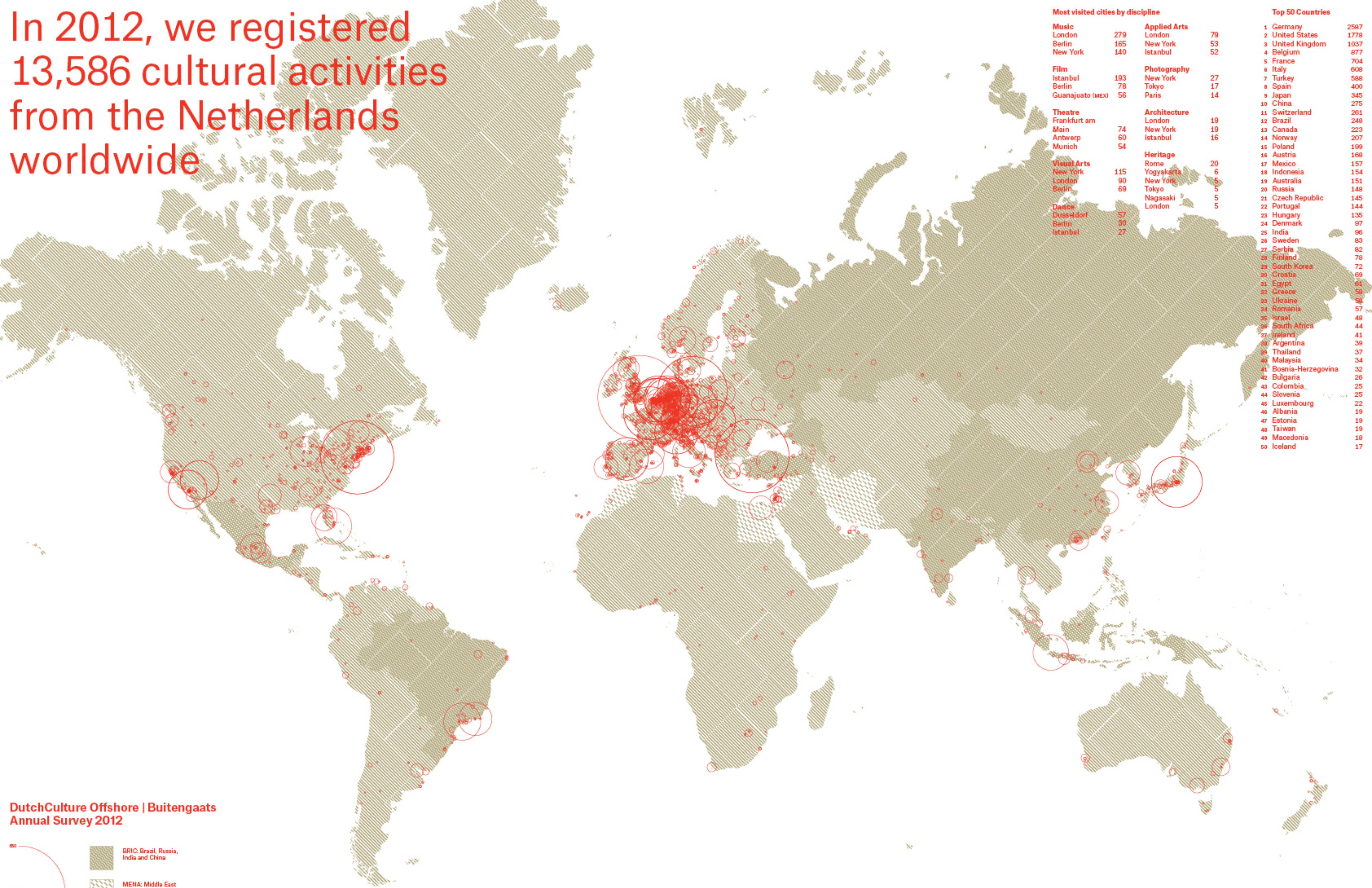


In 2012, we registered 13,586 cultural activities from the Netherlands worldwide



Most visited cities by discipline

Music	
London	279
Berlin	165
New York	140
Film	
Istanbul	193
Berlin	78
Guanajuato (MEX)	56
Theatre	
Frankfurt am Main	74
Antwerp	60
Munich	54
Visual Arts	
New York	115
London	90
Berlin	69
Dance	
Dusseldorf	57
Berlin	30
Istanbul	27

