

15 December 2020

Culture Statistics
2019

Museums: Foreigns were more than half of the total visitors

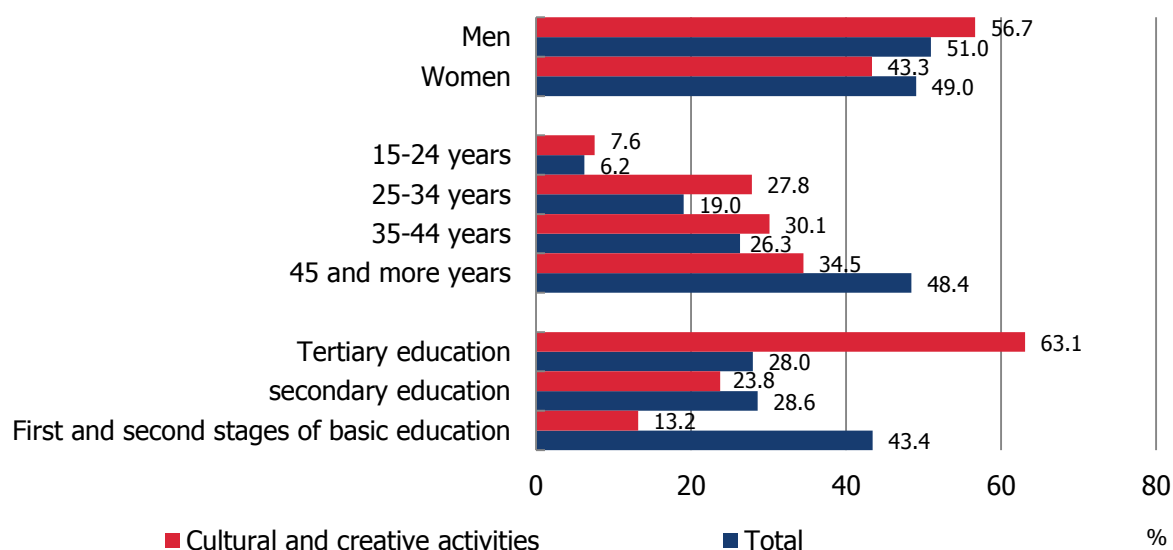
- In 2019, the museums registered 19.8 million visitors, 1.5% more (283.6 thousand) than in the previous year. Foreign visitors were the majority of total visitors (52.3%).
 - The live performances recorded 16.9 million spectators (0.3% more than 2018), and €125.3 million in ticket office receipts (15.0% more than the previous year).
 - Cinema's spectators were 15.5 million and box office receipts reached €83.2 million; both grew compared to the previous year (5.2% and 5.7% increase, respectively).
 - Newspapers, magazines, and other periodical publications lost 13.1% in total circulation (less 11.5% in total copies sold and less 17.6% in offered copies).
 - Cultural employment has been estimated in 132.2 thousand people represented 2.7% in the economy.
 - 2019's provisional data point to an increase of GVA, turnover and number of enterprises in cultural and creative activities by 6.6%, 6.1% and 3.9% respectively (in the total business sector these indicators increased 5.8%, 4.0%, and 2.8%).
 - The cultural goods trade balance registered a deficit: the imports were higher than exports by €228.9 million, decreasing €20.6 million compared to the previous year.
 - The Local government expenditure in cultural and creative activities was €519.0 million, an increase of 10.5% (more €49.2 million) when compared to 2018.
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Statistics Portugal releases the publication "Culture Statistics 2019", providing statistical information on several cultural themes: education, employment, consumer price index on cultural goods and services, enterprises of the cultural and creative sector, international trade on cultural goods, cultural heritage, art galleries, periodical publications, cinema, live performances and expenditures of cultural and creative activities by the municipalities.

2.7% of employed population worked in cultural and creative activities

In 2019, 132.2 thousand people were estimated to be employed in cultural employment¹ (2.7% of total employment) according to the Labour Force Survey. Of the total, were men 56.7%, 64.6% were aged 35 years or more, and almost 2/3 had completed tertiary education (63.1%). Employment in cultural and creative activities was characterised by a higher education level than the one in the total economy, where only 28.0% of the employed population had completed a higher education level.

Figure 1: Employed Population, total and cultural employment (%), 2019



Consumer prices of cultural goods and services decreased of 2.5%

In 2019, on average, the price of cultural goods and services decreased by 2.5%, compared to the previous year. Contributing to this decrease were the prices in *Books* (-23.5%) in particular *Educational text books* (-38.2%), and the *Equipment for the reception, recording, and reproduction of sound and picture* with a decrease in prices of (-10.4% compared to 2018).

On the other hand, an increase was observed in the prices of *Newspapers and periodicals'* group (5.4%). Furthermore, *cultural services* grew 2.8%, standing out those of the *Cinemas, theatres, concerts* (+4.4%) and *Museums, libraries, zoological gardens* (+2.2%).

¹ Cultural employment is calculated considering 3-digit codes of the Cultural and creative activities from NACE Rev.2 and the 3-digit codes of cultural professions from ISCO/2010.

