

# Visitor Attractions Trends in England 2010

Annual Report for Heritage  
Counts

Prepared for English Heritage

# 1. Introduction and Background

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This report presents key tables from the ‘**historic properties**’ element of the Survey of Visits to Visitor Attractions undertaken in England by VisitEngland. The report provides a comprehensive England-wide analysis of attractions and visits in 2010 and trend data.

## Visitor Attraction Definition

For the purposes of the survey, the definition of a visitor attraction is:

*“..an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship (but excludes small parish churches); rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc.”*

### 1.1 Research objectives

The purpose of the survey is to monitor trends in the visitor attraction sector in England and to improve understanding of the dynamics of the sector. The findings contribute to regional and national estimates of the economic impact of tourism and inform regional development and planning work. The results of the survey allow operators to benchmark their operation within their category, within their region and across the sector as a whole.

### 1.2 Survey method

Since the 2008 survey, attractions have had the option of online survey completion in addition to the postal self-completion survey. All attractions for whom email contacts were held were sent an email invitation to take part, with a link to their attraction’s online questionnaire. Attractions not responding were subsequently sent a postal questionnaire alongside attractions for whom no email contacts were held.

Response to the online option was again notable, with a significant proportion of all responding attractions choosing to complete the survey online. Intrinsicly linking the survey with the quarterly England Attractions Monitor (the related online survey providing rapid feedback to the industry on visit trends and attitudes) using a single online platform has undoubtedly continued to increase participation in both this survey and the England Attractions Monitor.

BDRC Continental holds the contract for the survey in England and is responsible for the preparation of this report.

### 1.3 Population, sample and response rate

7,217 English visitor attractions were invited to take part in the 2010 survey, of which 2,604 were defined as historic properties in the following sub-categories:

- Castle/fort
- Garden
- Historic house/house and garden/palace
- Historic monument/archaeological site
- Heritage/visitor centre
- Place of worship
- Other historic property

1,896 English visitor attractions provided visits figures for the year 2010, an effective response rate of 26%. Among historic properties, the response rate was slightly higher – 787 historic properties responded, an effective response rate of 30%.

Although many parish churches are invited to participate, there are many more (who could be generating ‘visitors’) excluded on the basis that they are not considered a visitor attraction.

Also some historic monuments were excluded as they are not physically ‘manned’ therefore unable to provide visitor numbers.

Given that the value of this report lies predominantly in the assessment of trends over time, perhaps the more important sample size measure is the number of attractions providing admissions information for both 2010 and 2009. In 2010 there were 754 such historic properties, which is broadly similar to the number in 2009 (737) and 2008 (756).

**Table A.1 Response rate by attraction category**

Category	Number of attractions surveyed	Number of attractions that provided data	Effective response rate
Castles/forts	157	92	59%
Gardens	543	109	20%
Historic houses	560	251	45%
Historic monuments	394	51	13%
Visitor/heritage centres	251	83	33%
Places of worship	502	121	24%
Other historic properties	197	80	41%
<b>Total</b>	<b>2,604</b>	<b>787</b>	<b>30%</b>

## 1.4 Survey definitions

Attractions were asked to categorise themselves using the following definitions. Guidelines were sent to each attraction along with the questionnaire to assist with this process. In the tables, an asterisk is used to indicate a percentage is less than 0.5%. A plus or minus sign indicates whether the value is positive or negative.

