

**Documentation of statistics for  
Zoological gardens 2025**

## 1 Introduction

The purpose of the statistics is to describe the yearly opening hours and the number of visitors to Zoos, Aquariums and Botanical gardens. The statistics has been compiled since 1985. From 2021 there are only zoos and aquariums included in the statistics

## 2 Statistical presentation

The statistics is made on a yearly basis and shows the number of zoological facilities, visitors, yearly opening hours, number of informative or educational events as well as participants, invitational events and participants, number of volunteers and hours worked by volunteers, and total admission revenue for zoos and aquariums.

### 2.1 Data description

The statistics show the number of zoos and aquariums, their visits, annual opening hours, number of informative or educational events as well as participants, invitational events and participants, number of volunteers and hours worked by volunteers, and total admission revenue. In addition, if the facility receives state subsidies or not.

### 2.2 Classification system

Not relevant for these statistics.

### 2.3 Sector coverage

Culture

### 2.4 Statistical concepts and definitions

Opening hours: Annual opening hours.

Visitors: The visitors are persons who physically visited the zoo / botanical garden. It is not decisive whether the ticket has been issued in connection with visits. If there are systematically record of number of visitors, provide an estimate. Number of visitors is calculated in visitors in total and children / young people under 18 with and without learning content.

Zootypes: It distinguishes between three types of zoos:

- zoo which is state-subsidized according to the zoo-law
- Other state-supported
- Non-state-supported

### 2.5 Statistical unit

Zoological facilities: Zoos and aquariums

## **2.6 Statistical population**

The population is botanical and zoological gardens and nature reserves.

## **2.7 Reference area**

Denmark.

## **2.8 Time coverage**

From 2016.

## **2.9 Base period**

Not relevant for these statistics

## **2.10 Unit of measure**

- Number of visits
- Number of zoological facilities
- Number of annual opening hours
- Number of informative or educational events
- Number of participants at informative or educational events
- Number of Invitational events
- Number of participants at invitational events
- Number of volunteers
- Number of hours worked by volunteers
- Total admission revenue incl. annual passes (in DKK)

## **2.11 Reference period**

The statistics are compiled for the calendar year.

## **2.12 Frequency of dissemination**

Annually.

## **2.13 Legal acts and other agreements**

Voluntary.

## **2.14 Cost and burden**

The cost burden is not measured.

## **2.15 Comment**

None.

## **3 Statistical processing**

The statistic is annually. The data is collected through electronic questionnaires. The collected data is validated by comparing this years numbers with the former numbers. If a zoo have large fluctuations in the number of visitors from one year to the next, Statistics Denmark contact the facility to get a clarification. Data is aggregated and if some zoo's haven't answered the questionnaire data from last year gets imported.

### **3.1 Source data**

Yearly questionnaires to the zoos, aquariums and botanical gardens.

### **3.2 Frequency of data collection**

Annually.

### **3.3 Data collection**

Yearly questionnaires to the zoological facilities

### **3.4 Data validation**

When a zoo or an aquarium has large fluctuations in the number of visitors from one year to the next, contact the facility to get a clarification. Result prioritized according to the size in terms of number of visitors. In the electronic questionnaire is controls, so the reporter can relate to to fluctuations in visitor numbers, when reporting. In addition, check for changes in annual opening hours.

### **3.5 Data compilation**

Data is corrected for non-response but no grossing up is made. Tabulation to the StatBank Denmark.

### **3.6 Adjustment**

Not relevant for these statistics

## **4 Relevance**

The users are primarily the Ministry of Cultural Affairs, The Danish Agency for Culture and Palaces and organizations engaged in activities within in the field of zoos aquariums and botanical gardens and the news media.

The user satisfaction is not measured.

### **4.1 User Needs**

The users are primarily the Ministry of Cultural Affairs, The Danish Agency for Culture and palaces organizations engaged in activities within in the field of zoos aquariums and botanical gardens and the news media.

### **4.2 User Satisfaction**

The user satisfaction is not measured.

### **4.3 Data completeness rate**

Not relevant for these statistics

## **5 Accuracy and reliability**

The statistics are compiled on the basis of (in principle) all zoos, aquariums and botanical gardens, but some non state-subsidized zoo do not answer the questionnaires. There will be the a low number of visitors for non state-subsidized zoo or gardens. State-subsidized zoo or gardens have a good coverage.

