

Sketch of the Guggenheim Museum Bilbao.

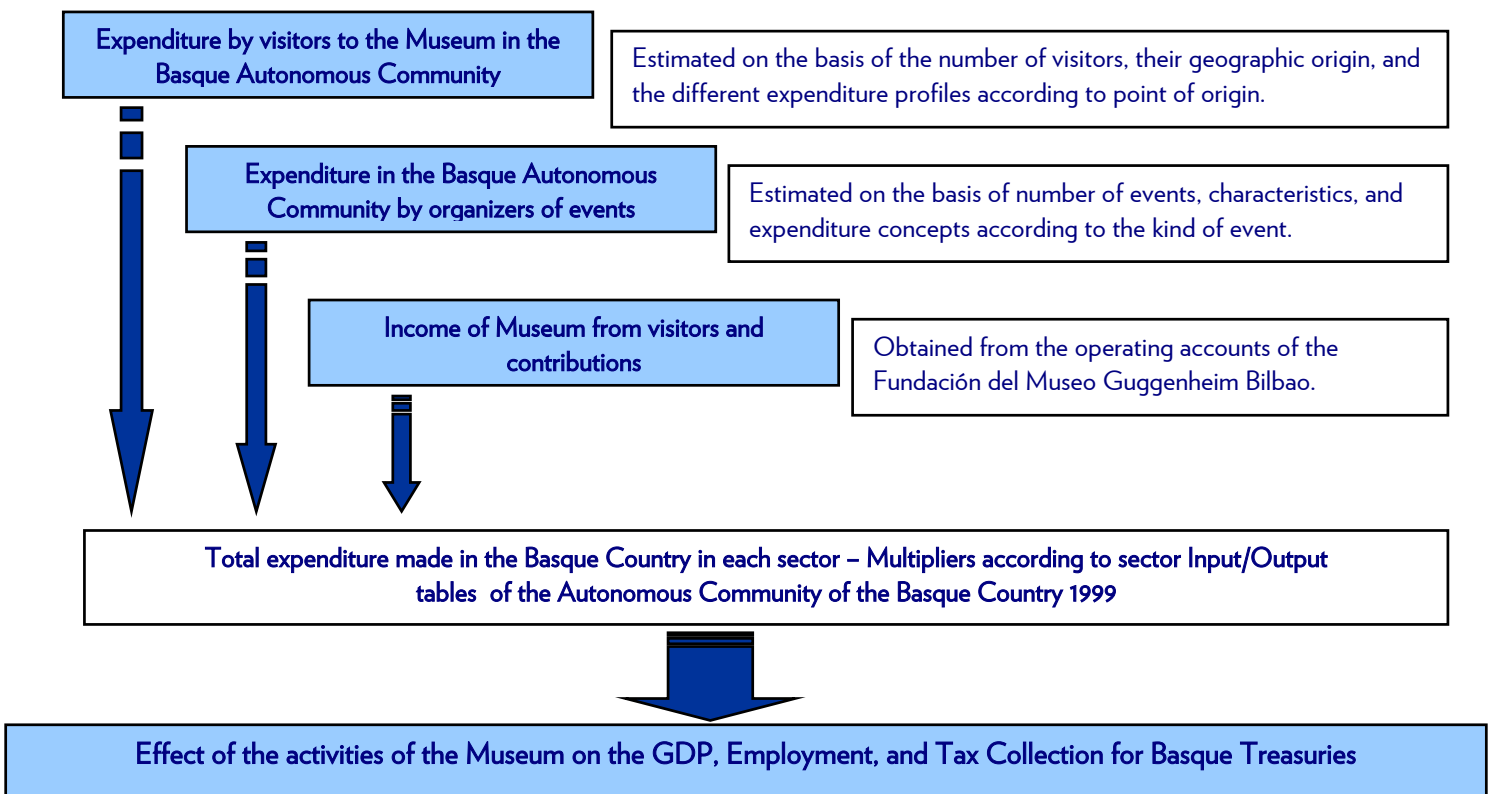
Impact of the activities of the
Guggenheim Museum Bilbao in the
economy of the Basque Country
during the year 2002