Abbreviation	Category	Description
C	Castles/forts	Castles, forts, citadels, defence towers
G	Gardens	Gardens, arboretums and botanical gardens
HH	Historic houses	Historic houses, historic houses and gardens, palaces, royal residences
HM	Historic monuments	Historic monuments, archaeological sites, standing stones
VC	Visitor/Heritage Centres	Visitor centres, heritage centres, information/orientation centres, park ranger centres, cultural interpretation centres
WO	Places of Worship	Cathedrals, churches, chapels and other attractions of any religion that are still in use as places of worship
OHP	Other historic properties	Historic ships, lighthouses, windmills, watermills, historic workplaces
<b>Abbreviation</b>	<b>Government Office Region</b>	<b>Counties/unitary authorities within region</b>
EAST	East	<b>Counties:</b> Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk <b>UAs:</b> Luton, Peterborough, Southend-on-Sea, Thurrock
EM	East Midlands	<b>Counties:</b> Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire <b>UAs:</b> Derby, Leicester, Nottingham, Rutland
LON	London	All Greater London boroughs
NE	North East	<b>Counties:</b> County Durham, Northumberland <b>UAs:</b> Darlington, Hartlepool, Middlesborough, Redcar & Cleveland, Stockton-on-Tees <b>Former Met.:</b> Tyne and Wear ( <i>Gateshead, Newcastle, N Tyneside, S Tyneside, Sunderland</i> )
NW	North West	<b>Counties:</b> Cheshire, Cumbria, Lancashire <b>UAs:</b> Blackburn with Darwen, Blackpool, Halton, Warrington <b>Former Met.:</b> Greater Manchester ( <i>Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan</i> ), Merseyside ( <i>Liverpool, Knowsley, Sefton, St Helens, Wirral</i> )
SE	South East	<b>Counties:</b> Buckinghamshire, East Sussex, Hampshire, Kent, Oxfordshire, Surrey, West Sussex <b>UAs:</b> Bracknell Forest, Brighton & Hove, Isle of Wight, Medway, Milton Keynes, Portsmouth, Reading, Slough, Southampton W. Berkshire, Windsor & Maidenhead, Wokingham
SW	South West	<b>Counties:</b> Cornwall, Devon, Dorset, Gloucestershire, Somerset, Wiltshire, Isles of Scilly <b>UAs:</b> Bath & NE Somerset, Bournemouth, Bristol, N Somerset, Plymouth, Poole, Swindon, Torbay, S Gloucestershire
WM	West Midlands	<b>Counties:</b> Shropshire, Staffordshire, Warwickshire, Worcestershire <b>UAs:</b> Herefordshire, Stoke-on-Trent, Telford & Wrekin <b>Former Met.:</b> West Midlands ( <i>Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, Wolverhampton</i> )
Y&H	Yorkshire/ The Humber	<b>Counties:</b> North Yorkshire <b>UAs:</b> East Riding of Yorkshire, Kingston-upon-Hull, NE Lincolnshire, N Lincolnshire, York <b>Former Met.:</b> South Yorkshire ( <i>Barnsley, Doncaster, Rotherham, Sheffield</i> ) West Yorkshire ( <i>Bradford, Calderdale, Kirklees, Leeds, Wakefield</i> )

## 2. Main Tables

### 2.1 Geographical distribution of historic properties

Table A.2 illustrates the distribution of historic properties by category type within each Government Office Region (GOR).

**Table A.2 Geographic distribution of historic properties – by GOR**

	<b>TOTAL</b>	<b>N.E.</b>		<b>N.W.</b>		<b>Y&amp;H</b>		<b>E.M.</b>		<b>W.M.</b>		<b>East</b>		<b>Lon</b>		<b>S.E.</b>		<b>S.W.</b>	
	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>
Castles/forts	92	18 31	6 9	11 15	6 8	7 10	6 7	- -	21 13	17 12									
Gardens	109	5 8	5 8	9 12	11 14	9 13	13 15	1 2	29 18	27 19									
Historic houses	251	10 17	28 43	17 23	28 35	22 33	25 28	23 43	52 33	46 32									
Historic monuments	51	6 10	3 5	9 12	- -	4 6	9 10	4 8	8 5	8 6									
Visitor/heritage centres	83	6 10	13 20	3 4	14 18	13 19	10 11	2 4	14 9	8 6									
Places of worship	121	10 17	5 8	20 27	14 18	9 13	8 9	17 31	17 11	21 15									
Other historic properties	80	3 5	5 8	6 8	7 9	3 4	17 19	7 13	17 11	15 11									
<b>TOTAL</b>	<b>787</b>	<b>58</b>	<b>65</b>	<b>75</b>	<b>80</b>	<b>67</b>	<b>88</b>	<b>54</b>	<b>158</b>	<b>142</b>									
<b>Total % of attractions</b>	<b>100</b>	<b>7%</b>	<b>8%</b>	<b>10%</b>	<b>10%</b>	<b>9%</b>	<b>10%</b>	<b>7%</b>	<b>20%</b>	<b>18%</b>									

### 2.2 Visitor numbers to historic properties

Table A.3 illustrates the numbers and profile of visits (paid and free) to historic properties by category type among responding attractions. The trend data (% change 09/10) reports the change in visits among attractions that have provided visits figures for both 2009 and 2010.

**Table A.3 Visits to historic properties**

	<b>Sample</b>	<b>% of visits</b>	<b>Average no. of visits</b>	<b>Total visits</b>	<b>% change 09/10</b>
<b>SAMPLE</b>		<b>(50.4m)</b>	<b>(50.4m at 787 sites)</b>	<b>(50.4m at 787 sites)</b>	
Castles/forts	92	10%	53,000	4,895,000	-4
Gardens	109	17%	79,000	8,596,000	-6
Historic houses	251	34%	69,000	17,277,000	+2
Historic monuments	51	6%	58,000	2,942,000	+2
Visitor/heritage centres	83	6%	39,000	3,240,000	-3
Places of worship	121	20%	83,000	9,989,000	+4
Other historic properties	80	7%	44,000	3,498,000	+30
<b>TOTAL</b>	<b>787</b>	<b>100%</b>	<b>64,000</b>	<b>50,435,000</b>	<b>+2</b>

Table A.4 examines numbers of visits to historic property types within each Government Office Region.