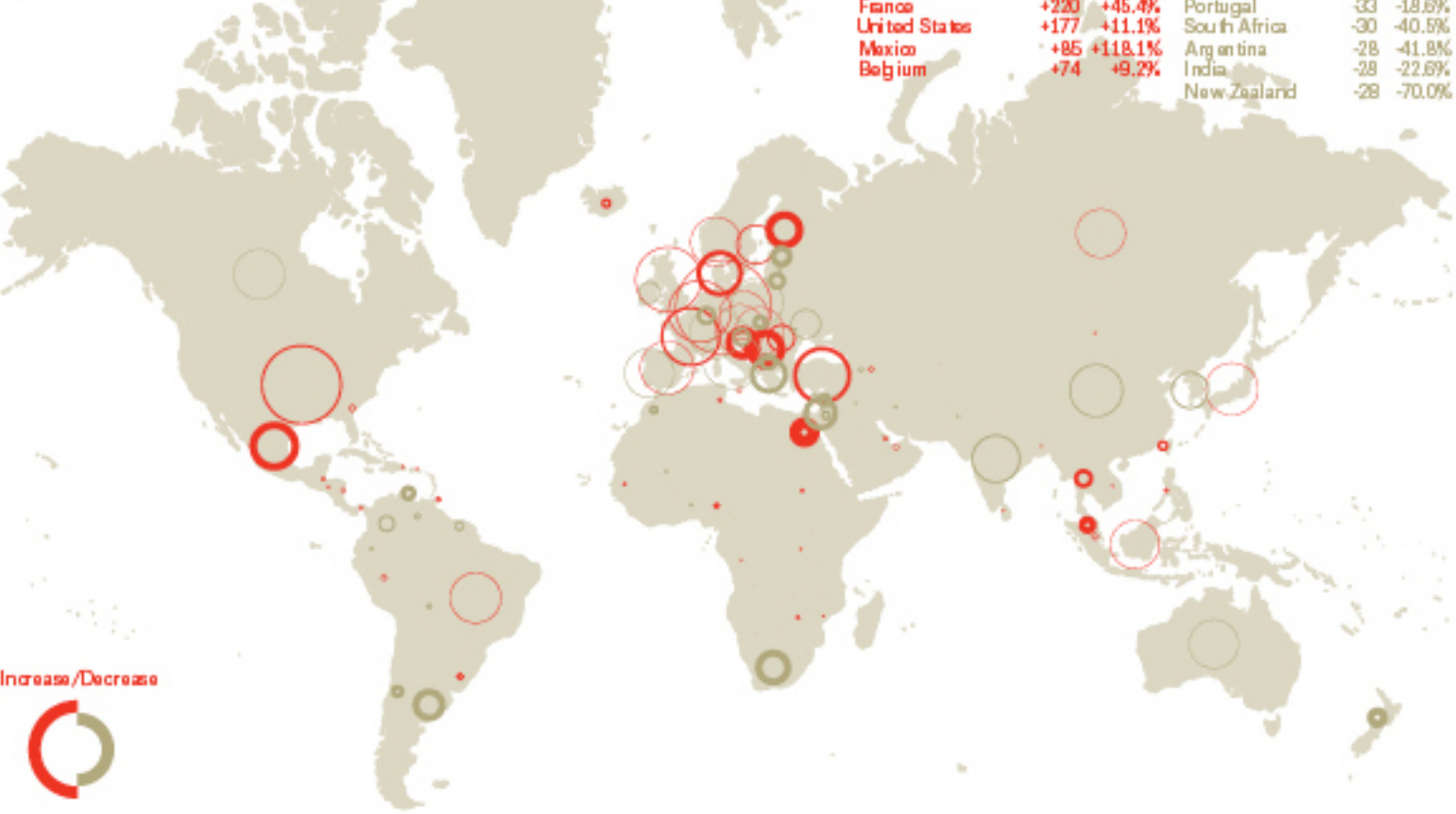
Applied Arts	
London	79
New York	53
Istanbul	52
Photography	
New York	27
Tokyo	17
Paris	14
Architecture	
London	19
New York	19
Istanbul	16
Heritage	
Rome	20
Yogyakarta	6
New York	5
Tokyo	5
Nagasaki	5
London	5

