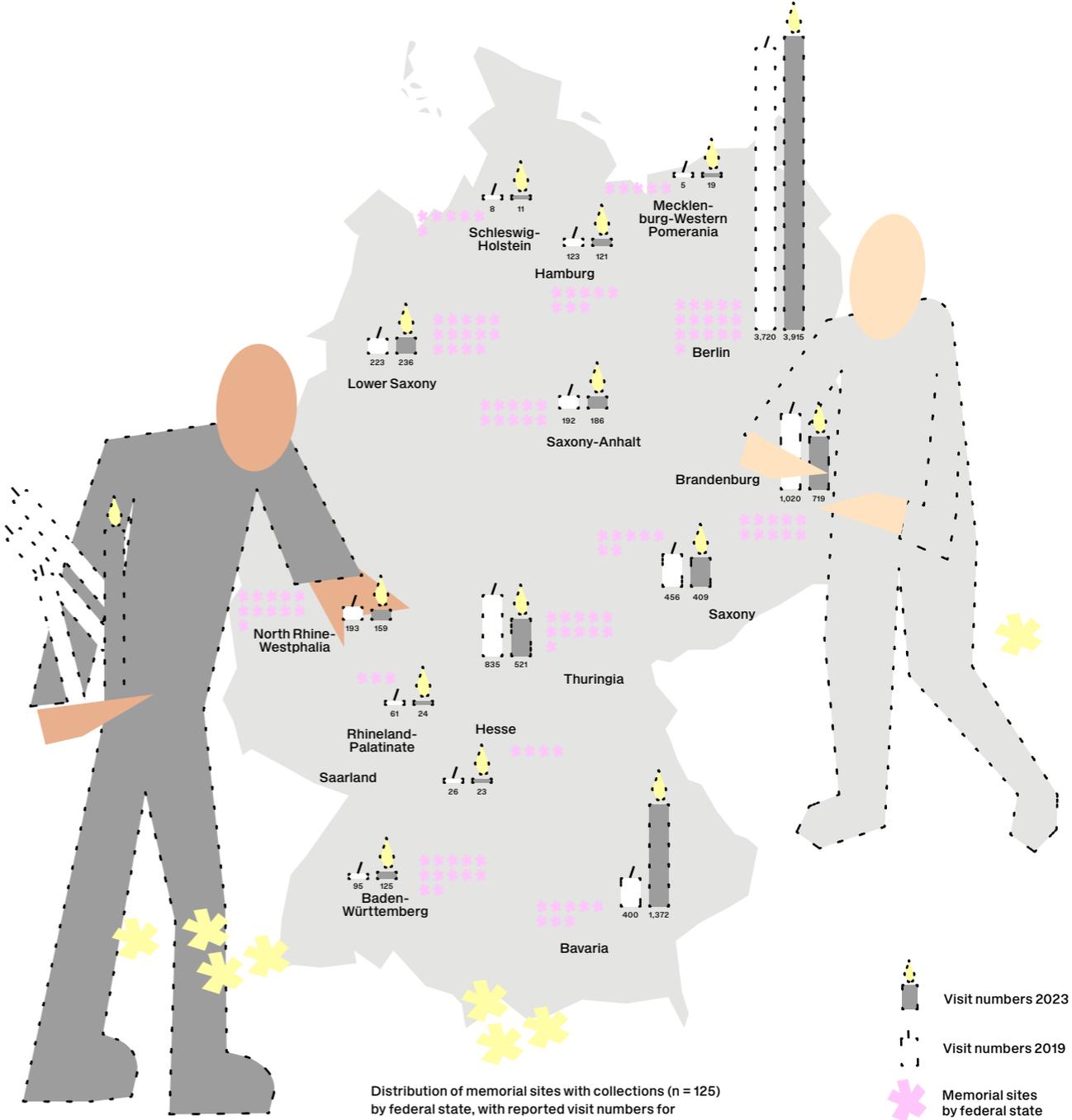
→ **7.8** million visits were recorded at memorial sites in 2023 – around **7.3%** of all museum visits and half a million more than in 2019.

→ **One in two** visits to a memorial site in 2023 took place in **Berlin**.

→ **Eight memorial sites in Bavaria** accounted for 15% of all memorial site visits in 2023. Compared with 2019, visit numbers in this federal state tripled.

→ Memorial sites presented **135 special exhibitions** in 2023. Most of them were in Berlin (25) and Saxony-Anhalt (20).

Memorial sites by federal state
Bavaria triples its 2019 level



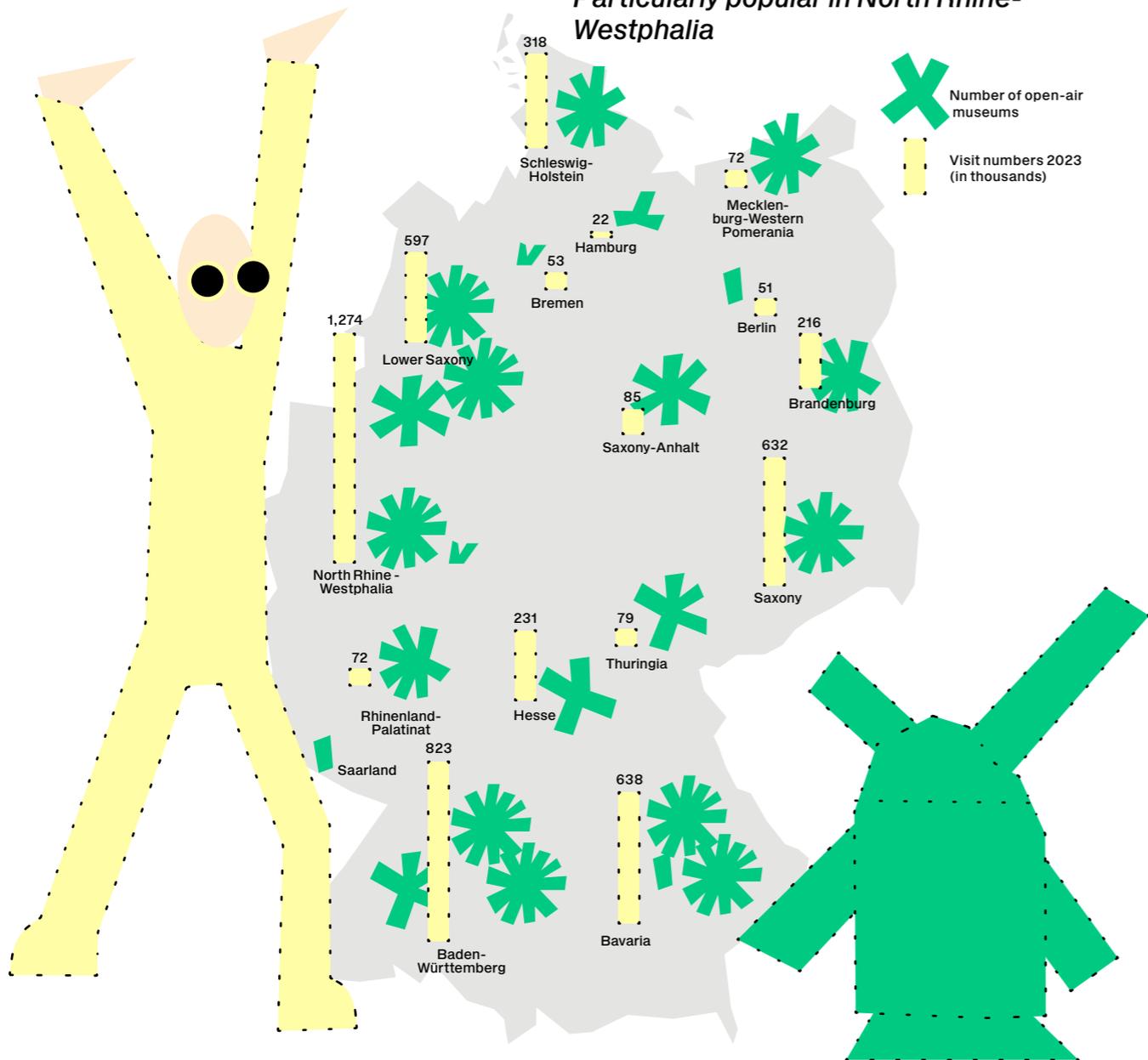
Distribution of memorial sites with collections (n = 125) by federal state, with reported visit numbers for 2019 (n = 94) and 2023 (n = 98) in thousands, rounded.

- Visit numbers 2023
- Visit numbers 2019
- Memorial sites by federal state

5 98 memorial sites reported visit numbers for 2023.

Content diversity – open-air museums

Open-air museums by federal state
Particularly popular in North Rhine-Westphalia



Distribution of open-air museums (n = 145) by federal state, with reported visit numbers (n = 97) in thousands.

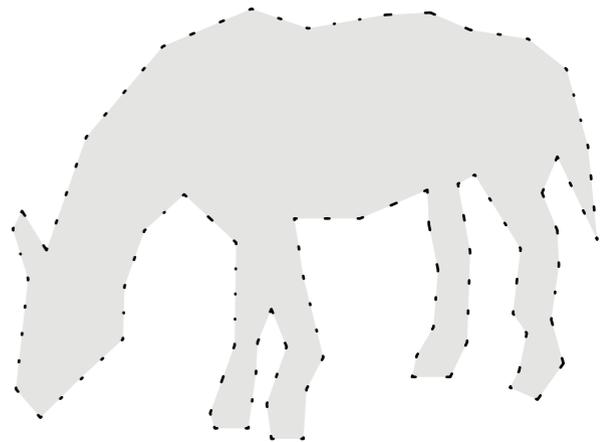
145

→ 145 open-air museums were identified across Germany in 2023. As a **specific exhibition format**, they are assigned to different museum types depending on their collection focus.

→ The largest numbers of open-air museums are found in **Lower Saxony** (26) and **Baden-Württemberg** (25).

→ In total, open-air museums⁶ reported **5.2 million visits in 2023** – a 20% increase compared with the previous year. Visits to open-air museums accounted for 5.1% of all museum visits.

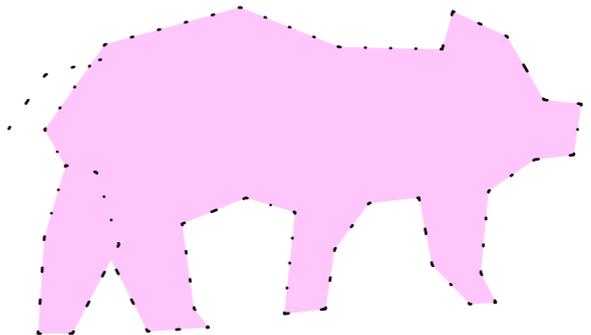
→ With the exception of Mecklenburg-Western Pomerania and Rhineland-Palatinate, all federal states were able to stabilise or further increase their visit numbers. The **strongest growth** compared with the previous year was recorded in **Saxony** (+500%) and **Hamburg** (+218%).



1/4

→ 1/4 (1.2 million) of all reported visits in 2023 took place in the 12 open-air museums in **North Rhine-Westphalia**.

→ Open-air museums presented **95 special exhibitions** in 2023. The clear majority (63) were shown in museums with a local and regional historical focus, followed by open-air museums specialising in science and technology (13).



6 97 open-air museums reported visit numbers for 2023.

Museum landscape

→ **Art museums** are particularly common in the capital, **Berlin** (26.4%). Among the non-city-states, North Rhine-Westphalia is the frontrunner (15.9%).

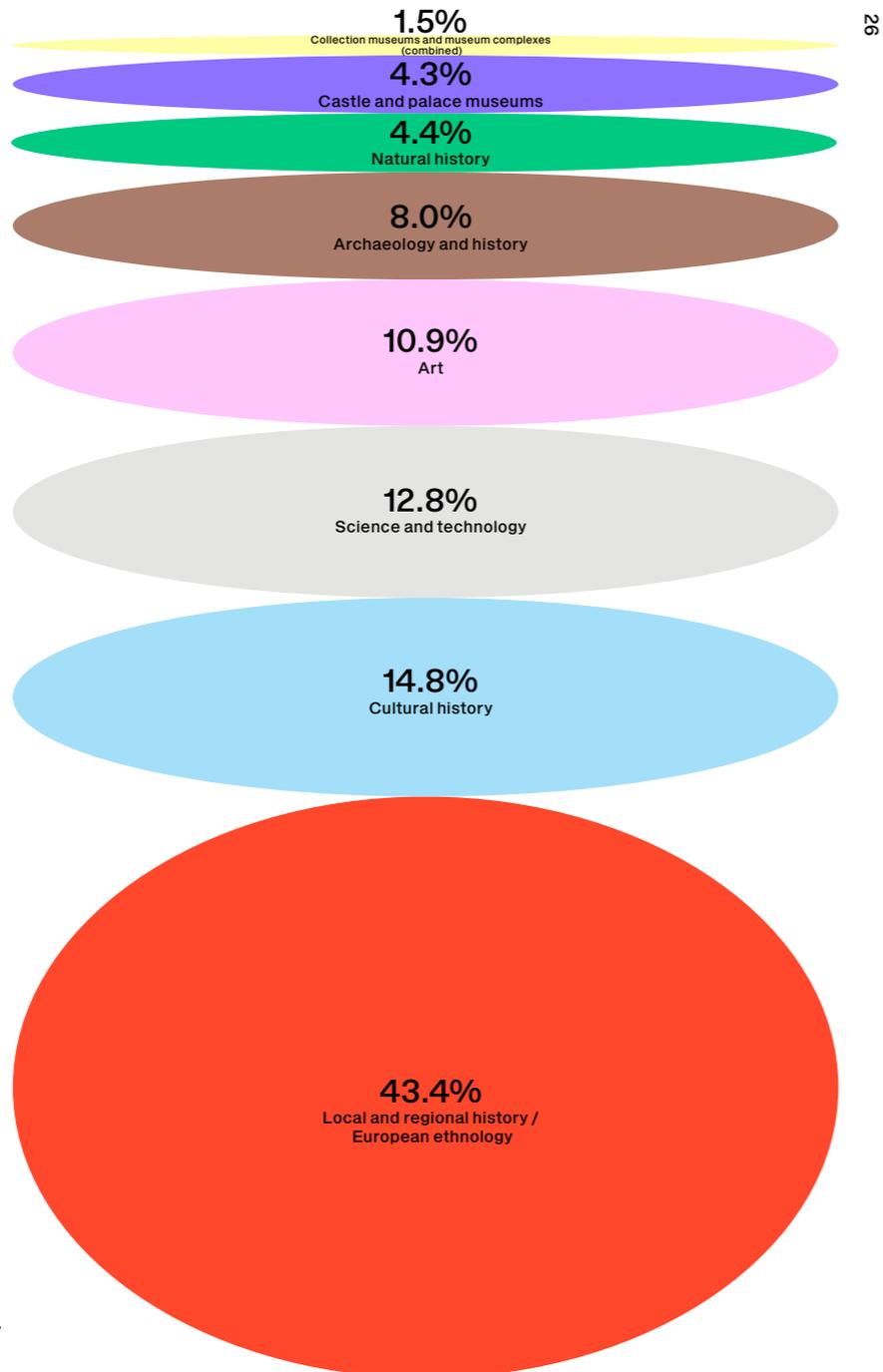
→ **Cultural history** is the main focus in one in four museums in **Hamburg**.

→ One in 10 museums in **Schleswig-Holstein** is devoted to **natural history**, whereas in Saxony-Anhalt it is one in 50.

→ The highest proportion of science and technology museums among the non-city-states is found in the former industrial regions of North Rhine-Westphalia (17.6%) and Saxony (17.3%).

→ At 53.4%, the share of **local and regional history museums** is particularly high in **Saarland**; the lowest proportion among the non-city-states is found in **Thuringia**, at **32.7%**.

→ **Palaces and castles** are represented at above-average levels in **Saxony-Anhalt** (7.7%), **Brandenburg** (7.4%), and **Thuringia** (6.5%).

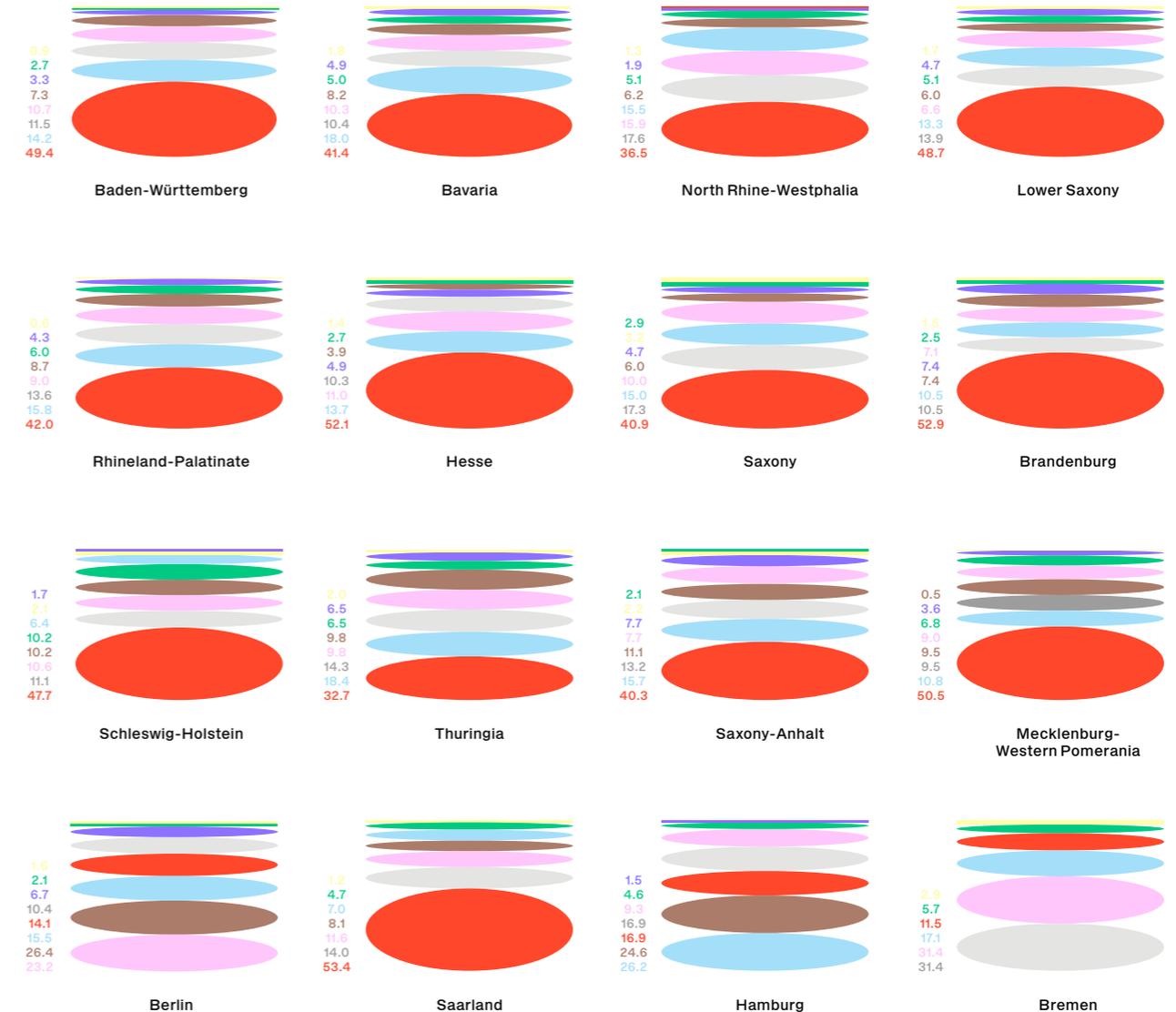


26

Percentage distribution of museum categories in Germany (n = 6,781).

Museums and museum types by federal state

Art strongly represented in North Rhine-Westphalia and the city-states



27

Percentage distribution of museums in 2023 (n = 6,781) across the federal states, differentiated by museum type.

Museum landscape

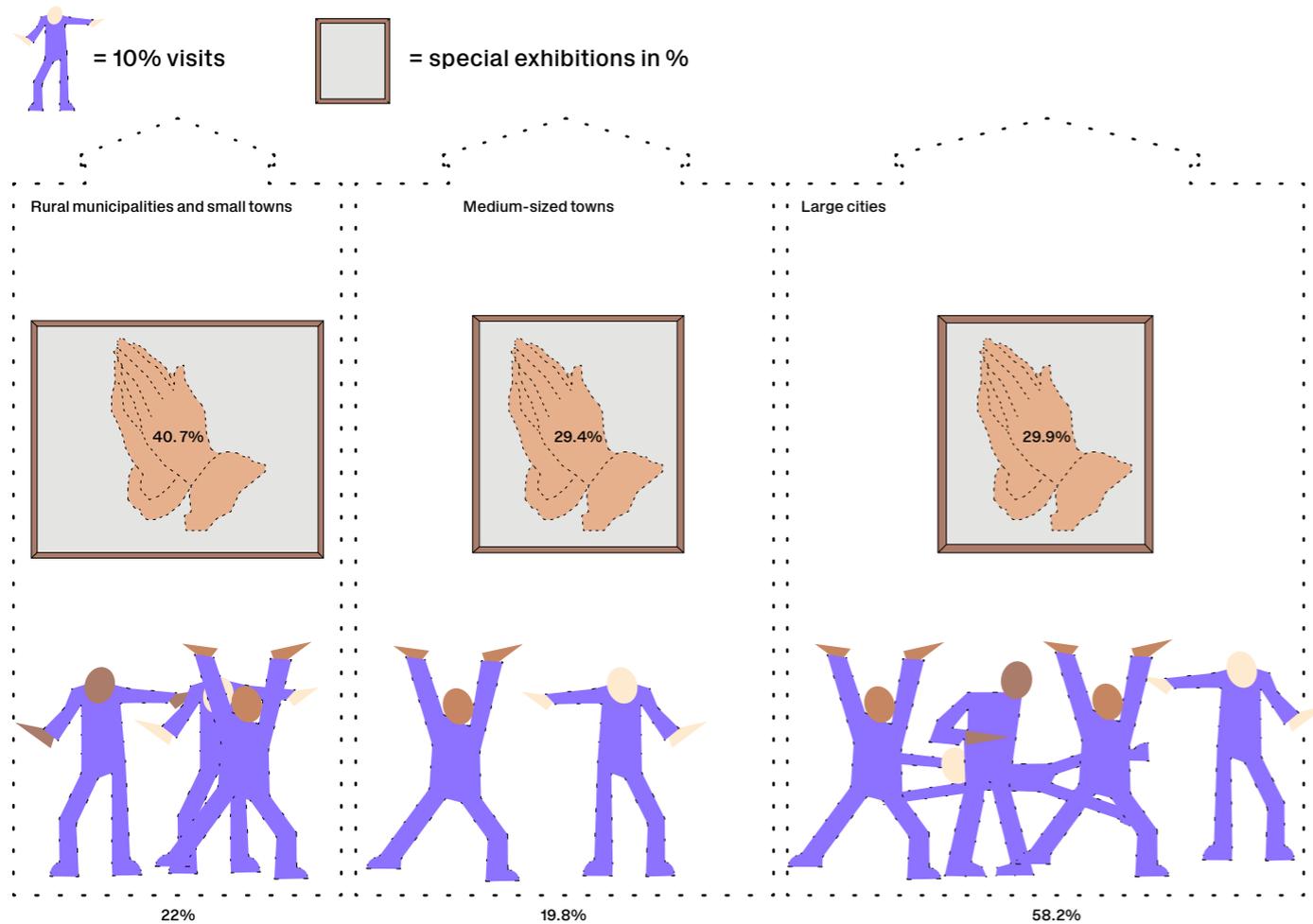
→ In 2023, a total of **5,195** special exhibitions were reported. This represents a decrease of 16.7% compared with the previous year. In comparison with 2019, more than one third fewer special exhibitions took place (-37.1%).