**Table A.4 Visits to historic properties – by GOR**

<i>Data in 000s</i>	<b>Total</b>	<b>N.E.</b>	<b>N.W.</b>	<b>Y&amp;H</b>	<b>E.M.</b>	<b>W.M.</b>	<b>East</b>	<b>Lon</b>	<b>S.E.</b>	<b>S.W.</b>
Castles/forts	4,895	678	275	733	313	285	130	-	1,690	793
Gardens	8,596	322	622	613	396	317	515	1,142	2,589	2,081
Historic houses	17,277	661	971	1,076	1,833	1,083	1,412	4,141	3,843	2,257
Historic monuments	2,942	305	19	226	-	46	151	732	304	1,159
Visitor/heritage centres	3,240	260	554	219	317	563	152	27	738	410
Places of worship	9,989	203	265	1,036	479	539	258	3,738	1,408	2,062
Other historic properties	3,498	38	278	378	151	152	199	1,579	176	547
<b>TOTAL</b>	<b>50,435</b>	<b>2,467</b>	<b>2,984</b>	<b>4,280</b>	<b>3,489</b>	<b>2,984</b>	<b>2,817</b>	<b>11,359</b>	<b>10,747</b>	<b>9,309</b>
<b>Total % of visits</b>	<b>100%</b>	<b>5%</b>	<b>6%</b>	<b>8%</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>	<b>23%</b>	<b>21%</b>	<b>18%</b>
<b>% change 09/10</b>	<b>+2%</b>	<b>-4%</b>	<b>-3%</b>	<b>+1%</b>	<b>+3%</b>	<b>+2%</b>	<b>+3%</b>	<b>+6%</b>	<b>-2%</b>	<b>+3%</b>

## 2.3 Visitor numbers to historic properties

Attractions were asked to estimate the proportion of its visits accounted for by overseas visitors and by local/day trip visitors. Table A.5 illustrates the results within each historic property category.

**Table A.5 Origin of visitors to historic properties**

	<b>% overseas</b>	<b>% 09/10</b>	<b>% local/day trip</b>	<b>% other UK</b>
Castles/forts	11	+6	82	7
Gardens	5	+2	77	18
Historic houses	16	+1	68	17
Historic monuments	33	-7	56	11
Visitor/heritage centres	11	-*	61	27
Places of worship	37	+7	45	18
Other historic properties	16	+39	37	47
<b>TOTAL</b>	<b>21</b>	<b>+11</b>	<b>62</b>	<b>17</b>

Table A.6 examines the origin of visitors by Government Office Region.

**Table A.6 Origin of visitors to historic properties – by GOR**

	<b>% overseas</b>	<b>% local/day trip</b>	<b>% other UK</b>
North East	9	66	24
North West	6	81	13
Yorkshire and The Humber	7	80	13
East Midlands	9	70	21
West Midlands	16	68	16
East	9	72	19
London	50	41	9
South East	16	65	19
South West	22	56	23
<b>TOTAL</b>	<b>21</b>	<b>62</b>	<b>17</b>

## 2.4 Free/paid admission to historic properties

Attractions were asked whether they charged admission to the main attraction in 2010. Table A.7 illustrates the proportions of attractions and visits that were paid or free admission within each historic property type.

**Table A.7 Free/paid admission to historic properties**

	<b>Free Admission</b>		<b>Paid Admission</b>	
	<b>% of attractions</b>	<b>% of visits</b>	<b>% of attractions</b>	<b>% of visits</b>
Castles/forts	9	9	91	91
Gardens	14	16	86	84
Historic houses	9	11	91	89
Historic monuments	24	13	76	87
Visitor/heritage centres	63	56	37	44
Places of worship	89	44	11	56
Other historic properties	39	49	61	51
<b>TOTAL</b>	<b>32</b>	<b>24</b>	<b>68</b>	<b>76</b>

## 2.5 Admission prices to historic properties

Table A.8 examines the average admission prices charged by attractions in each historic property category type in 2010. Prices for both adults and children exclude free attractions. N.B. Attractions that charged for adults but not children are included within the adult category but excluded from the child category.

