

More visitors to museums and zoos

Danes in general have become much more frequent users of cultural activities. The development in recent 25 years shows that we visit museums and zoos to an increasing degree, while it has been more difficult for theatres to attract an audience.

Danes' cultural habits are not constant. Our interest in theatrical performance has definitely changed its character since the early 1980s. The number of tickets sold for plays has decreased by almost 50 per cent, while interest in ballet and dance has doubled. Opera has witnessed an increase in admission of 33 per cent. Increased interest in neither ballet nor opera has, however, been sufficient to outweigh the decrease in audience for plays. Consequently state-subsidized theatres have on average 500,000 fewer annual visitors today than in the early 1980s.

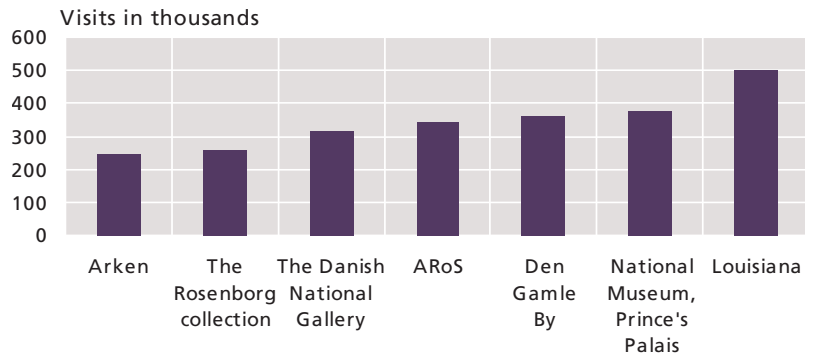
During the same period, museums have experienced continued growth. However, interest in this field has also fluctuated. The number of visitors at the National Museum has been halved compared to the early 1980s. For several years, Louisiana has topped the list as the Danes' favourite museum with about 500,000 visitors annually. The newly opened museum ARoS had a magnificent start during its first season with 342,000 paying visitors.

• • • DID YOU KNOW THAT

Three Danish films have sold more than one million tickets. All three of them were films about Olsen Banden. The foreign film seen by most people ever is *Titanic* with 1.4 million tickets sold. • • •

Cinemas have experienced a renaissance since the early 1990s, when an average of 9.6 million tickets were sold annually compared to 12.1 million tickets today.

THE TEN HIGHEST ADMISSION RATES 2004



ADMISSION TO CULTURAL INSTITUTIONS

	Unit	1980-84	1985-89	1990-94	1995-99	2000-04
State-subsidized theatres						
Total audience	<i>ths.</i>	2 725	2 487	2 455	2 482	2 292
Ballet/dance	<i>per</i>	103	129	190	203	213
Opera/ballad opera	<i>year</i>	149	150	171	229	227
Operetta/musical	<i>(av.)</i>	293	294	382	455	285
Plays		1 438	1 271	1 103	935	966
Revue/cabaret		98	69	47	21	21
Children's theatre		597	498	506	551	500
Other		47	76	55	88	80
Total museums						
The National Museum	<i>ths.</i>	1 038	725	731	680	575
Cultural historical museums	<i>per</i>	4 935	5 205	6 385	6 369	6 179
Art museums	<i>year</i>	1 861	2 057	2 512	2 658	2 617
Natural science museums	<i>(av.)</i>	414	391	366	320	286
Other museums		207	184	208	410	123
Zoological gardens		1 795	1 820	1 916	2 361	3 160
Cinemas per year						
Total admissions sold	<i>mio.</i>	14.4	10.9	9.6	10.3	12.1