GVA, turnover and number of enterprises in cultural and creative activities grew 6.6%, 6.1% and 3.9% in 2019

In 2019, based on the Integrated Business Accounts System provisional data, there were 65,175 enterprises in the cultural and creative sector (more 3.9% than the previous year), which created 6.9 thousand million Euros (+6.1%) in turnover and 1.1 thousand million Euros (+6.7%) of compensations which generated a Gross Value Added (GVA) of 2.5 thousand million Euros (more 6.0% than in the previous year). The apparent productivity of employment for the sector was €21.1 thousand (€24.8 thousand for the entire economy). Framing this performance in the total economy should be mentioned that the turnover, GVA, compensations e the apparent productivity of employment of enterprises in the Integrated Business Accounts System increased, in 2019, 4.0%, 5.8%, 8.1%, and 2.0%, respectively.

Of the total enterprises in the cultural and creative sector (65,175), half (50.7%) has their place in *Performing arts activities* (26.9%), *Architectural activities* (14.2%), and *Artistic and literary creation* (9.6%).

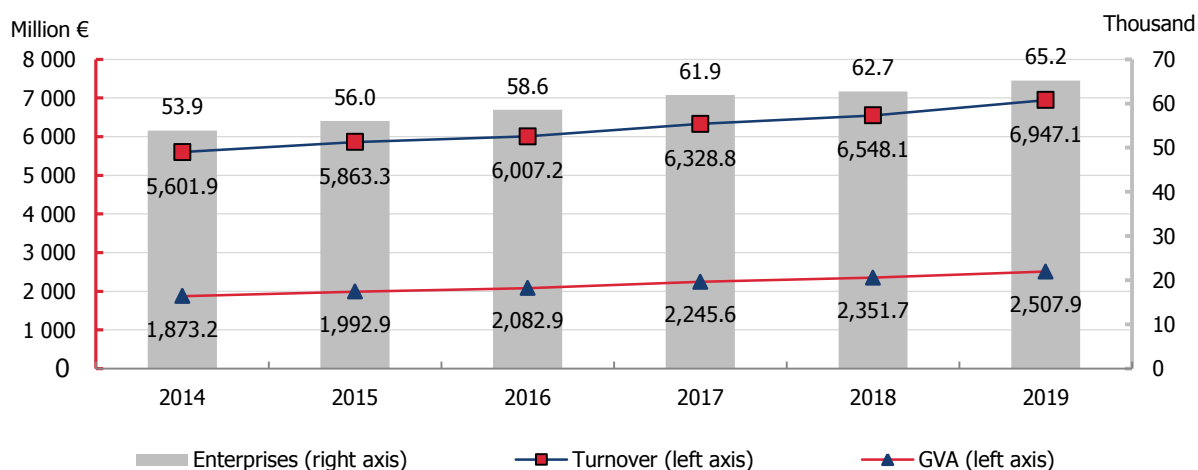
From the turnover of cultural and creative sector recorded (6.9 thousand million and 1.7% in the total of the economy), about half (47.1%) came from *Retail sale of newspapers and stationery in specialized stores* (13.2%), *Advertising agencies* (13.1%), *Other printing* (11.5%) and *Television activities* (9.3%).

The GVA generated by enterprises in the sector (€2.5 thousand million) almost half came from *Advertising agencies* (13.4%), *Other printing* (12.9%), *Television activities* (11.9%), and *Architectural activities* (10.2%).

In 2019, the paid compensations of enterprises for the total of cultural and creative activities (€1.1 thousand million), standing out *Other printing* and *Advertising agencies* (15.3%, each), followed by *Architectural activities* (9.9%) and *Television activities* (6.8%).

Regarding the apparent productivity of employment for the cultural and creative activities was €21.1 thousand. In the cultural and creative sector had been special notice the *Distribution of films, videos and television programs* (€202.5 thousand); *Television activities* (€118.7 thousand); *Book publishing* (€54.4 thousand) and *News agency activities* (€44.9 thousand) with productivities above the average. The activities with the lowest apparent employment productivity were *Renting of video, tapes, and disks* (€4.0 thousand), *Artistic and literary creation* (€7.8 thousand), *Performing arts* (€8.8 thousand) and *Retail sale of records, CD, DVD, cassettes and similar in specialized stores* (€12.3 thousand).

Figure 2: Enterprises (N.º), turnover (million €) and GVA (million €) of cultural and creative sector



Note: 2019's data are provisional.

Cultural goods trade balance deficit: imports higher than exports by €228.9 million

According to International Trade statistics, in 2019 the cultural goods trade balance was negative by €228.9 million, that is, the negative balance decreased by €20.6 million vis-à-vis the previous year.

