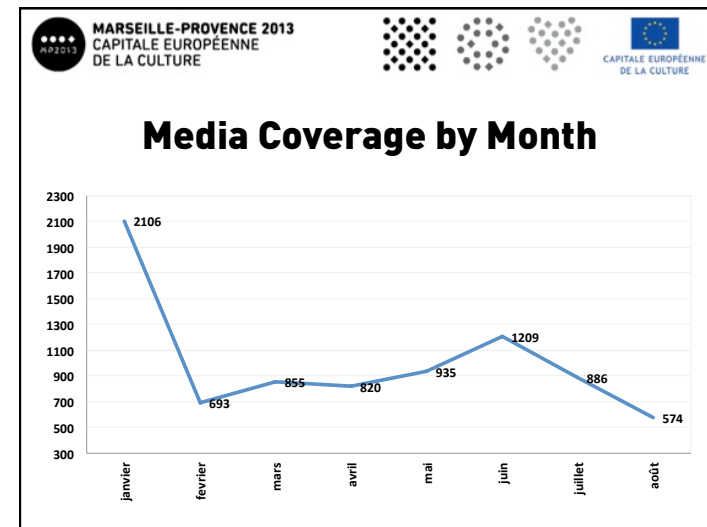
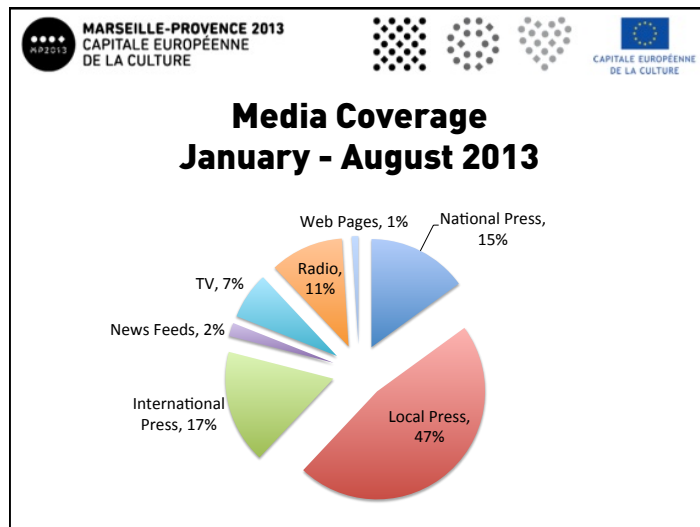


 MARSEILLE-PROVENCE 2013 CAPITALE EUROPÉENNE DE LA CULTURE 			
Number of visits as of August 2013 (free or paying events)			
	Episode 1 (12 January-12 May)	Episode 2 (13 May - 31 August)	Total
Major Events	1 020 000	600 000	1 620 000
Exhibitions	694 000	2 203 000	2 897 000
Other Events	206 000	482 000	688 000
Pavillon M	475 000	385 000	860 000
Total	2 395 000	3 670 000	6 065 000

 MARSEILLE-PROVENCE 2013 CAPITALE EUROPÉENNE DE LA CULTURE 			
Major Events			
• Opening Weekend <i>12-13 January</i> :	600,000		
• Entre flammes et flots (Old Port) <i>3-4 May</i> :	420,000		
• TransHumance <i>18 May - 9 June</i> :	300,000		
• Fête de la musique / Music National Day:	100,000		
(4,5 millions TV viewers)			
• Patrouille de France <i>26 May</i> in Salon-de-Provence and <i>14 July</i> in Marseille:	200,000		

 MARSEILLE-PROVENCE 2013 CAPITALE EUROPÉENNE DE LA CULTURE 			
Exhibitions			
• MuCEM <i>since 7 June</i> :	800,000 including 260,000 to the exhibitions		
• Grand Atelier du Midi <i>13 June-13 October</i> (Aix and Marseille) :	242,000 (excluding private events)		
– Palais Longchamp	108,000 and Musée Granet	134,000	
• Picasso céramiste <i>27 April-13 October</i> (Aubagne) :	38,000		
• Dufy, de Martigues à l'Estaque <i>13 June-13 October</i> (Martigues) :	12,000		
• Rodin (Arles) <i>6 April-1 September</i> :	138,000		
• J1 <i>12 January-18 May</i> :	217,000 including 115 000 at the exhibition		
Mediterraneans			
• Villa Méditerranée <i>since 15 March</i> :	120,000		
• Regards de Provence <i>since 1 March</i> :	70,000		
• Digue du large-Kader Attia <i>25 May-29 September</i> :	30,000		
• La Fabrique des possibles at the FRAC <i>23 March-26 May</i> :	20,000		

 MARSEILLE-PROVENCE 2013 CAPITALE EUROPÉENNE DE LA CULTURE 			
Exhibitions (2)			
• Friche Belle de Mai (visits to the exhibitions):	75,000		
– Ici, Ailleurs <i>12 January-31 March</i>	40,000		
– Dernière vague <i>25 April-9 June</i>	20,000		
– New Orders <i>6 July-31 December</i>	7,500		
– Des Images comme des oiseaux <i>6 July-29 September</i>	7,500		
• Contemporary Art Trail (Aix) <i>12 January-17 February</i> :	70,000		
• Les Bouches du Rhône d'Agnès Varda (Aix) <i>12 January-17 March</i> :	31,000		
• Cadavre Exquis - Musée Granet (Aix) <i>13 January-13 April</i> :	42,000		
• Matta - Musée Cantini (Marseille) <i>15 February-15 May</i> :	45,000		
• Koudelka and Trésor des Marseillais -Vieille Charité <i>13 January-13 April</i> :	33,000		
• Château Borély <i>since 15 June</i> :	20,000		
• Le Pont - Musée d'Art contemporain (Marseille) <i>25 May - 20 October</i> :	15,000 (not including the installations throughout the city)		





MP2013.FR Statistics

- Visits: 200,000 in February / 400,000 in August
- Visitors: 130,000 in February / 260,000 in August
- 50% new visitors every month
- Page views: 800,000 in February / 1,000,000 in August
- Newsletter subscribers: 10,000 in March / 63,500 in August (12,500 in English)
- 50% visitors from the Bouches-du-Rhône
- 12% foreign visitors



Social Medias Statistics

- **Facebook:** 120,000 fans in February
140,000 fans in August
- **Twitter:** 9,000 followers in February
13,000 followers in August