**Table A.8 Average admission price to historic properties (attractions charging)**

	<b>Sample (adult paid attractions)</b>	<b>Average adult admission charge</b>	<b>Average child admission charge</b>	<b>Adult/child charge ratio</b>
Castles/forts	(84)	£5.11	£2.80	55%
Gardens	(94)	£5.64	£2.72	48%
Historic houses	(229)	£6.92	£3.59	52%
Historic monuments	(39)	£4.26	£2.21	52%
Visitor/heritage centres	(31)	£6.00	£4.09	68%
Places of worship	(13)	£6.90	£3.91	57%
Other historic properties	(49)	£4.75	£2.60	55%
<b>TOTAL</b>	<b>(539)</b>	<b>£5.98</b>	<b>£3.18</b>	<b>53%</b>

## 2.6 Revenue of historic properties

Attractions were asked to indicate whether their gross revenue had increased, decreased or remained similar to that of 2009. Table A.9 illustrates the results by historic property category type.

**Table A.9 Gross revenue trend at historic properties 2009-2010**

	<b>Sample</b>	<b>% Increase</b>	<b>% Similar</b>	<b>% Decrease</b>	<b>%09/10 change</b>
Castles/forts	(81)	31	33	36	+4
Gardens	(84)	42	36	23	+4
Historic houses	(171)	37	37	26	+5
Historic monuments	(47)	34	36	30	+7
Visitor/heritage centres	(76)	28	39	33	+4
Places of worship	(85)	26	49	25	+3
Other historic properties	(58)	28	34	38	+*
<b>TOTAL</b>	<b>(602)</b>	<b>33</b>	<b>38</b>	<b>29</b>	<b>+4</b>

Table A.10 below examines the gross revenue trends of historic properties within each Government Office Region.

**Table A.10 Gross revenue trend at historic properties 2009-2010 – by GOR**

	Sample	% Increase	% Similar	% Decrease	%09/10 change
North East	(46)	37	24	39	+6
North West	(52)	38	31	31	+4
Yorkshire and The Humber	(55)	36	31	33	+3
East Midlands	(64)	27	44	30	+4
West Midlands	(57)	26	46	28	+*
East	(74)	30	36	34	+1
London	(43)	30	44	26	+3
South East	(110)	32	44	25	+6
South West	(101)	39	37	25	+5
<b>TOTAL</b>	<b>(602)</b>	<b>33</b>	<b>38</b>	<b>29</b>	<b>+4</b>

## 2.7 Employment at historic properties

Properties were asked to record the number of people employed (including self-employed) in any tourism-related activities at their attraction during 2010. Table A.11 examines the average number of people employed by job type within each historic property category.

**Table A.11 Staffing of historic properties 2010 – Average**

	Sample	Average full- time permanent	Average part-time permanent	Average full- time seasonal	Average part-time seasonal	Average unpaid volunteers	Total Staff
Castles/forts	(81)	2	1	2	3	4	12
Gardens	(83)	7	3	1	6	24	41
Historic houses	(168)	6	3	2	9	44	64
Historic monuments	(48)	2	2	1	1	3	9
Visitor/heritage centres	(79)	6	4	1	1	31	43
Places of worship	(102)	4	4	*	1	44	53
Other historic properties	(63)	2	2	*	2	19	25
<b>TOTAL</b>	<b>(624)</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>29</b>	<b>42</b>

Table A.12 illustrates the total number of staff employed at historic properties within each category type.

**Table A.12 Staffing of historic properties – number of employees by category type**

	<b>TOTAL</b>	<b>Full-time permanent</b>	<b>Part-time permanent</b>	<b>Full-time seasonal</b>	<b>Part-time seasonal</b>	<b>Unpaid volunteers</b>
Castles/forts	1,073	185	103	183	255	347
Gardens	3,421	588	229	60	537	2,007
Historic houses	10,597	955	488	279	1,523	7,352
Historic monuments	440	115	82	56	53	134
Visitor/heritage centres	3,384	442	289	96	84	2,473
Places of worship	5,498	438	456	26	95	4,483
Other historic properties	1,567	108	117	15	117	1,210
<b>TOTAL</b>	<b>25,980</b>	<b>2,831</b>	<b>1,764</b>	<b>715</b>	<b>2,664</b>	<b>18,006</b>

Tables A.13 examines total staffing levels within each Government Office Region.