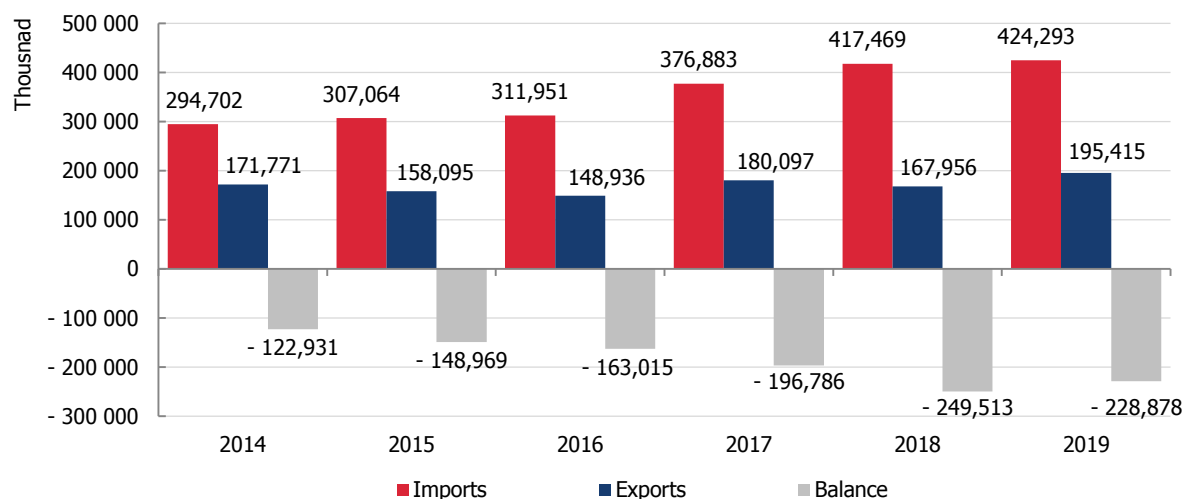
The cultural goods exports reached €195.4 million, with a 16.3% increase from the previous year. *Craft - handmade fabrics and ornamental articles* (33.3%), *Jewellery* (28.9%), and *Newspapers, journals and periodicals* (14.4%) that accounted for 76.6% of total exported goods.

The imports of cultural goods were €424.3 million, accounting for a 1.6% increase from 2018. The main imported cultural goods were *Jewellery* (21.9%), *Books* (13.6%), *Newspapers and periodicals* (13.0%), *Audio-visual goods and Interactive media* (12.1%), and *Craft - handmade fabrics and ornamental articles* (8.7%), representing together about 70% of the total imported cultural goods.

The European Union (EU28) remained the main commercial partner with 88.3% of imports of cultural goods and 63.5% of exports.

In 2019 the import-export coverage rate was 46.1%, more a 4.1 percentage point increase from the previous year.

Figure 3: International trade on cultural goods (thousand €), 2014-2019



Museums with 19.8 million visitors, foreign visitors were more than half (52.3%)

In 2019, the 436 received 19.8 million visitors (1.5% more than in the previous year).

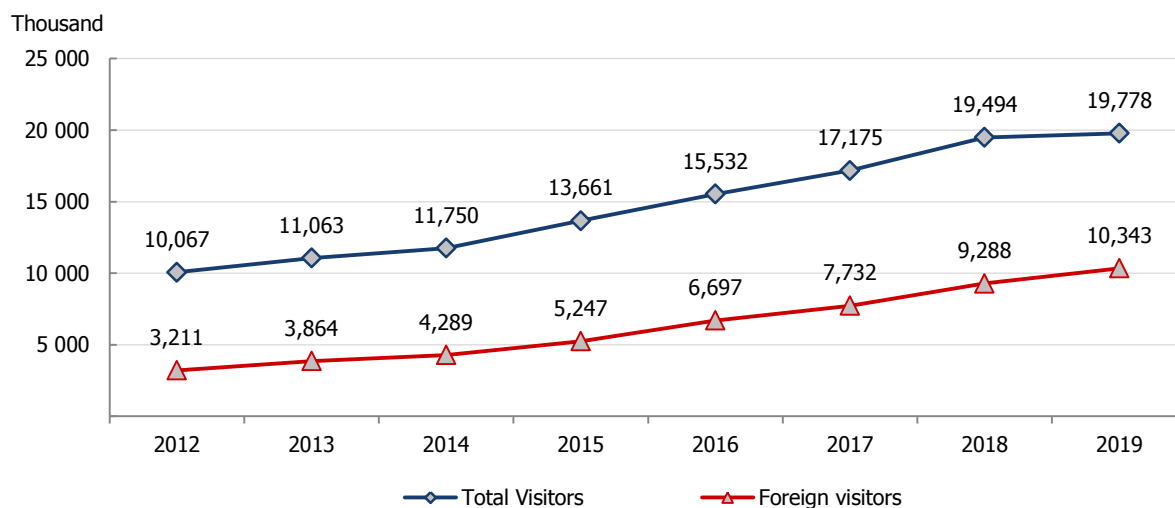
52.3% of total visitors were foreigners (10.3 million people), 10.2% of visitors were integrated into school groups, 61.4% visited the museum's temporary exhibitions and 29.8% entered free of charge.

Art museums (30.4%) were the most visited, followed by *History museums* (27.0%) and *Specialised museums* (11.1%).

33.3% of the 20.5 million pieces in museums corresponded to *bibliographic and archival* pieces and 20.9% to *archaeological* pieces. *Artistic and historical* pieces accounted for 10.7%, whereas 17.7% consisted of *other pieces*, which included *philatelic and photographic* pieces.

23.9% of the total pieces belonged to the category *Science and technological museums*; 15.8% to *Natural sciences and natural history museums* and 15.0% to *Archaeology museums*.

