

BARCELONA MUSEUMS AND EXHIBITION CENTRES:

2024 INDIVIDUAL VISITORS SURVEY

Objective

Statistically analyse the 2024 public survey data from Barcelona's museums to identify the profile of individual visitors and characterise their visit to the museum.

Content

- Individual visitors
- Survey results
 - Visitor origin
 - Local visitors
 - Gender and age
 - New vs. repeat visitors
 - Number of tickets purchased

➤ **Incorporation of online surveys into the sample**

Online sales are still uneven at some museums, although they have made a strong impact. This edition of the survey incorporates online surveys conducted by some museums.

➤ **Most museums have seen an increase in visitor numbers in 2024**

In addition, half of the museums analysed have achieved a record number of visitors in the series since 2014.

➤ **The United States is the country contributing the highest number visitors to the city's museums**

Two-thirds of visitors come from abroad, more Europeans than from the rest of the world, although the latter account for nearly 30% of visitors.

➤ **The local audience has grown by around 14%**

In relative terms, most museums have maintained or slightly reduced the proportion of their local audience (except for DHub – exhibitions). Fabra i Coats, the Montcada site of the MUEC and the Pedralbes Monastery are the only sites where the local audience accounts for the majority.

➤ **Online buyers tend to be female, younger and from abroad**

They are also less likely to buy a single ticket.

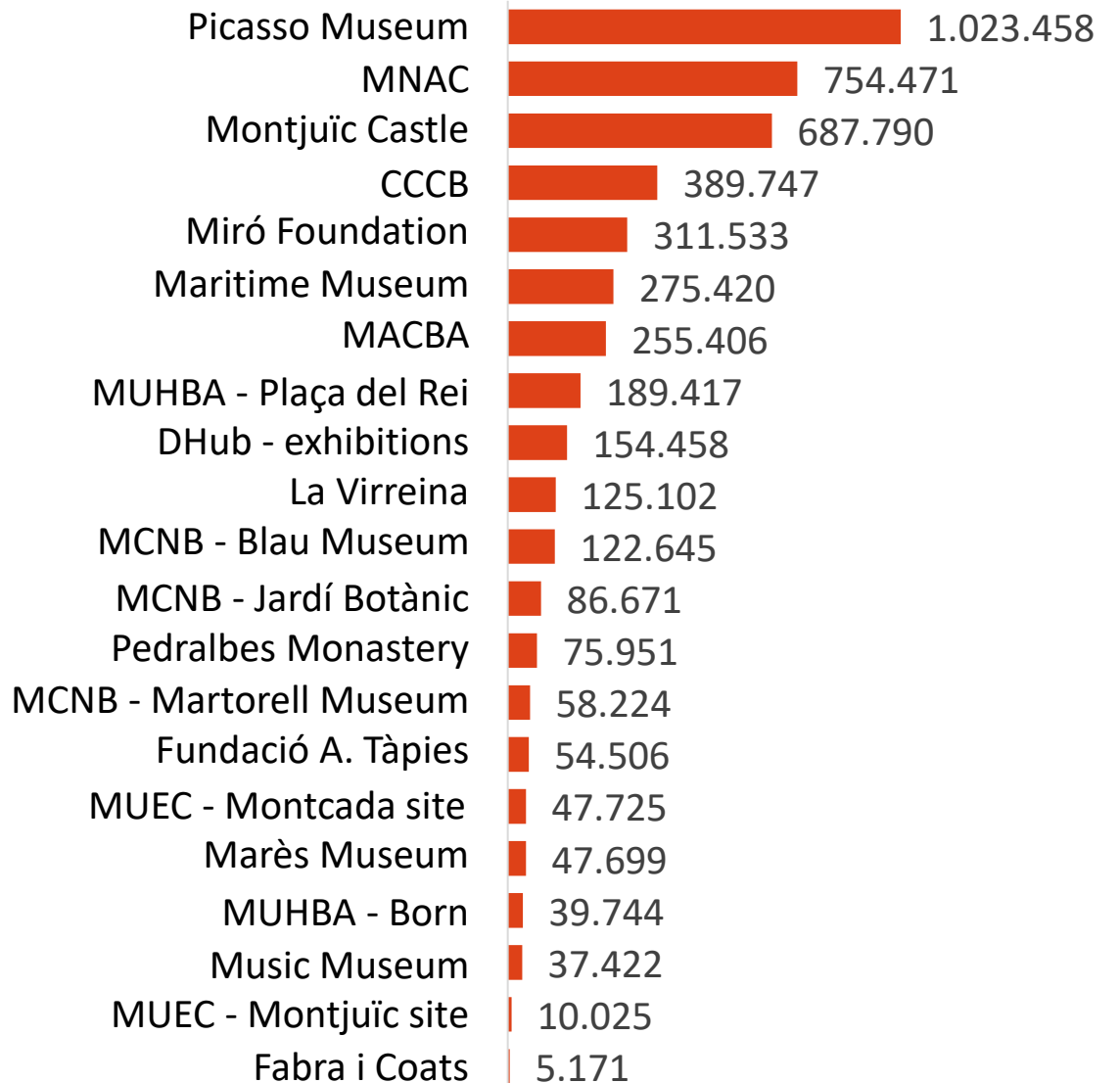
➤ **Women continue to account for a slightly larger proportion of visitors, with an average age of 42**

Only at three museums do male visitors clearly exceed female visitors: the Castle, the Maritime Museum and Martorell Museum. In terms of age, the museums with a higher percentage of population under 40 are MACBA and the Montcada site of the MUEC.