**Table A.13 Number of staff at historic properties – by GOR**

	<b>TOTAL</b>	<b>Full-time permanent</b>	<b>Part-time permanent</b>	<b>Full-time seasonal</b>	<b>Part-time seasonal</b>	<b>Unpaid volunteers</b>
North East	1,283	164	46	47	215	811
North West	2,453	237	166	30	198	1,822
Yorkshire and The Humber	1,806	166	57	72	115	1,396
East Midlands	3,284	207	198	84	250	2,545
West Midlands	2,124	206	145	42	305	1,426
East	3,242	252	183	61	486	2,260
London	1,590	502	205	14	24	845
South East	5,857	628	313	192	607	4,117
South West	4,341	469	451	173	464	2,784
<b>TOTAL</b>	<b>25,980</b>	<b>2,831</b>	<b>1,764</b>	<b>715</b>	<b>2,664</b>	<b>18,006</b>

**Table A.14 Staffing of historic properties 2009-2010 (% change)**

	<b>Full-time permanent</b>	<b>Part-time permanent</b>	<b>Full-time seasonal</b>	<b>Part-time seasonal</b>	<b>Unpaid volunteers</b>
Castles/forts	-2	+1	-8	-	+28
Gardens	+3	+7	+20	+8	+17
Historic houses	+4	+3	-35	+14	+6
Historic monuments	-28	+46	-	+62	-14
Visitor/heritage centres	+1	-1	-23	-19	+8
Places of worship	-2	+14	-5	+77	+3
Other historic properties	-9	-1	+9	+8	+71
<b>TOTAL</b>	<b>0</b>	<b>+6</b>	<b>-20</b>	<b>+12</b>	<b>+10</b>

## 2.8 School and educational visits to historic properties

Properties were asked to record the number of schoolchildren visiting their property in 2010. Table A.15a below illustrates results for the 607 attractions with visiting school children who responded to the question:

- The average number of school children visiting each category type e.g. those castles / forts open to school children visits attracted an average of 3,800 school visits in 2010. Across all attractions open to school visits, an average of 2,500 school visits were made;
- However, this average is skewed by a small number of large attractions with very high numbers of school visits. A better reflection of a 'typical' number of school visits to an average attraction might be generated by the median number of visits i.e. if all attractions were ordered in terms of their school visit numbers, how many school visits does the attraction that falls exactly at the midpoint in this ordering attract?
- Total school children visits within each attraction category reflects the total number of school visits to attractions responding to this question;
- The percentage change in school visits examines those attractions responding to this question in both 2009 and 2010 and looks at the overall change in school visits for these attractions e.g. the number of school visits to the castles / forts responding in both 2009 and 2010 decreased by -11%.

**Table A.15a School visits to historic properties – by property type**

	Sample	Average no. of school children visits	Median no. of school children visits	Total school children visits	% change 09/10
Castles/forts	(76)	3,800	1,500	290,000	-11
Gardens	(76)	1,000	30	72,000	+14
Historic houses	(170)	2,200	200	374,000	-*
Historic monuments	(46)	5,200	500	241,000	+12
Visitor/heritage centres	(75)	1,900	500	143,000	+10
Places of worship	(104)	3,300	500	346,000	-6
Other historic properties	(60)	500	90	31,000	+26
<b>TOTAL</b>	<b>(607)</b>	<b>2,500</b>	<b>400</b>	<b>1,497,000</b>	<b>-*</b>

Table A.15b illustrates both the average and total numbers of schoolchildren visiting each region among the 607 attractions with visiting schoolchildren answering the question.

**Table A.15b School visits to historic properties – by region**

	<b>Sample</b>	<b>Average no. of school children visits</b>	<b>Median no. of school children visits</b>	<b>Total school children visits</b>	<b>% change 09/10</b>
North East	(49)	1,800	500	86,000	-3
North West	(51)	1,600	500	80,000	+15
Yorkshire and The Humber	(60)	1,400	400	86,000	+38
East Midlands	(68)	1,300	300	87,000	-20
West Midlands	(51)	3,000	300	154,000	-3
East	(71)	1,200	200	85,000	+4
London	(46)	5,000	400	228,000	+5
South East	(111)	5,000	300	532,000	-3
South West	(100)	1,600	300	160,000	+1
<b>TOTAL</b>	<b>(607)</b>	<b>2,500</b>	<b>400</b>	<b>1,497,,000</b>	<b>-*</b>

**Table A.15c Non-school educational visits to historic properties – by property type**

	<b>Sample</b>	<b>Average no. of non-school education visits</b>	<b>Median no. of non-school education visits</b>	<b>Total non-school education visits</b>
Castles/forts	(17)	600	200	10,000
Gardens	(67)	100	20	9,000
Historic houses	(113)	800	70	90,000
Historic monuments	(15)	2,700	200	40,000
Visitor/heritage centres	(70)	600	100	41,000
Places of worship	(92)	3,600	200	328,000
Other historic properties	(52)	100	50	7,000
<b>TOTAL</b>	<b>(426)</b>	<b>1,200</b>	<b>90</b>	<b>524,000</b>

## 2.9 Expenditure on marketing by historic properties

Table A.16a examines the movement in marketing spend at historic properties between 2009 and 2010. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2009.

