

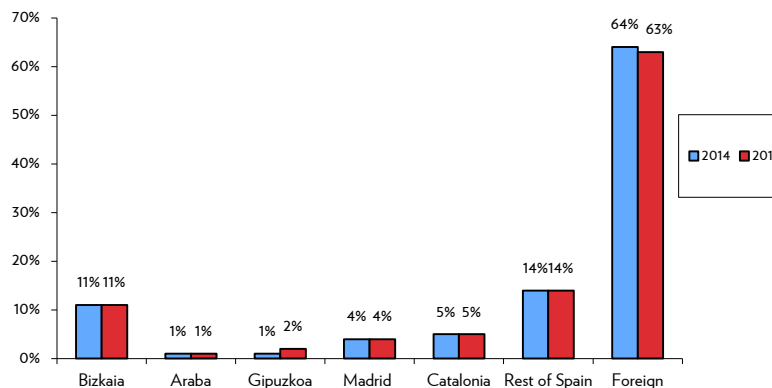
PRESS RELEASE

1,103,211 people visited the Guggenheim Museum Bilbao in 2015, the second-best figure in its history

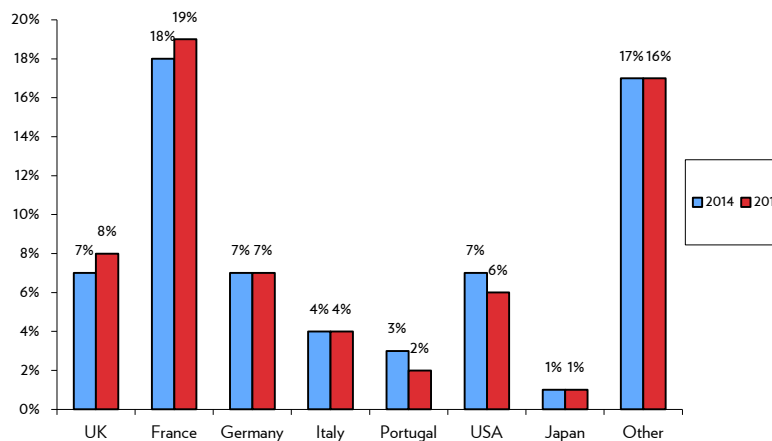
In 2015 the Guggenheim Museum Bilbao celebrated its coming of age with the second-best year ever in terms of **visitor numbers**, outranked only by the figures for 1998, the year the museum opened. A total of **1,103,211** people visited the museum during the year that has just ended, passing the one-million mark for the seventh time in its history and registering a 9% increase from 2014, which translates into 91,848 more visitors.

The distribution of visitors by **place of origin** is similar to previous years with a high percentage of foreign visitors (63% of the total), primarily from France (19%), Great Britain (8%), Germany (7%), the United States (6%), and Italy (4%). The proportion of visitors from the Basque Country was one percentage point higher than in 2014, accounting for 14% of the total, while the percentage of visitors from the rest of Spain remained stable at 23%.

Percentage of visitors by place of origin:



Percentage of foreign visitors by place of origin:



GUGGENHEIM BILBAO

The museum's most powerful draw in 2015 was its **art program**. The temporary exhibitions that received the most visitors were those scheduled for the summer months: *Jean-Michel Basquiat: Now's the Time* was seen by 538,475 people between July and October, and *Jeff Koons: A Retrospective* brought 493,730 visitors to the museum between July and September. In third place, the *Niki de Saint Phalle* show received 290,849 visitors between the months of March and May.

On the digital front, in 2015 the website **guggenheim-bilbao.es** received a total of 1,797,238 visits (41% more than the previous year) and 7,161,266 page views (90% more than in 2014), while the museum's influence and following on social networks continued to grow, with 206,510 followers on Facebook and 172,350 on Twitter (an increase of 15% and 142%, respectively).

With regard to the **educational programs** that the museum organizes for different groups (educators, children, families, young people, Museum Members, socially disadvantaged collectives, etc.), a total of 577,266 people benefited from at least one of the activities and educational areas offered in 2015. Novelties in 2015 included the launch of two internship programs, one for students and one for emerging artists from the Basque Country in New York, organized by the Guggenheim Museums in Bilbao and New York, and, in the area of social outreach, a new pedagogical initiative at the Ortuella therapeutic-educational day center, which offers holistic care for children and teens with psychiatric disorders. 2015 was also a year of growth and consolidation for the Gallery Hosts, introduced the previous year, and for the museum's art education programs in English, *Books Alive!* for children, and *Let's Go to the Movies* for adults, organized in partnership with the British Council.

The **business community's involvement** in the Guggenheim Museum Bilbao was represented in 2015 by 113 Corporate Members (4 more than in 2014), whose support remains an essential pillar of the museum's funding scheme.

The **Individual Members** program boasted a total of 16,758 participants at the end of 2015, an increase from the previous year, confirming that the Museum continues to enjoy a broad local support base. In addition, over the past year 2,127 individuals benefited from the **Erdu program**, which provides free admission to the museum for unemployed persons.

Finally, the **2015 statistics on the impact of the Guggenheim Museum Bilbao's activities** on the local economy showed significant improvement from the previous year:

- Total **direct expenditure** as a result of the museum's activity in the Basque Country amounted to 362.9 million euros
- The contribution to **GDP** was 320.2 million euros
- These figures in turn generated an **additional** 49.3 million euros in **revenue for the Basque treasury and tax authorities**
- In addition, the museum's activity helped to maintain **6,875 jobs**

Once again, the Guggenheim Museum Bilbao continues to top the ranking of European cultural institutions in terms of the degree of self-financing, which in 2015 was approximately 67%.

Bilbao, January 4, 2016