INDIVIDUAL VISITORS (excluding groups)

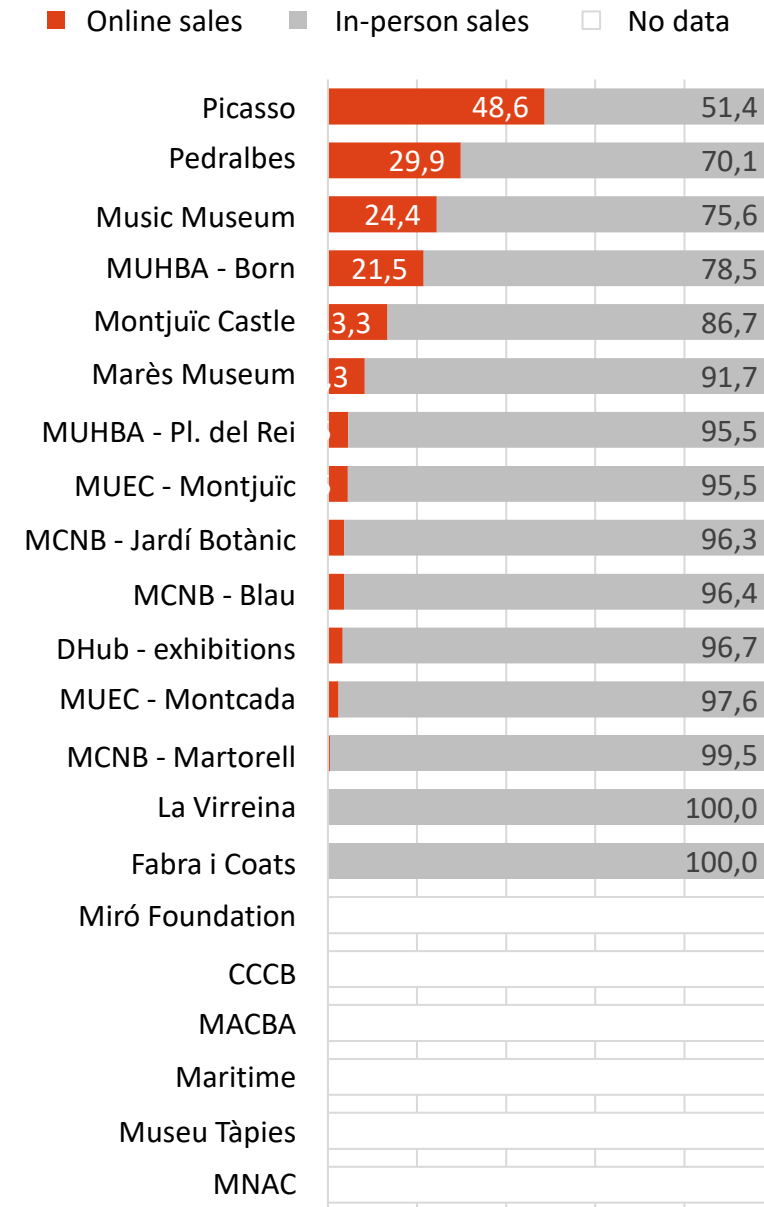
4,752,585

People visited the city's museums
analysed in 2024



INDIVIDUAL VISITORS (excluding groups)

Online sales



Results of the survey

257,385 surveys

Online: 199,056 In-person: 58,329

(2023 49,607 surveys)

- **21 museums analysed**
- **Research technique**
Face-to-face interviews at the museum entrance and online through the website at the time of purchasing the ticket.
- **Study universe**
Individual visitors in 2024 at the museums analysed (4,752,585).

Museu Picasso	153.173
Montjuïc Castle	36.511
Pedralbes Monastery	13.512
DHub - exhibitions	7.870
MUHBA - Pl. del Rei	5.400
MCNB - Blau Museum	4.713
MUHBA - Born	4.004
MACBA	3.941
Marès Museum	3.810
MNAC	3.684
MCNB - Jardí Botànic	3.675
MUEC - Montcada	3.299
Music Museum	3.137
Maritime Museum	2.060
Miró Foundation	1.956
La Virreina	1.932
MUEC - Montjuïc	1.442
Museu Tàpies	1.156
MCNB - Martorell Museum	1.064
CCCB	614
Fabra i Coats	432

The interviews were weighted to align their distribution to that of visitors by museum, month, type of day, and sales channel.

Study variables

- The **gender** of the person purchasing the tickets
- **The age** of the person purchasing the tickets
- Their usual **place of residence**
- The **number of tickets** purchased
- If this is their **first visit** to the museum
- **Who they visited** the museum with
- The **means of transport** they used to get to the museum
- **Visit to other museums** in the city