→ **40.7%** of all special exhibitions and **22%** of all museum visits took place in the 2,835 **rural municipalities and small towns** with up to 20,000 inhabitants.

→ **602 medium-sized towns** with between 20,000 and 100,000 inhabitants reported **29.4%** of all special exhibitions and **19.8%** of all visits.

→ **96 large cities** (over 100,000 inhabitants) accounted for one third (**29.9%**) of all special exhibitions and recorded two thirds (**58.2%**) of all visits.

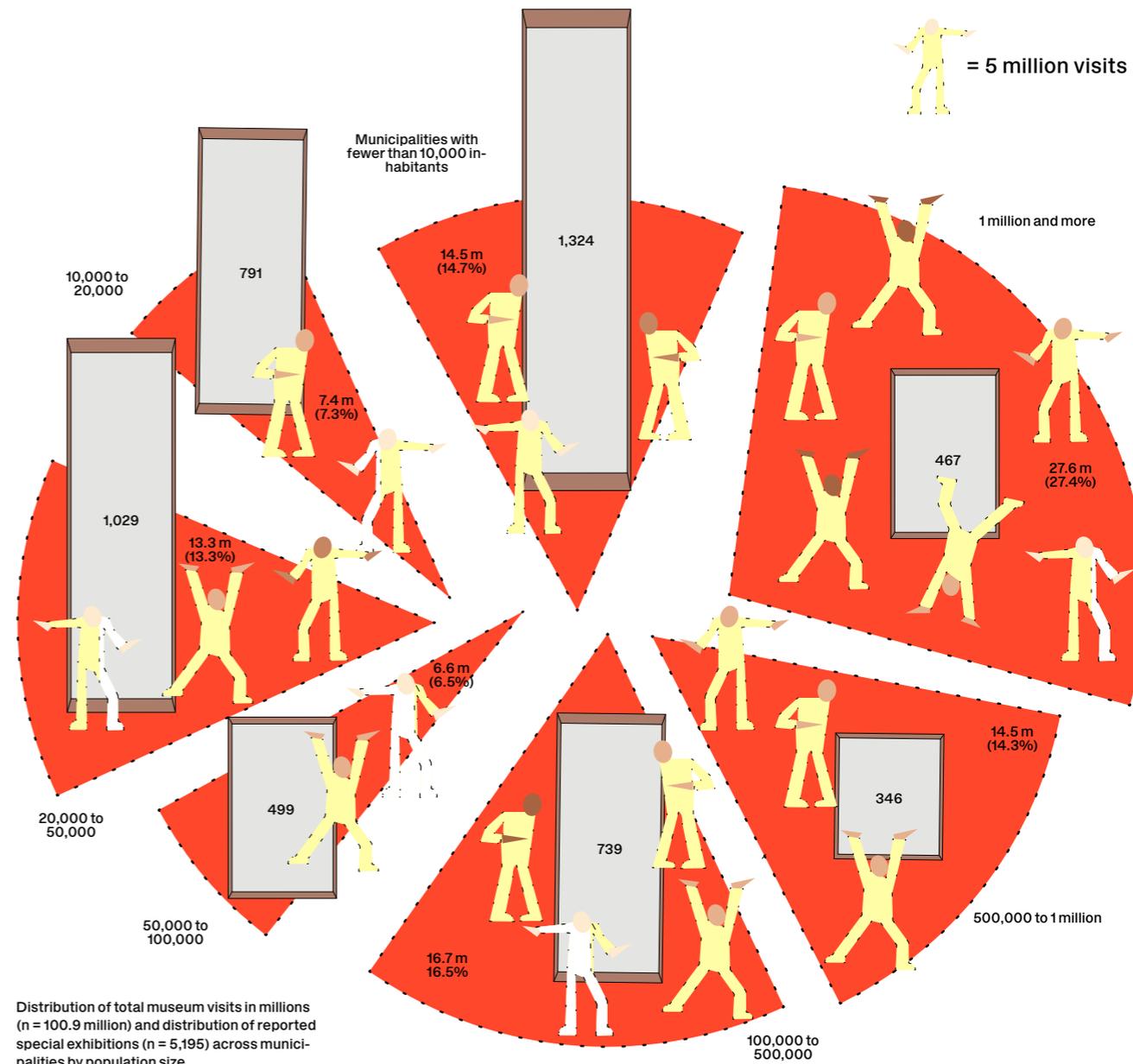
28



Museum visits and special exhibitions in municipalities by population size

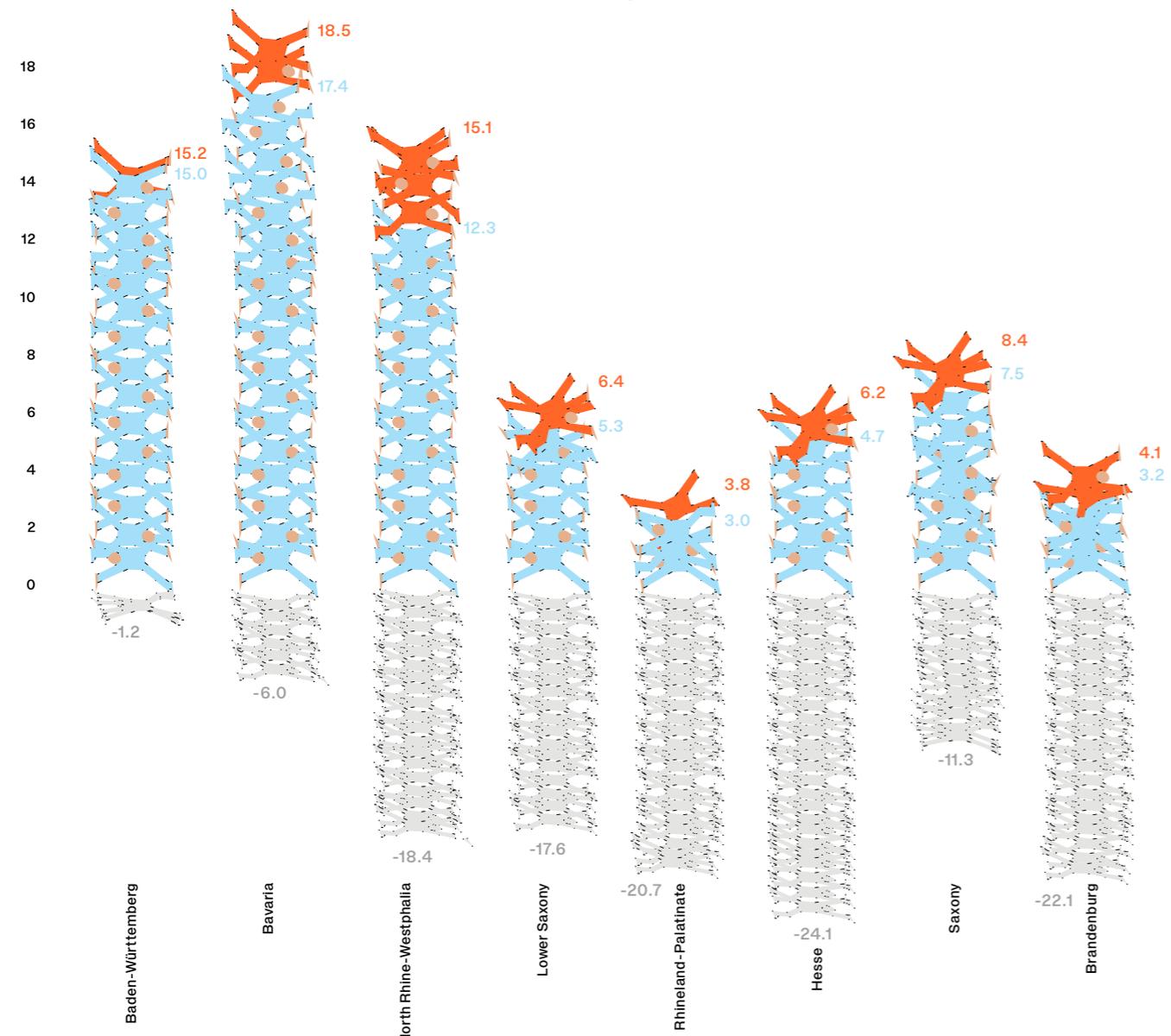
4 in 10 exhibitions take place in rural areas

29



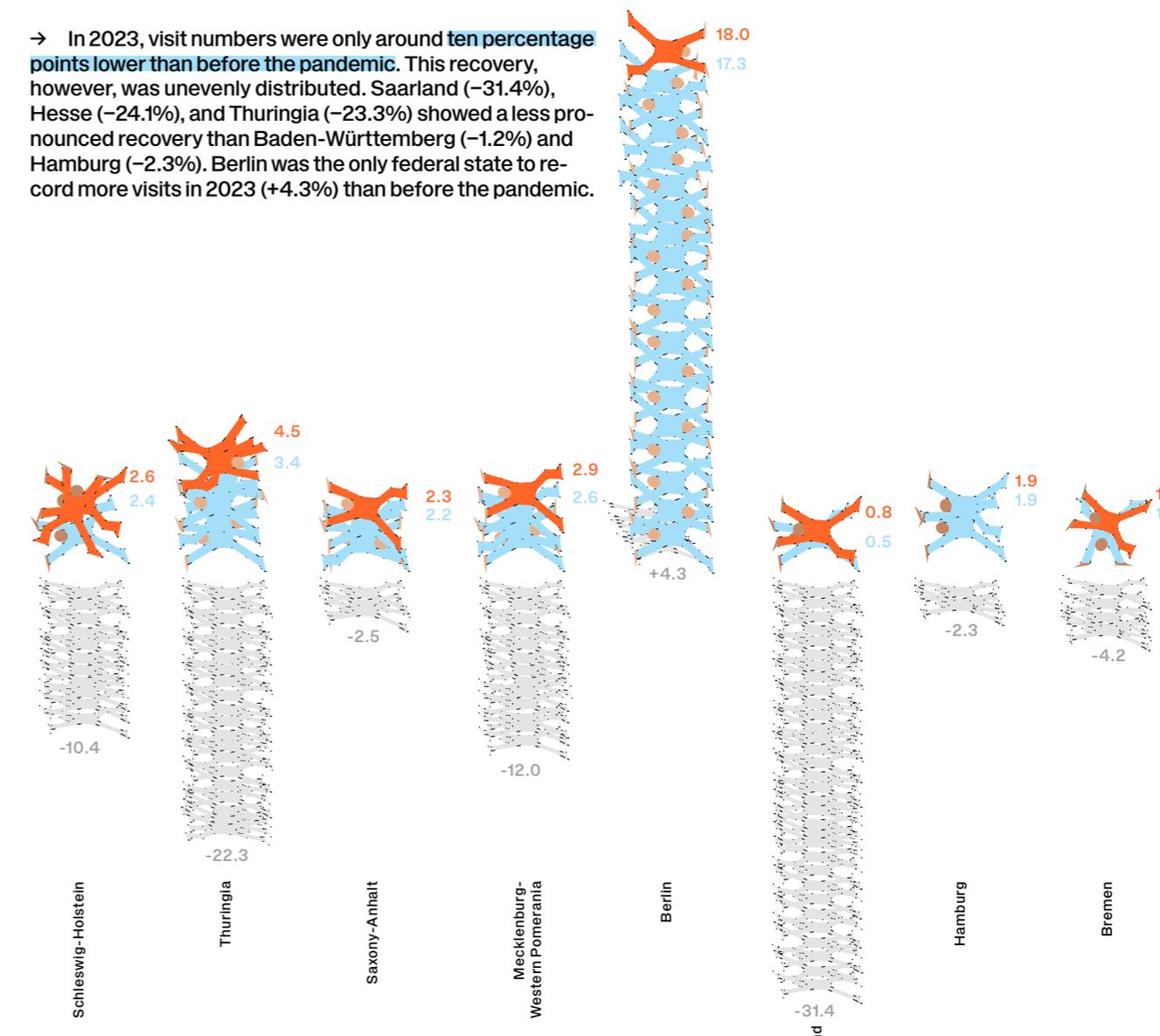
Museum landscape

Visit numbers by federal state More visits in Berlin than before the pandemic



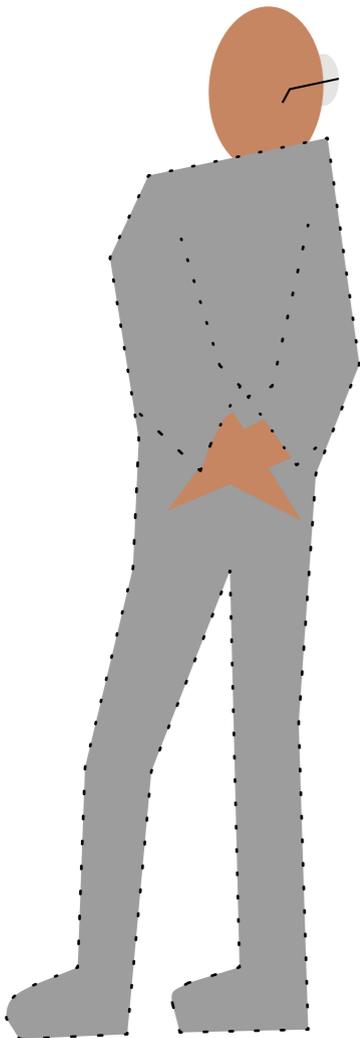
→ Berlin (18 million), Bavaria (17.4 million), and Baden-Württemberg (15 million) recorded the highest numbers of museum visits in 2023; the fewest were reported from Saarland (half a million).

→ In 2023, visit numbers were only around ten percentage points lower than before the pandemic. This recovery, however, was unevenly distributed. Saarland (-31.4%), Hesse (-24.1%), and Thuringia (-23.3%) showed a less pronounced recovery than Baden-Württemberg (-1.2%) and Hamburg (-2.3%). Berlin was the only federal state to record more visits in 2023 (+4.3%) than before the pandemic.

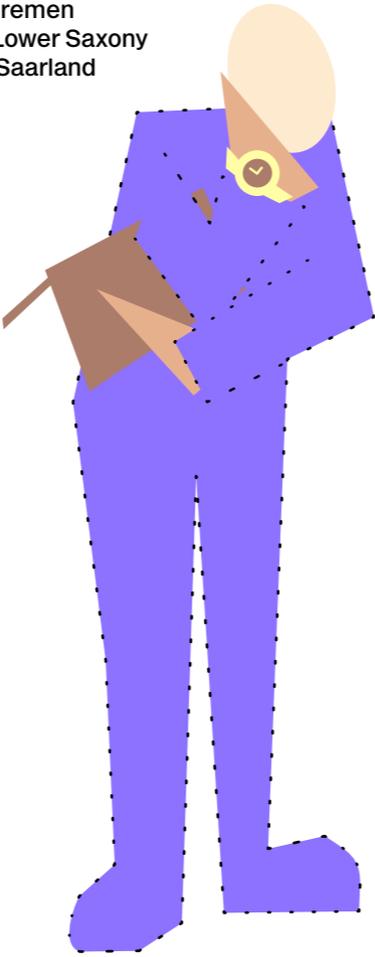


Visit numbers reported by museums in 2019 (n = 4,543) and 2023 (n = 3,929), in millions, rounded, by federal state.

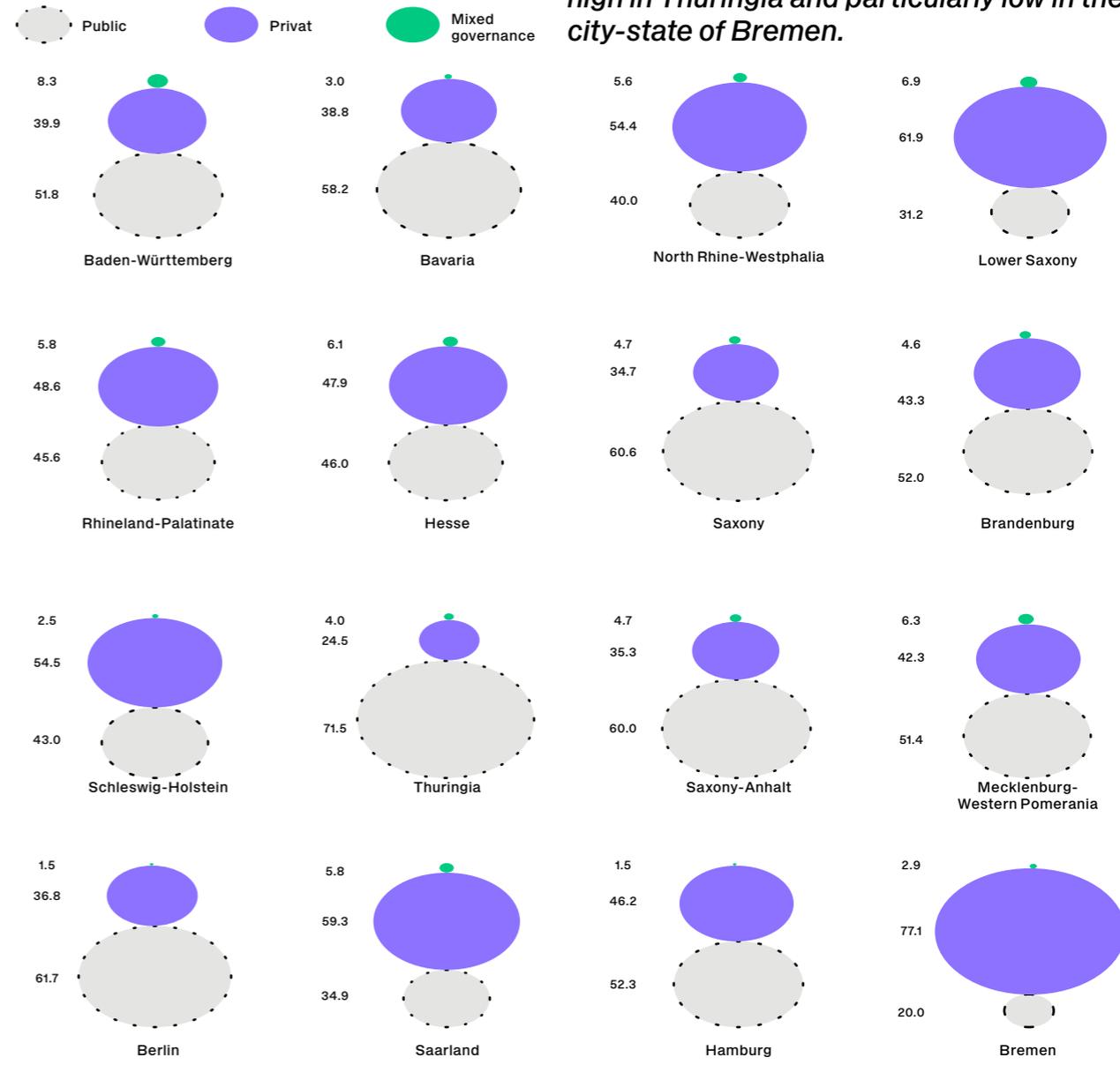
Museum landscape



- Bavaria has the highest number of public museums (707).
- Baden-Württemberg has the highest number of private museums (488).
- Federal states with particularly high proportions of public museums:
 71.5% in Thuringia
 61.7% in Berlin
 60.6% in Saxony
- Federal states with particularly high proportions of private museums:
 77.1% in Bremen
 61.9% in Lower Saxony
 59.3% in Saarland



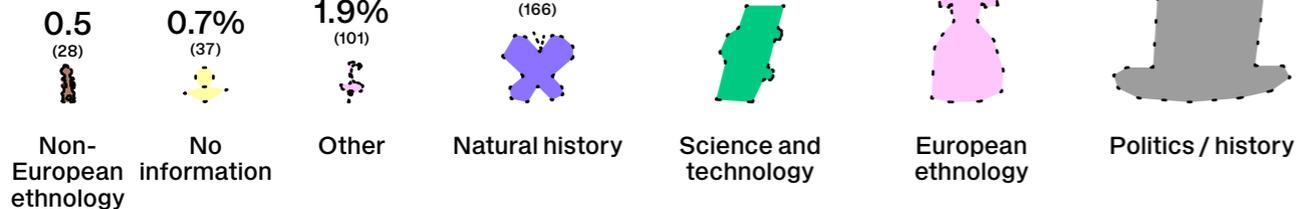
Museum governance by federal state



Percentage distribution of museum governance types by federal state (n = 6,781).

The share of public museums is particularly high in Thuringia and particularly low in the city-state of Bremen.

