

Press Release
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Kunsthhaus Zürich tracks its visitors. Visitor Survey of 2006: results and impact.

Following the completion of renovations and before work begins on the Kunsthhaus Extension, the Zürcher Kunstgesellschaft decided to establish whether visitors to the Kunsthhaus were satisfied with what was on offer. They are, and they even want more.

Over one thousand questionnaires were evaluated by the marketing research institute Isopublic on the basis of total percentages or marks from 1 (very negative/very unsatisfied) to 6 (very positive/very satisfied). The evaluated results are available for consultation and research purposes in the Kunsthhaus Library. The Zürcher Kunstgesellschaft has already responded to the opinions expressed by visitors on certain issues. Conclusions and a number of examples from the survey are detailed below.

OUTSTANDING QUALITY OF EXHIBITS

85% of those who responded to the survey rated the Kunsthhaus highly to very highly. The response to the question concerning the quality of the works on show came close to 'very good' (5.4). Three-quarters of those who responded to the question as to whether they would recommend others to visit the Kunsthhaus answered in the affirmative.

FOREIGN TOURISTS COME TO SEE THE KUNSTHAUS COLLECTION

The widely held view that tourists are only going to be drawn to an art museum by major exhibitions proved not to be the case in Zurich. It turns out that an impressive 40% of foreign tourists who responded to the survey came to see the Kunsthhaus collection. Compared to the last survey, conducted in 2001, the average length of time spent by visitors in the Museum has gone down slightly. It now stands at 110 minutes, with more time being spent in the collection than in exhibitions.

LONGER OPENING TIMES AT WEEKENDS FROM 2008 ONWARDS

Visitors in employment and younger visitors would prefer to go to the Kunsthhaus on Friday evenings. As in 2001, overall the most popular times for visiting the Kunsthhaus were Saturday and Sunday afternoons. In view of this, from 2008 onwards the opening times from Friday to Sunday will be extended.

Very few visitors to the Kunsthhaus were fully aware of what was on offer in the Library. Accordingly a brochure containing this information and publicising the

Library was printed in October and is distributed both inside and outside the Museum.

As the preferred source of information both in exhibitions and in the collection, the audio guide has made huge strides. While only 16% of visitors enjoyed this form of mediation in 2001, today this percentage has risen to 50,4%. The investment, coinciding with the re-opening of the Collection Rooms, in an audio guide available in four languages has more than paid off in terms of visitor approval. A contributing factor to this development may also be the fact that the hire of an audio guide is included in the admission fee.

SUCCESSFUL RENOVATIONS – SUPPORT FOR AN EXTENSION

Responses to the ambience in the Kunsthaus, the usable infrastructure and ease of orientation are more positive than five years ago, with the score given by visitors rising from around 4.0 to an average of 4.6.

Visitors also expressed their views on the future of the Museum. 58% would welcome an extension to the Kunsthaus. A substantial 76% of the Members of the Zürcher Kunstgesellschaft are in favour of an extension.

The survey comprised seventy questions and the responses to these are now being evaluated in the relevant departments within the Kunsthaus. In 2007 special attention will be paid to improving what is on offer for young visitors. There is also a need to raise awareness not only of what the Kunsthaus has to offer online but also of the events programme, special one-off events and the advantages of becoming a Member of the Zürcher Kunstgesellschaft. The Kunstgesellschaft plans to continue to conduct visitor surveys at regular intervals.

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