Online
survey

Face-to-face
survey



Only museums
located in
Montjuïc

Visitor origin



16.1

Barcelona city



6.4

Other part of
Catalonia



4.3

Rest of Spain



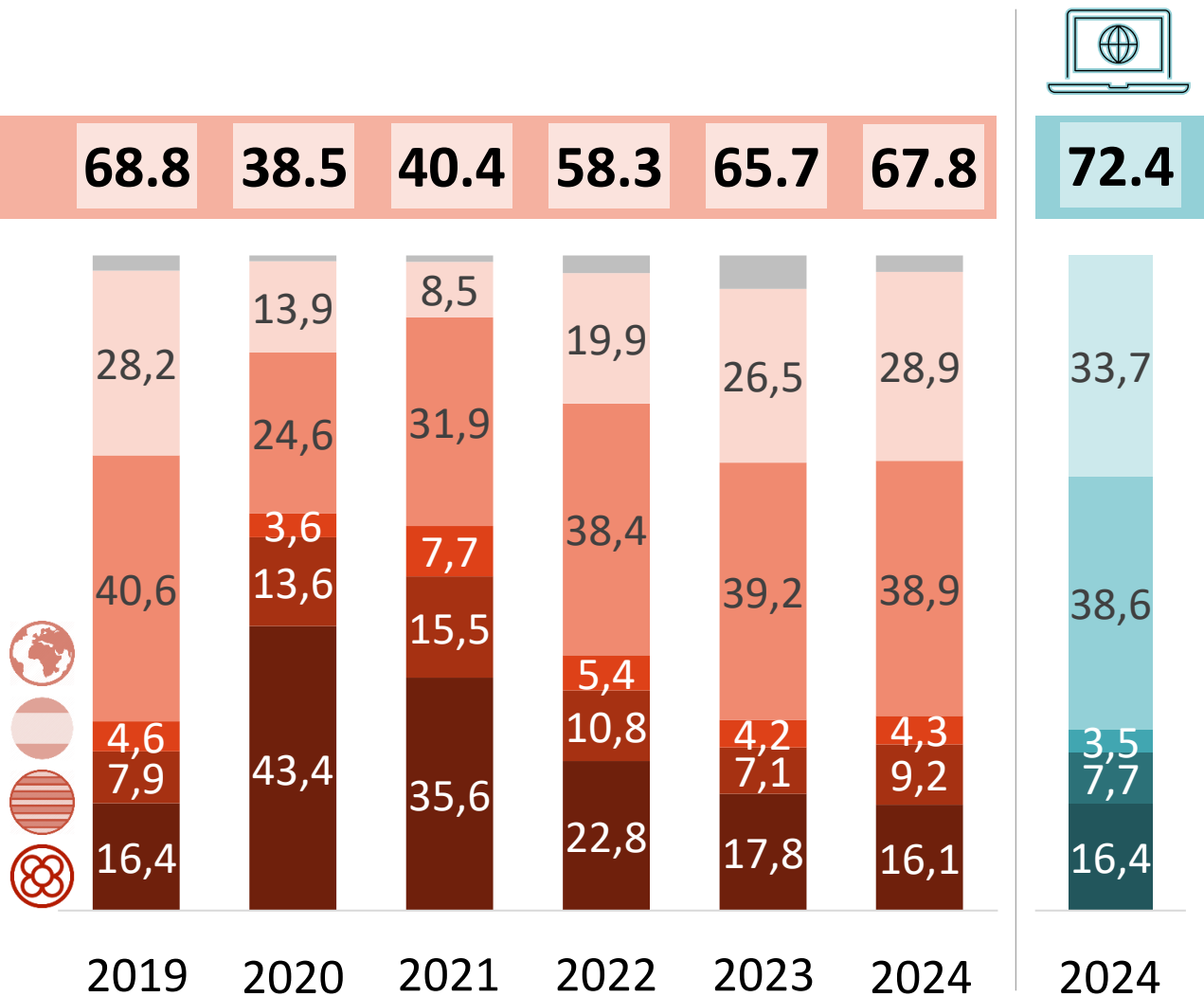
67.8