Special exhibitions 2023 Blockbuster art



→ In 2023, 2,072 museums reported a total of **5,195** special exhibitions and 66.2 million visits.⁷

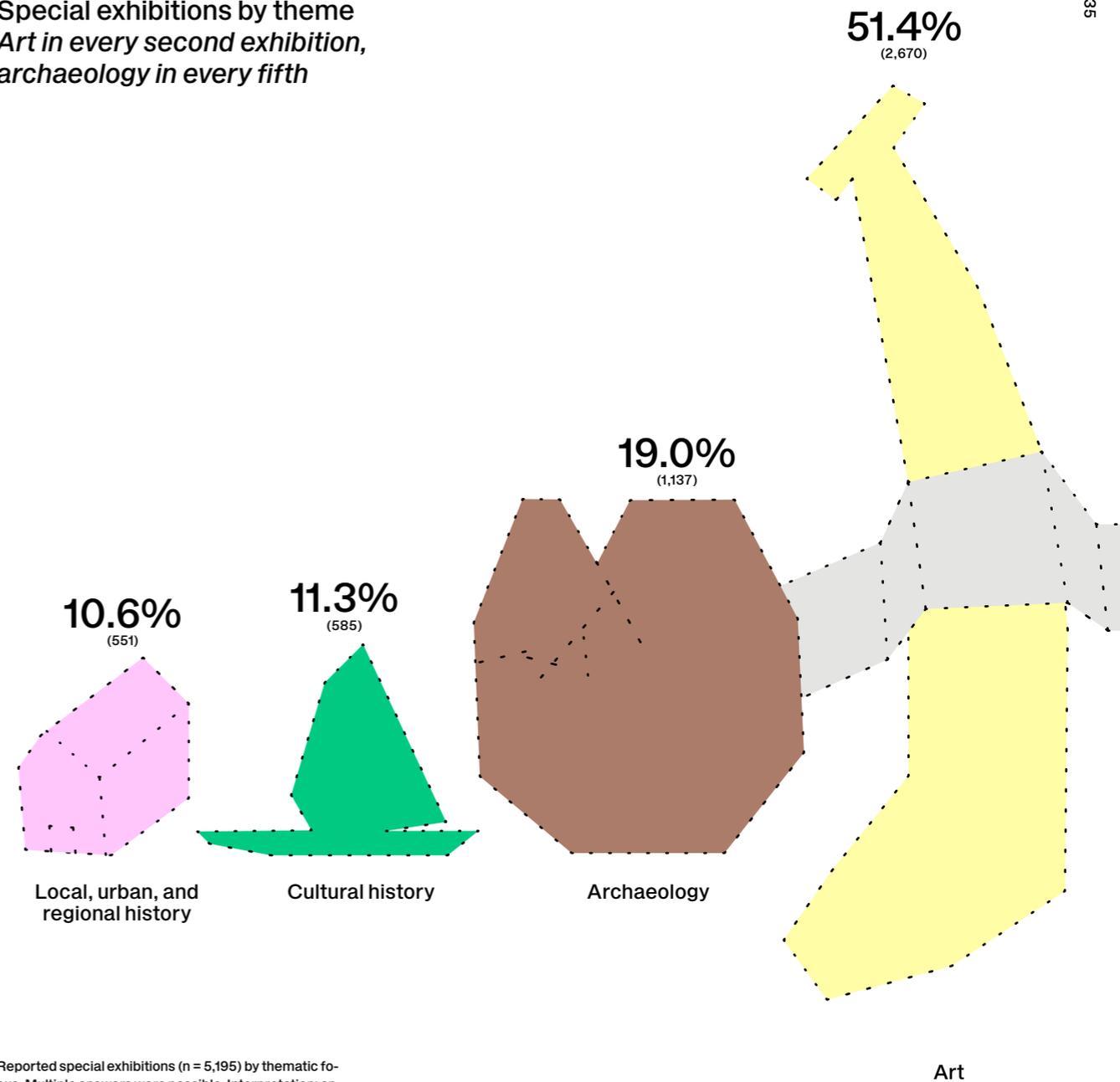
→ Art played an important role across all museum categories. While **art museums** reported a total of **1,135** exhibitions for 2023, **art** was named as the thematic focus for **3,033** special exhibitions.

→ Museums with a focus on **local and regional history / European ethnology** organised the highest number of special exhibitions (2,250), while castle and palace museums reported the fewest (155).

→ **13** exhibitions were shown **exclusively in digital space** in 2023.

34

Special exhibitions by theme *Art in every second exhibition, archaeology in every fifth*

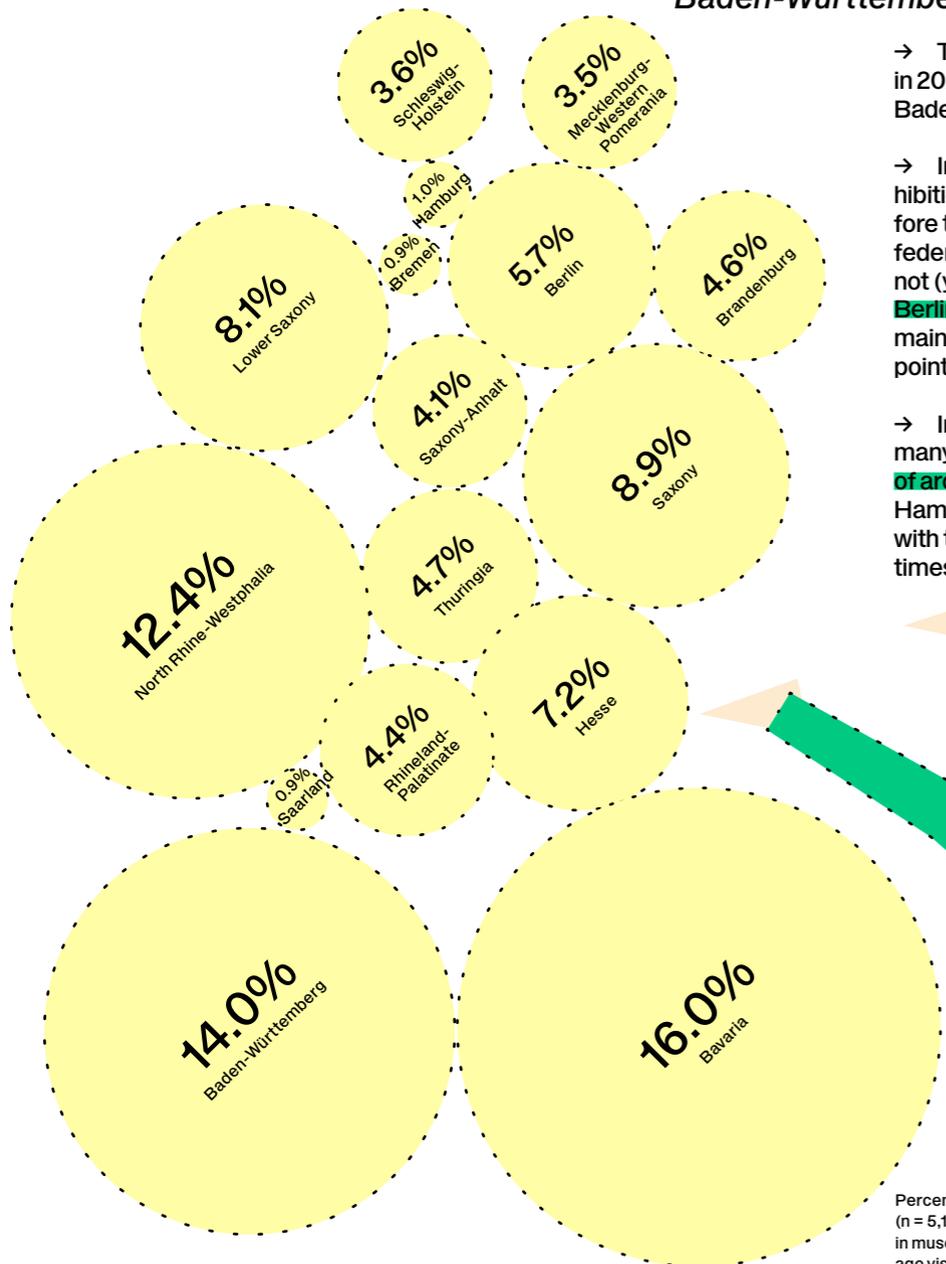


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⁷ The number of visits to special exhibitions refers exclusively to the figures reported for exhibitions shown in analogue form.

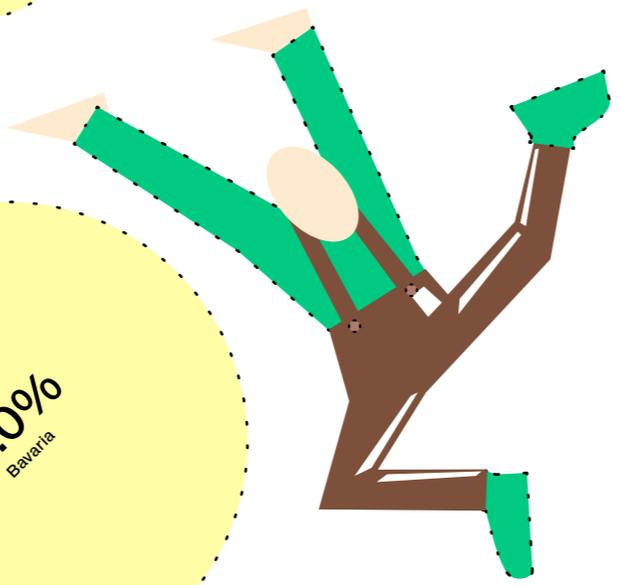
Reported special exhibitions (n = 5,195) by thematic focus. Multiple answers were possible. Interpretation: an archaeological focus was indicated for 19% of all reported special exhibition themes (n = 6,233).

Special exhibitions 2023



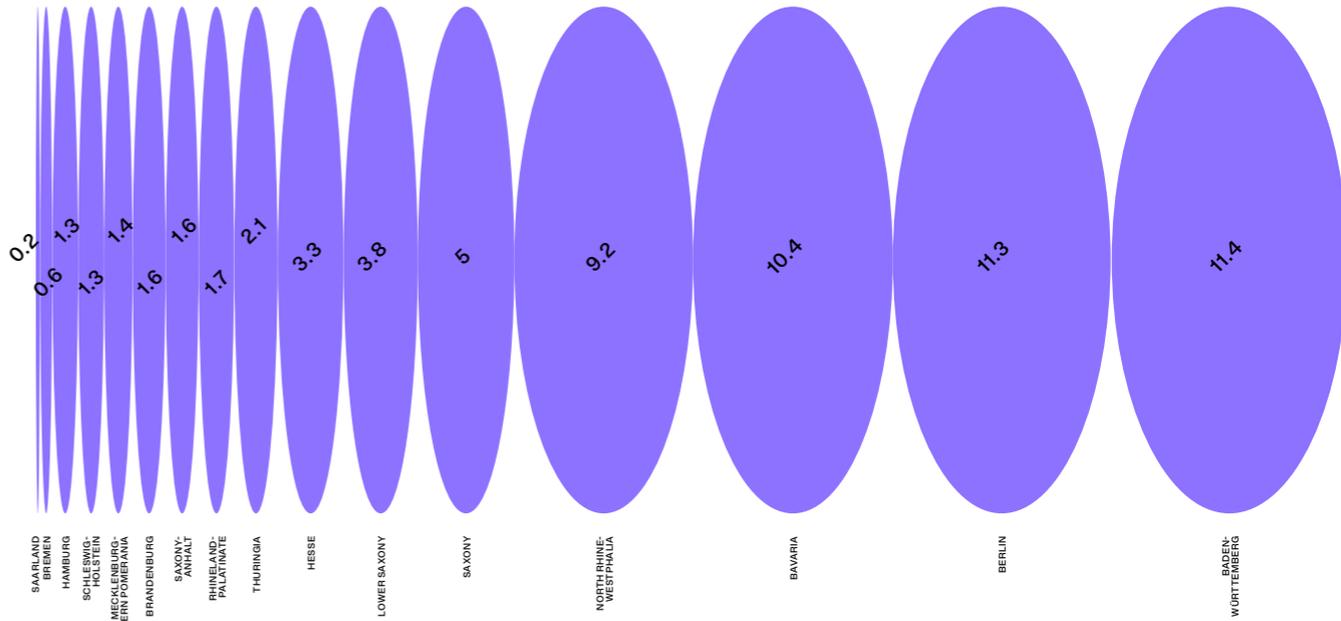
Special exhibitions by federal state Baden-Württemberg in the lead

- The **largest numbers of exhibitions** in 2023 took place in Bavaria and Baden-Württemberg.
- In **Baden-Württemberg**, special exhibitions attracted more visits than before the pandemic (+14.1%). In all other federal states, special exhibitions have not (yet) reached the 2019 level. Even in **Berlin**, the capital, figures in 2023 remained 13.1% below this reference point.
- In 2023, special exhibitions in Germany's museums attracted an **average of around 13,000 visits** each. Berlin and Hamburg were well above this figure, with the capital reaching almost three times that number.

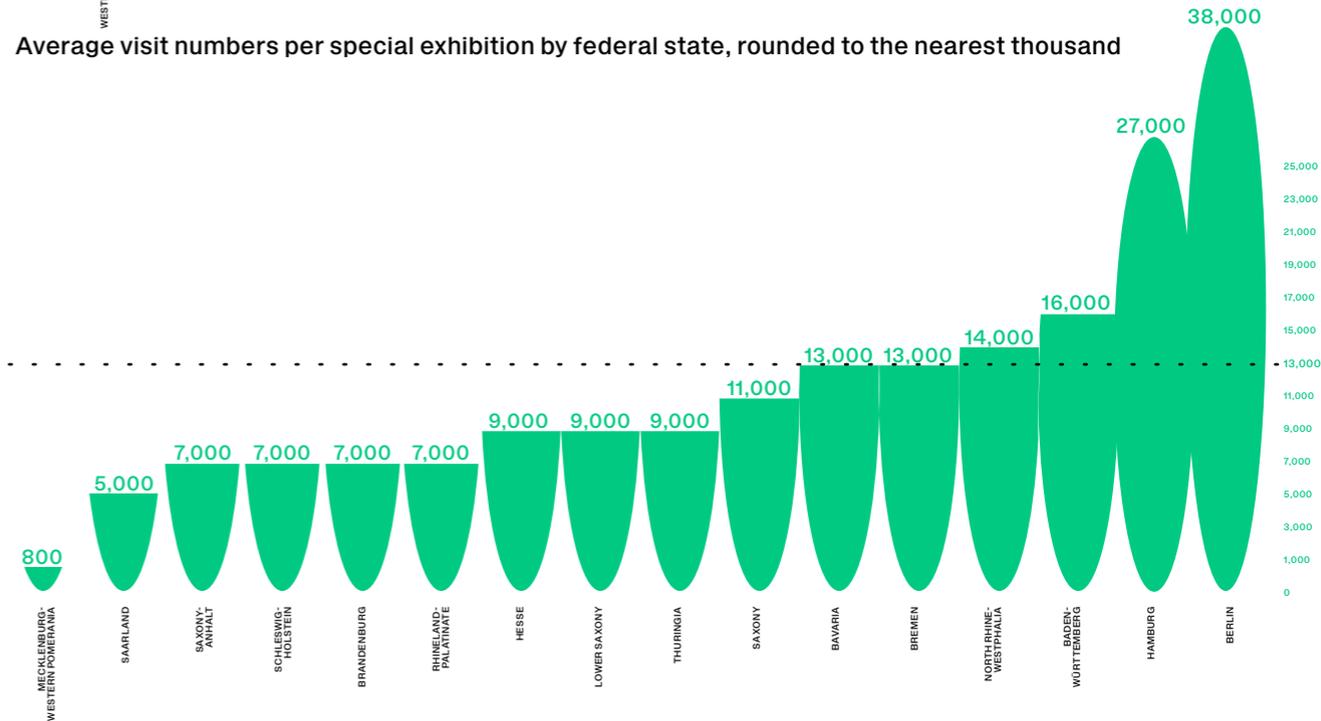


Percentage distribution of reported special exhibitions (n = 5,195), distribution of visit numbers (n = 66.2 million) in museums with reported special exhibitions, and average visit numbers per special exhibition (rounded to the nearest thousand), by federal state.

Visit numbers in museums with special exhibitions by federal state, in millions (n = 66.2 million)



Average visit numbers per special exhibition by federal state, rounded to the nearest thousand



Special exhibitions 2023

→ Art museums recorded the highest number of visits, at 14.8 million, followed by archaeological and historical museums (12.4 million).

→ Exhibitions in castles and palace museums, in collection museums, and in archaeological or historical museums recorded 33,000 visits each on average, whereas exhibitions in local and regional history museums averaged around 4,000 visits.

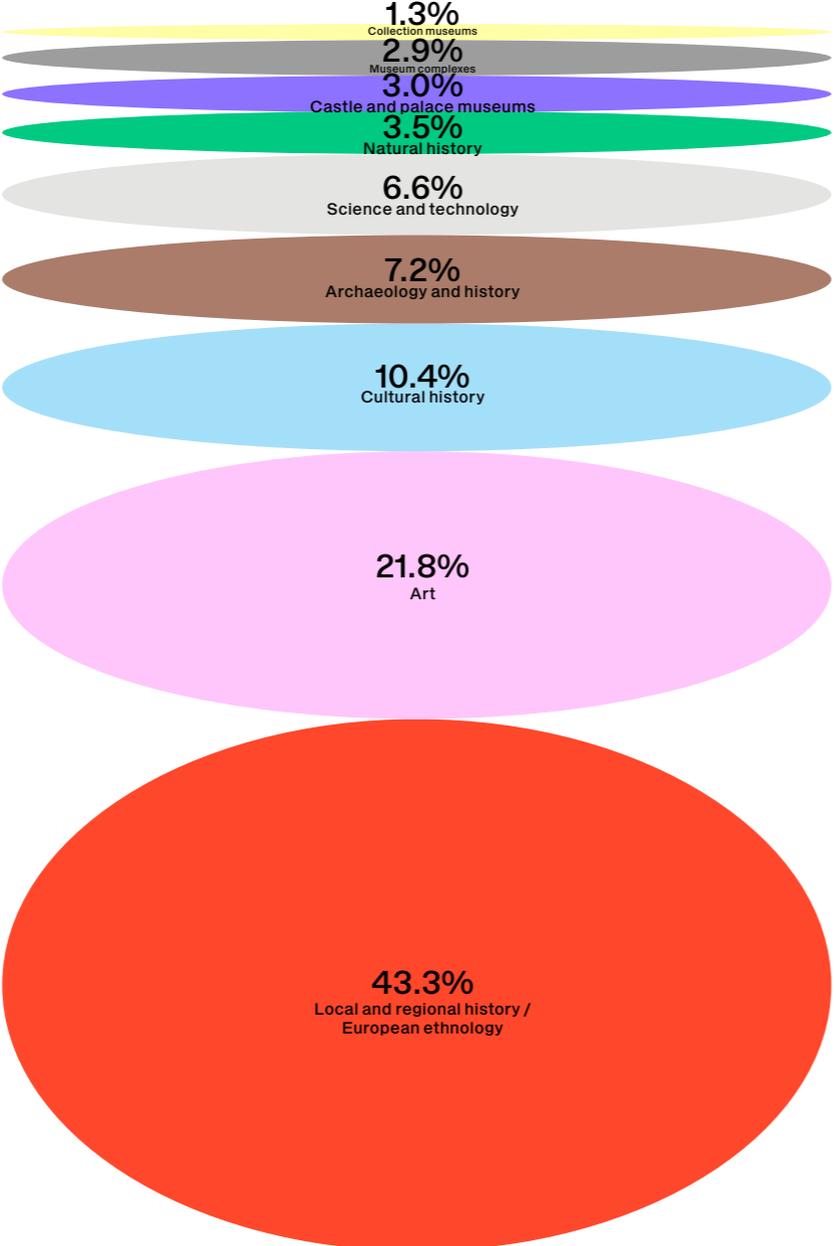
→ No museum category came close to reaching pre-pandemic audience levels with its special exhibitions. Particularly far below this reference level were the local and regional history museums (-35%) and cultural history museums (-22.5%). The types coming closest to 2019 were collection museums (-1%) and natural history museums (-2.8%).

→ Local and regional history museums were particularly active in organising exhibitions. Four in ten special exhibitions were produced by this category. In total, they reported 2,250 of the 5,195 special exhibitions.

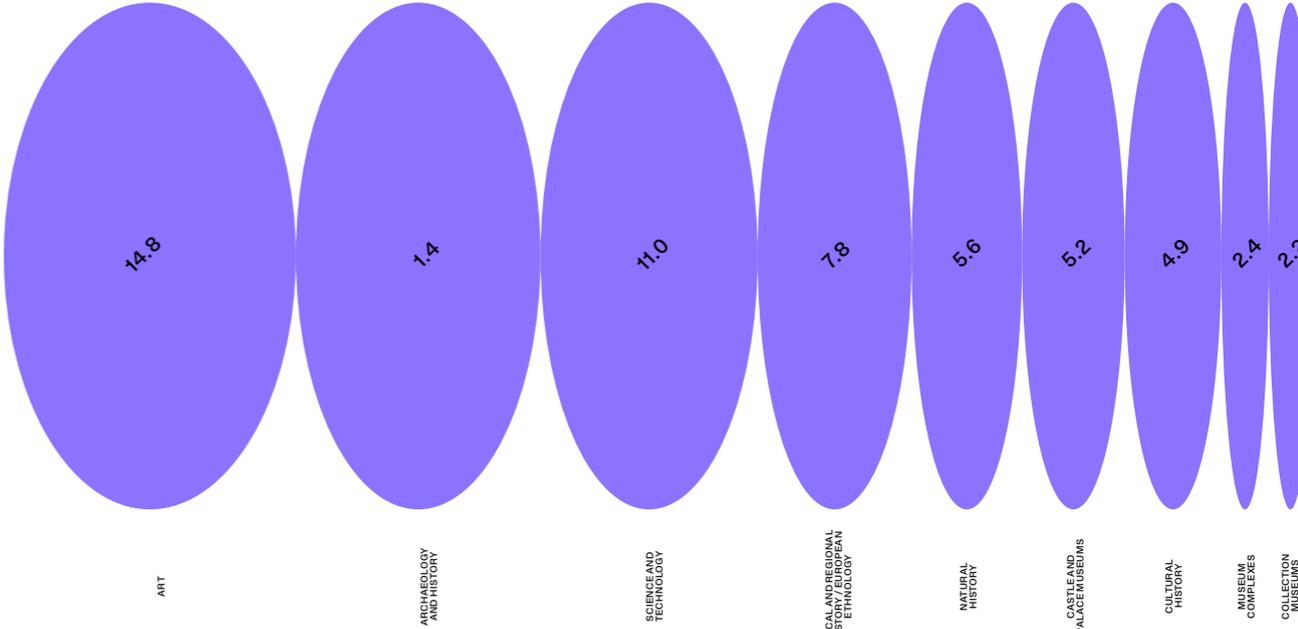
Percentage distribution of recorded special exhibitions (n=5,195), distribution of visit numbers (n=66.2 million) in museums with recorded special exhibition and the average visit number per special exhibition (rounded to the nearest thousand) by museum type.

