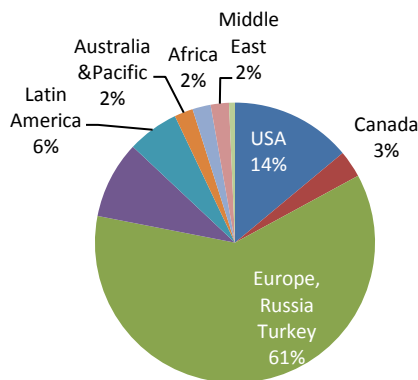


# Conclusions from the Trans Artists website 2009-2012

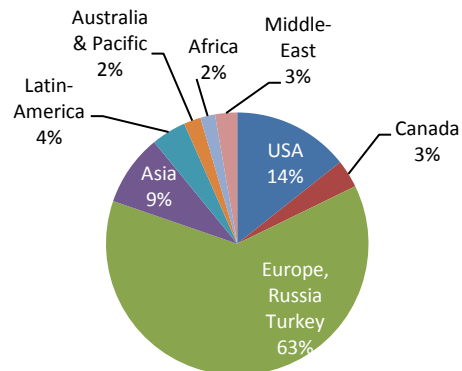
## 1. World Regions' Curiosity

The yearly amount of visits worldwide to the Trans Artists website increased from 1.6 million in 2009 to 2,95 million in 2011. The yearly amount of users worldwide increased from 116.000 in 2009 to nearly 238.000 in 2011.

Trans Artists website	2009	2010	2011	2012
Amount of visits	1.638.860	2.270.248	2.759.012	2.957.534
Unique users (IP-address)	116.234	155.440	197.516	237.806



visits 2012



visits 2011

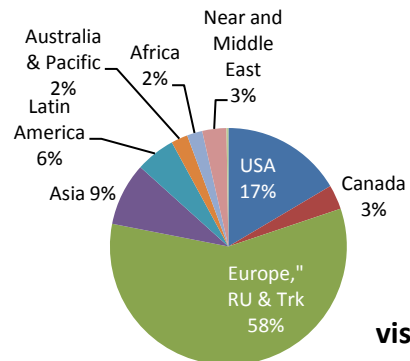
Each year throughout all world regions and in all countries the amount of visits and visitors to the Trans Artists website has increased. A significant trend was the higher increase of visits from Europe and other world regions in relation to increase of visits from the United States. This trend now seems to have stabilized.

\* The high percentage of visits from Europe does not mean that users of the website are necessarily Europe-orientated. It signifies the visibility of Trans Artists as an artist-in-residence opportunity knowledge center for art professionals from Europe.

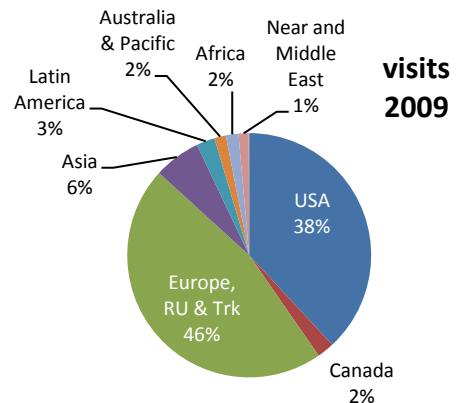
\* The lesser increase of visits from the United States in relation to other world regions marks, in fact, a positive trend, a growing interest in artists' mobility from other world regions.

\* The higher increase of visits from Europe certainly has been the result of the Europe wide ON-AiR project, coordinated by Trans Artists, prepared in 2009 and realized through 2010-2012. This project by 19 partners, with 18 workshops and 5 seminars, in 15 different European countries, attracted more than 800 workshop participants. More than 6000 art professionals shared the online ON-AiR manual. The impact of this project on the visibility and the use of the Trans Artists website has proved to be substantial.