Rest of the world

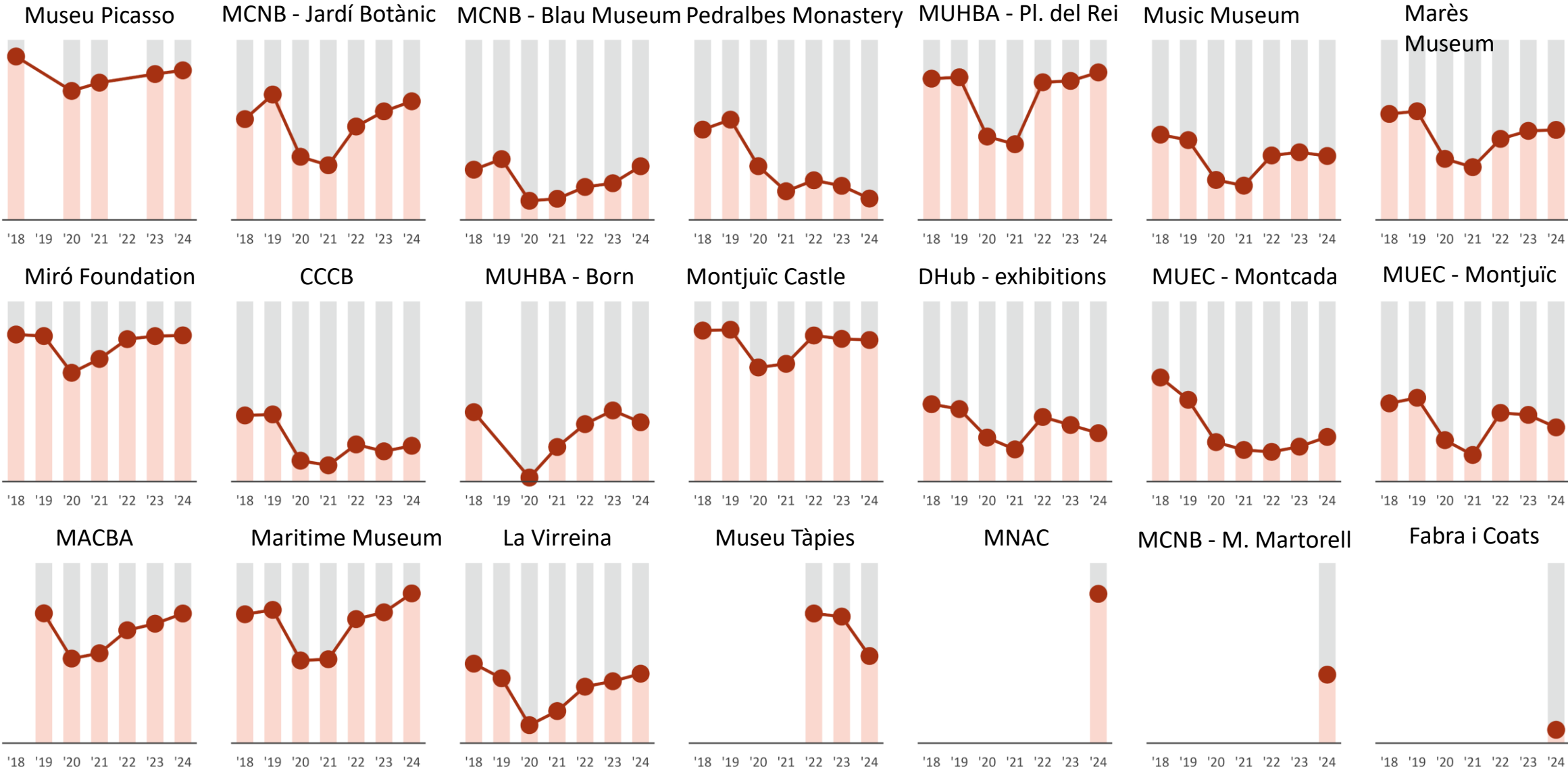


**Foreign
visitors**

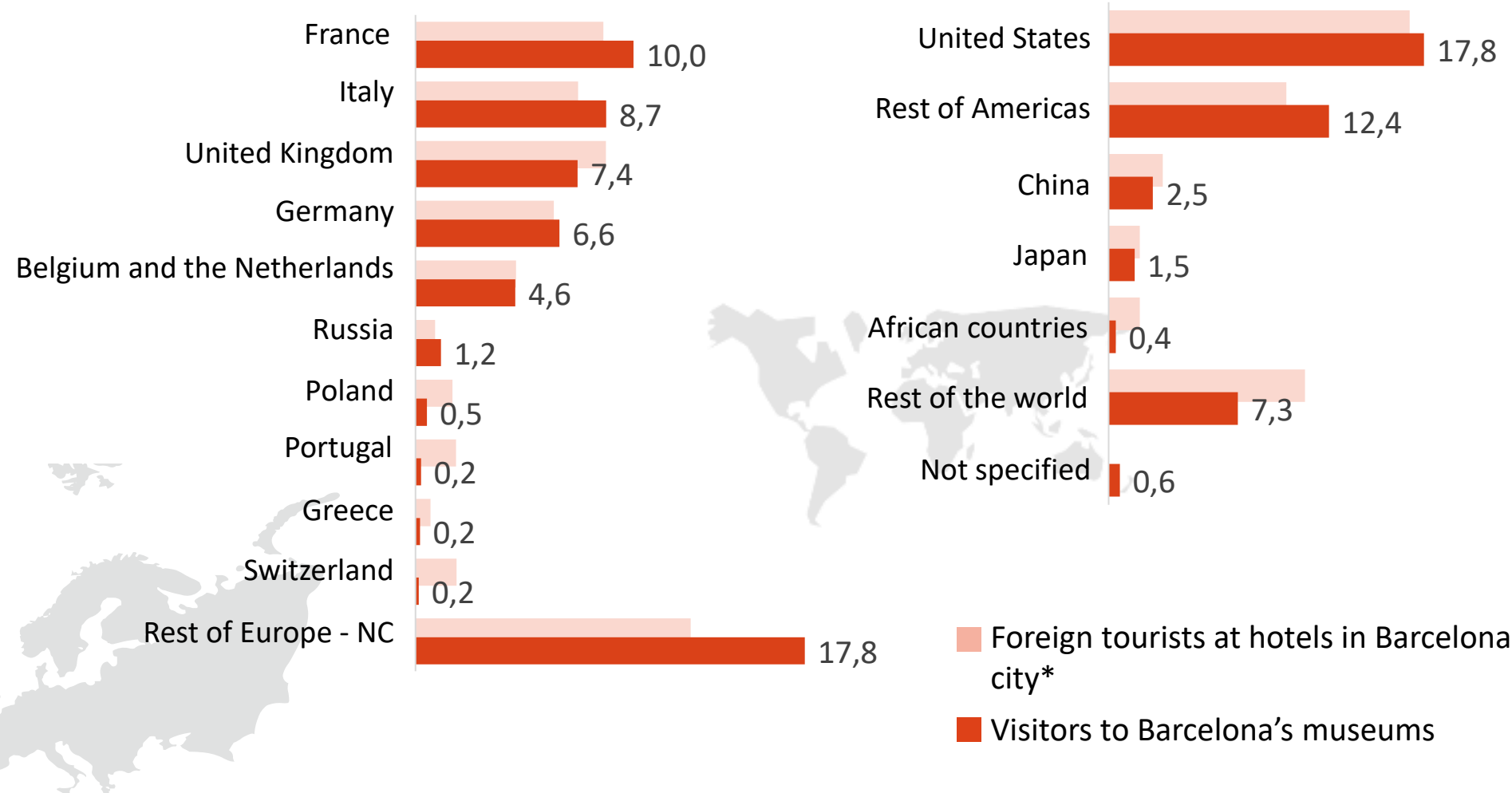
- Barcelona
- Other part of
- Rest of Spain
- Rest of Europe
- Rest of the world
- Not specified