Top 50 Countries

1	Germany	2587
2	United States	1778
3	United Kingdom	1037
4	Belgium	877
5	France	704
6	Italy	608
7	Turkey	588
8	Spain	400
9	Japan	345
10	China	275
11	Switzerland	261
12	Brazil	248
13	Canada	223
14	Norway	207
15	Poland	199
16	Austria	168
17	Mexico	157
18	Indonesia	154
19	Australia	151
20	Russia	148
21	Czech Republic	145
22	Portugal	144
23	Hungary	135
24	Denmark	97
25	India	96
26	Sweden	83
27	Serbia	82
28	Finland	78
29	South Korea	72
30	Croatia	69
31	Egypt	61
32	Greece	59
33	Ukraine	58
34	Romania	57
35	Israel	48
36	South Africa	44
37	Ireland	41
38	Argentina	39
39	Thailand	37
40	Malaysia	34
41	Bosnia-Herzegovina	32
42	Bulgaria	26
43	Colombia	25
44	Slovenia	25
45	Luxembourg	22
46	Albania	19
47	Estonia	19
48	Taiwan	19
49	Macedonia	18
50	Iceland	17

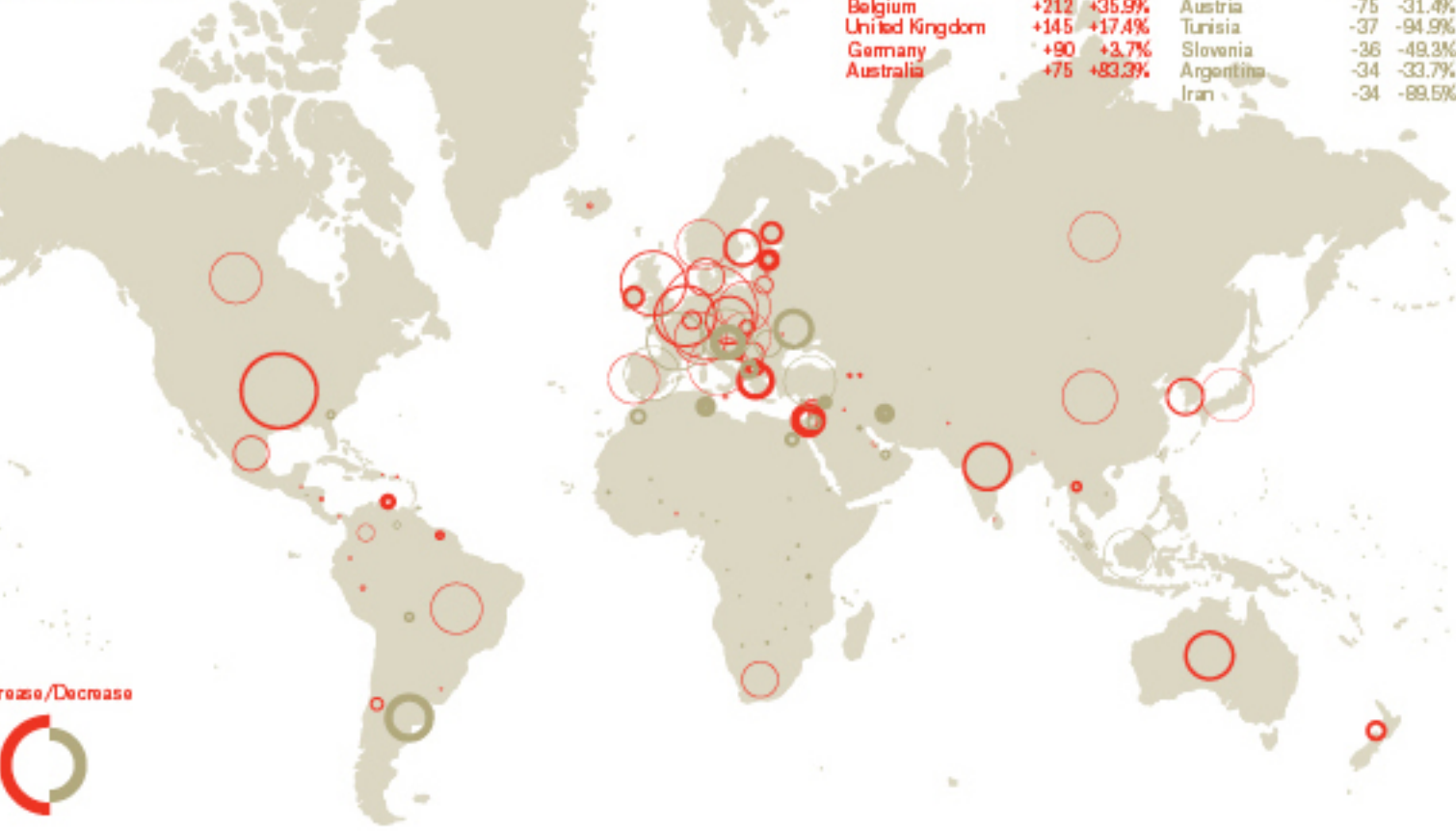
DutchCulture Offshore | Buitengaats
Annual Survey 2012