Figure 4: Museum's visitors, total and foreign (thousand), 2012-2019



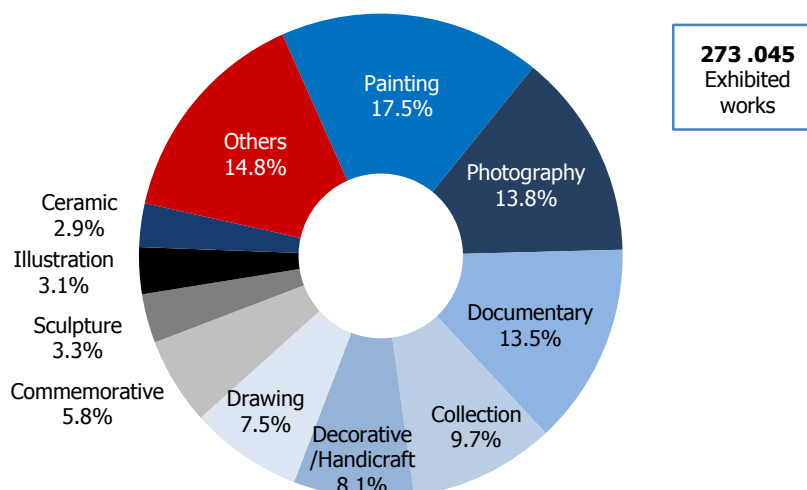
Painting and photography accounted for 1/3 of works exhibited

The *Art galleries and other temporary exhibition spaces* (989) held 6,959 temporary exhibitions, totaling 273,045 works by 56,424 authors.

Of the total works exhibited, *painting* (17.5%), *photography* (13.8%), *documentary* (13.5%), *collectors' works* (9.7%), *decorative/handicraft* (8.1%) and *drawing* (7.5%) continued to stand out.

At commercial galleries, which accounted for 5.7% of temporary exhibition spaces, 54.7% of the exhibitions held were *painting* exhibitions.

Figure 5: Works exhibited at Art galleries and other temporary exhibition spaces, by typology (%), 2019



46.3% were released simultaneously in print and electronic support

The 963 periodical publications considered in 2019 (newspapers, magazines, bulletin, and yearbooks) corresponded to 19,323 editions, 289.7 million copies of the total print-run, and 201.7 million copies of total circulation, of which 151.6 million copies were sold.

In comparison with the previous year, printed materials declined in terms of the number of publications (-11.4%), editions (-8.8%), total print-run copies (-10.8%) and total circulation (-13.1%), and sold copies (-11.5%) and offered copies (-17.6%).

53.7% of the total periodicals considered were released in print, while 46.3% were released simultaneously in print and electronic support. This type of release has been playing a more important role: it accounted for 19.4% in 2007 (the first year for which there is information) and 46.3% in 2019.

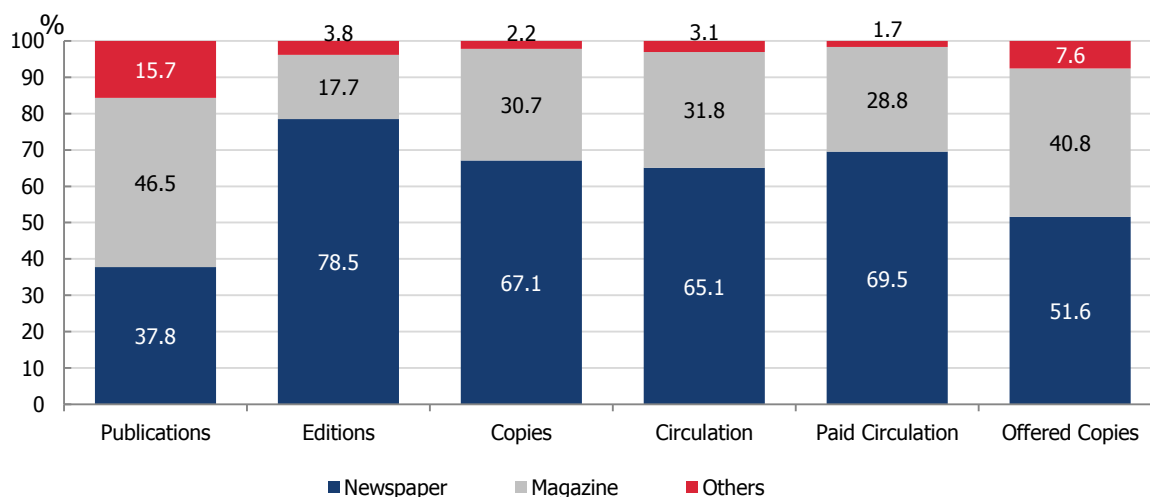
With regard to the classification of themes according to the main content, 47.8% of periodicals were classified under *general themes and reports*, followed by publications which content included mostly *social science and education* (13.8%) and *religion and theology* (11.8%).

In 2019, *newspapers* represented 37.8% of the total number of titles, accounting for 78.5% of the number of editions, 67.1% of the total print-run copies, 65.1% of total circulation, and 69.5% of copies sold.

Magazines totalled 46.5% of titles, 17.7% of editions, 30.7% of the total print-run copies and 31.8% of total circulation, and 28.8% of sold copies.

By type of publication, *newspapers* sold 80.3% of copies in circulation, while *magazines* paid circulation was 68.1% of the total respective copies.

Figure 6: Periodical Publications indicators, by type (%), 2019



Cinema: spectators increased 5.2% and box office receipts 5.7%

In 2019, 185 cinema's precincts sent information to the *Cinema and Audio-visual Institute* (according to the box office computerisation project), corresponding to 583 screens and 112,156 of capacity.

In total terms, 1,347 movies were projected (391 of which were premiere), and there were 661,629 movie sessions, with a total of 15,5 million spectators and €83.2 million box office receipts.