Foreign visitors

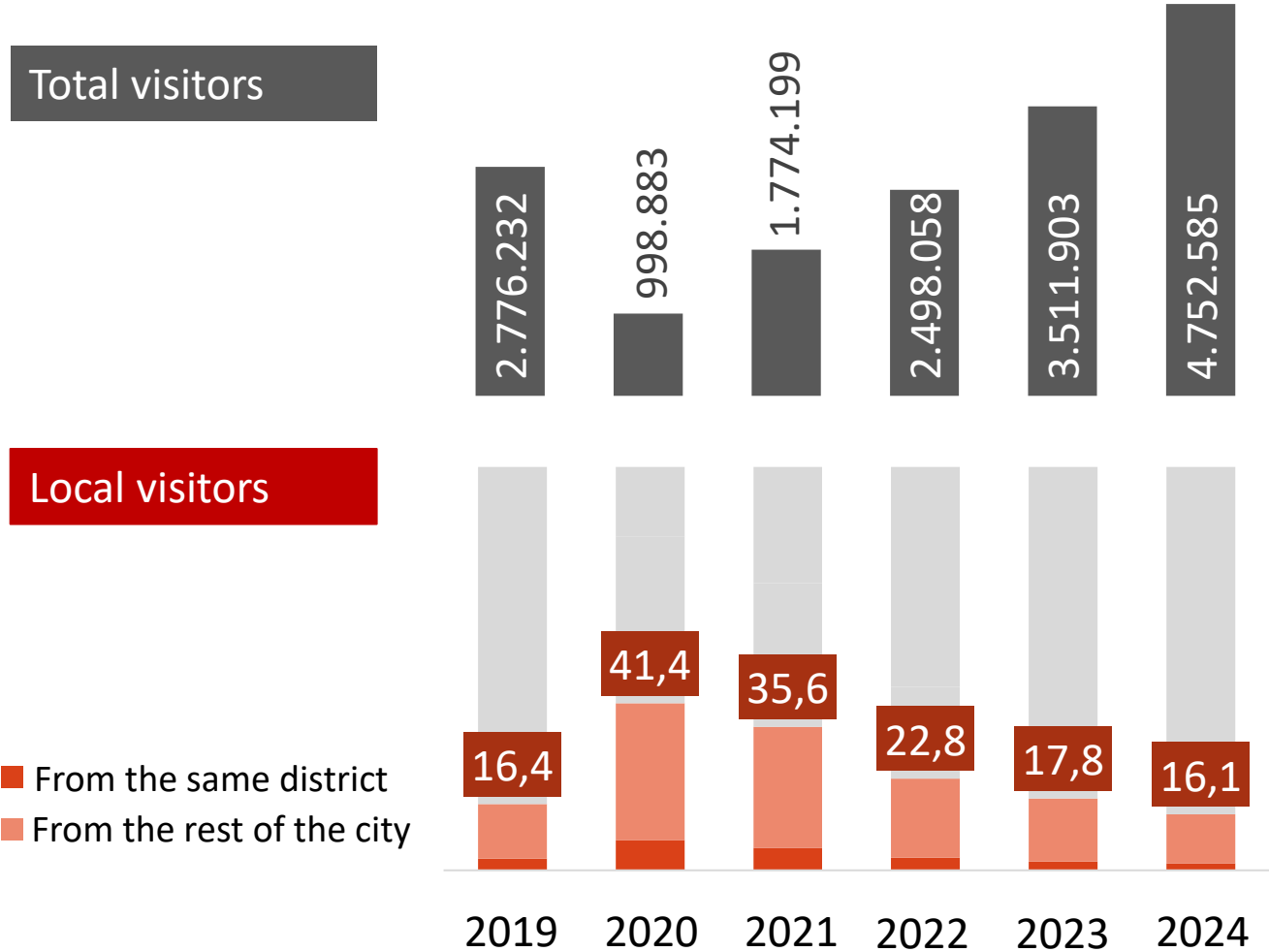


Foreign visitors: country of residence



*SOURCE: Barcelona Tourism Observatory: city and region (2024).

Local visitors

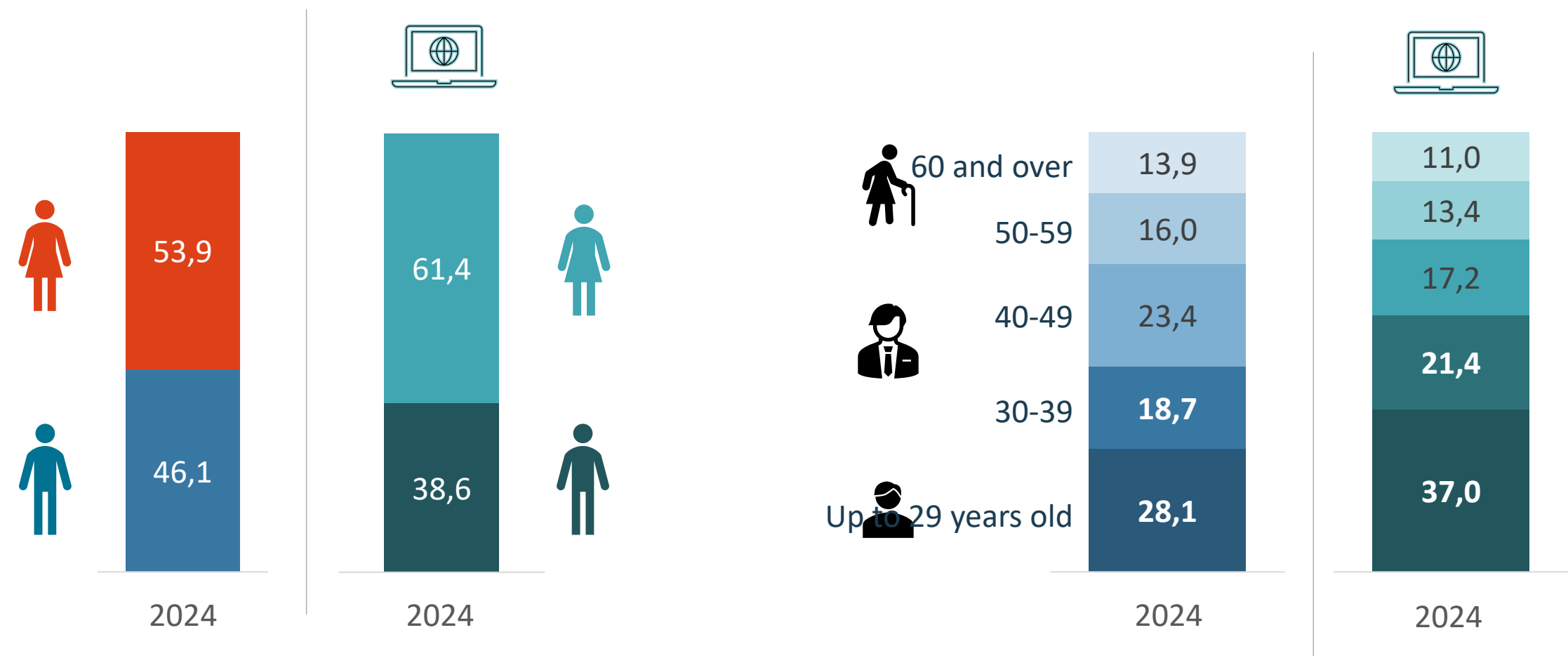


Estimate:

712,000
local visitors

+14%
Compared to 2023

Gender and age of visitors



Visitor gender: evolution by museum

Wom
en Men

Museu Picasso



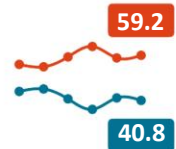
'14'15'16'17'18'19'20'21'22'23'24

Miró
Foundation



'14'15'16'17'18'19'20'21'22'23'24

MACBA



'14'15'16'17'18'19'20'21'22'23'24

MCNB - Jardí Botànic



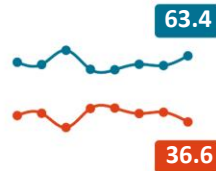
'14'15'16'17'18'19'20'21'22'23'24

CCCB



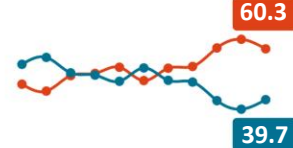
'14'15'16'17'18'19'20'21'22'23'24

Maritime Museum



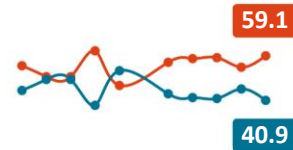
'14'15'16'17'18'19'20'21'22'23'24

MCNB - Blau Museum



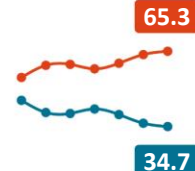
'14'15'16'17'18'19'20'21'22'23'24

MUHBA - Born



'14'15'16'17'18'19'20'21'22'23'24

La Virreina