**Table A.16a Movement in spend on marketing at historic properties 2009-2010**

	Sample	% Increase	% Similar	% Decrease
Castles/forts	(81)	6	90	4
Gardens	(83)	31	60	8
Historic houses	(169)	13	73	14
Historic monuments	(47)	6	89	4
Visitor/heritage centres	(76)	21	66	13
Places of worship	(85)	18	79	4
Other historic properties	(59)	10	81	8
<b>TOTAL</b>	<b>(600)</b>	<b>16</b>	<b>76</b>	<b>9</b>

## 2.10 Provision of services

Attractions taking part in the 2010 survey were asked about the services that they offered across five dimensions.

**Table A.16b Provision of services 2010 by attraction category (%)**

Category	Castles / forts	Gardens	Historic houses	Historic monuments	Visitor / heritage centres	Places of worship	Other historic properties	Total England historic properties
Sample	(46)	(80)	(161)	(26)	(76)	(94)	(53)	(536)
<b>Online</b>								
Website	89	86	85	88	76	77	72	82
Online booking	41	16	24	35	12	14	11	20
<b>Facilities</b>								
Retail shop	80	63	68	73	87	47	57	66
Café/restaurant	33	71	62	27	46	38	28	49
<b>Costumed Interpretation</b>								
	28	8	27	4	18	4	11	16
<b>Events</b>								
Public events	80	63	65	35	87	68	49	61
Public venue hire	52	48	61	23	33	53	38	49
Corporate events	30	25	36	8	24	21	17	26
<b>Member Scheme</b>								
	67	66	70	46	45	19	45	53

## Appendix 1

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As responding historic properties tend to vary between years, operators are asked in each survey year to provide the number of visits for both the survey year and the previous year. This enables the trend between any two years to be calculated based on the same historic properties.

Table A.17 shows the indexed trend based on the visits (see Table A.19) given by responding historic properties. Because the number of responding historic properties differs each year (see Table A.18), the percentage change between any two years is applied each time to the previous year's index to take account of the varying sample sizes each year.

A base index of 100 was set in 1989, both overall and for each attraction category. The table shows percentage increases year-on-year from that point onwards. For example, visits to castles / forts increased by +3% between 1989 and 1990 (among the sample of castles / forts responding in both 1989 and 1990), therefore increasing the index from 100 to 103. The following year, visits to castles / forts decreased by -7% (among the sample of castles / forts responding in both 1990 and 1991), therefore bringing the index down from 103 to 96.

In this way, long term trends within each category can be established by comparing any individual year with any other year. So between 1989 and 2010 visits to castles / forts have increased by an estimated +3% overall (the index is now at 103) compared with attractions overall which have increased by +19%. Basing these indices on pairs of years rather than a constant sample over many years is a better reflection of the actual state of the industry, since this method constantly takes into account the opening of new attractions and the closing of old ones and ensures that base sizes for each year are kept at a robust level.

**Table A.17 Index – By historic property category**

<b>Data Year</b>	<b>Castles/ forts</b>	<b>Gardens</b>	<b>Historic houses</b>	<b>Historic monuments</b>	<b>Visitor/heritage centres</b>	<b>Places of worship</b>	<b>Other historic properties</b>	<b>Total England historic properties</b>
1989	100	100	100	100	100	100	100	100
1990	103	105	100	102	103	103	101	102
1991	96	104	100	98	112	95	105	99
1992	99	104	99	99	124	97	100	100
1993	102	111	100	101	132	96	102	102
1994	106	113	99	99	134	97	97	103
1995	111	122	103	99	142	90	102	104
1996	113	121	105	103	151	94	97	107
1997	113	121	105	108	141	89	97	105
1998	115	112	102	107	140	87	95	103
1999	111	118	105	108	148	72	95	100
2000	106	115	100	108	140	70	90	96
2001	98	132	94	86	130	66	93	92
2002	99	154	107	98	143	66	93	99
2003	102	162	113	97	152	62	99	102
2004	103	151	111	96	156	63	106	101
2005	98	163	109	94	162	65	110	102
2006	99	159	110	96	163	67	121	104
2007	97	167	113	124	182	67	117	106
2008	97	170	113	124	193	71	121	108
2009	108	186	127	134	202	75	122	117
2010	103	177	129	136	197	78	158	119

Table A.18 shows the number of responding historic properties in each survey year. Each property is asked to provide visits figures for both the survey year and the previous year in order to enable visits trends to be calculated based on the same properties. Numbers below show the number of properties within each category who responded both for the current year and previous year.

