

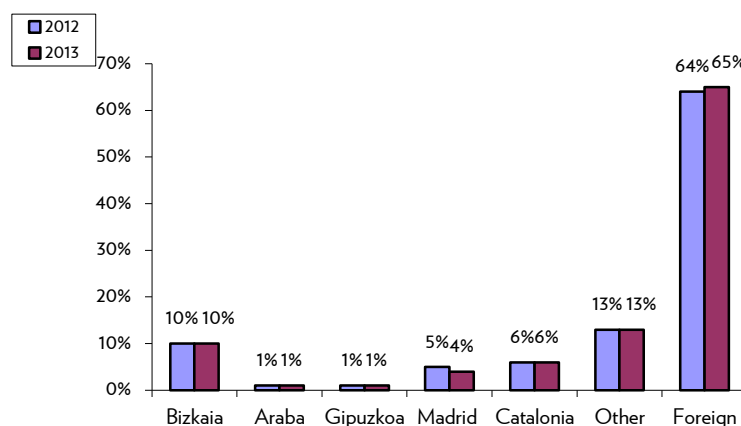
## PRESS RELEASE

### THE GUGGENHEIM MUSEUM BILBAO CLOSES 2013 WITH 931,015 VISITORS

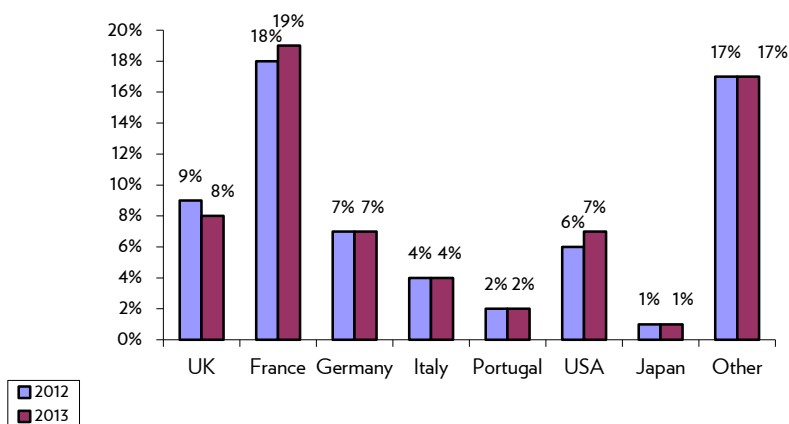
In the year 2013, the Guggenheim Museum Bilbao received a total of **931,015** visitors. This figure, which coincides with the initial estimates for the year, has been hailed as a positive achievement by the museum, especially considering the negative economic climate in Spain over the past twelve months.

With regard to place of origin, it is interesting to note that the percentage of foreign visitors was slightly higher than in 2012: 65% of all visitors hailed from abroad, primarily France, the UK, Germany, the USA, and Italy. The proportion of visitors from the Basque Country was similar to that recorded in 2012 (12%), while the category of visitors from the rest of Spain decreased by one point (23%).

Percentage of visitors by place of origin



Percentage of foreign visitors by place of origin



## GUGGENHEIM BILBAO

The highlights of the year in terms of visitor turnout were the temporary exhibitions *L'Art en guerre: France, 1938-1947*, which attracted 580,203 visitors, and *Riotous Baroque: From Cattelan to Zurbarán*, visited by 402,212 people.

Meanwhile, the [www.guggenheim-bilbao.es](http://www.guggenheim-bilbao.es) website received a total of 1,360,058 visits in 2013, with 5,791,460 registered page views.

With regard to the educational programs that the Guggenheim Museum Bilbao designs and offers to different audiences and groups (educators, children, families, young people, Museum Members, socially disadvantaged collectives, etc.), a total of 468,961 people participated in at least one of the activities organized in 2013. In 2013, the educational and cultural activities program focused on social outreach initiatives, with the goal of giving as many people as possible an opportunity to experience modern and contemporary art. Consequently, the museum made an effort to reinforce, promote and assign additional resources to the art program for children at the hospitals of Cruces and Basurto, group tours for persons with special needs (disabilities), tours for persons at risk of social exclusion, guided tours for the elderly, and the volunteer program of off-site talks and workshops at associations for senior citizens, women and immigrants, recreational clubs, drug abuse rehabilitation centers, and arts associations.

The **Corporate Membership Program** ended the year with 113 members. Although membership is slightly down in the lower categories, corporate support remains an essential pillar of the Museum's funding scheme.

On the other hand, the Individual Membership Program boasted nearly 15,600 members at the close of 2013, proving that the institution continues to enjoy a broad local support base.

In response to the financial crisis, in March 2013 the museum launched the *Erdu* program to show its support for the millions of unemployed people in Spain. A total of 2,137 people participated in this program in the nine months since it was launched, visiting the museum 3,143 times. The *Erdu* program will continue in 2014, and participants will therefore need to renew their membership cards by submitting a photocopy of a current DARDE unemployment certificate.

An analysis of the impact of the Guggenheim Museum Bilbao's activities on the local economy in 2013 has yielded the following results:

- Total direct expenditure as a result of the museum's activity in the Basque Country in 2013 amounted to 310.5 million euros.
- This expenditure generated a total of 273.8 million euros in GDP.
- These figures in turn created an additional 42.15 million euros in revenue for the Basque treasury and tax authorities.
- In addition, this activity helped maintain 5,876 jobs.

Finally, the Guggenheim Museum Bilbao has once again topped the ranking of European cultural institutions in terms of financial autonomy, with a self-financing capacity of approximately 69% in 2013.

Bilbao, January 2, 2014