Special exhibitions by museum type

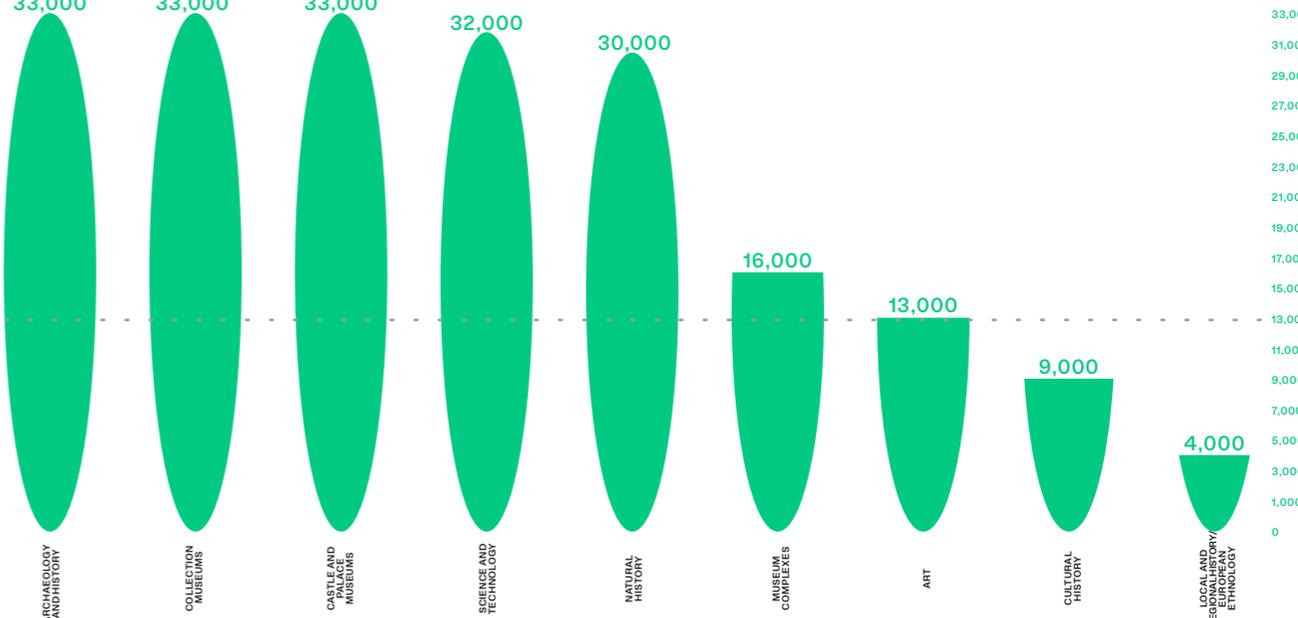
Exhibitions in castles and palaces attract above average visit numbers



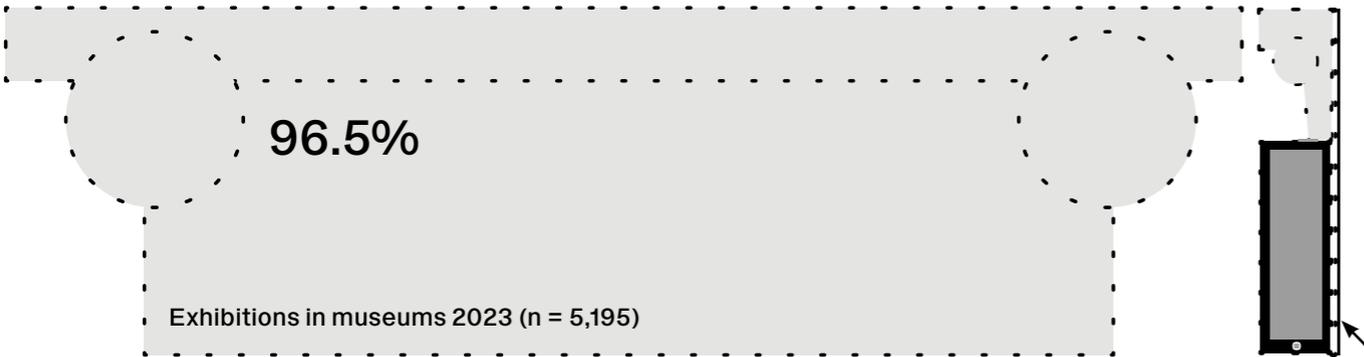
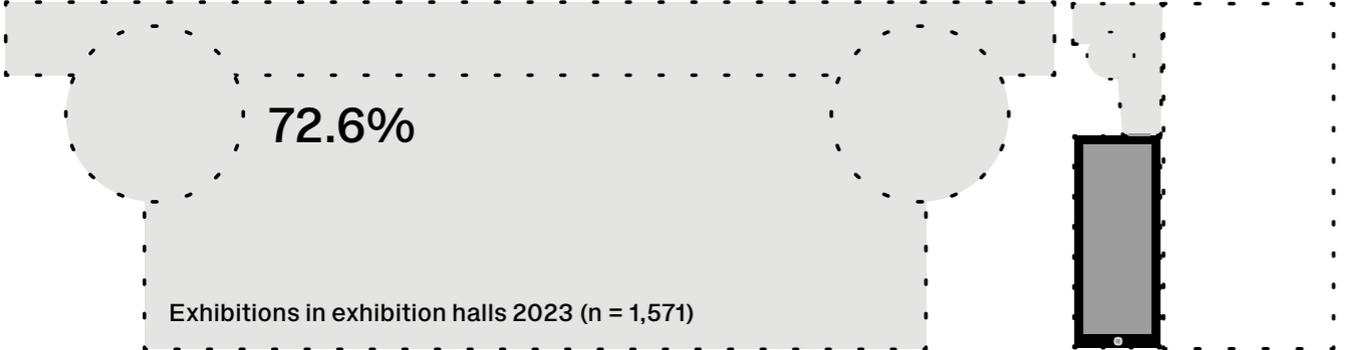
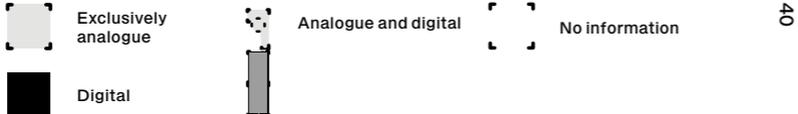
Visit numbers in museums with special exhibitions by museum type, in millions (n = 66.2 million)



Average visit numbers per special exhibition by museum type, rounded to the nearest thousand

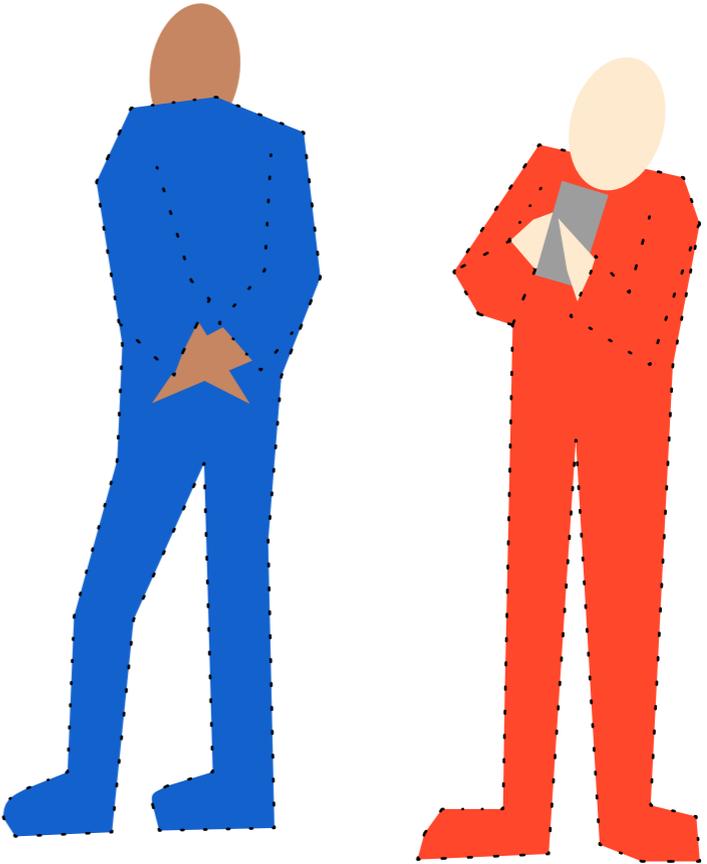


Special exhibitions 2023 - Analogue and digital

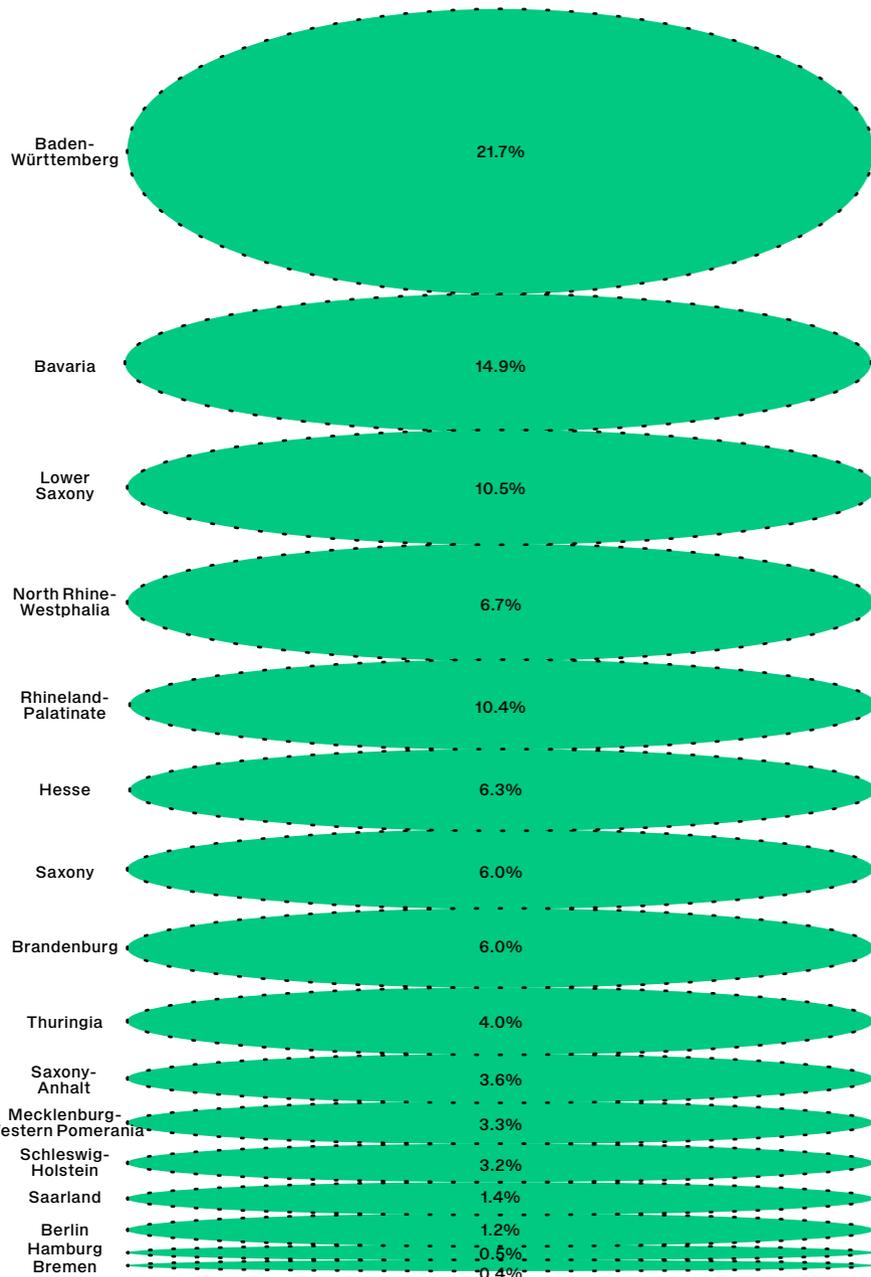


Special exhibitions: analogue and digital
Analogue dominates

- The proportion of exhibitions conducted **exclusively in analogue form** was **91.1%** across museums and exhibition halls in 2023.
- **3.1%** of exhibitions reported by museums for 2023 were **accompanied by digital components**. In exhibition halls, **one in 20** exhibitions could also be experienced digitally.
- The proportion of **purely digital exhibitions** in museums and exhibition halls continues to decline. Museums reported 13 fully digital exhibitions; exhibition halls did not use this format at all.

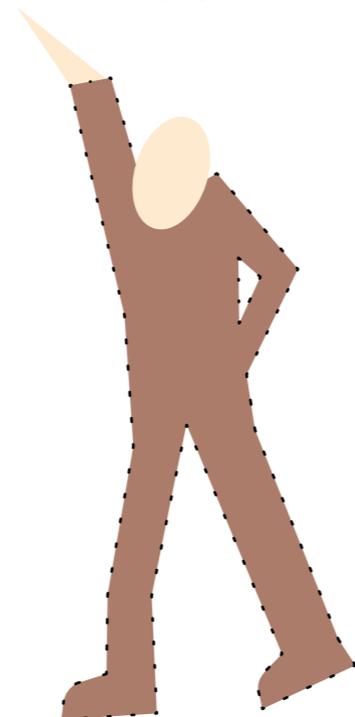


Percentage distribution of reported special exhibitions in exhibition halls and museums (n₁ = 1,571; n₂ = 5,195; n₁₊₂ = 6,766) by format (analogue or digital).



→ Museums with up to 10,000 visits accounted for 68.9% of all museums that reported visit numbers in 2023.

→ In the large non-city-states of Bavaria, Baden-Württemberg, and North Rhine-Westphalia, almost one in two museums (47.1%) belonged to this size category.



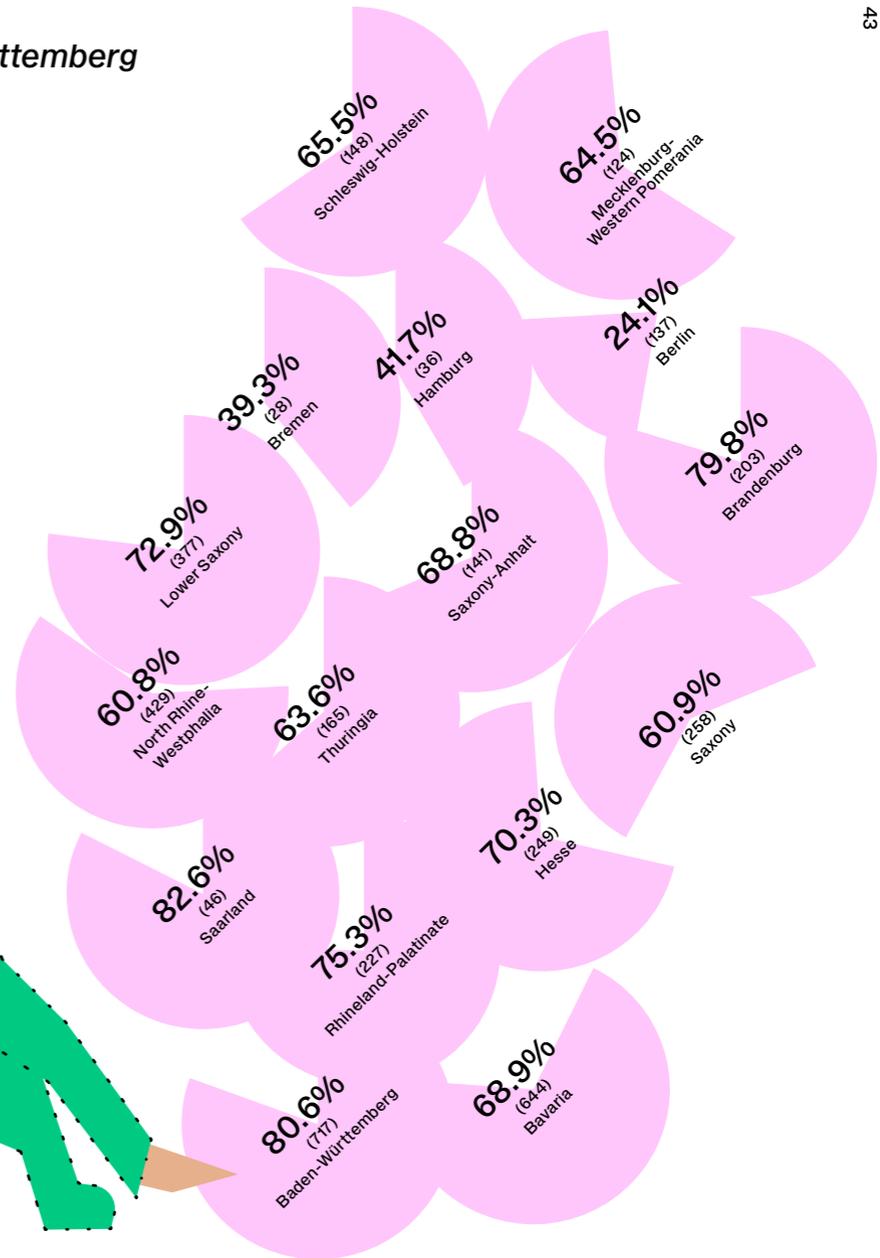
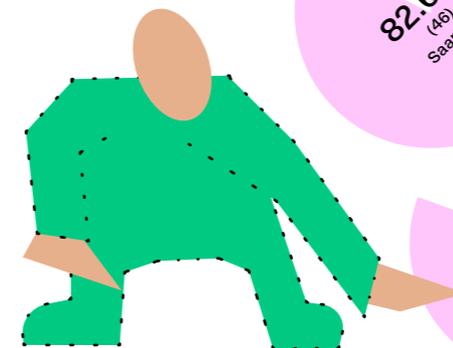
Percentage distribution of museums with up to 10,000 visits (n = 2,699) by federal state.

→ Museums with up to 10,000 visits reported 6.6 million visits in 2023, representing 6.5% of total visit numbers.

→ Half of all special exhibitions in 2023 took place in a museum with fewer than 10,000 visits.

→ The average share of tourist visits in small museums was 44.6%. The average share of school groups was 16.5%.

→ Almost half of the special exhibitions reported by museums with up to 10,000 visits focused on art (48.8%). Only 0.5% of exhibitions in this size category focused on non-European ethnology.

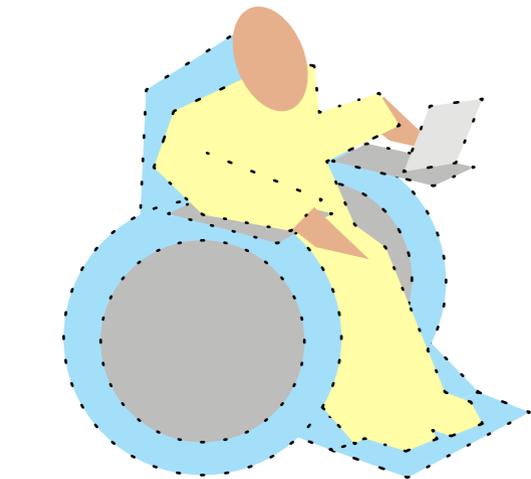
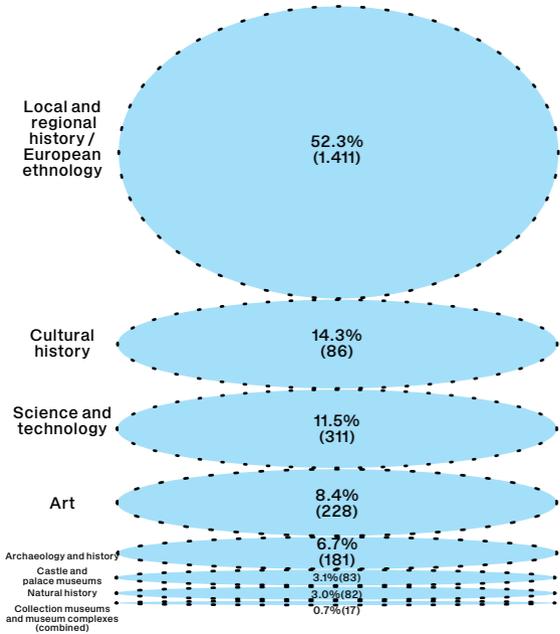


Percentage of museums with up to 10,000 visits (n = 2,699) among all museums reporting visit numbers (n = 3,929), by federal state.

Two out of three

Museum types

The local and regional perspective matters



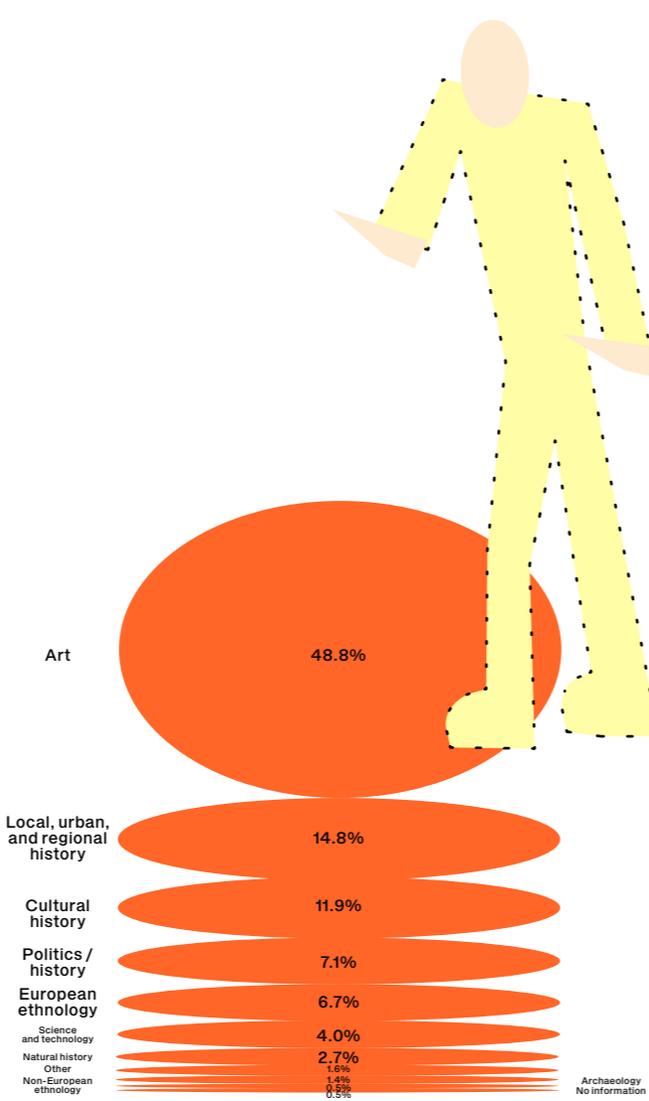
Percentage distribution of museums with up to 10,000 visits (n = 2,699) by museum type.