Vis-à-vis the previous year, there were 2,712 fewer sessions (-0.4%), however, the number of spectators rose by 764.0 thousand (+5.2%), and box office receipts recorded an increase of €4.5 million (+5.7%).

The receipt per spectator, recorded a small increase when compared to previous years, to €5.4 (€5.3 in 2018).

Figure 7: Box office receipts (million €) and average ticket price (€), 2014-2019

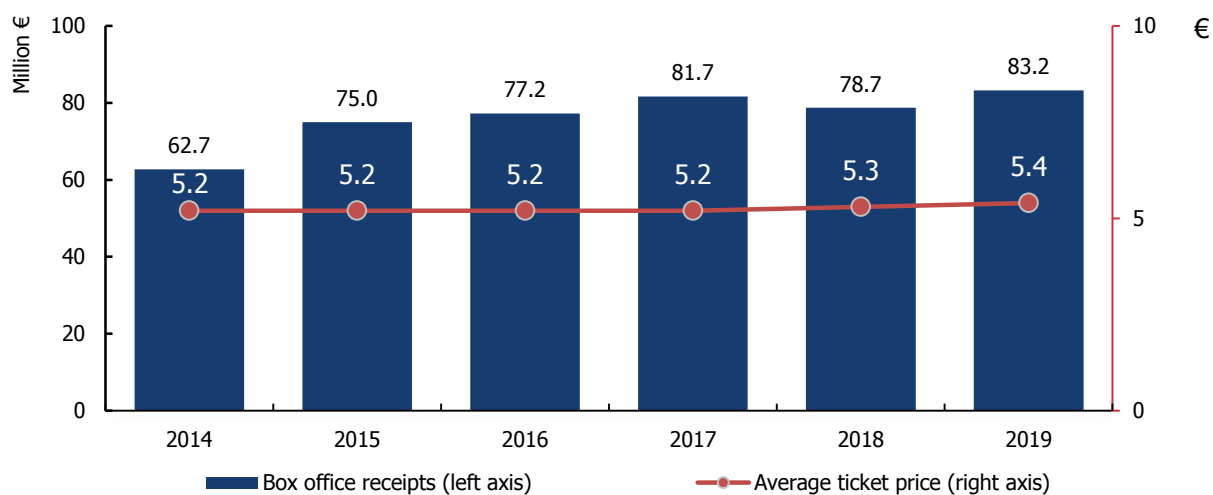
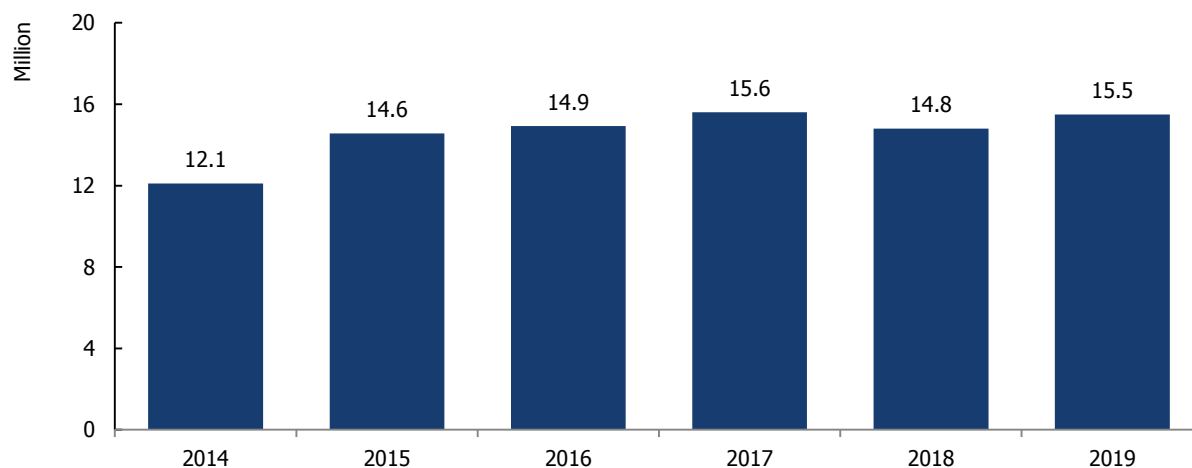


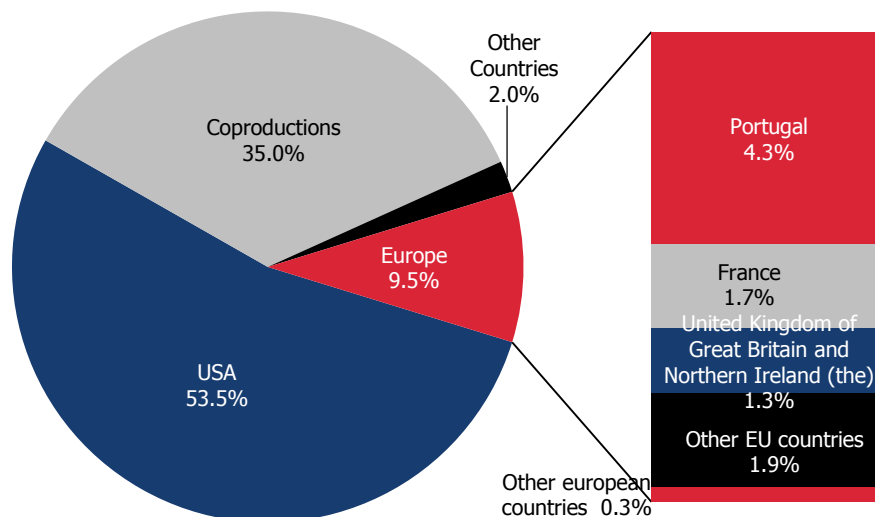
Figure 8: Cinema spectators (million), 2014-2019



Of total motion pictures projected, 17.2% were North American, corresponding to 47.1% of sessions, 53.5% of spectators, and 54.2% of total box office receipts. Co-productions corresponded to 35.7% of motion pictures projected, 38.1% sessions, 35.0% of spectators, and 34.9% of box office receipts.

