

## DutchCulture Database 2018: trends in Dutch international cultural activities

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In 2018 Dutch artists participated more than 15,000 cultural activities in 108 different countries. DutchCulture identifies important trends.

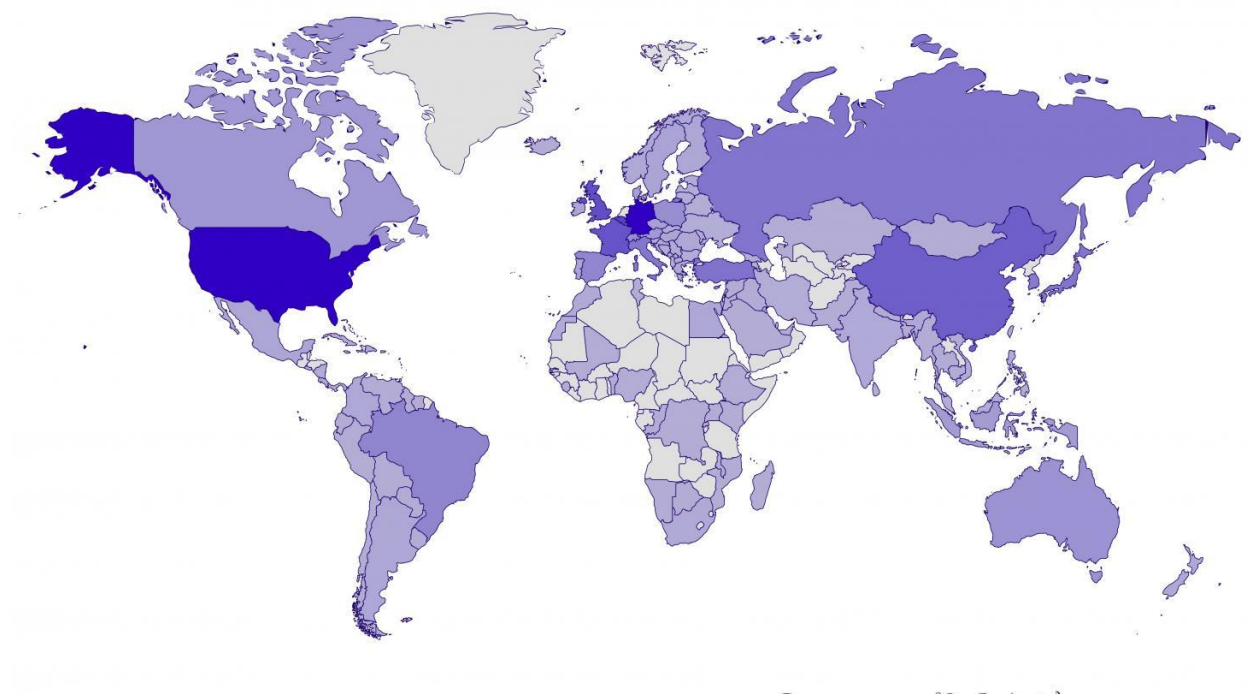
By Erin Chang

Each year, DutchCulture tracks the international events that Dutch artists and cultural organisations produce and take part in abroad. This helps to give a sense of the cultural impact that the Netherlands has in other countries. Ahead of the European Elections, this data also helps to identify trends in cultural cooperation between the Netherlands and the EU. As of this year, the database is accessible via the search function on the DutchCulture website. In the coming weeks, we will also publish articles on 2018 activities in each of the priority countries in the Netherlands' international cultural policy plan.

### Interesting changes

Dutch cultural activities continue to be strongly international; in 2018, we tracked 15,181 cultural activities across 108 different countries. Although this number remains roughly the same as in 2017 (up slightly from 15,020), Dutch cultural activities have seen a number of interesting changes in the spread of these activities across different countries, disciplines and venues.

The top destination countries remain relatively stable, with Germany and the United States remaining as top destinations for Dutch artists, accounting for 21% and 15% percent of all international events respectively. While cultural capitals, such as New York (470 events), Berlin (355 events), and London (334 events) are important hot spots, Dutch cultural events are widely dispersed. Events took place in 2584 different cities, with 88% of events taking place outside capital cities. This is a slight increase from 2017, with events in 2319 cities, and 87% took place outside capital cities.