'14'15'16'17'18'19'20'21'22'23'24

Pedralbes Monastery



'14'15'16'17'18'19'20'21'22'23'24

Montjuïc Castle



'14'15'16'17'18'19'20'21'22'23'24

Museu Tàpies



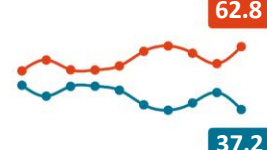
'14'15'16'17'18'19'20'21'22'23'24

MUHBA - Pl. del Rei



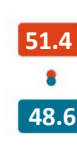
'14'15'16'17'18'19'20'21'22'23'24

DHub - exhibitions



'14'15'16'17'18'19'20'21'22'23'24

MNAC



'14'15'16'17'18'19'20'21'22'23'24

Music Museum



'14'15'16'17'18'19'20'21'22'23'24

MUEC - Montcada



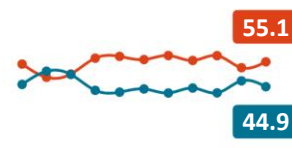
'14'15'16'17'18'19'20'21'22'23'24

MCNB - M. Martorell



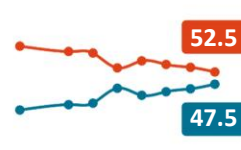
'14'15'16'17'18'19'20'21'22'23'24

Marès
Museum



'14'15'16'17'18'19'20'21'22'23'24

MUEC - Montjuïc