The projection of 517 European movies corresponded to 12.5% of the sessions, 9.5% of total spectators, and 9.0% of box office receipts.

Figure 9: Cinema spectators, by country of film origin (%), 2019



In 2019, 239 Portuguese motion pictures (17.7% of the total) were projected in 5.3% of the sessions, corresponding to 4.3% (672.6 thousand) of the total spectators and 4.1% (€3.4 million) of box office receipts. Compared to the previous year, there was an increase in the number of projected movies (66 more films), as well as in the number total spectators (452.5 thousand more) and of total box office receipts (€2.5 million more).

The most viewed movie in 2019 was "*The Lion King*" with 1.3 million spectators. "*Variacões*" was the Portuguese film with more spectators, 278.8 thousand.

Live performances: ticket office receipts increased by 15.0%

In 2019 there were 37,049 live performances with a total of 16.9 million spectators, of which 6.0 million paid tickets, generating €125.3 million receipts.

Compared with the previous year, there were increases in sessions held (1.2%), tickets sold (8.9%), spectators (0.3%), and box office receipts (15.0%).

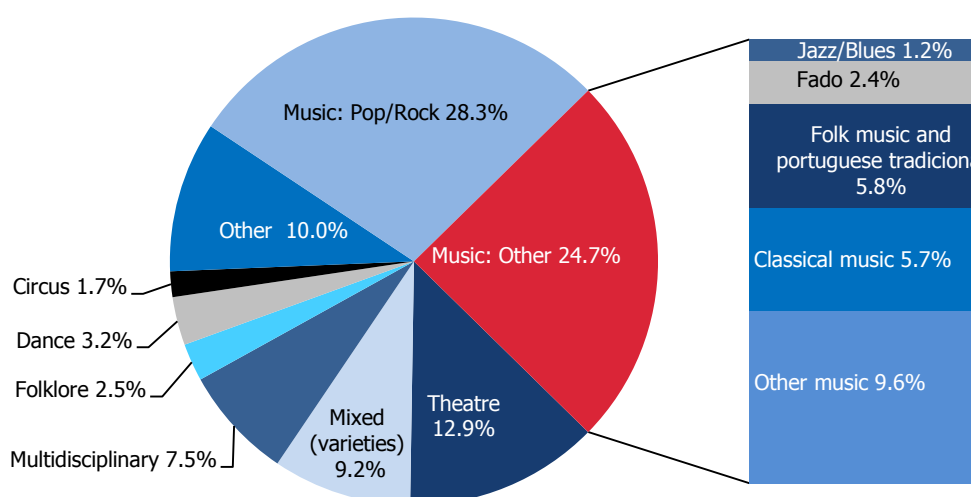
The average price per ticket increased by 5.8% when compared to the previous year's value (€19.7), going up to €20.8 in 2019. The highest average ticket price of the types of performance considered was recorded in Área Metropolitana de Lisboa (€28.3), followed by Alentejo (€21.9) and Norte (€14.6) regions.

Of all types of performances, *Theatre* continued to record the greatest number of sessions (36.5% of the total). Although *Music* was the one accounting for the highest number of spectators (9.0 million) and box office receipts (€98.5 million), which corresponded to an average price per ticket of €29.1.

Of the different kinds of music, *Rock/pop music* concerts continued to stand out, with 4.8 million spectators (28.3% of total) and €74.6 million box office receipts (30.3% more than in the previous year), being the most representative (59.5%) in terms of the total receipts of performances considered.

In terms of spectators, after Rock/Pop (4.8 million) followed by *Theatre* with (2.2 million), *Other kinds of music* and *Mixed (varieties)* (around 1.6 million each), *Other modalities* (1.5 million) and *Multidisciplinary* (1.3 million).