**Table A.18 Number of responding historic properties providing visits figures 1989-2010**

Survey Year	Data Year	Castles / forts	Gardens	Historic houses	Historic monuments	Visitor/herit -age centres	Places of worship	Other historic properties	Total England historic properties
<b>1989/90</b>	1990	92	102	272	58	35	31	79	669
<b>1990/1</b>	1991	94	118	288	59	44	29	83	715
<b>1991/2</b>	1992	93	120	291	62	51	38	73	728
<b>1992/3</b>	1993	94	125	305	59	67	43	73	766
<b>1993/4</b>	1994	100	136	327	62	93	47	88	853
<b>1994/5</b>	1995	102	148	337	61	104	47	97	896
<b>1995/6</b>	1996	106	157	340	61	104	51	106	925
<b>1996/7</b>	1997	104	158	351	57	112	49	102	935
<b>1997/8</b>	1998	111	178	398	70	137	53	130	1,077
<b>1998/9</b>	1999	110	179	405	73	148	60	133	1,108
<b>1999/2000</b>	2000	105	164	397	63	115	61	112	1,017
<b>2000/1</b>	2001	103	158	367	68	114	87	108	1,005
<b>2001/2</b>	2002	91	107	270	57	63	71	73	734
<b>2002/3</b>	2003	92	124	302	60	78	74	86	817
<b>2003/4</b>	2004	79	130	315	63	87	92	86	852
<b>2004/5</b>	2005	89	137	294	56	76	94	86	832
<b>2005/6</b>	2005	86	108	287	53	73	93	82	782
<b>2006/7</b>	2006	73	93	217	2	46	88	79	598
<b>2007/8</b>	2007	80	114	255	47	74	103	83	756
<b>2008/9</b>	2008	82	106	260	51	75	103	60	737
<b>2009/10</b>	2009	90	103	246	48	75	113	79	754

Table A.19 shows the number of visits to responding historic properties. (Note: it does not include estimates of non-responding properties. Therefore these figures do not represent the total market).

**Table A.19 Number of visits to responding England historic properties 1989-2010 (millions)**

Survey Year	Data Year	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/heritage centres	Places of worship	Other historic properties	Total England historic properties
1990	1989	8.9	4.9	12.0	3.6	2.7	13.6	2.7	48.4
	1990	9.2	5.1	12.0	3.7	2.8	14.0	2.7	49.5
1991	1990	9.3	5.3	12.4	3.7	2.8	14.7	3.0	51.1
	1991	8.6	5.2	12.5	3.6	3.0	13.6	3.2	49.6
1992	1991	8.3	6.1	12.5	3.4	3.1	17.3	3.0	53.6
	1992	8.6	6.0	12.3	3.5	3.4	17.8	2.9	54.4
1993	1992	8.8	6.3	12.6	3.4	4.7	18.2	3.0	57.1
	1993	9.1	6.8	12.7	3.5	5.0	18.0	3.1	58.1
1994	1993	9.3	7.4	13.0	3.5	6.4	18.3	3.5	61.4
	1994	9.6	7.5	13.0	3.4	6.5	18.5	3.3	61.8
1995	1994	9.6	7.8	13.1	3.5	6.9	18.8	3.3	63.1
	1995	10.1	8.4	13.7	3.5	7.3	17.4	3.5	64.0
1996	1995	10.2	8.4	14.2	3.4	7.6	17.7	3.4	65.0
	1996	10.5	8.3	14.4	3.6	8.1	18.4	3.2	66.5
1997	1996	10.6	8.3	14.8	3.1	9.1	18.2	3.2	67.4
	1997	10.6	8.4	14.9	3.3	8.5	17.4	3.2	66.2
1998	1997	10.8	9.5	14.7	3.4	9.6	17.5	3.5	69.0
	1998	11.0	8.8	14.2	3.4	9.5	17.1	3.4	67.4
1999	1998	10.9	9.0	15.3	3.7	9.8	17.7	3.6	70.0
	1999	10.5	9.5	15.9	3.7	10.4	14.6	3.5	68.2
2000	1999	10.2	9.2	16.1	3.3	9.1	14.7	3.4	66.2
	2000	9.9	9.0	15.4	3.3	8.5	14.3	3.3	63.6
2001	2000	9.8	8.5	15.5	4.5	8.3	14.9	2.5	64.3
	2001	9.0	10.2	14.5	3.5	7.7	14.2	2.6	61.8