Introduction

This executive summary sets out the main conclusions of the survey carried out to estimate the economic impact of the activities developed over the year 2002 by the Fundación del Museo Guggenheim Bilbao in terms of wealth for the Basque Country. To perform this study, the model proposed in 1998 was taken as a reference, but including the analytical elements incorporated in 2001:

- Consideration of the induced effects.
- Inclusion of the direct expenditure made by several different companies and institutions that hold events in the Museum by hiring Museum spaces.
- Review of the expenditure profiles of visitors in accordance with their points of origin, including a new concept of leisure expenditure.
- The application of specific multipliers for each sector. As the Input/Output tables for tourism in the Basque Country have not been updated, the tables for the Basque economy for 2000 have been used, but without applying a single multiplier for the services sector, but a specific one for each subsector considered: Retail, catering, transport, recreational and cultural activities and other business activities.

Impact Model



Main results of the Impact Model

The main conclusions of the economic impact analysis of the activities of the Guggenheim Museum Bilbao during the year 2002 are highlighted in the following aspects.

The total direct expenditure generated by the activities of the Museum in the Basque Country amounted to 143,706,595 Euros, which represents an average expenditure of 168.74 Euros per visitor. The total direct expenditure is obtained from the sum of the following concepts:

1. 117,474,687 Euros that correspond to expenditure made outside the Museum as shown by the expenditure profile resulting from the survey.
The sectors that have benefited most from the development of the activities of the Museum were:
 - Catering: 37,804,087 Euros in restaurants, bars and cafeterias.
 - Shopping: 15,440,586 Euros in stores.
 - Accommodation: 45,992,220 Euros in hotels, guesthouses and other kinds of accommodation.
 - Transport: 10,552,770 Euros in car hires, gasoline, tolls, tickets, etc.
 - Leisure: 7,685,024 Euros in cinemas, theaters, visits to other museums, etc.
2. 8,879,522 Euros that correspond to the expenditure of visitors inside the Museum: admission fees, guided tours, purchases in the Store-Bookstore, and expenditure in the cafeteria and restaurant.
3. 16,214,972 Euros that correspond to the expenditure of companies and the contributions of Individual and Corporate Members, Government grants, contributions, and other income.
4. 1,137,414 Euros corresponding to direct expenses deriving from the organization of special events in the Museum.

Considering the direct, indirect, and induced effects, the activities of the Guggenheim Museum Bilbao during the year 2002 have represented the generation of 162,327,827 Euros of GDP, additional income for the Basque Treasuries of 25,988,685 Euros, and have contributed to maintaining 4,265 jobs.

The impact of the activities of the Guggenheim Museum Bilbao on the Autonomous Community of the Basque Country from 1997 to December 31 2002 is set out below:

	1997	1998	1999	2000	2001 (2)	2002 (2)	TOTAL
Impact							
Direct expenditure	40,568,317	190,400,635	202,799,514	191,903,165	149,724,135	143,706,595	919,102,361
GDP Generation	31,517,075	147,921,099	157,555,323	149,087,063	168,331,470	162,327,827	816,739,857
Employment (1)	832	3,906	4,161	3,937	4,415	4,265	4,137
Income Treasuries	5,871,888	27,562,415	29,359,441	27,784,790	26,949,383	25,988,685	143,516,602

(1) Reflects the contribution to the maintenance of employment, not to the generation of new jobs. The total reflects the annual average number of jobs to the maintenance of which a contribution has been made.

(2) The impact for 2001 and 2002 not only includes the direct and indirect effects but also the induced effects, which were not included in previous years.

MACROECONOMIC DATA FOR THE BASQUE COUNTRY	2000-2001
GDP 2000 (thousands of Euros)	40,639,705
EMPLOYMENT 2001 (working population)	849,400
TAX REVENUE 2001 under the Economic Agreement (VAT, Company Tax, Income Tax) (thousands of Euros)	6,575,546

Source: EUSTAT