Museums with up to 10,000 visits

44

Exhibition themes

Regional history in second place

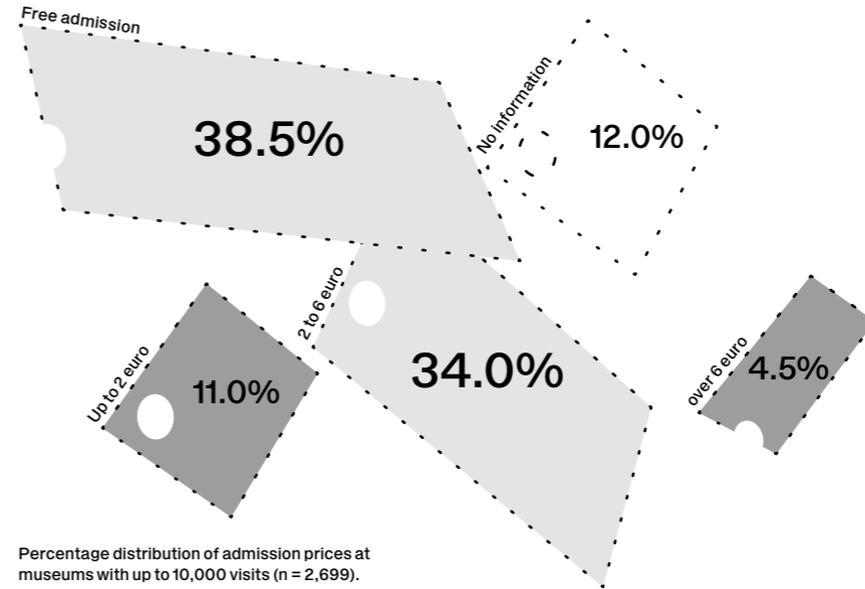


Percentage distribution of thematic focuses named for reported special exhibitions in museums with up to 10,000 visits (n = 2,820), multiple answers possible.

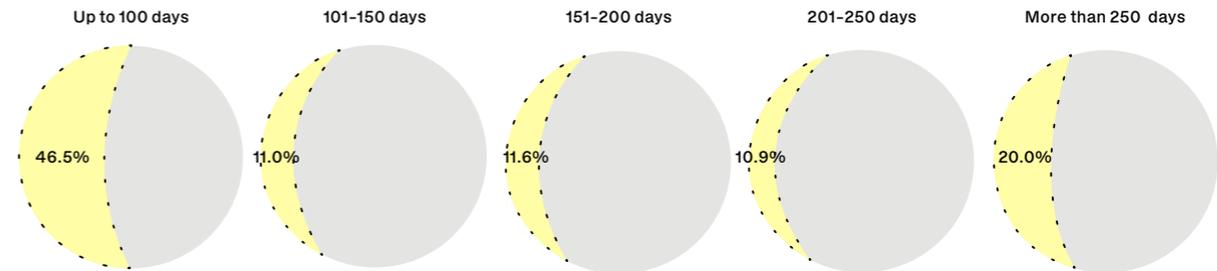
Admission prices

More than one third do not charge admission Half are open no more than 100 days a year

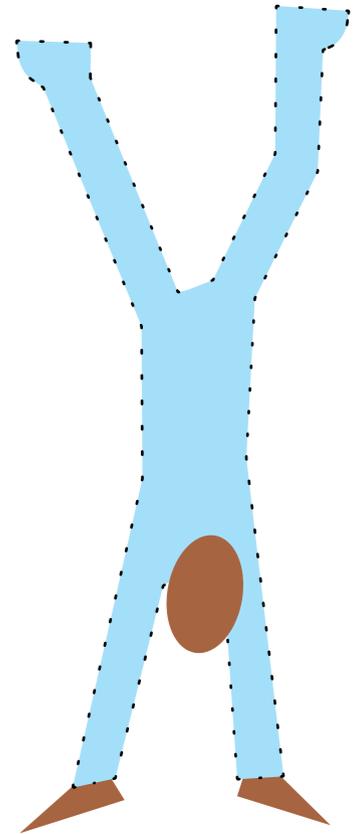
45



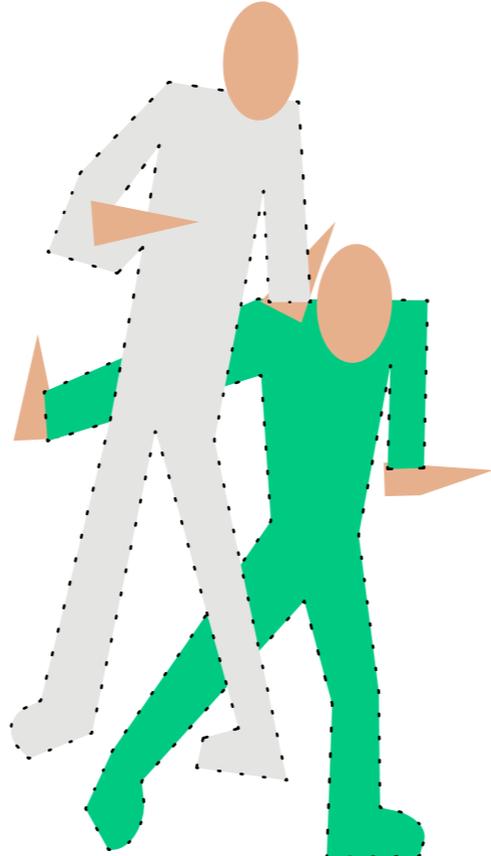
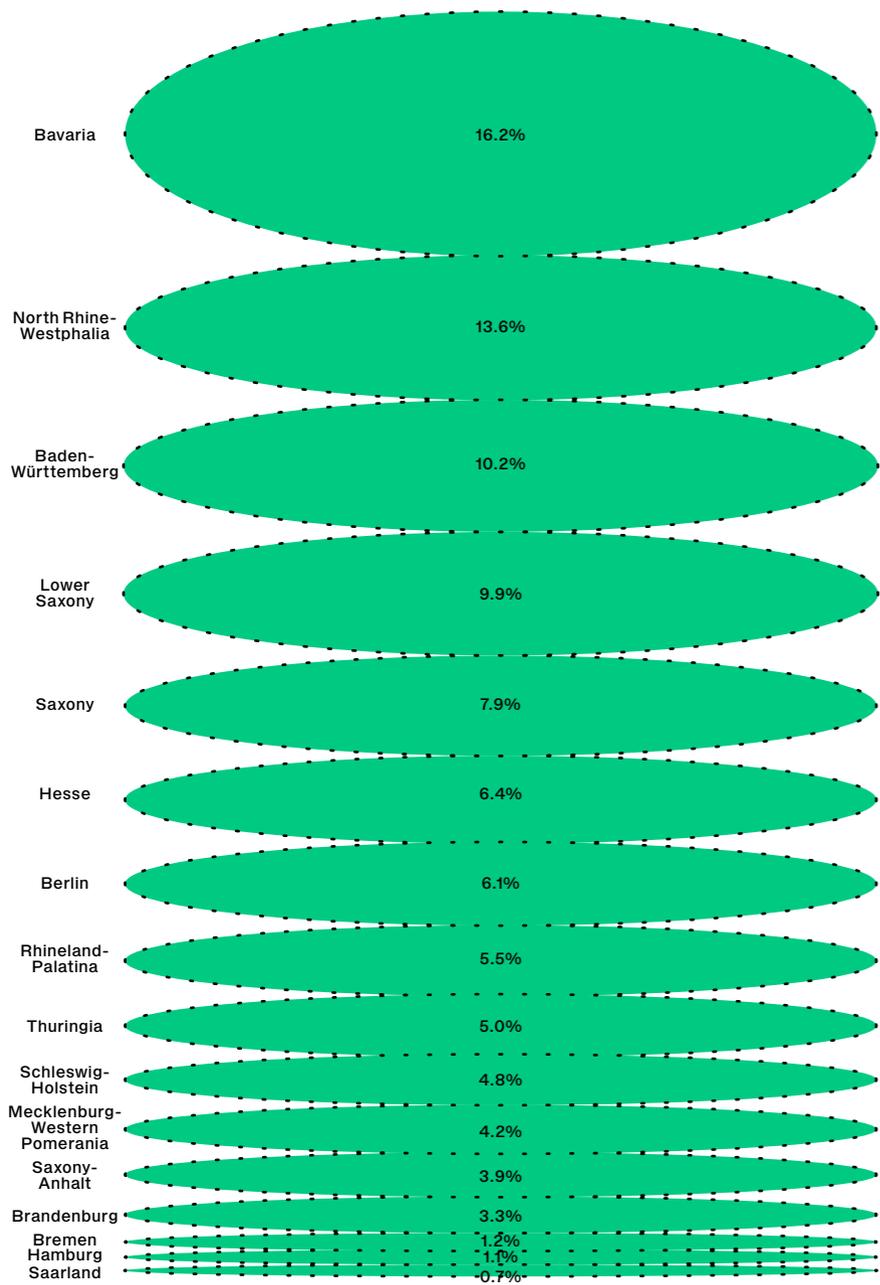
Percentage distribution of admission prices at museums with up to 10,000 visits (n = 2,699).



Percentage distribution of opening days at museums with up to 10,000 visits (n = 2,450).



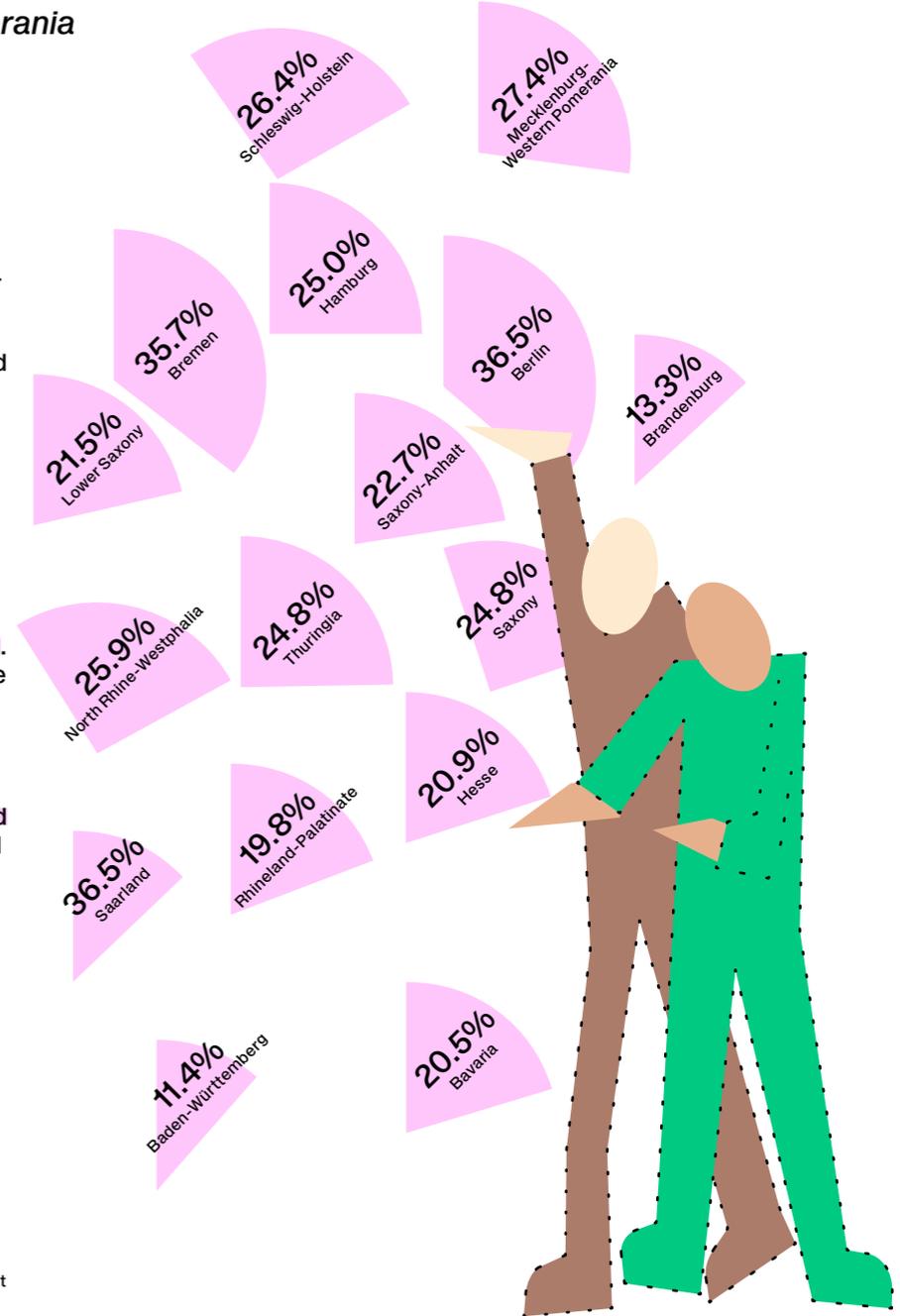
Museums with between 10,001 and 50,000 visits



Percentage distribution of museums with between 10,001 and 50,000 visits (n = 815) by federal state.

Distribution by federal state
Mecklenburg-Western Pomerania leads among non-city-states

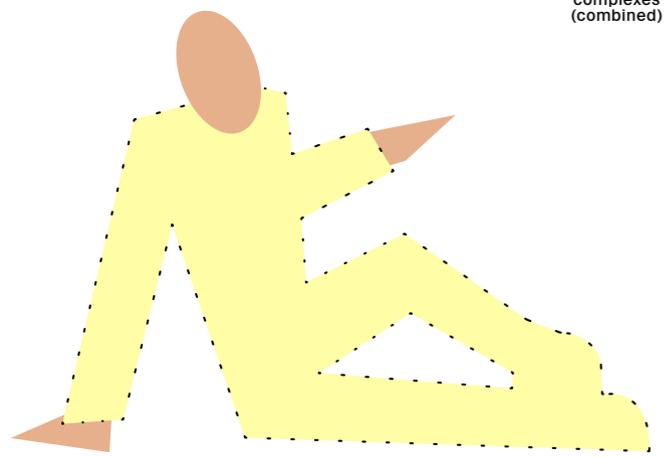
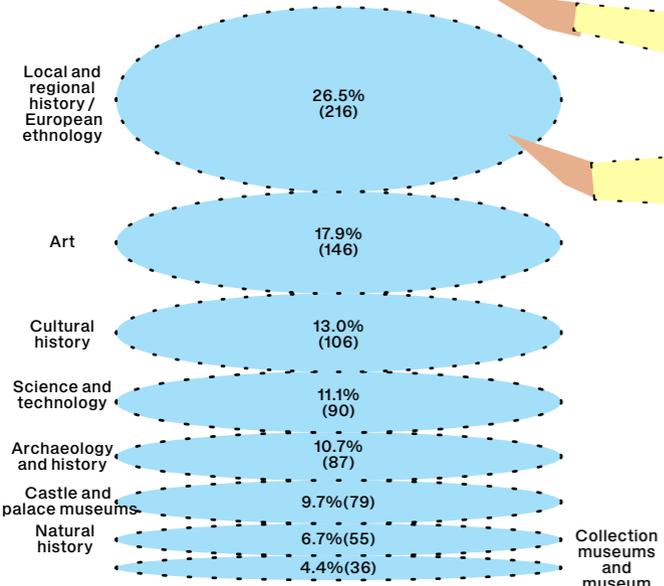
- Museums with between 10,001 and 50,000 visits made up one fifth of all museums reporting visit numbers in 2023.
- In Berlin, the capital, 36.5% of museums belonged to this size category.
- Museums with between 10,001 and 50,000 visits reported 19.2 million visits in 2023, accounting for 19% of total visit numbers.
- 15.7% of all special exhibitions reported for 2023 took place in a museum of this size.
- The average share of tourist visits in medium-sized museums was 52.8%. In this size category, the average share of school groups was 15.3%.
- More than half of the special exhibitions reported by museums with between 10,001 and 50,000 visits focused on art (53.9%). Cultural history ranked a distant second (11.4%).



Percentage share of museums with between 10,001 and 50,000 visits (n = 815) among all museums reporting visit numbers (n = 3,929), by federal state.

One in five

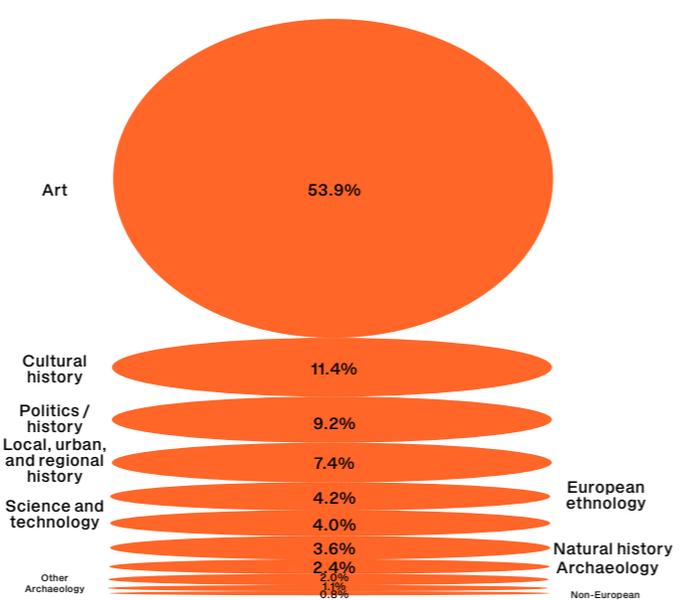
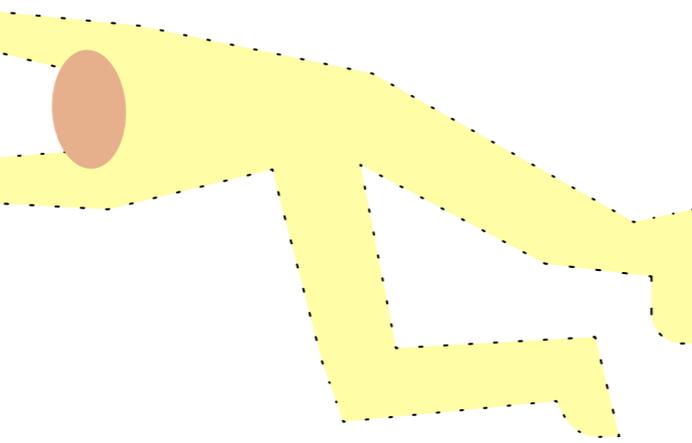
Museum types
A broad spectrum



Percentage distribution of museums with up to 10,000 visits (n=2,699) by museum type.

Museums with between 10,001 and 50,000 visits

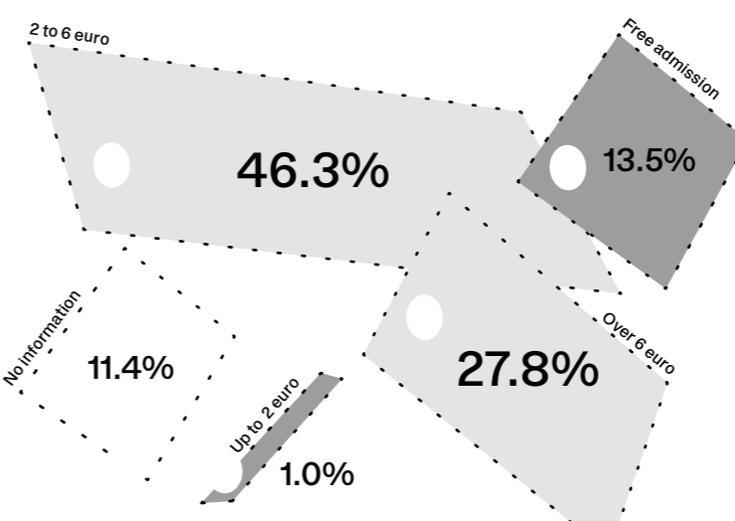
Exhibition themes
Art, art, art



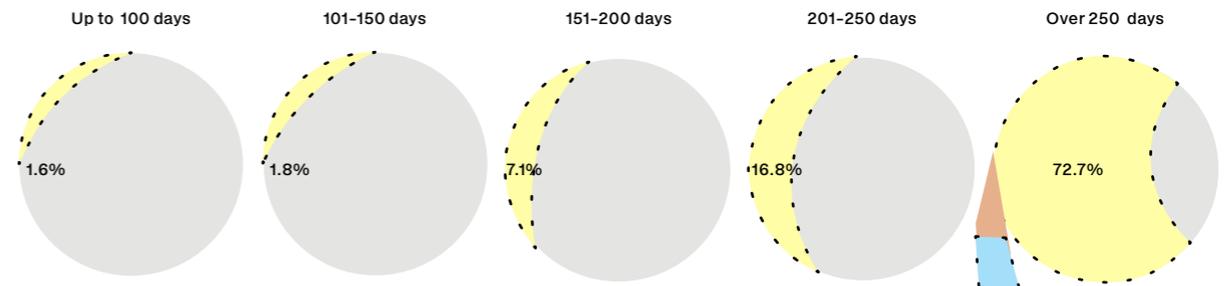
Percentage distribution of thematic focuses named for reported special exhibitions in museums between 10,001 and 50,000 visits (n = 1,507), multiple answers possible.