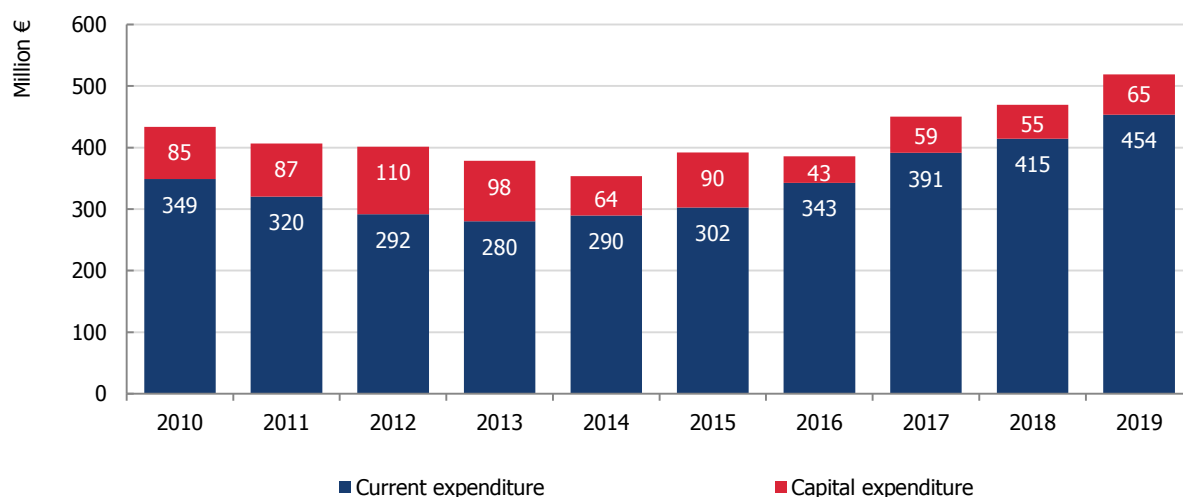
Figure 10: Live shows spectators, by modality (%), 2019



Local government expenditure on cultural and creative activities increased by 10.5%

In 2019 local government's *expenditure on cultural and creative activities* amounted to €519.0 million, more €49.2 million (+10.5%) than the previous year. From the total of expenditure in cultural and creative activities, 87.4% were *current expenditures*, and 12.6% *capital expenditure*. In the previous year, the distribution has been 88.3% and 11.7%, correspondingly.

Figure 11: Local Government expenditure in cultural and creative activities, by type of expenditure (million €) , 2010-2019



The regions recording the highest increases in expenditure on cultural and creative activities were: Algarve (+18.3%); Norte (+11.2%); Área Metropolitana de Lisboa (+10.7%); Centro (+10.2%); Alentejo (+10.0%) and Região Autónoma da Madeira (+5.4%). The Região Autónoma dos Açores was the only region where the total *expenditure in cultural and creative activities* declined in 2019 (7.7%).

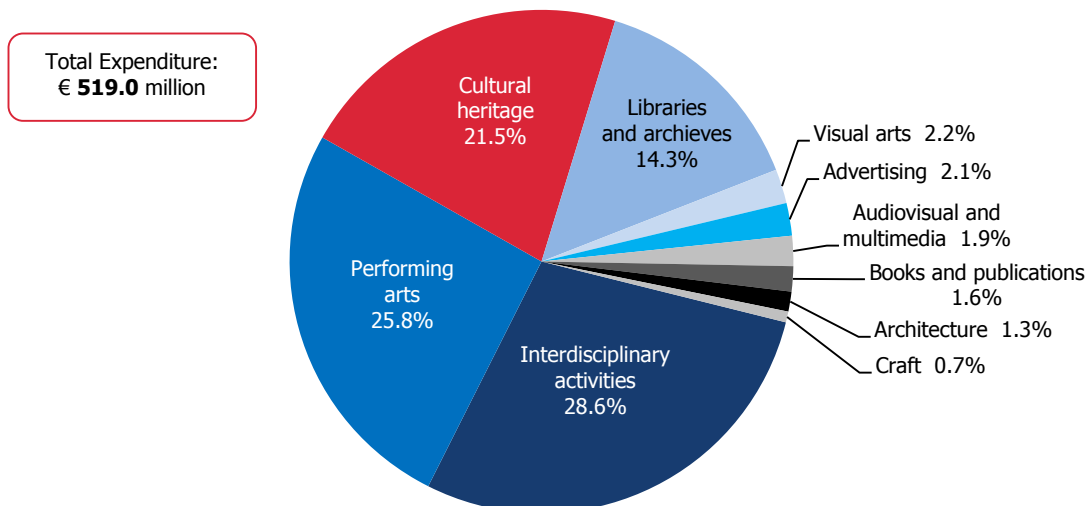
By domain and sub-domain, expenditure allocated to *Interdisciplinary activities* stood out, with €148.2 million, of which half (50.2%) was for the *support of cultural and creative entities* and 23.0% for *general administration*.

Performing arts absorbed €133.9 million (€11.7 million more than in the previous year), especially *music*, with 32.1% and *theatre* (13.5%). *Construction and maintenance of art facilities* engaged 19.2% of the expenditures of this domain.

51.8% of total funds allocated to Cultural heritage (€111.8 million) financed the expenses of *museums* and 21.4% were for *monuments, historical centres and protected sites*.

Libraries and archives were given €74.4 million: 77.9% for *libraries* and 18.8% for *archives*.

Figure 12: Local Government expenditures in cultural and creative activities, by domains (%), 2019



In local government, as a whole, expenditure on cultural and creative activities accounted for 5.9% of the budget for 2019. The municipalities of Alentejo, Região Autónoma dos Açores, Centro, and Algarve assigned the highest share of their budget to cultural and creative activities: 7.6%, 6.7%, 6.6%, and 6.0%, respectively. The lowest share of budget allocated was recorded in Região Autónoma da Madeira (4.7%), Área Metropolitana de Lisboa (5.2%), and Norte (5.5%).

Per inhabitant expenditure on cultural and creative activities in Alentejo (€92.3), Algarve (€84.1), R.A. dos Açores (€57.0) and Centro (€56.8) stood out with values higher than the country average, which was €50.4.