Increase/Decrease Country Visits
2011-2012



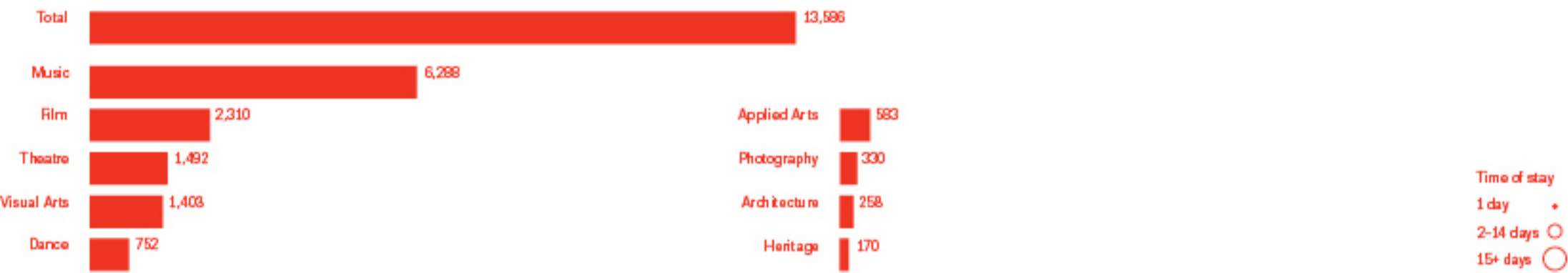
Top 5 Increase country visits in 2012 relative to 2011			Top 5 Decrease country visits in 2012 relative to 2011		
Turkey	+375	+176.1%	China	-98	-26.3%
France	+220	+45.4%	Portugal	-33	-18.6%
United States	+177	+11.1%	South Africa	-30	-40.5%
Mexico	+85	+118.1%	Argentina	-28	-41.8%
Belgium	+74	+9.2%	India	-28	-22.6%
			New Zealand	-28	-70.0%

Increase/Decrease Country Visits
2010-2011



Top 5 increment countries visit in 2011 relative to 2010			Top 5 Decrease country visits in 2011 relative to 2010		
USA	+333	+26.3%	France	-106	-18.0%
Belgium	+212	+35.9%	Austria	-75	-31.4%
United Kingdom	+145	+17.4%	Turisia	-37	-94.9%
Germany	+90	+3.7%	Slovenia	-26	-49.2%
Australia	+75	+83.3%	Argentina	-34	-33.7%
			Iran	-34	-89.5%

Sectors and frequent travellers



Music



Top 3 frequent travellers		World		Classical		Jazz		Contemporary	
Pop	Bingo Players	World	Artestadere Klezmer Band	Classical	André Rieu	Jazz	Cactus Truck	Contemporary	Jay Blook
Surrey	James & Ryan	Drums	United	Calafat	Isabelle van Keulen	Saxophone	Laroc Band	Jacob ter Veldhuis	Jacob ter Veldhuis
Marlene	Dumas	Rap	Reps			Yuni Hening		Michel van der Aa	
Dash	Berlin								

Film



Top 3 frequent travellers	
Bastian	Schraevenel
Frodo	Kuipers
Nicole	van Kilsdonk

Theatre



Top 3 frequent travellers	
Toneelgroep	Amsterdam
Etienne	Bergers
DUDAPAVIA	COMPANY

