

1 – The Louvre, the most visited museum in the world

9.3 million visitors in 2014

In 2014, the Louvre continued to be the most visited museum in the world. Visitor numbers in 2014 remained at a very good level, with 9.3 million people.

Foreign visitors account for around 70%, with Americans, Chinese, Italians, Britons and Brazilians among the largest groups. A press release issued by the Louvre also states that predominantly young people visit the museum. Over 50% of visitors in 2014 were under the age of 30, a high proportion of whom (1.9 million) were 18 to 25 years old.

The proportion of non-paying visitors is still high, despite fewer free Sundays in 2014 (now only the first Sunday of every month from October to March is free).

The museum had some high points last year, such as the reopening to the public of rooms devoted to 18th-century objets d'art, and the restoration of the Winged Victory of Samothrace – one of the museum's seminal works. Visitors also flocked to temporary exhibitions such as "Medieval Morocco : An empire from Africa to Spain", which brought together more than 300 works and shed historical and artistic light on the Western Islamic world at its peak, and the exhibition "Birth of a Museum", previewing 160 works from the Louvre Abu Dhabi, which will open its doors in December 2015. These exhibitions pulled in 150,000 and 132,000 visitors respectively.

A connected museum

In addition to the 14 million hits on louvre.fr, the Louvre has 2.3 million followers on social networks. It was the most popular museum on Instagram in 2014 and the world's sixth most geolocated place ; it is also the world's second most followed museum on Facebook, with 1.6 million fans.

The other two museums run by the Louvre, the Musée national Eugène Delacroix and the Louvre-Lens, are also very popular.

The Musée Eugène Delacroix welcomed more than 70,000 visitors – 6% more than in 2013 and 50% more than in 2011. Indeed, the varied and innovative nature of the cultural offer attracted a large and diverse public (Designers' Days, Rendez-vous in the garden, Festival of music).

For its part, the Louvre-Lens welcomed 1.5 million visitors, more than half of them from the Nord-Pas-de-Calais region and 20% from Belgium, which demonstrates the success of the museum's chief ambition : to become a "great local museum", attracting a new public by means of a dynamic programme. For example, the exhibitions "The Etruscans and the Mediterranean" and "The Disasters of War" this year attracted 98,000 and 86,000 visitors respectively.