

THE LIFE CYCLE OF EXHIBITIONS: AN EMPIRICAL STUDY

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The paper investigates the possibility to define and track a typical life-cycle for cultural exhibitions. Using about 250 observations drawn from 47 exhibitions that took place in Italy in the period fall-2002 and summer-2003, we are able to identify two different types of exhibitions. A group of exhibitions has a “booming start” (in terms of the initial share of visitors) and dramatically decreases over time. On the contrary, another group of exhibitions follows the opposite path: after a “weak start”, the number of visitors roughly increases over time. We analyse the explanatory variables mainly affecting such trends.

The paper finally discusses the economic implications of our empirical findings and derives some policy guidelines.

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