

8 - LEISURE

On the basis of data published by SIAE (Italian Authors' and Publishers' Association) in 2009 in Sicily, the general public spent 32,713,346 Euros (+21.4% compared to the previous year) on theatrical and musical events, a figure representing about 5.2% of expenditure at the national level. Among the activities in question the highest level of expenditure went on the theatre (14,873,336 Euros in 2009, with an increase of 50% over the previous year), followed by easy-listening music concerts. In 2009, there was a marked drop in public expenditure on operetta (-54.2% compared to 2008) as well as local dialect theatre (-43.1%). With regard to theatre and music, in the period 2005-2009, it can be seen from the results published in the present chapter that, in spite of fluctuating results for single years, there was an increase both in expenditure on the part of the general public (+7.7%) and the number of tickets sold (+0.2%). However, since 2005, the number of shows put on has fallen from 10,155 to 7,859 in 2009, which also represents a 23.1% drop when compared to 2008.

Public expenditure on the cinema in 2009 also rose by 22.2%; similarly there was an increase in the number of tickets sold (753,826 more tickets sold than in 2008). The number of performances in 2009 rose to 87,613, representing an increase of 17,528 performance when compared to 2008. The overall number of tickets sold in Sicily for the cinema amounted to 5.5% of the total in the country as a whole. Catania had the highest number of cinema performances, with 29,181 shows in 2009, constituting 33.3% of all programmed performances throughout Sicily. It was followed, not surprisingly, by Palermo (with 21,396 shows a year) and Messina (with 17,237 shows). The Province with the fewest performances was Caltanissetta (only 1,128 in 2009), which was also the province with fewest tickets sold. The Province of Enna spent least of all, a mere 389,449 Euros (1.2% of the expenditure of the whole Region). As for the general Sicilian public's outlay for sporting events of various kinds, in 2009

this amounted to 14,814,125 Euros, showing a drop compared to the figure recorded for 2008 (17,313,449 Euros) and representing 4.1% of the total national expenditure. Particularly striking in Sicily was the public's spending on events such as football, which amounted to 14,277,991 Euros (-13.9%, when compared to 2008 however).

Compared to 2008 there was a sharp -96.8% fall in expenditure to watch motor-car racing, amounting to 210 Euros in 2009, compared to 6,488 Euros recorded for the previous year. With regard to leisure activities, in Regional terms the data presented confirms the huge gap between the Regions of the centre-north and those of the south, with figures recorded for the latter always being markedly lower than those for the other Regions in Italy.

An updated and reliable overall picture of the newspaper world is provided by an examination of the Italian press carried out by FIEG (Federazione Italiana Editori Giornali). On the basis of data published in the latest report (The Press in Italy from 2006 to 2008), the overall circulation of the two daily newspapers classified as "Regional" (Il Giornale di Sicilia and La Sicilia) rose, in 2008, by 2.9% when compared with 2007. This figure is the result of a 6.7% increase in circulation of La Sicilia, whilst the figure for Il Giornale di Sicilia fell slightly, by 167,497 copies in 2008. In terms of circulation, each of the two newspapers in question accounts for a mere 2.8% of the total circulation of national daily newspapers. With regard to circulation figures, the data from 2008 reveals a fall in sales of Regional newspapers, with a 1.7% drop in terms of copies sold daily. In this case too, the losses regard the Catania newspaper, which went from an average of 21,000 copies sold daily in 2006, to a little over 13,000 copies in 2008. The Gazzetta del Sud, which is classified as a "multi-regional" newspaper, showed a 4.3% fall in its average daily circulation in 2008, and a corresponding 4.1% fall in sales (compared to 2007).

As for capitalising on Sicily's cultural heritage, figures published by the Regional Department for the Cultural and Environmental Heritage show that, in 2009, the number of visitors declined noticeably (-8.4% compared with the previous year). There were 3,506,166 visitors in all, 56.2% of whom paid admission, with the remaining 43.8% admitted free. Takings in 2009 also fell by 12.3% compared to 2008, amounting to a total of a little over 11,000 Euros.

Glossary

Attendance: number of participants in events for which there is the issue of an admission ticket (admissions by ticket + season-ticket holders)

Book: non-periodical printed document in code-form (Norm UNI/ISO 2789, 2.1 Libraries)

Box-office takings: total amount paid by spectators for the purchase of tickets and season-tickets.

Circulation: number of copies printed of a book or publication.

Editorial work: non-periodical work consisting of one or more volumes and published in its entirety or in part during the year. It includes books (novels, romances, mysteries), even though they might come out periodically and in a numbered series accompanying the sale of newspapers or through other channels. It does not include publications issued in a continuous series under the same title, with progressive numbering or different date indicating the issue in the series (magazine or similar).

Family: a number of persons living together and linked by ties of marriage, kinship, affinity, adoption, guardianship, emotional ties.

Family consumption: goods and services acquired or consumed by the family to satisfy its own needs.

Library: organisation, or part of it, whose principal aim is to conserve a collection and facilitate the use of documents requested, via the library staff, in order to satisfy the public's need for information, research, education or leisure.

Museum: permanent cultural institution open to the public, researching, acquiring, conserving, studying, exhibiting and exploiting material evidence of civilisation. It also carries out functions of public interest with regard to preservation, scientific research, didactics, fruition and exploitation of the assets in its possession (UNESCO).

Subscription: type of contract for a specific service of a periodic nature, for which there is generally a discount on the total fee in view of payment in advance and a commitment to the service for a certain length of time.

Further reading

Publications

Show-business in Italy – Statistics 2004-2009 – SIAE

Italian Statistical Yearbook– 2010 - ISTAT

Family consumption – year 2008 – ISTAT

Multiscopo survey of families - Citizens and their spare time - year 2000 onwards – ISTAT
Cultural statistics - years 2002-2007 ISTAT
Book production : 2004-2006 - ISTAT
National survey regarding the diffusion of public documentation in Italian public libraries - Associazione Italiana Biblioteche – AIB

Internet

<http://culturaincifre.istat.it/>

www.sistan.beniculturali.it

<http://www.fieg.it/>

The press in Italy – 2007-2009

<http://www.istat.it/>

“Book production in 2008”

<http://www.istat.it/>

Italian Statistical Yearbook - year 2010 – Chapter 8: “Leisure”

www.regione.sicilia.it/beniculturali/dirbenicult/musei/museifruizione.html

Data regarding the show-casing of the cultural heritage in Sicily