\* The increase of visits from Europe hasn't led to a decrease of visits from Asia, Middle-East, Africa and Australia; on the contrary. In these last 4 years the interest from Asia, Latin-America, and the Middle-East has grown, it nearly doubled in percentage. This is also the result of the growth of participation of these world regions in the contemporary art world infrastructure. The interest from Africa and Australia & Pacific stayed equal.



visits 2010

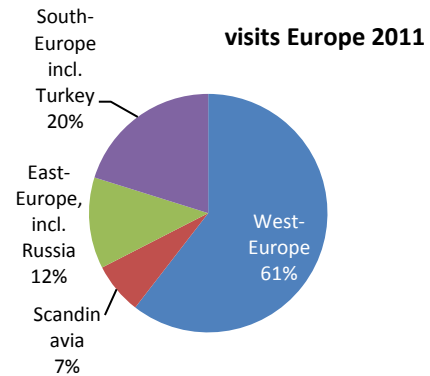
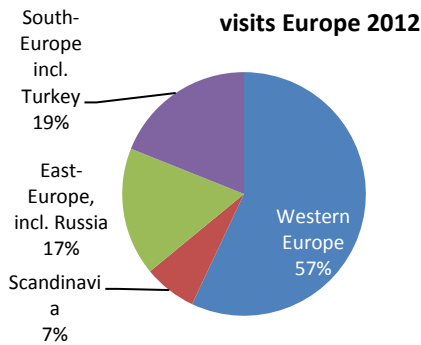


visits 2009

## 2 Europe: towards more equal artist-in-residence participation

The growth of the amount of visits from the East of Europe - from 10% in 2009 to 17% in 2012 - signifies that more and more artists and art professionals in the Eastern region of Europe want to get connected to the artist-in-residence sector.

The steady decrease in percentage of visitors from Western Europe marks a positive development: we are heading towards a more balanced distribution of knowledge and interest in artists' mobility throughout Europe.



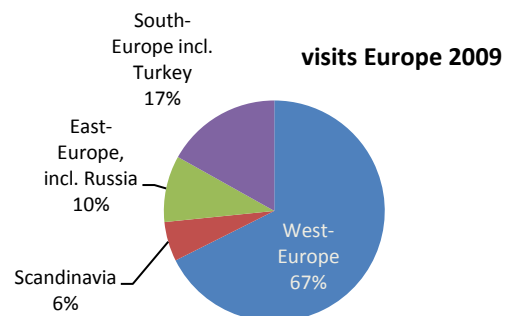
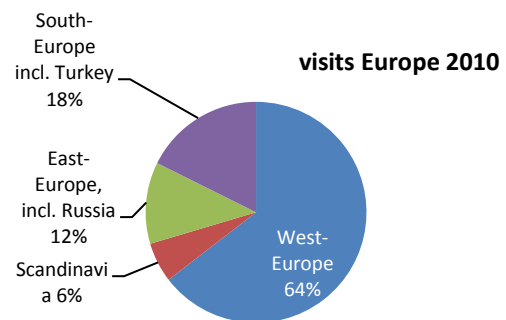
\* Trans Artist is happy that its information is distributed more and more throughout the whole of Europe.

\* This development signifies a process towards a more equal participation to the AiR sector in different European regions.

\* Many partners in the ON-AiR project (2010-2012), which Trans Artists coordinated, were from East and South-Europe. This has certainly stimulated the visibility of Trans Artists in these regions and has raised the interest in the knowledge and expertise that Trans Artists offers.

\* In 2012 the amount of visits from nearly each European country doubled.

\* Russia stands out: the amount of visits nearly tripled, from 5.299 in 2011 to 14.187 in 2012. A reason for this might be the Mutual AiR Impulse project of Trans Artists with Russian partners, which started in 2012.



Visits	2011	2012
Netherlands	39.991	56.876
Belgium	7.077	16.716
Russia	5.299	14.187
Baltic countries	2.777	6.327
Turkey	3.236	5.847
Hungary	1.975	4.014