### **5.1 Overall accuracy**

The survey is voluntary. Some non- state-subsidized zoos or botanical gardens decline to report to the investigation. All state-subsidized zoo and major non- state-subsidized units report the statistics every year. There are no uncertainty calculations, but the number of visitors to non- state-subsidized zoos or botanical gardens is too low. This will have an impact on the overall number of visitors. Only few and easily accessible information is requested and therefore there is no measurement errors.

### **5.2 Sampling error**

There is no sample.

### **5.3 Non-sampling error**

Reporting to the statistics for zoos and botanical gardens is voluntary. Therefore some smaller zoos and botanical gardens choose not to report to the statistics. The large units report annually.

#### **5.4 Quality management**

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

#### **5.5 Quality assurance**

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

#### **5.6 Quality assessment**

The survey is voluntary. Some smaller non state-subsidized zoos or aquariums refuse to participate. All state-supported zoos participate. On the website of Statistics Denmark there is an Excel spreadsheet containing information about individual zoos or botanical gardens. For zoological facilities without state-subsidies, there is some uncertainty regarding coverage, but it is estimated that the missing reports do not carry significant statistical weight, as the ones missing are relatively small.

#### **5.7 Data revision - policy**

Statistics Denmark revises published figures in accordance with the [Revision Policy for Statistics Denmark](#). The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

#### **5.8 Data revision practice**

Only final statistics is published.

### **6 Timeliness and punctuality**

The statistics are published annually approx. 5 months after the reference period. Publications are released on time, as stated in the release calendar.

#### **6.1 Timeliness and time lag - final results**

Only final figures is published.

#### **6.2 Punctuality**

These statistics are published without delay, with reference to the announced time of publication in the release calendar.

## **7 Comparability**

Data over time can be compared for state-supported zoos from 1984 until today, while for non-state-supported gardens and facilities there is a small data breach in 2010 and 2016. For zoos and aquariums with other state subsidies and those that are not subsidized by the state, there can be a variation in e.g. visitor numbers, etc., which is due to composition effects. That is it is not necessarily the same or the same number of zoos and aquariums that are included in the population or report to the statistics each year. Therefore, comparisons over time for zoos with other state subsidies and state subsidies should be made with caution.

### **7.1 Comparability - geographical**

There are not known to internationally comparable figures in the field.

### **7.2 Comparability over time**

Comparability concerning number of visitors is possible from 1984 onwards at the level of the individual zoo, aquarium and botanical garden.

### **7.3 Coherence - cross domain**

Museum statistics also measures the number of visitors and the annual opening hours, but no comparisons between these statistics is made.

### **7.4 Coherence - internal**

Not relevant for these statistics

## **8 Accessibility and clarity**

These statistics are published in a Danish press release. In the StatBank, these statistics can be found under the subject [subject](#). For further information, go to the [subject page](#).

### **8.1 Release calendar**

The publication date appears in the release calendar. The date is confirmed in the weeks before.

### **8.3 User access**

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

### **8.2 Release calendar access**

The Release Calendar can be accessed on our English website: [Release Calendar](#).

#### **8.4 News release**

A separate NYT from Statistics Denmark release is not published for this statistics. The publication is included in the NYT from Statistics Denmark release on [museums](#).

#### **8.5 Publications**

Previously in Statistical Yearbook.

#### **8.6 On-line database**

The statistics are published in the StatBank under the subject in the following tables:

- [ZOO3](#): Activity in zoos and aquariums by category of zoo, type of zoo and activity
- [ZOO4](#): Visits to zoos and aquariums by category of zoo, type of zoo and type of visit

#### **8.7 Micro-data access**

There is no access micro-data.

#### **8.8 Other**

[Overview of the individual zoos annual attendance](#). There may be differences between the total sum of visits and opening hours etc. in the list of state-supported zoos and aquariums and statbank, which is due to the fact that the zoos for which imputation is made do not appear in the detailed list for the stat-supported zoos and aquariums.

#### **8.9 Confidentiality - policy**

Not relevant for these statistics

#### **8.10 Confidentiality - data treatment**

Not relevant for these statistics

#### **8.11 Documentation on methodology**

None

#### **8.12 Quality documentation**

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## **9 Contact**

The administrative placement of these statistics is in the division of Science, Technology and Culture, Business Statistics. The contact person is Christian Max Gustaf Törnfeldt, tel.: + 45 2163 6020 and e-mail: CHT@dst.dk.