48

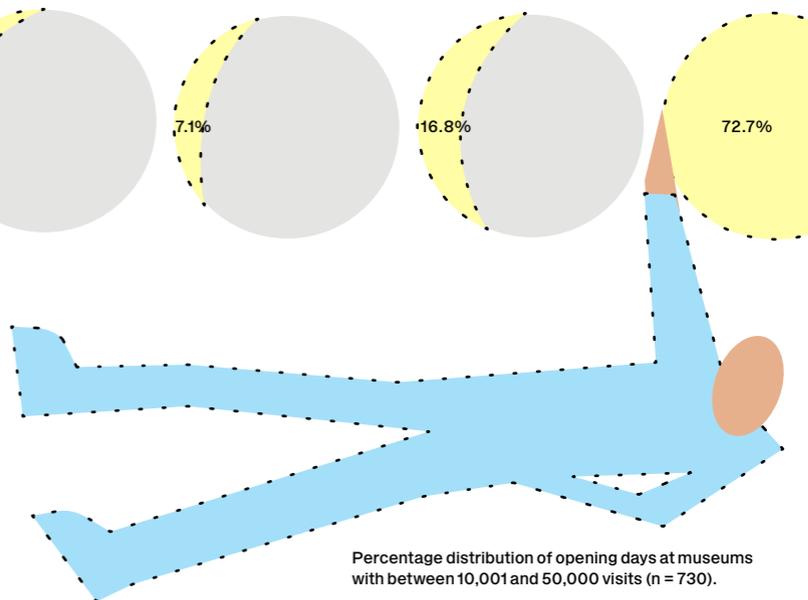
Admission prices
One third charge more than 6 euro



Percentage distribution of admission prices at museums with between 10,001 and 50,000 visits (n = 815).



Opening days
Nine out of ten open more than 200 days



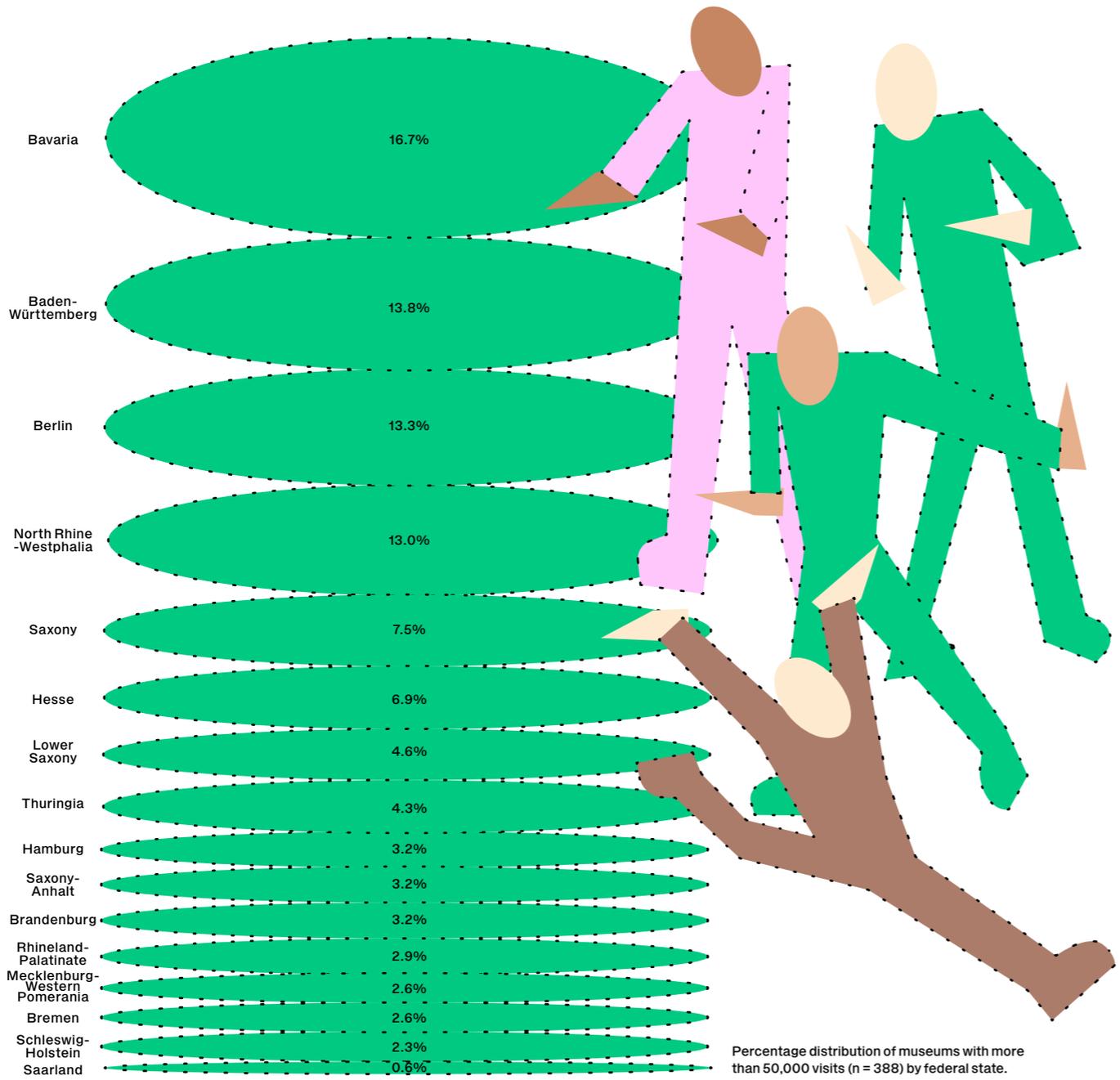
Percentage distribution of opening days at museums with between 10,001 and 50,000 visits (n = 730).

49

One in ten

Museums with more than 50,000 visits

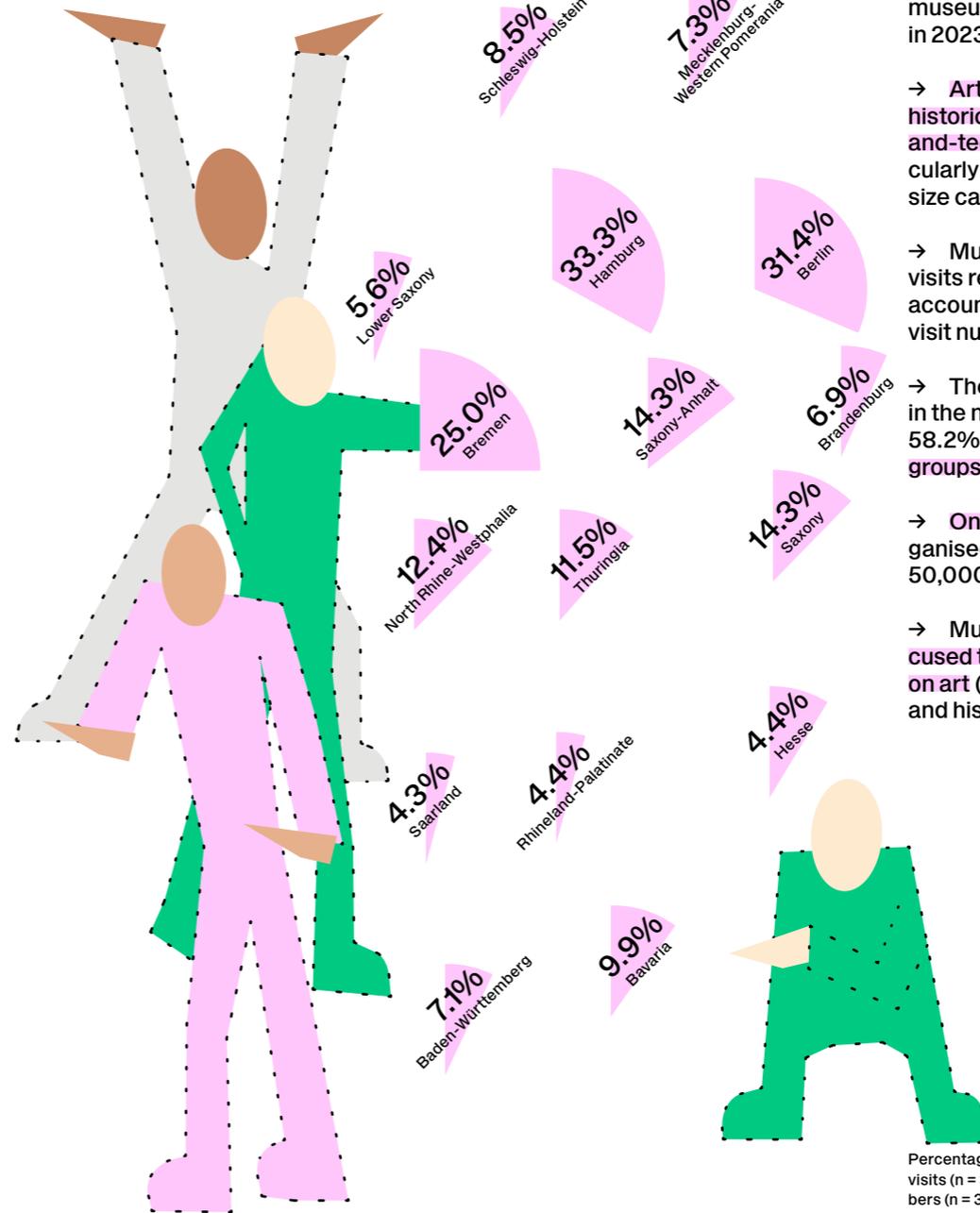
50



Percentage distribution of museums with more than 50,000 visits (n = 388) by federal state.

Distribution by federal state

Many museums in Bavaria



→ Museums with more than 50,000 visits made up one tenth of all museums that reported visit numbers in 2023.

→ Art museums, archaeological and historical museums, and science- and technology museums are particularly strongly represented in this size category.

→ Museums with more than 50,000 visits reported 75 million visits in 2023, accounting for three quarters of total visit numbers.

→ The average share of tourist visits in the most visited museums was 58.2%. The average share of school groups in this size category was 14.3%.

→ One in seven exhibitions was organised by a museum with more than 50,000 visits.

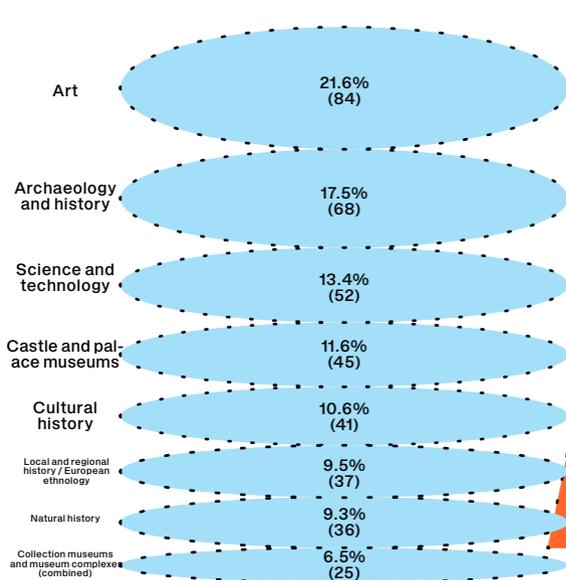
→ Museums in this size category focused their exhibitions most frequently on art (56.5%), followed by politics and history (14.1%).

Percentage share of museums with more than 50,000 visits (n = 388) among all museums reporting visit numbers (n = 3,929), by federal state.

One in ten

Museum types

Art, archaeology, and natural sciences

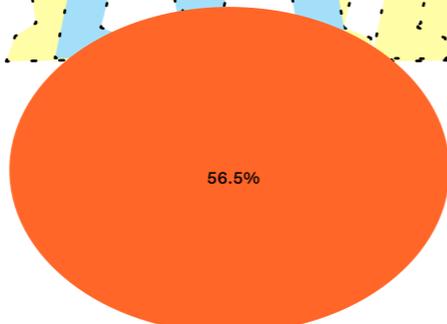
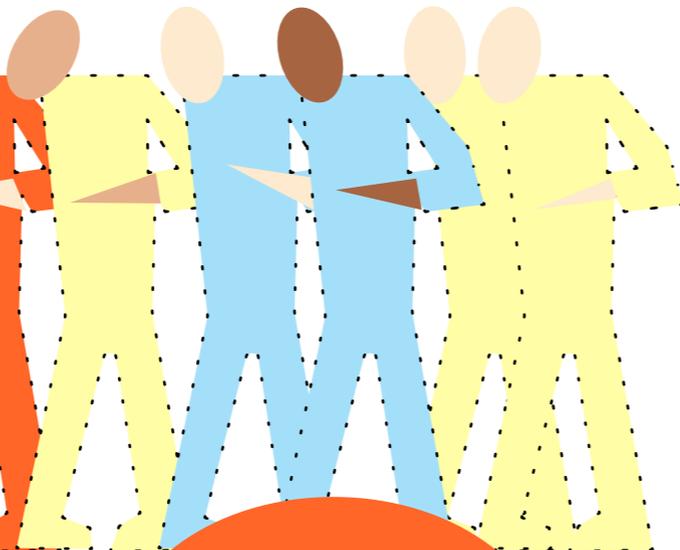


Museums with more than 50,000 visits

52

Exhibition themes

Art leads the list



Percentage distribution of thematic focuses named for reported special exhibitions in museums with more than 50,000 visits (n = 757), multiple answers possible.

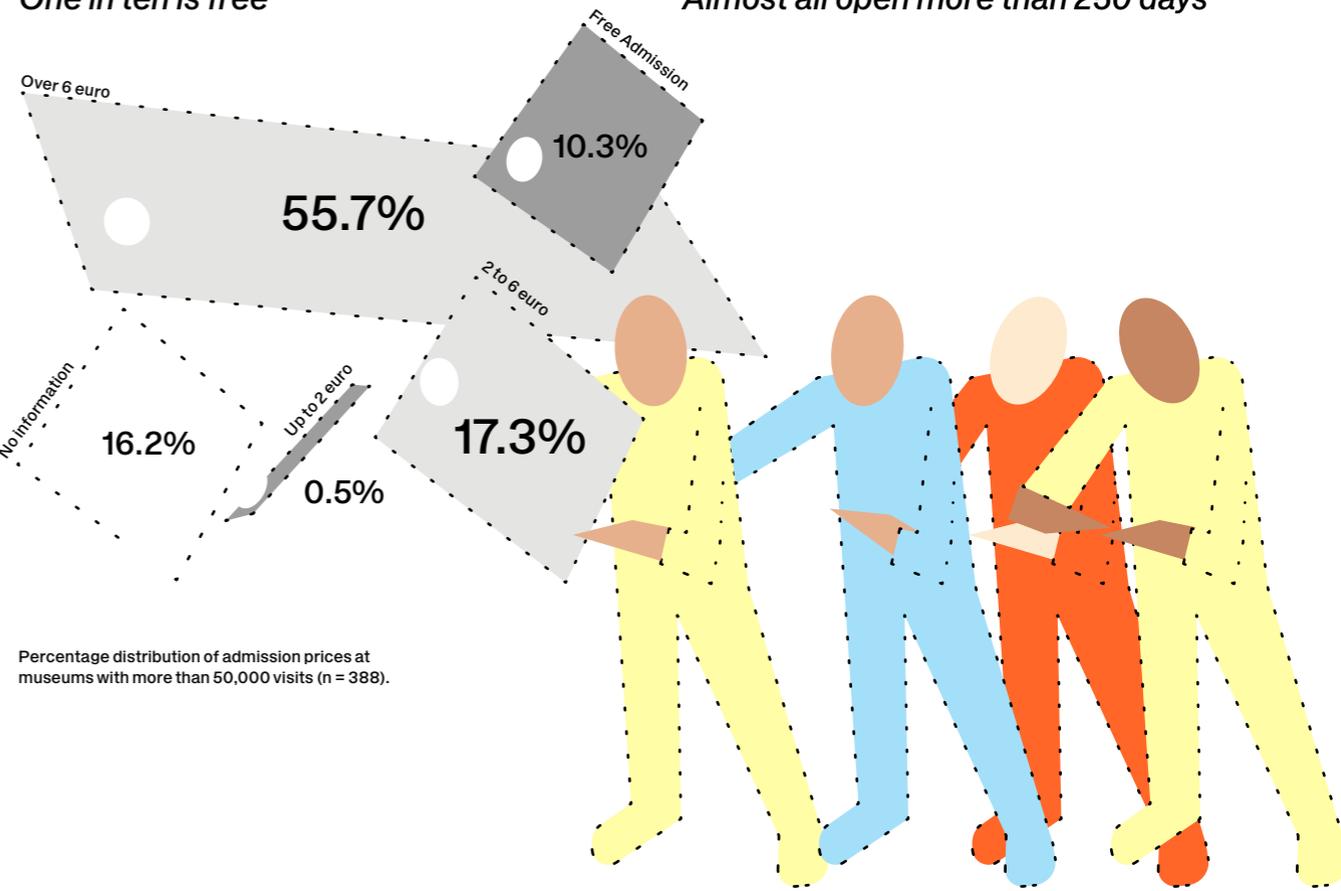
Admission prices

One in ten is free

Opening days

Almost all open more than 250 days

53



Percentage distribution of admission prices at museums with more than 50,000 visits (n = 388).

Percentage distribution of opening days at museums with more than 50,000 visits (n = 334).

Percentage distribution of museums with more than 50,000 visits (n = 388) by museum type.

Flagship museums

→ If one considers separately the **group of largest museums**, with more than 500,000 visits, these accounted for only

0.7%

of all museums that reported visit numbers.

→ Museums with more than 500,000 visits reported **20.6 million visits** in 2023, accounting for **20.4%** of total visit numbers.

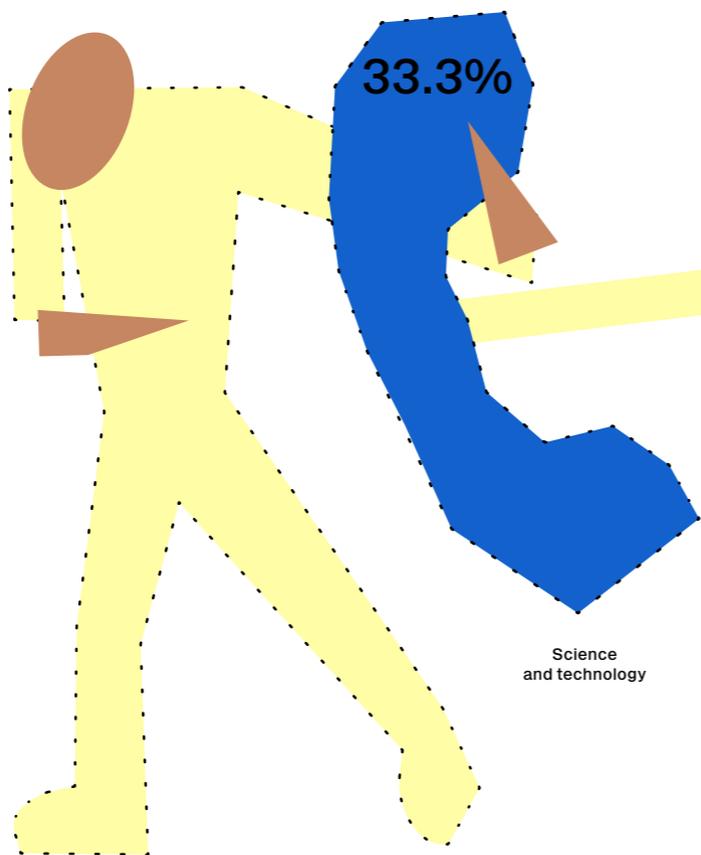
→ 0.9% of all reported **special exhibitions** took place in museums with more than 500,000 visits.

→ The average share of **tourist visits** in the most visited museums was **67.1%**. The average share of **school groups** in this size category was **6.0%**.

→ Two thirds of museums in this size category charged **more than 6 euro** admission.

Special cases: museums with more than 500,000 visits

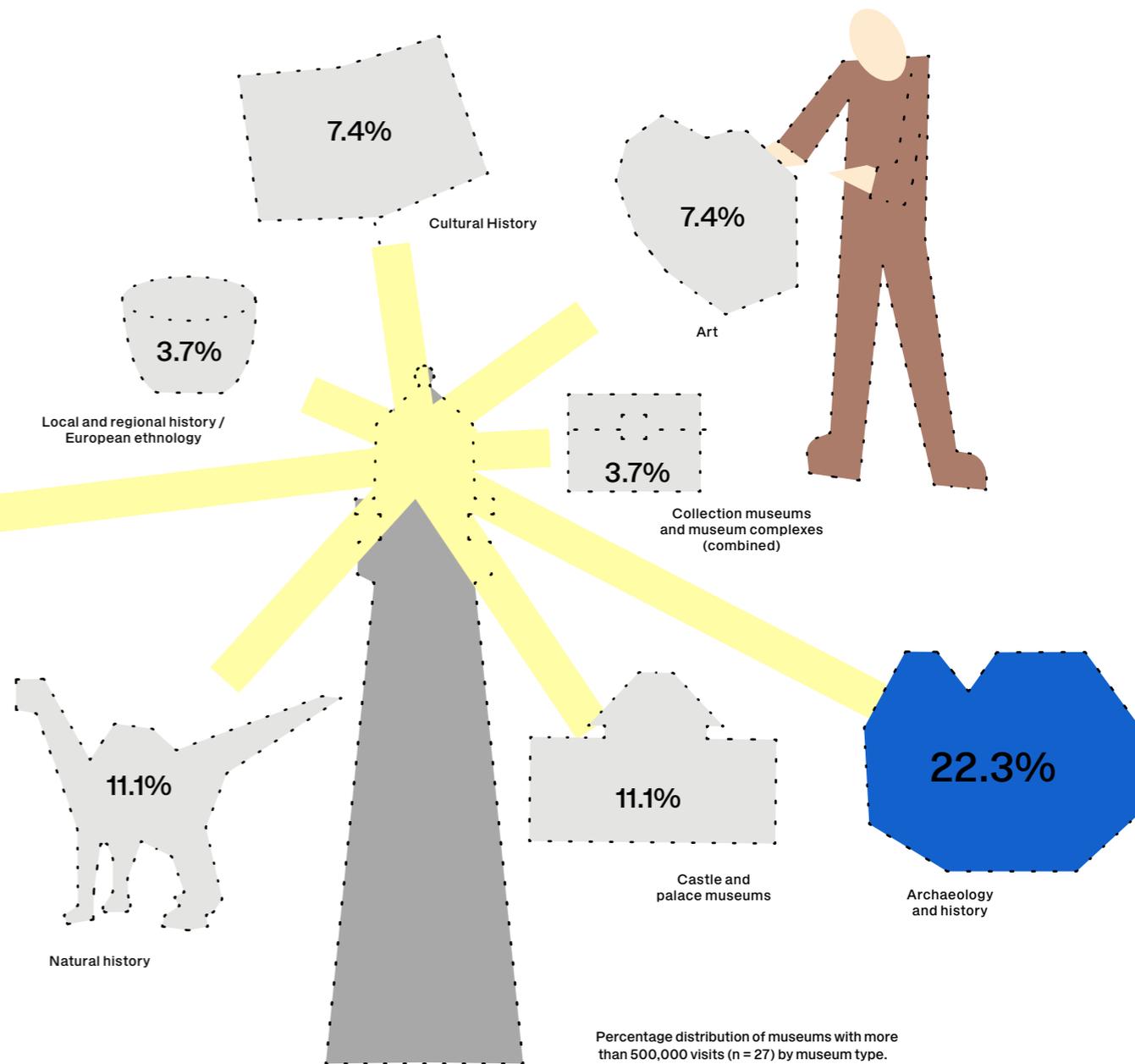
54



Museums with more than 500,000 visits by museum type

Technology, archaeology, and history attract the crowds

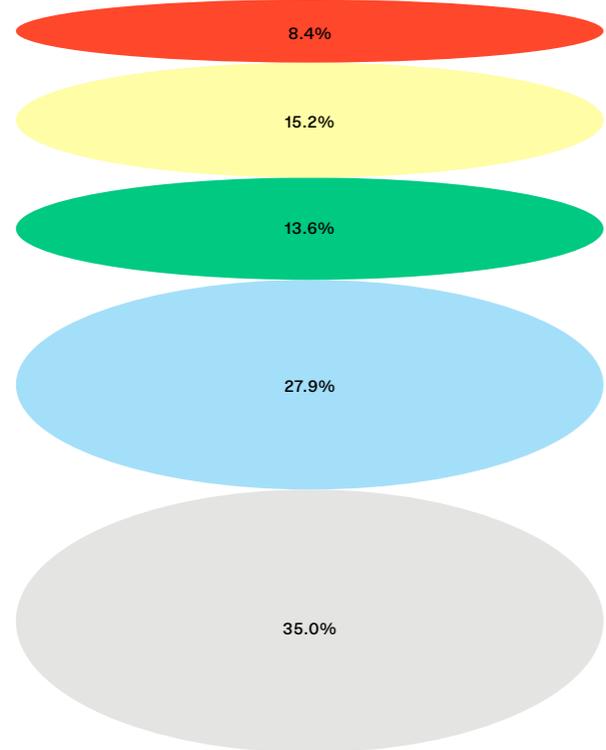
55



Diversity management

“What importance does diversity management have in your museum’s staffing practices?”

