

PRESS RELEASE

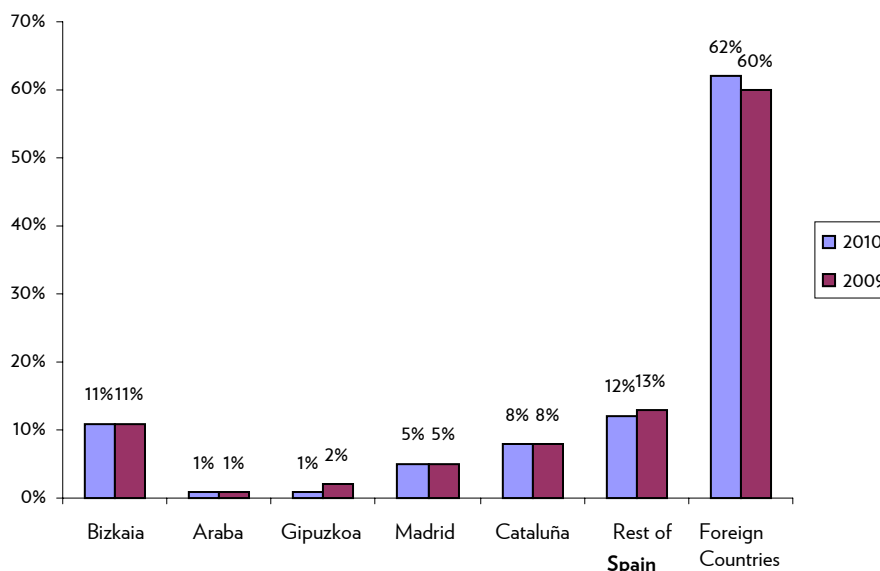
THE GUGGENHEIM MUSEUM BILBAO CLOSES 2010 WITH 956,417 VISITORS

The number of visitors in 2010 has risen almost 6% over the previous year.

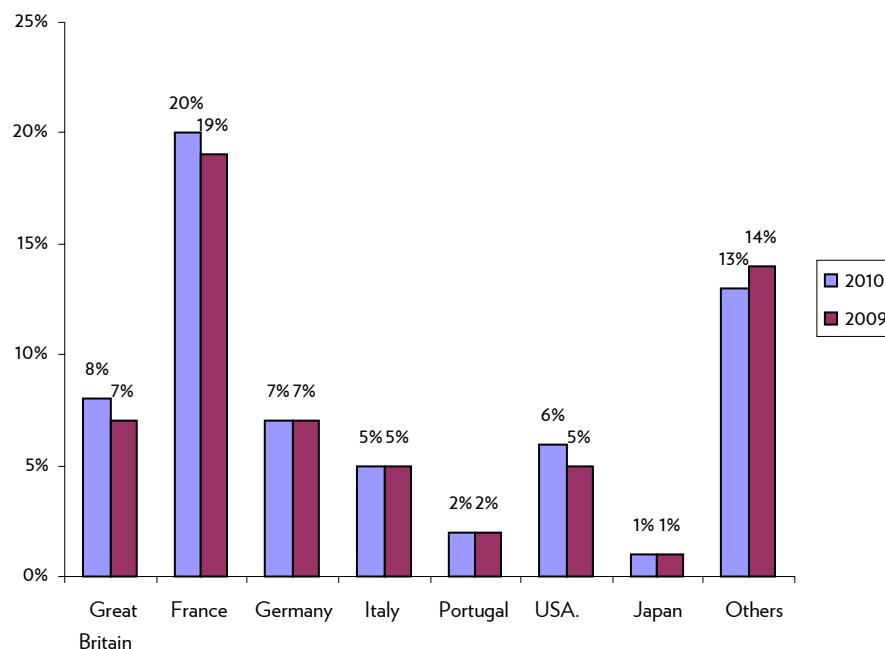
In 2010, the Guggenheim Museum Bilbao attracted 956,417 visitors, almost 6% more than in 2009. With this rise, the Museum exceeded the expectations for this year with the dismal economy worldwide, meaning that this figure can be considered extremely positive.

In terms of visitors' geographic origin, the most important new development in 2010 is the two-point rise in foreign visitors, who now account for 62% of the total. The countries sending most visitors are France, the United Kingdom and the USA. Domestic visitors accounted for 25% of the total, and visitors from the Basque Country 13%, similar figures as last year. An interesting fact is the rise in local visitors in the last quarter of the year, 11.4% more than the previous year and 26.7% of the total. The main reason for their visits was the exhibition on Golden Age Dutch and Flemish painting.

Percentage of domestic visitors by geographic origin



## Percentage of foreign visitors by geographic origin



Likewise, [www.guggenheim-bilbao.es](http://www.guggenheim-bilbao.es) registered a total of 1,091,253 visits in 2010, almost 14% more than in 2009, with 4,809,620 pages visited, 1.3% more than in 2009.

Regarding the educational programs that the Guggenheim Museum Bilbao designs and offers for a variety of audiences and groups (educators, children, families, youngsters, Members, socially disadvantaged groups, etc.), 724,506 people participated in at least one of the activities offered in 2010, 26.7% more than in 2009. This impressive jump was mainly due to the implementation of online resources, as well as this year's opening of the visitor orientation room, Zero Espazioa.

Today the Corporate Members Program includes 126 corporations, among the most severely hit by the global economic situation, although the reduction is mainly found in the echelon under the program. However, the Individual Members Program has grown considerably in 2010, closing the year with 16,600 Members, 500 more than in 2009. This figure has kept growing steadily since the Museum opened, and it serves as confirmation of the social support that the institution receives from those closest to it.

Regarding the analysis of the economic impact of the activities of the Guggenheim Museum Bilbao on the economy of the Basque Country in 2010, the following points are worth noting:

- Total direct expenditure generated by the Museum's activities in the Basque Country in 2010 amounted to €212,925,617, which translates into average expenditure of €223.97 per visitor.
- The Guggenheim Museum Bilbao's activities in 2010 generated a wealth of €193,228,895 in GDP.
- This economic activity has generated an additional €26,315,843 in revenue for the Basque Treasury.
- This activity has contributed to maintain 3,853 jobs.

Finally, the Guggenheim Museum Bilbao remained the leader of European cultural institutions in terms of self-financing, which was around 67% in 2010. This means that two out of every three euros are generated by the Museum itself.

#### **For additional information contact**

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