## 2018 International Cultural Activities Heat Map

### Strong EU ties

The EU continues to play a crucial role in the Netherlands' international cultural activities. In 2018, 54% of all Dutch international cultural events took place in the EU, and five of the top ten most visited countries for Dutch artists were in the EU. While strongest in nearby countries (Germany, Belgium, UK, France, Italy), events were spread across Europe with Dutch artists working in 1538 cities across every single EU country.

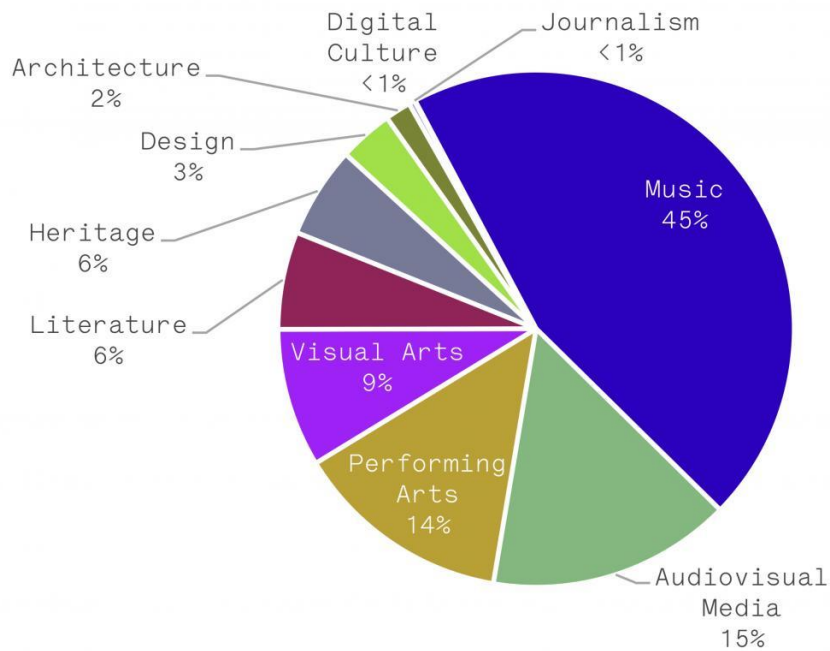
#### *Top 50 Country Destinations*

Rank	Country	Number of events
1	Germany	3281
2	United States	2239
3	Belgium	1107
4	United Kingdom	911
5	France	840
6	China	685
7	Turkey	484
8	Russia	465
9	Japan	462
10	Italy	441
11	South Korea	409
12	Brazil	336
13	Spain	326
14	Poland	258
15	Switzerland	253
16	Australia	230
17	Canada	189
18	Austria	175
19	Indonesia	150
20	Czech Republic	112
21	Denmark	103
22	Portugal	87
23	Sweden	87
24	Hungary	73
25	Ireland	72

Rank	Country	Number of events
26	Mexico	67
27	Finland	63
28	Egypt	58
29	Argentina	58
30	Colombia	54
31	Greece	53
32	Romania	52
33	Norway	52
34	India	49
35	New Zealand	48
36	South Africa	46
37	Slovenia	44
38	Croatia	43
39	Israel	42
40	Serbia	40
41	Taiwan	40
42	Luxembourg	36
43	Morocco	33
44	Slovakia	29
45	Costa Rica	26
46	Macedonia	24
47	Estonia	23
48	Bosnia and Herzegovina	23
49	Thailand	23
50	Vietnam	21

### Top 50 Country Destinations

Dutch international cultural events encompass a myriad of disciplines and event types, ranging from museum expositions and theatre performances to design fairs and book translations. Music continues to be the dominant Dutch cultural activity in the DutchCulture database, accounting for 45% of all tracked events. This is followed by audiovisual media (15%) and performing arts (14%).



#### Percentage of events by discipline

#### Widespread cultural cooperation

The 2018 data and trends highlight the impact of the Netherlands' investment in international programmes that seek to expand the reach of Dutch arts abroad. The breadth of international cultural cooperation is a fundamental strength of the Dutch cultural sector. This cooperation is not only taking place in major cities in western countries but also in smaller towns all over the six continents. It is not only a select few going abroad but a wide range of both emerging and established Dutch artists and organisations from all over the Netherlands. This presence across the globe reinforces the Dutch cultural sector at home, stimulates international cooperation, and drives innovation.