

KulturMonitoring (KulMon) Continuous Visitor Research for the Cultural and Leisure Sector

fact sheet

Origins

- The KulMon visitor research system was developed on initiative of the Berlin Senate Department for Culture and Berlin Tourismus & Kongress GmbH (visitBerlin).
- KulMon aims to generate continuous visitor data for cultural institutions, cultural administration/politics and tourism marketing (visitor monitoring).
- KulMon was jointly developed with Freie Universität Berlin and in initial cooperation with six cultural institutions as well as the Institut für Museumsforschung Berlin in 2008/2009; the project management has been with visitBerlin from the beginning.
- Participating institutions from across all sectors, including museums, memorials, theatres, operas, concert halls, castles.
- KulMon avails of more than 50 participating institutions and over 300,000 visitors interviewed in and outside of Berlin, with numbers steadily increasing.

Financing and content-related development

- KulMon was initially financed as a model project funded by the Berlin Senate Department for Economics, Technology and Women's Issues (today: Senate Department for Economics, Energy and Public Enterprises) as well as EU subsidies (EFRE).
- In addition to funding by the Senate Department for Economics, Energy and Public Enterprises, the project's costs are covered by participating institutions – KulMon itself is not for profit.
- In Berlin, KulMon is continuously developed by participating institutions, the Senate Department for Culture and Europe, visitBerlin (supported by the Senate Department for Economy, Energy and Companies) and researchers in round tables steering meetings.
- Round tables steering meetings are open for participating institutional players from outside of Berlin, as well (institutions, cultural administrations, tourism organisations).
- The development of KulMon in terms of content and methodology has been financed by the Senate Department for Culture and Europe in Berlin since 2018.
- From 2020 on KulMon will be supervised by the Institute for Research on Cultural Participation within the Foundation for Cultural Education and Cultural Consulting.

Standardised survey methods across all institutions

- KulMon's surveys are conducted as personal surveys by an externally commissioned survey institute (self-service is basically possible).
- KulMon is designed as a longitudinal survey (for museums usually exhibition periods/years, for stages usually one/several seasons).
- Appropriate numbers of respondents will be determined for each institution and year, based on the diversity of the visitor population and the total number of visitors.

- Survey data is accessible through an online evaluation platform (incl. dashboard). Within the platform, KulMon allows participating institutions to compare own data with the respective cultural sector's average data.
- Institutions or groups of institutions can grant each other access to their data in order to compare individual results (optional).

Uniform questions in all institutions

- Standardised main questions are mandatory in KulMon questionnaires: they are relevant for institutions, cultural policy/administration and tourism organisations.
- In addition, institutions can choose individual questions from a pool covering particular information needs of every house (e.g. about communication and marketing, program and mediation, etc.).
- The pool of questions is growing continuously according to the needs of the institutions. To ensure high empirical quality and to develop new questions, KulMon calls in Universities in Germany and abroad as well as studies and experts to consult.

KulMon in brief:

- Visitor surveys across all cultural sectors with many years of experience
- Findings for different information needs of the institutions
- Scientific support of the system (located in Berlin)
- Continuous surveys help to identify developments over time
- Possibilities for comparison/networking with other institutions, also across divisions
- Comparison of the visitor population against the background of statistical framework data
- Continuous optimization of KulMon through collective intelligence of the involved parties
- Survey instruments are always up-to-date
- Surveys, data entry & cleansing by a professional survey institute
- Due to the evaluation platform incl. dashboard, there is no need for an in-house statistics expert
- It is possible to join or to opt out of the system as of the 1st of the month, also to take your own data with you

Terms and conditions for your participation in KulMon

- Find at least 5 (co-)participating institutions at geographical locations that are not yet active parts of KulMon. The more institutions take part, the better the conditions.
- At already active geographical locations, institutions can easily connect to existing KulMon participants.
- At least 6 weeks before the start of the survey (per institution):
 - Contact the Institute for Research on Cultural Participation and visitBerlin: determine starting time, duration and number of respondents and sign contract with KulMon
- At least 4 weeks before the start of the survey (per institution):

- Define the questionnaire according to the KulMon question catalogue. In Berlin, public funds are available for the accompaniment of this process
- Agree the survey plan (who? when? how? where?) with the survey institute
- Where applicable, create incentives for participation of the survey (e.g. giveaways, participation in raffles, free entry)
- Continuous (per institution):
 - Evaluate the course of the surveys (e.g. do survey times and locations have to be adapted?)
 - Planning of the result evaluation & interpretation. In Berlin, public funds are planned in the long term for consulting on evaluation

 - Coordinate the exchange of results within one KulMon location or across several locations
 - Ensure regular feedback with the KulMon head office
 - Possibility to participate in round tables steering meetings with other institutions

Please do not hesitate to contact us if you have any questions:

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Status as of June 2020