Diversity management and diversity mainstreaming are important strategies for creating an inclusive, diverse, and innovative working environment in museums, reducing discrimination, and promoting equal opportunities. Despite current resistance, museums benefit in the long term from an open and respectful organisational culture and from an authentic, creative workforce that reflects societal diversity and strengthens their outreach activities.



Total (n = 3,099)

Not equally important for all museums

→ Collection museums (50%), historical and archaeological museums (39.6%), and art museums (37.4%) assign particularly high relevance (high to medium importance) to promoting diversity in their staffing practices.

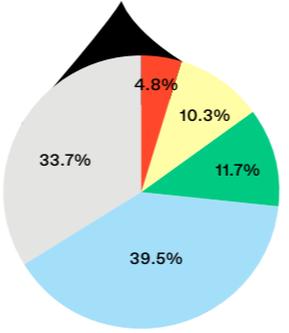
2/3

→ (73.2%) of local and regional history / European ethnology museums are either unfamiliar with diversity management or do not consider it important. The picture is similar in science-and-technology museums (70.4%).

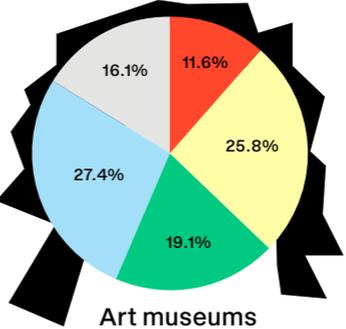
→ For the overwhelming majority of very small museums with fewer than 5,000 visits per year, the topic is unknown or not relevant (78.6%). In the group of small museums with 5,000 to 25,000 visits, however, almost one third (31.3%) consider diversity management very important in their staffing practices.



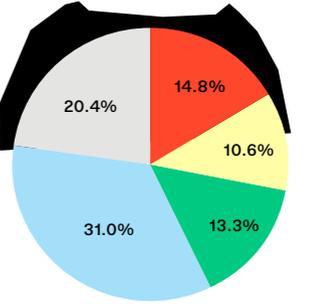
Percentage distribution of the importance of diversity management in staffing practices by museum type (n = 3,099).



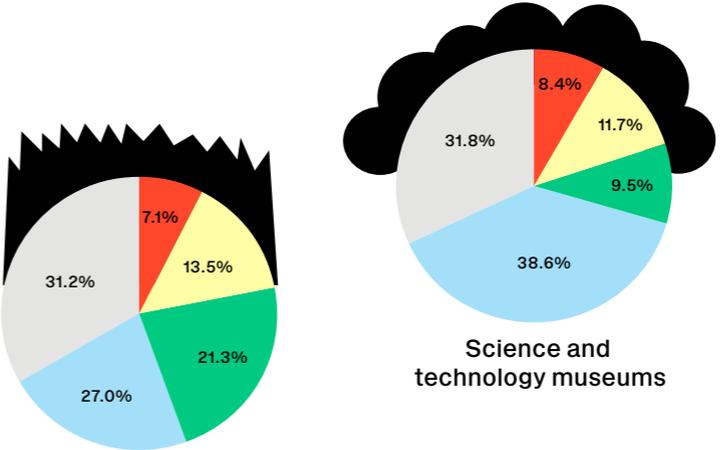
Local and regional history



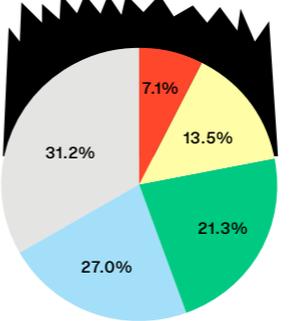
Art museums



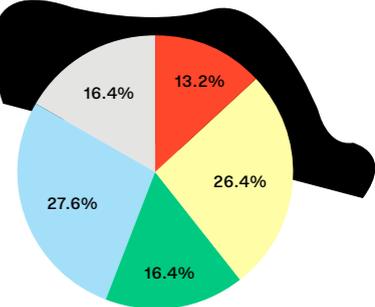
Castle and palace museums



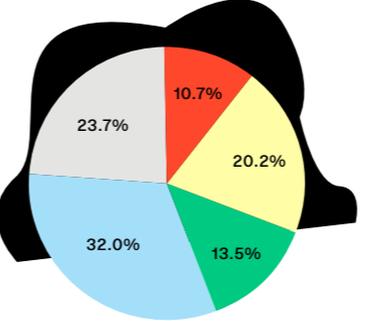
Science and technology museums



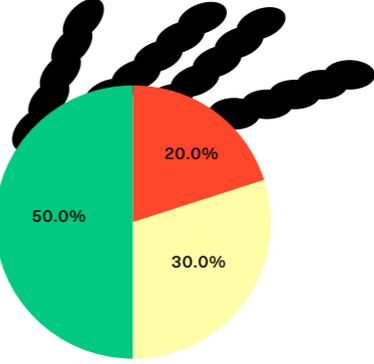
Natural history museums



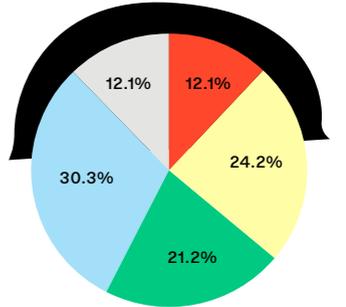
Historical and archaeological museums



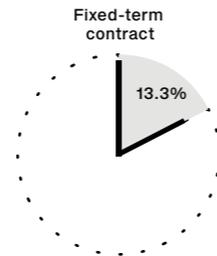
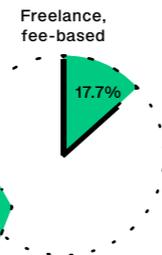
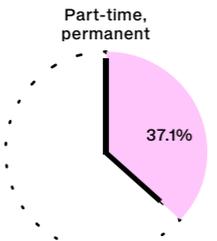
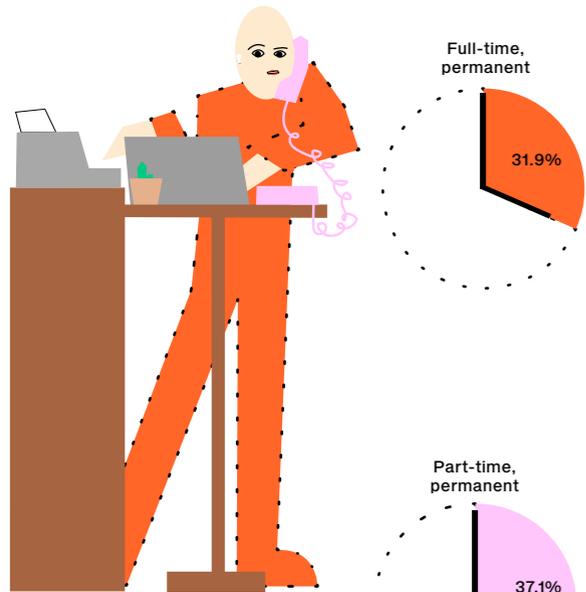
Cultural-history specialist museums



Collection museums with complex holdings



Several museums in a museum complex



8 The tasks follow the definitions of the Deutscher Museumsbund (German Museums Association) guidelines on professional practice in museums. See <https://www.museumsbund.de/wp-content/uploads/2020/01/dmb-leitfaden-professionell-arbeiten-online.pdf>.

Percentage distribution of employment types among paid staff in museums (n = 13,359).

Employment types

Four in ten permanent staff work part-time

→ A total of 2,057 museums provided information about staff numbers. Of these, 279 stated that they had no staff and no regular support from volunteers.

→ The remaining museums reported a total of 22,263 people engaged with ongoing tasks, not including museum directors. Two thirds received payment for their work; one in three (29.2%) worked on a voluntary basis.

→ One third of paid staff with ongoing tasks in museums were permanently employed (31.9%); two out of five (26.3%) worked part-time.

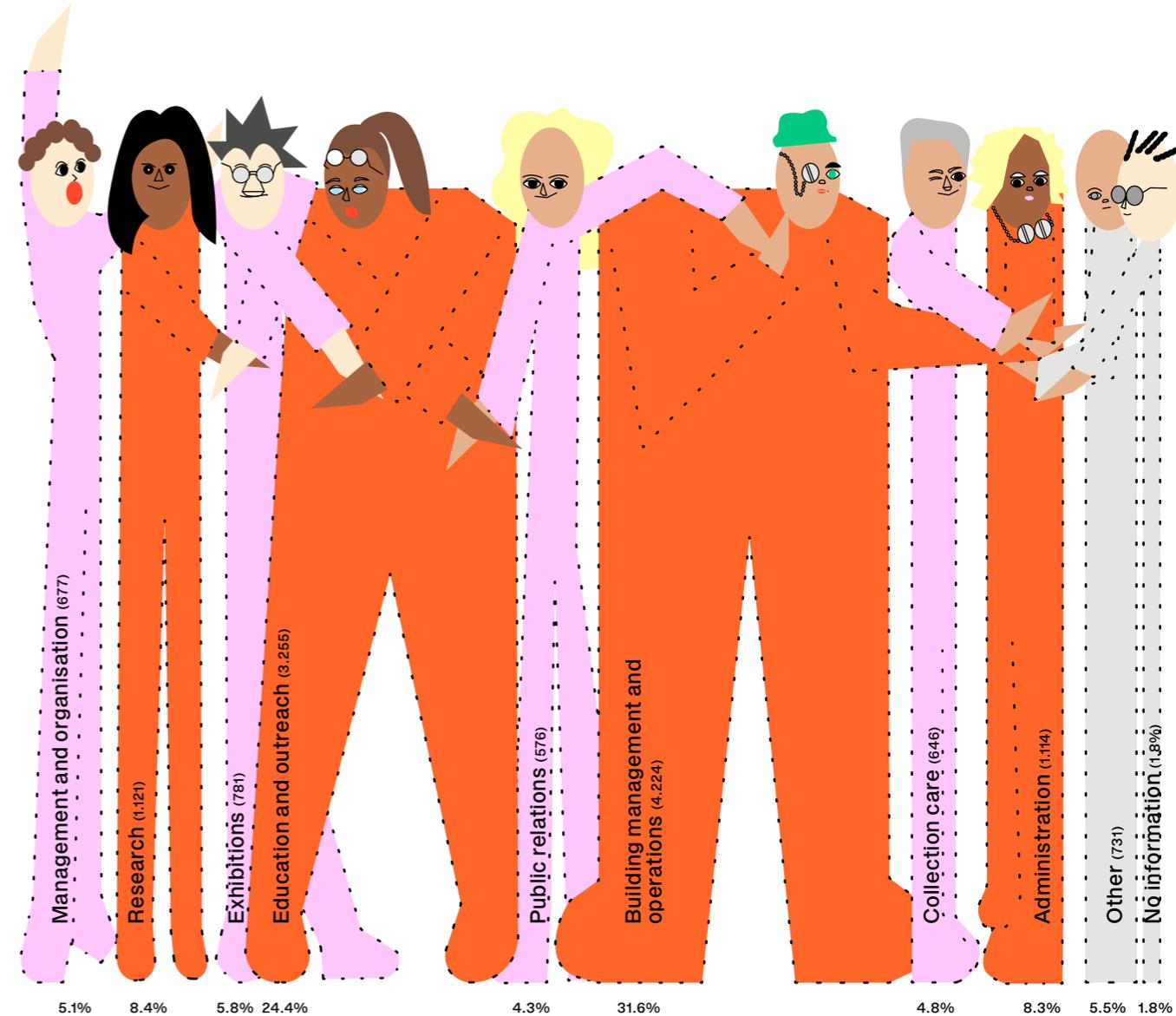
→ More than half of the paid staff working in education and outreach (52.7%) were freelancers working on a fee basis.

→ Within the one third of paid staff with ongoing tasks, building management (31%) was the largest area of activity, followed by education and outreach (24.4%), with research (8.4%) in third place.

Tasks

Many staff for operations

Percentage distribution of tasks according to DMB among paid staff in museums (n = 13,359).

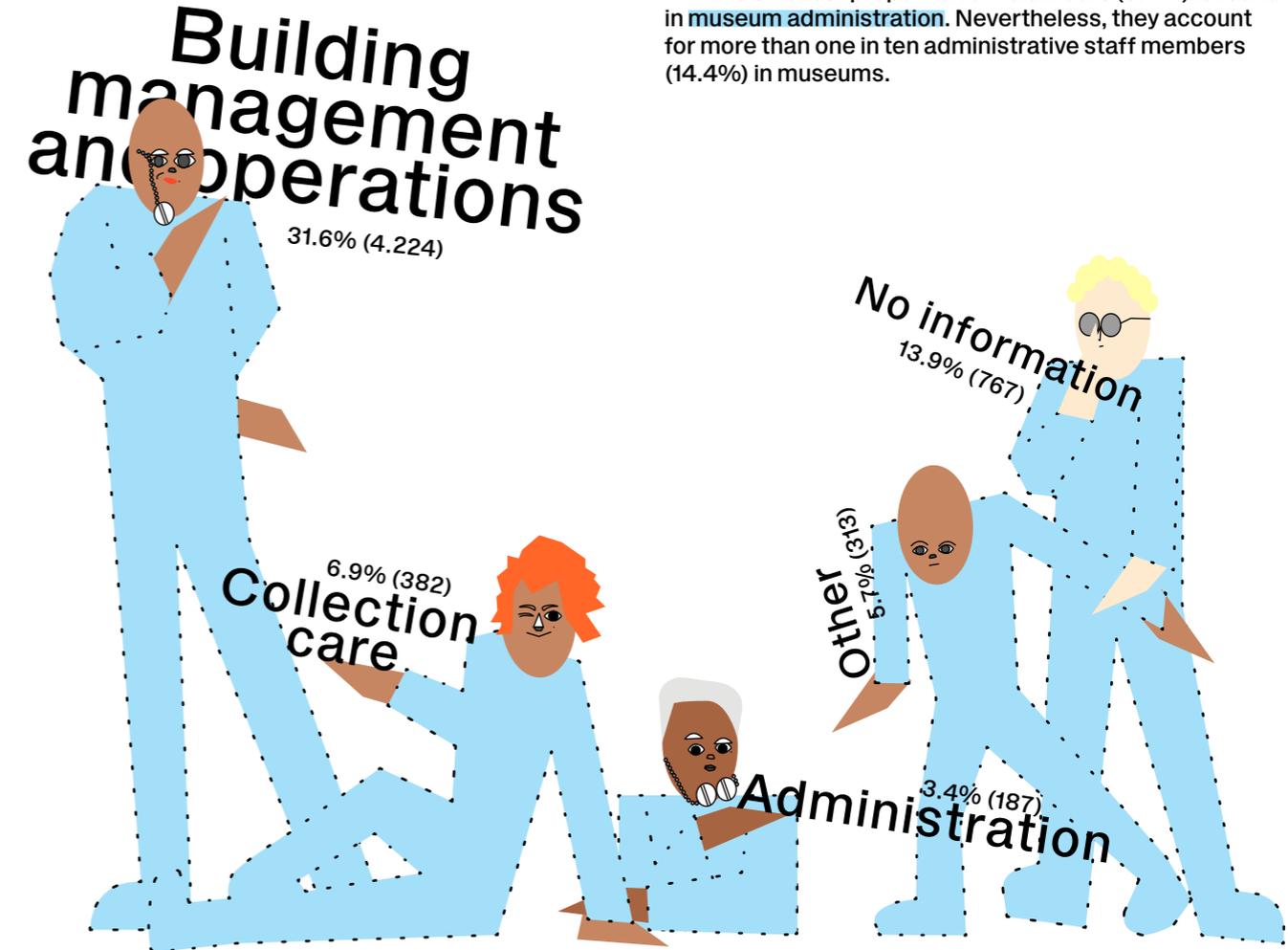
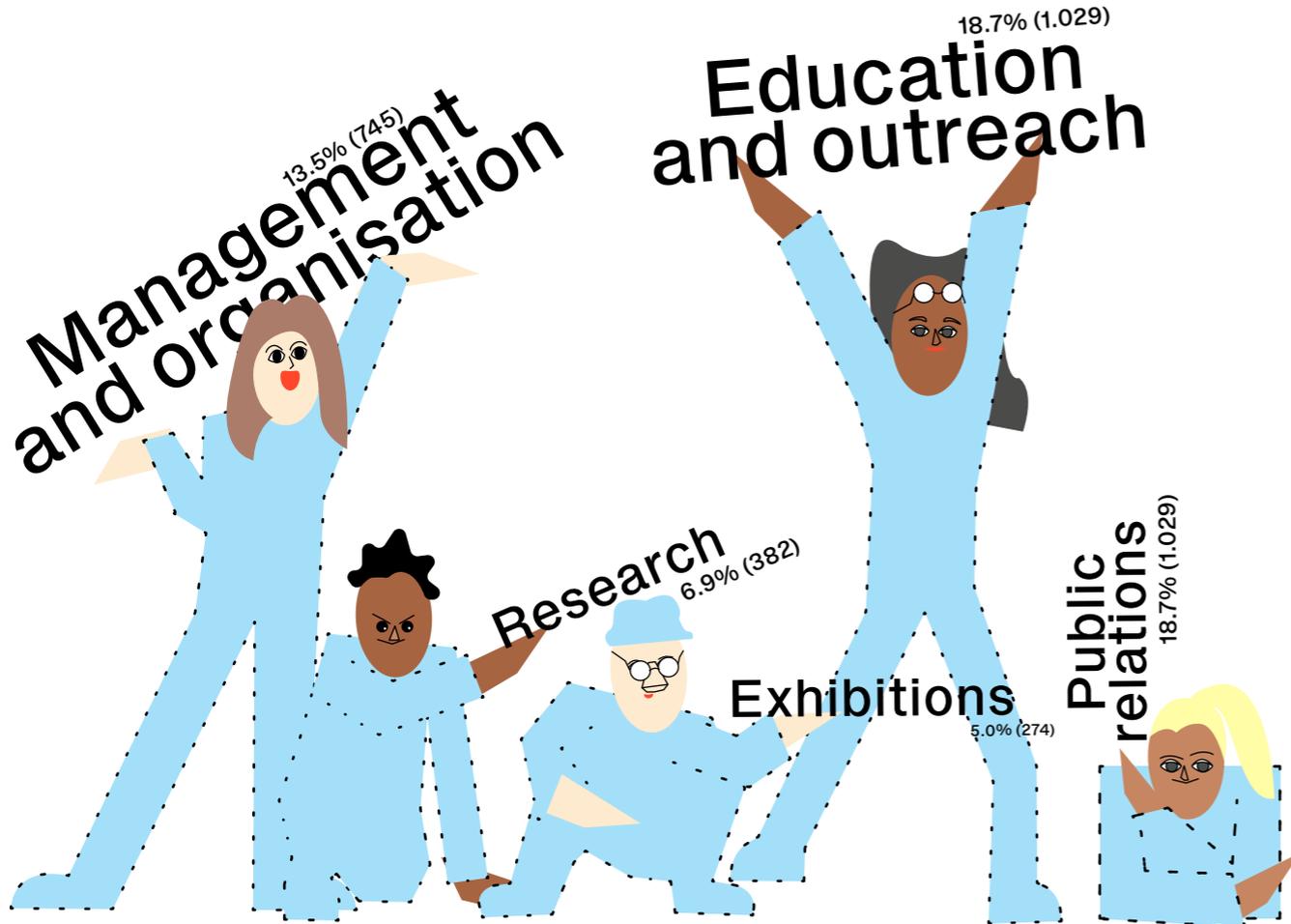


Museum staff -
Volunteers

Percentage distribution of tasks according to DMB among volunteers in museums (n = 5,514).
The height of each hand in the graphic corresponds to the share of volunteers in each task.