Public performances² - evolution between 2010 and 2019

The number of spectators in the several modalities in public performances increased around 6.0 million (+22.6%) between 2010 and 2019. To this increase, the main contributors were music shows (more 4.4 million), multidisciplinary shows (more 1.0 million), mixed (varieties) shows (more 885.3 thousand), and theatre (more 569.4 thousand).

In the opposite direction, there were decreases in the spectators of cinema (less 1.0 million), Folklore shows (less 106.0 thousand), and bullfighting (less 21.3 thousand).

Although has registered the biggest decrease in the spectators' number, in the set of all modalities of public performances, cinema still is the most represented modality with 47.2% of the total of spectators in 2019 (was 62.0% in 2010).

Figure 13: Public performances spectators, by modality (%), 2019 and 2010

Modalities	2019	2010	Change 2019-2010	
	Thousand	Thousand	Thousand	%
Total	32,767.8	26,720.4	6,047.4	22.6%
Cinema	15,540.7	16,559.7	-1,019.0	-6.2%
Circus	288.7	211.0	77.8	36.9%
Dance	533.3	411.8	121.5	29.5%
Folklore	419.2	525.2	-106.0	-20.2%
Mixed (varieties)	1,562.2	676.9	885.3	130.8%
Multidisciplinary	1,270.2	255.0	1,015.2	398.1%
Music	8,978.6	4,612.9	4,365.7	94.6%
Opera	64.3	57.3	7.0	12.2%
Choirs	130.9	125.4	5.5	4.4%
Bullfighting	300.7	322.0	-21.3	-6.6%
Theatre	2,189.8	1,620.4	569.4	35.1%
Other	1,489.2	1,342.7	146.4	10.9%

²Includes cinema, bullfighting and all other public performances

Technical note

The statistical information released results from a set of statistical operations conducted by Statistics Portugal¹ (Labour force survey, consumer price index, cultural participation, museums survey², survey on art galleries and other temporary exhibition spaces, periodical publications survey, art facilities survey, live performances survey³, and survey on the financing of cultural, creative and sports activities by municipalities).

Information is also released on enterprises, classified according to NACE-Rev.2⁴ (Printing and service activities related to printing, reproduction of recorded media, manufacture of musical instruments, Retail sale of books in specialised stores; Retail sale of newspapers and stationery in specialised stores; Retail sale of musical records, compact discs, DVDs, audio tapes, and cassettes in specialised stores; Publishing activities; Motion picture, video and television programme production activities, sound recording and music publishing activities; Radio and television broadcasting activities; News agency activities, Architectural activities; Advertising activities, Design activities; Photographic activities; Translation and interpretation activities; Renting of video tapes and disks; Cultural education; Theatre, music, dance and other artistic and literary activities; Libraries, archives, museums and other cultural activities), with the Integrated Business Accounts System as the source.

Data on international trade refer to cultural goods, classified according to the Combined Nomenclature: Antiques collections and collectors' pieces, Books, Newspapers, journal and periodicals, Maps and hydrographical and similar charts; Works of art, Photographic plates and films developed, Crafts, Jewellery of precious-metals and stones; Musical instruments, Audio-visual and interactive media; recorded media with music; Architecture plants and drawings.

The classifications of cultural and creative activities, domains and sub-domains, goods and services, and cultural occupations are in accordance with the Eurostat definitions in the ESSnet Culture – Final Report Project (September 2012) and the Guide to Eurostat culture statistics (2018 edition).

Also, the information is released from sources such as the Ministry of Education and Science/Directorate-General of Education and Science Statistics (cultural education), Directorate General of Cultural Heritage (architectural heritage), ICA – Cinema and Audio-visual Institute (cinema exhibition and production), IGAC – General Inspection of Cultural Activities (video distribution), and ANACOM – the National Communications Authority (broadcasting).

NOTES:

¹ The cultural and creatives activities considered in the Labour force survey are: Printing and service activities related to printing; Reproduction of recorded media, Manufacture of musical instruments, Publishing activities; Motion picture, video and television programme production activities, sound recording and music publishing activities; Radio and television broadcasting activities; Design activities; Photographic activities; Translation and interpretation activities; Creatives, arts and entertainment activities and Libraries, archives, museums and other cultural activities.

Cultural employment is calculated considering 3-digit codes of the Cultural and creative activities from NACE Rev.2 and the 3-digit codes of cultural professions from ISCO/2010.

² The entities considered in the computation of information on museums observe the following five criteria adopted:

- Criterion 1: museums having at least one exhibition room;
- Criterion 2: museums that are open to the public (on a permanent or seasonal basis);
- Criterion 3: museums having at least one curator or specialist (including managers);
- Criterion 4: museums with a budget (at least knowledge of total expenditure);
- Criterion 5: museums with an inventory (at least a summary inventory).

³ The modalities included are: theatre, opera, classical, baroque, ancient, classical, folk and traditional Portuguese music, fado, jazz/blues, pop/rock, choir recitals, classical and modern dance, folklore, circus, mixed / varieties, multidisciplinary, and other modalities (street animation, humour, magic illusionism, poetry recital, tunas and dancing). The statistical operation (Live shows survey) from the reference year of 2018 also included the observation of bullfighting shows whose results are disclosed in Statistics Portugal Website.

⁴ For more detailed information on classifications please go to the Statistics Portugal's website.