Visual Arts



Top 3 frequent travellers	
Atelier van	Linschout
Marlene	Dumas
Yael	Barbara

Dance



Top 3 frequent travellers	
De Stille	
Nederlands	Dance Theater
Nicole	Bentler

Applied Arts



Top 3 frequent travellers		Graphic Design		Product Design	
Fashion	Iris van Herpen	Graphic Design	MetaHaven	Product Design	Lidewij Edelkoort
Alexander	van Slobbe	Roma Publications		Gijs Bakker	
Victor	& Rolf	Catalogues		Hilke Jongenius	

Photography



Top 3 frequent travellers	
Enrico	Chel
Jane	Blaug
Rianke	Uijlen

Architecture



Top 3 frequent travellers		Architecture (International)	
Architecten	MVRDV	Architecture	(International)
OMA			
West	8		

Heritage



Top 3 frequent travellers	
Rembrandt	van Rijn
Johannes	Vermeer
Vicent	van Gogh

International presentations of culture from the Netherlands
In Offshore|Buitengaats, DutchCulture registers foreign performances, tours, shows, exhibitions, publications, workshops, residencies and presentations of artists and cultural organisations from the Netherlands. In 2012, we recorded 13,586 activities, over a thousand more than in 2011. The growth in 2012 is primarily focused within Europe.

Countries
As in previous years, Germany remains the number 1 destination of cultural exports. The rest of the top 3 also remains stable, although the number of registered activities in the United States and the United Kingdom increased more than in Germany. The growth in the US is mostly within the music sector, especially pop (dance).

The significant growth in activity in Turkey is no surprise, as the celebration of 400 years of diplomatic relations in 2012 (NLTR400)

included a large and broad cultural component. The Netherlands was guest country of the Guanajuato International Film Festival (GIFF), which largely explains the increase in Mexico.

Sectors and frequent travellers
The share of film, theatre, visual arts and design increased in 2012. The number of activities in music decreased slightly, mainly due to the loss of MCN as an Offshore|Buitengaats informant. Within the music sector, the differences between and even within genres are significant. While popular dance DJs are nearly always on the road, orchestras, ensembles and bands combine international tours with performances in the Netherlands. As for international performances, only the orchestra of André Rieu can match the numbers of the popular DJs. Epica deserves a special mention. Although the gothic band does not make the top 3, it is an established name in the Offshore database. In 2012, the band made an extensive tour through North America.

Music remains by far the largest sector in the Offshore|Buitengaats database, although the geographical scope of Dutch film is bigger. In 2012, the film export included the animated films by Bastiaan Schraevenel and Frodo Kuipers and the international release of the children's film Patatje Oorlog (Taking Chances) by Nicole van Kilsdonk, which were seen at various festivals worldwide.

If you wanted to see Vermeer's Girl with a Pearl Earring in 2012, you had to travel. This holds true for more pieces in the category heritage/visual arts. The Dutch masters proved to be enormous international blockbusters. According to Art Newspaper, the most visited exhibition worldwide took place in Tokyo and included works by Vermeer and Rembrandt from the Mauritshuis. The exhibition attracted an average of more than 10,000 visitors a day.

DutchCulture and Offshore|Buitengaats
Since 1999, DutchCulture (formerly SICA) gathers information on the international activities of Dutch artists and cultural institutions in the Offshore|Buitengaats database. From this data, DutchCulture annually compiles a general overview of the international cultural presence of the Netherlands. Specific charts, e.g. by country or sector, are available on request. In addition, DutchCulture uses the information gathered in the Offshore|Buitengaats database for research and exploration. The data DutchCulture receives comes from a large network of informants, including the Dutch embassies, sector institutions and foundations, artists and cultural organisations.

On January 1st, 2013, SICA merged with Trans Artists and MEDIA Desk Netherlands into DutchCulture, the new supporting organisation for international cultural cooperation. Offshore|Buitengaats remains an important database on Dutch cultural activities abroad.

Colophon
Editor Offshore|Buitengaats database: Rosell Heijman
Editor: Yvette Gieles
Final editor: Femke van Woerden
Translator: Guus van Engelsehoven
Design: Studio Joost Grootens/
Joost Grootens with Silke Dalsgaard Petersen and Hanae Shimizu
Programming maps: Systemantics.net
Printing: Lectoris
www.dutchculture.nl

Dutch Culture
centre for international cooperation,
spring 2013