Task areas - volunteers
Committed to education

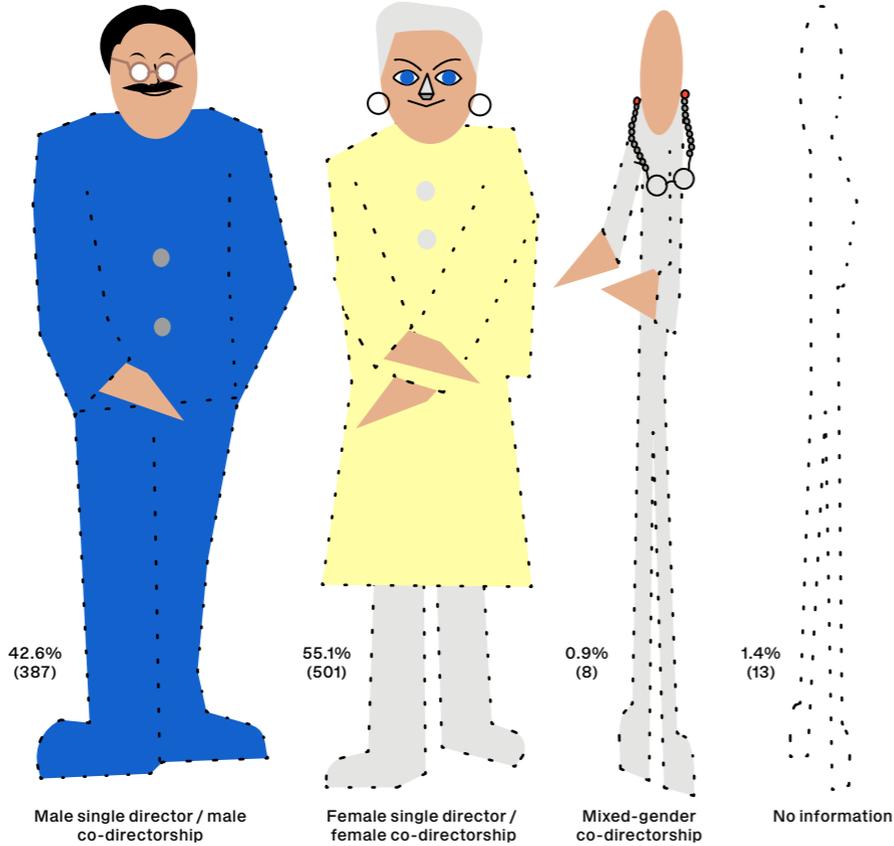
- **One in three people with ongoing tasks in a museum** (29.2%) worked on a voluntary basis.
- **Four in ten** people involved in **collection care** (storage, conservation) worked on a voluntary basis.
- **One in five** volunteers worked either in education and outreach (18.7%) or in **museum operations** (22.2%), for example at the ticket desk, in cleaning, visitor supervision, or building services.
- The **smallest proportion** of volunteers (3.4%) is found in **museum administration**. Nevertheless, they account for more than one in ten administrative staff members (14.4%) in museums.



Museum staff -
Museum directors

Employment types and gender
More women in full-time roles; volunteer
leadership mostly male

Director as primary
occupation
(full-time or part-time)



Director as a
secondary occupation
(full-time or part-time)



Percentage distribution of employment relationships of museum directors by gender (n = 1,849).

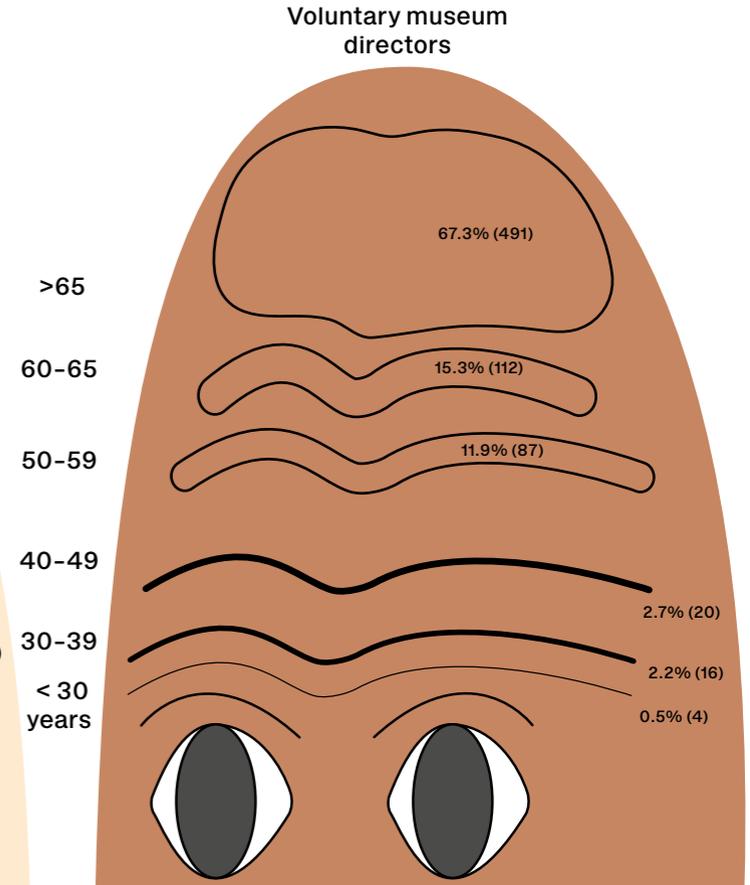
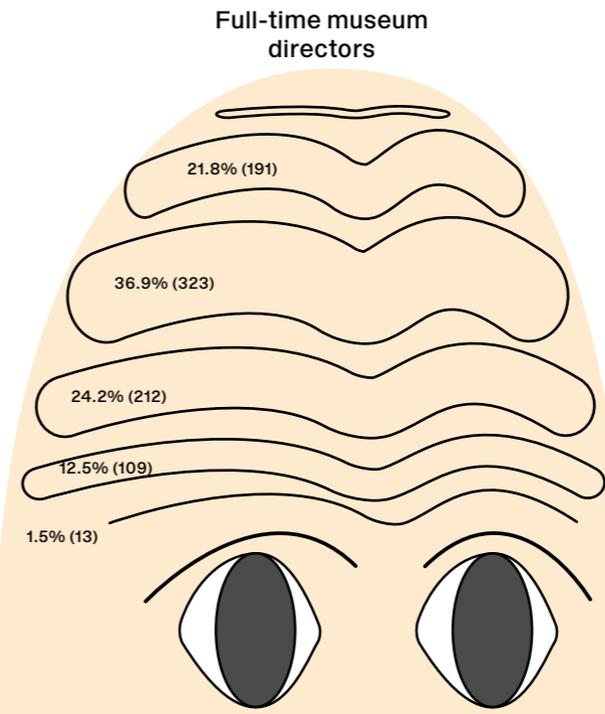
Age groups
Among volunteers, two thirds are over 65

→ Four in ten museum directors were employed full-time and on permanent contracts. Voluntary directorships, often held by the board members of smaller association-run museums, accounted for 46.9%.

→ More than half of full-time museum directorships (55.1%) were held by women, either as single directors or in all-female co-directorships. Male directorships (single directors or all-male co-directorships) accounted for 42.6%. Among the younger generation of full-time directors, women were clearly in the majority (age 30-39: 67.9%).

→ 39% of museum directors were born in 1961 or earlier and will retire in the coming years. Among voluntary museum directors, 94.5% were aged 50 or older.

→ Around one tenth (9.5%) of museum employees hold leadership roles below the level of director. The ratio between men and women in these mid-level management positions was four to six in favour of women.

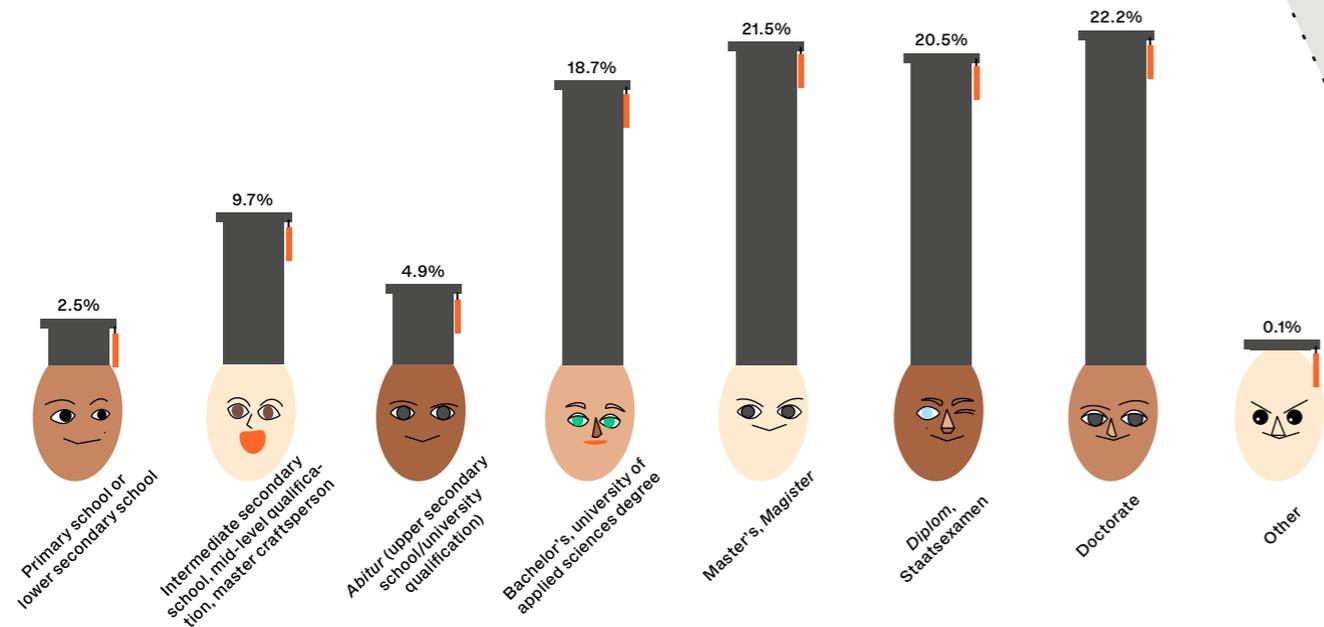


Museum staff – Museum directors

→ **Four in ten** museum directors (42%) had completed a degree at master's, Magister, Diplom, or Staatsexamen level; one in five directors (22.2%) held a doctorate. More than half of the directors of collection museums (57.1%) had a PhD, but only 15.4% of the directors of local and regional history museums.

→ Among the **academic qualifications** held by museum directors, the humanities ranked first with 38.1%, followed by art and museum studies (24.9%) and law, economics, and social sciences (20.3%).

→ 18.3% of museum directors had a **monthly gross income** of more than 5,000 euro. Two thirds earned between 3,001 and 4,000 euro a month. A total of 7.2% of museum directors earned less than 2,000 euro a month.

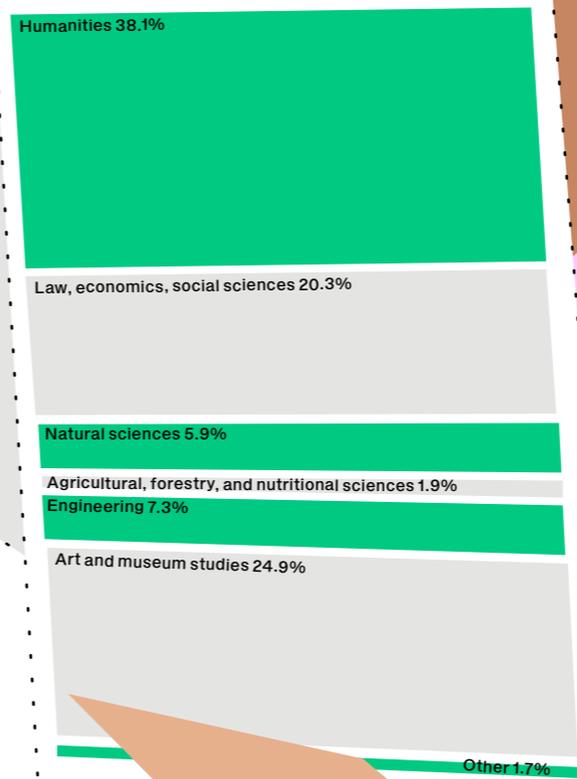


Qualifications One in five holds a doctorate

64

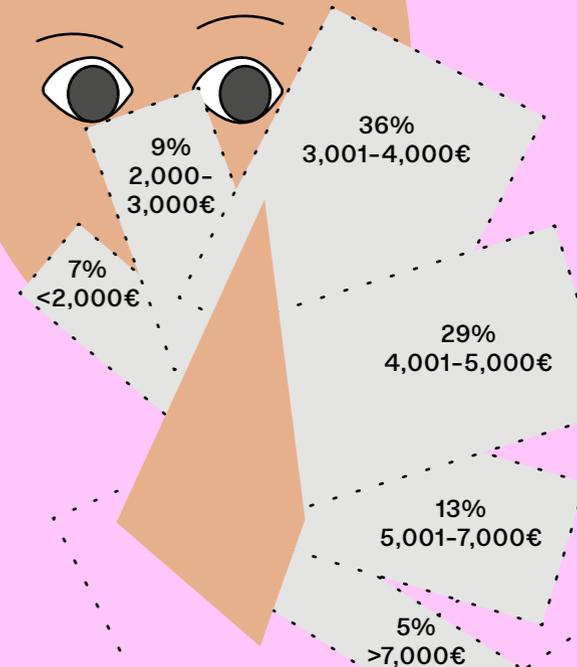
Percentage distribution of the highest educational qualifications of museum directors (n=1,539).

Subject specialisation The humanities dominate



Income Two thirds earned between 3,000 and 5,000 euro

Percentage distribution of the subject areas of the professional and academic qualifications held by museum directors (n=1,331).



65

Museum staff Traineeships (Voluntariate)

→ Only 290 museums reported a total of 464 trainees in 2023.

→ Particularly large numbers of trainees were employed in local and regional history museums and in art museums.

→ One third of all trainees worked in museums with 100,000 or more visits.

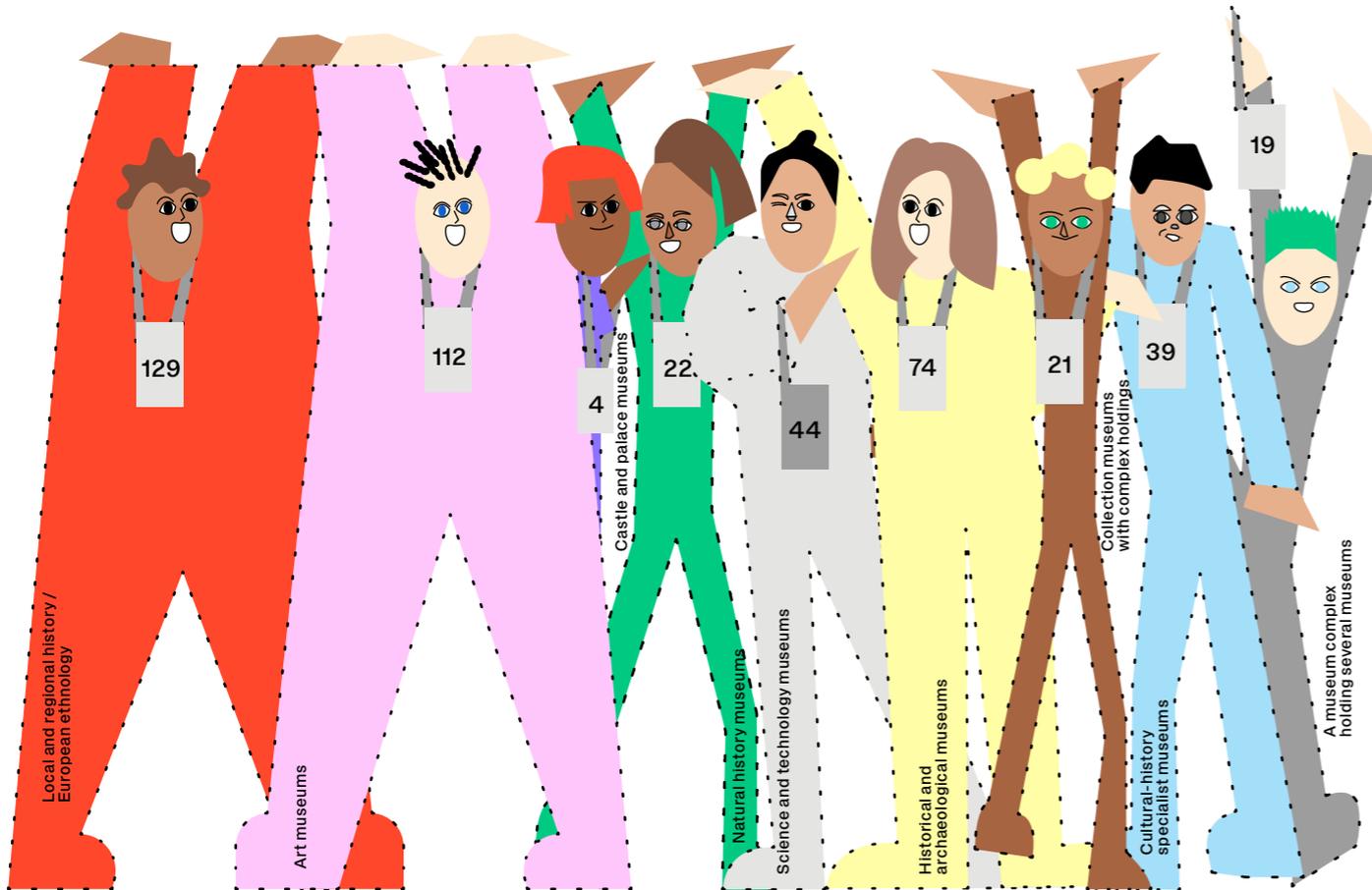
Traineeships by museum type Most common in art museums

99

→ Three quarters of traineeships (75.6%) were linked to a structured training plan.

→ In the large non-city-state of Nordrhein-Westfalen, 118 traineeships were reported in 2023, among the highest of all federal states.

Numerical distribution of traineeships by museum type (n = 464).



Traineeships by museum size Most common in museums with more than 100,000 visits

Numerical distribution of traineeships by visit-number category (n = 464).

67

< 5,000 visits



31

5,001-25,000



127

25,001-50,000



91

50,001-100,000



62

100,001-500,000



116

>500,000



34

Want more numbers?

All figures in this booklet are taken from the statistical survey of museums in the Federal Republic of Germany for the year 2023. The survey provides many additional data points in extensive graphics and tables for colleagues and museum researchers who wish to explore further.

All statistical surveys since 1981 are accessible on the website of the Institut für Museumsforschung, Staatliche Museen zu Berlin (Institute for Museum Research, National Museums in Berlin), and directly at arthistoricum.com, free of charge, either online or as print-on-demand in German. See the QR code below.



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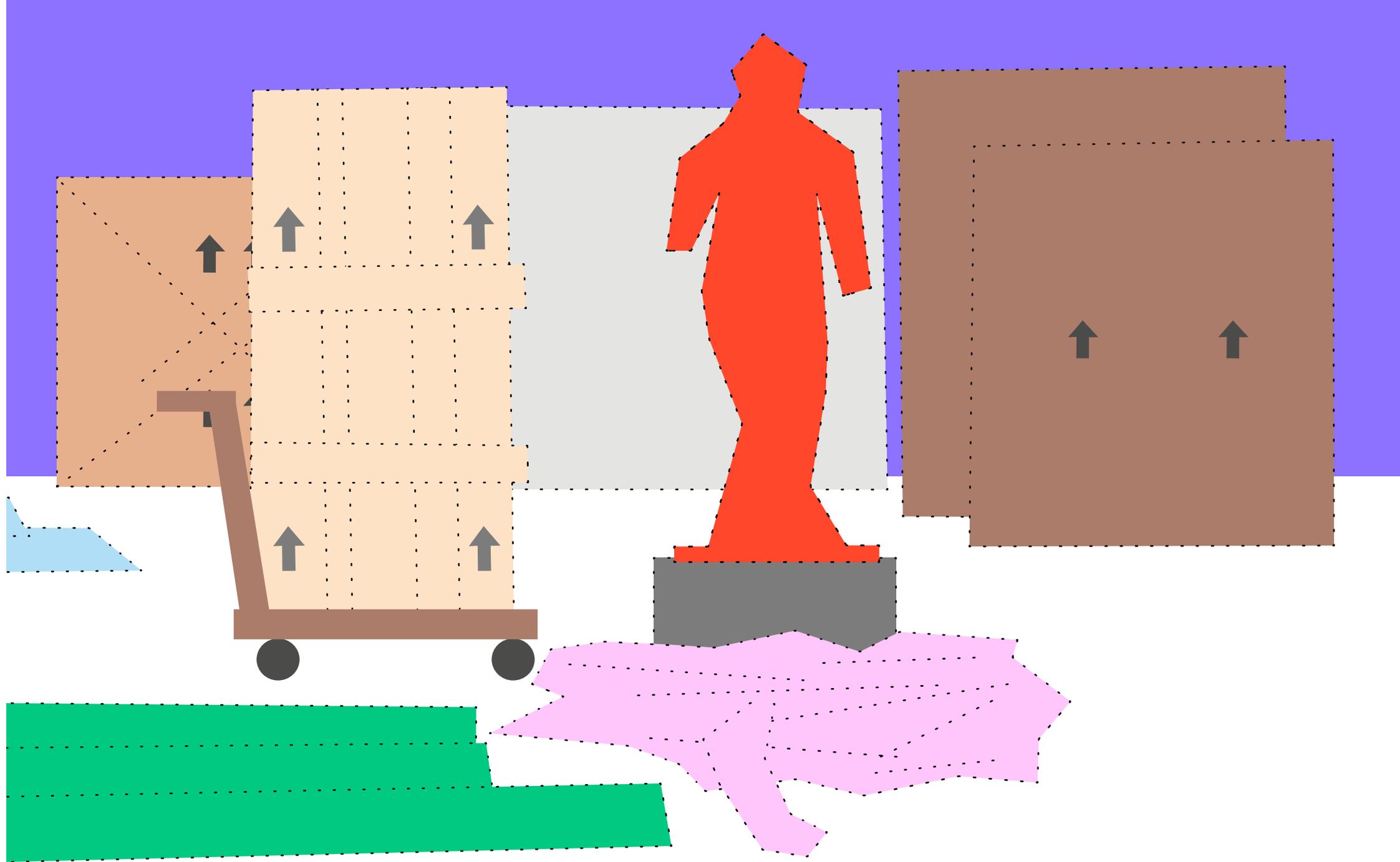
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