<b>2002</b>	2001	8.6	8.2	13.2	3.4	4.6	11.4	2.1	51.5
	2002	8.7	9.5	15.0	3.9	5.1	11.3	2.1	55.5
<b>2003</b>	2002	8.7	9.8	15.3	4.1	5.6	11.4	2.5	57.4
	2003	8.9	10.3	16.3	4.0	5.9	10.8	2.7	58.9
<b>2004</b>	2003	7.2	11.4	17.3	3.1	5.7	9.5	2.6	56.7
	2004	7.3	10.6	17.0	3.1	5.8	9.6	2.8	56.2
<b>2005</b>	2004	7.1	9.0	16.5	3.0	5.0	9.4	3.0	53.0
	2005	6.7	9.7	16.3	3.0	5.2	9.7	3.1	53.7
<b>2006</b>	2005	4.4	8.9	18.9	3.2	4.1	10.6	8.5	58.6
	2006	4.5	8.7	19.1	3.3	4.1	10.9	9.4	59.9
<b>2007</b>	2006	6.6	9.4	12.9	-	1.7	8.8	2.7	42.1
	2007	6.5	9.9	13.3	-	1.9	8.8	2.6	43.0
<b>2008</b>	2007	3.6	8.6	12.7	2.3	4.0	6.8	2.6	40.7
	2008	3.6	8.7	12.8	2.3	4.3	7.2	2.7	41.6
<b>2009</b>	2008	4.4	7.0	16.8	2.7	2.4	9.3	3.3	46.0
	2009	4.9	7.7	18.9	3.0	2.6	9.8	3.2	50.0
<b>2010</b>	2009	5.1	9.1	16.7	2.8	3.0	9.1	2.7	48.4
	2010	4.9	8.6	17.1	2.9	2.9	9.5	3.5	49.2

**Table A.21 Index – By region**  
**Trends in no. of visits to England historic properties 2000-2010**  
**Indices 2000=100**  
**Constant samples (from one year to next only)**

Data Year	North East	North West	Yorks & Humber	East Mids	West Mids	East	London	South East	South West	Total England
2000	100	100	100	100	100	100	100	100	100	100
2001	87	95	86	91	93	95	98	95	92	96
2002	121	110	91	109	96	95	100	100	99	104
2003	138	114	95	115	96	94	103	105	96	107
2004	135	115	98	112	97	87	109	103	92	106
2005	140	123	100	113	103	88	108	106	89	107
2006	140	135	102	114	101	87	115	103	90	109
2007	149	139	103	121	109	84	117	105	90	111
2008	145	143	108	125	118	87	132	104	88	113
2009	160	155	117	132	134	93	138	117	95	123
2010	153	151	118	136	136	96	147	115	98	125

**Table A.22 Index – By region**  
**Trends in no. of SCHOOL VISITS to England historic properties 2001-2010**  
**Indices 2001=100**  
**Constant samples (from one year to next only)**

Data Year	North East	North West	Yorks & Humber	East Mids	West Mids	East	London	South East	South West	Total England
2001	100	100	100	100	100	100	100	100	100	100
2002	93	113	106	95	102	73	97	97	105	99
2003	96	116	105	86	100	89	117	98	112	104
2004	93	112	90	94	97	102	106	105	123	107
2005	104	111	95	92	105	97	110	107	120	109
2006	85	87	81	109	108	102	98	106	127	106
2007	87	97	79	109	101	103	105	114	126	109
2008	89	109	52	101	129	103	100	113	125	106
2009	77	169	46	98	125	109	153	86	131	103
2010	75	195	64	78	121	113	161	84	133	103

**Table A.23 Index – By historic property category**  
**Trends in no. of SCHOOL VISITS to England historic properties 2001-2010**  
**Indices 2001=100**  
**Constant samples (from one year to next only)**

<b>Data Year</b>	<b>Castles/ forts</b>	<b>Gardens</b>	<b>Historic houses</b>	<b>Historic monuments</b>	<b>Visitor/heritage centres</b>	<b>Places of worship</b>	<b>Other historic properties</b>	<b>Total England historic properties</b>
2001	100	100	100	100	100	100	100	100
2002	99	105	117	99	110	79	73	99
2003	98	113	120	107	119	77	93	104
2004	101	116	119	115	100	88	122	107
2005	97	145	119	122	113	87	128	109
2006	95	153	116	123	93	96	131	106
2007	94	167	119	168	94	102	126	109
2008	94	160	111	184	97	95	127	106
2009	81	163	142	172	81	100	88	103
2010	72	186	142	192	89	94	111	103

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