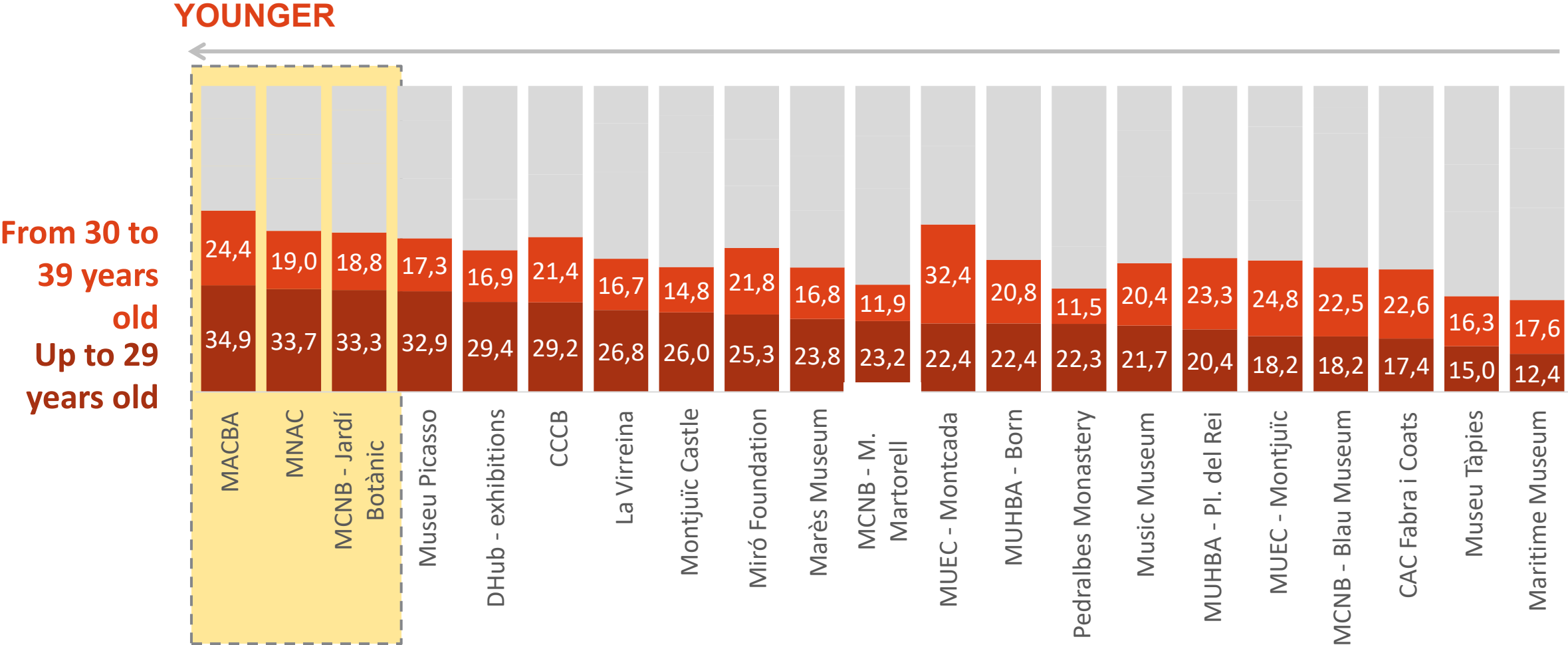
'14'15'16'17'18'19'20'21'22'23'24

Fabra i Coats



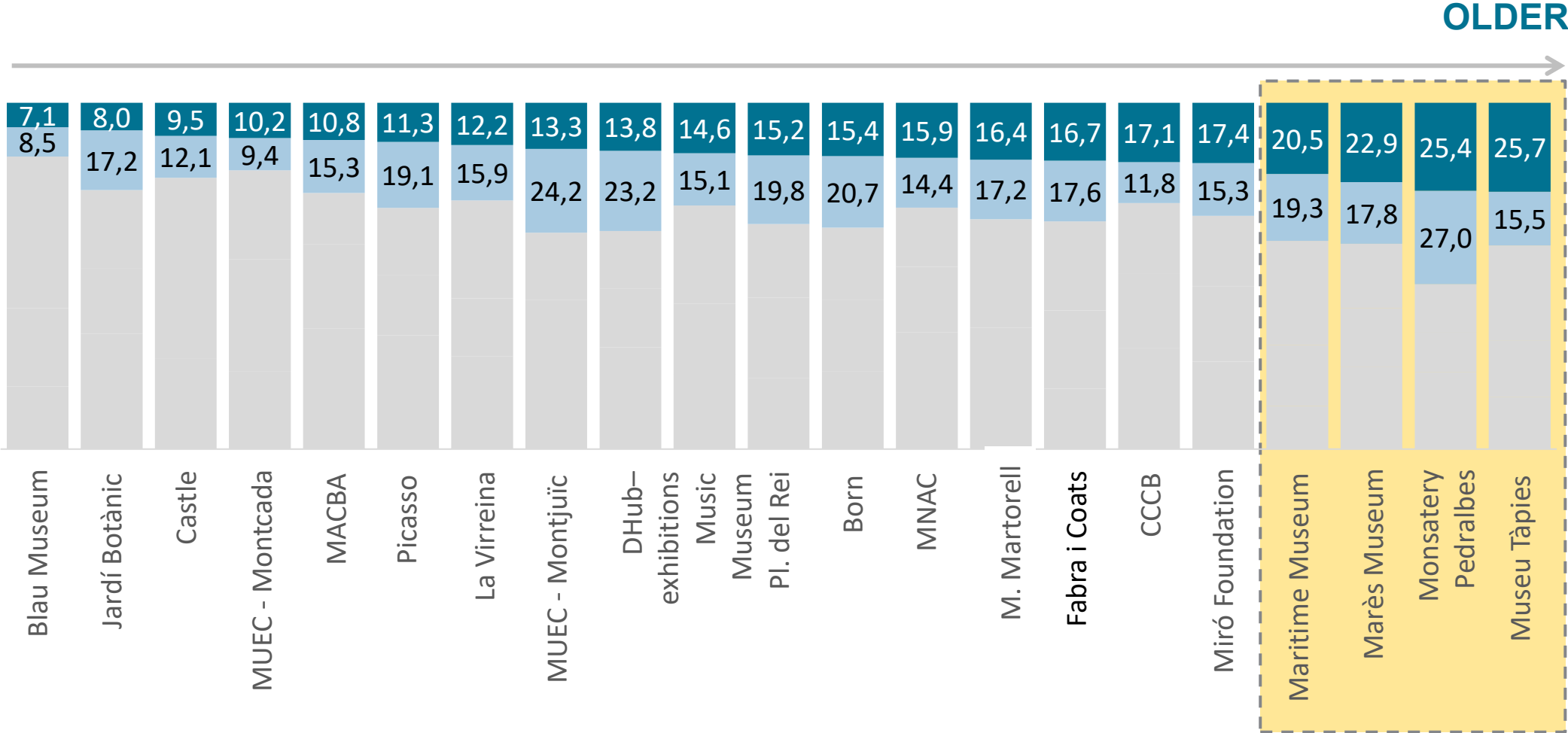
'14'15'16'17'18'19'20'21'22'23'24

Visitor age



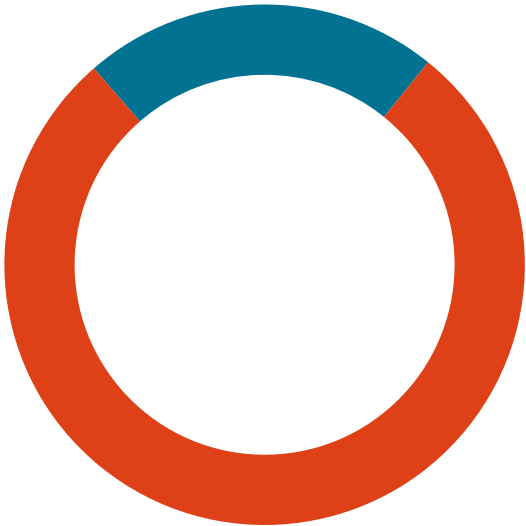
Visitor age

60 and over
From 50 to 59



New vs repeat visitors

Had already been there
22,2



First visit
77,8

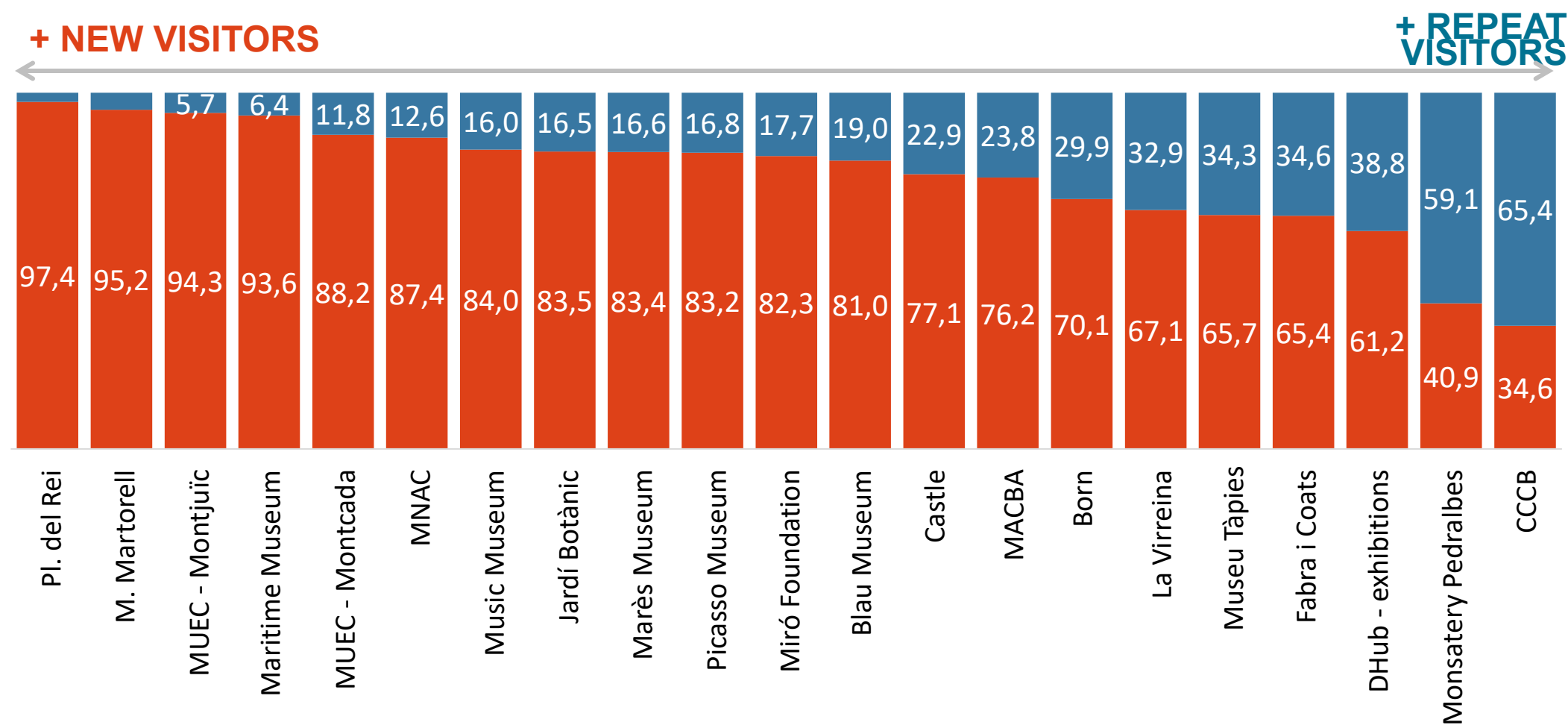


Had already been there
14,4

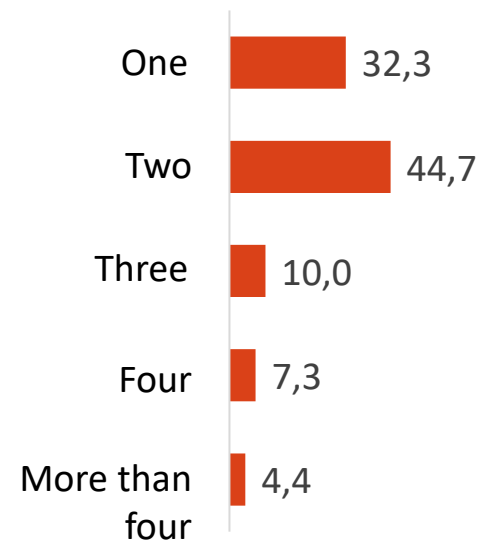


First visit
85,6

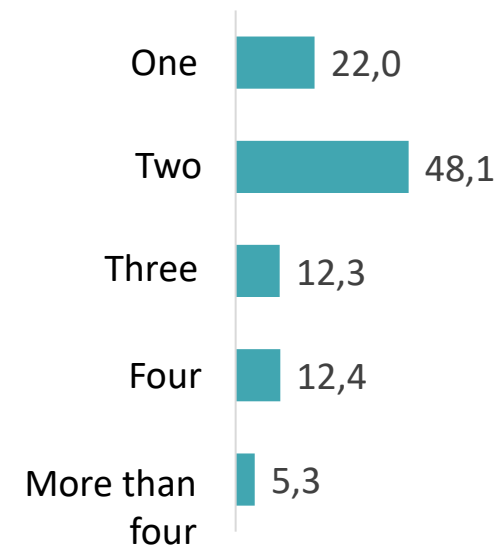
New vs repeat visitors



Number of tickets purchased



Average
2.1



Average
2.4

BARCELONA MUSEUMS 2014 - 2024

RESULTS OF INDIVIDUAL SURVEYS

SUMMARY



WHERE FROM



PROFILE



THE VISIT



FACT
SHEET





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