Visitor Attractions Trends in England 2013

Annual Report for Heritage Counts

Prepared for English Heritage

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1. Introduction and Background

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 2013 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.

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

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1.3   Sample

The following English visitor attraction sub categories were defined as historic properties:

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

1,568 English visitor attractions provided visits figures for the year 2013. Among historic properties, 705 historic properties responded compared with 661 for the year 2012 and 801 for the year 2011.

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 2013 and 2012. In 2013 there were 652 such historic properties, which is slightly up on the number in 2012 (639). Previous years comparators: 2011 (739), 2010 (754) and 2009 (737).

This longer term reduction since 2009 is driven by VisitEngland's recent tightening of its definition of attractions and undertaking of a major review of the list of attractions used for this year's survey. For example, parish churches were removed from the attractions list. This has removed a number of small sites previously classified as attractions, and we have therefore seen a slight shift in the attraction size profile of sites participating in the research this year.

Table A.1   Response by attraction category

Category	Number of attractions that provided data (2012)	Number of attractions that provided data (2013)
Castles/forts	90	91
Gardens	85	88
Historic houses	231	252
Historic monuments	49	55
Visitor/heritage centres	78	71
Places of worship	58	74
Other historic properties	70	74
Total	**661**	**705**

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

Abbreviation	Government Office Region	Counties/unitary authorities within region
EAST	East	**Counties**: Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk **UAs:** Luton, Peterborough, Southend-on-Sea, Thurrock
EM	East Midlands	**Counties:** Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire **UAs:** Derby, Leicester, Nottingham, Rutland
LON	London	All Greater London boroughs
NE	North East	**Counties:** County Durham, Northumberland **UAs:** Darlington, Hartlepool, Middlesborough, Redcar & Cleveland, Stockton-on-Tees **Former Met.:** Tyne and Wear *(Gateshead, Newcastle, N Tyneside, S Tyneside, Sunderland)*
NW	North West	**Counties:** Cheshire, Cumbria, Lancashire **UAs:** Blackburn with Darwen, Blackpool, Halton, Warrington **Former Met.:** Greater Manchester *(Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan),* Merseyside *(Liverpool, Knowsley, Sefton, St Helens, Wirral)*
SE	South East	**Counties:** Buckinghamshire, East Sussex, Hampshire, Kent, Oxfordshire, Surrey, West Sussex **UAs:** Bracknell Forest, Brighton & Hove, Isle of Wight, Medway, Milton Keynes, Portsmouth, Reading, Slough, Southampton W. Berkshire, Windsor & Maidenhead, Wokingham
SW	South West	**Counties:** Cornwall, Devon, Dorset, Gloucestershire, Somerset, Wiltshire, Isles of Scilly **UAs:** Bath & NE Somerset, Bournemouth, Bristol, N Somerset, Plymouth, Poole, Swindon, Torbay, S Gloucestershire
WM	West Midlands	**Counties:** Shropshire, Staffordshire, Warwickshire, Worcestershire **UAs:** Herefordshire, Stoke-on-Trent, Telford & Wrekin **Former Met.:** West Midlands *(Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, Wolverhampton)*
Y&H	Yorkshire/ The Humber	**Counties:** North Yorkshire **UAs:** East Riding of Yorkshire, Kingston-upon-Hull, NE Lincolnshire, N Lincolnshire, York **Former Met.:** South Yorkshire (*Barnsley, Doncaster, Rotherham, Sheffield)* West Yorkshire *(Bradford, Calderdale, Kirklees, Leeds, Wakefield)*

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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

	TOTAL	N.E.		N.W.		Y&H		E.M.		W.M.		East		Lon		S.E.		S.W.	
	No.	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Castles/forts	91	15	31	4	7	12	20	5	8	8	9	6	9	1	3	22	15	18	14
Gardens	88	2	4	7	12	9	15	4	6	7	8	8	12	1	3	22	15	28	20
Historic houses	252	8	16	28	47	12	20	29	45	40	46	23	33	19	48	50	35	43	33
Historic monuments	55	6	12	1	2	8	13	1	9	8	9	6	9	4	10	9	6	12	9
Visitor/heritage centres	71	3	6	10	17	6	10	14	22	11	13	4	6	1	3	11	8	11	8
Places of worship	74	11	22	4	7	8	13	5	8	5	6	8	12	11	28	11	8	11	8
Other historic properties	74	4	8	6	10	6	10	7	11	8	9	14	20	3	8	17	12	9	7
TOTAL	**705**	**49**		**60**		**61**		**65**		**87**		**69**		**40**		**142**		**132**	
Total % of attractions	*100*	*7%*		*9%*		*9%*		*9%*		*12%*		*10%*		*6%*		*20%*		*19%*	

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 12/13) reports the change in visits among attractions that have provided visits figures for both 2012 and 2013.

Table A.3 Visits to historic properties

	Sample	% of visits	Average no. of visits	Total visits	% change 12/13
SAMPLE		(58.6m)	(58.6m at 705 sites)	(58.6m at 705 sites)	
Castles/forts	91	13%	81,000	7,340,000	+11
Gardens	88	16%	108,000	9,487,000	+2
Historic houses	252	34%	78,000	19,729,000	+5
Historic monuments	55	6%	63,000	3,476,000	+12
Visitor/heritage centres	71	8%	68,000	4,850,000	+6
Places of worship	74	16%	127,000	9,370,000	+13
Other historic properties	74	7%	59,000	4,339,000	+9
TOTAL HISTORIC	**705**	**100%**	**83,000**	**58,591,000**	**+7**
TOTAL ATTRACTIONS	**1,568**	**N/A**	**121,000**	**189,520,000**	**+5**

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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

Data in 000s	Total	N.E.	N.W.	Y&H	E.M.	W.M.	East	Lon	S.E.	S.W.
Castles/forts	7,340	548	146	557	179	318	126	2,895	1,583	987
Gardens	9,487	45	1,079	781	126	211	491	1,326	2,609	2,821
Historic houses	19,729	506	2,125	914	2,014	2,705	1,860	2,377	4,582	2,645
Historic monuments	3,476	217	13	208	55	105	68	911	239	1,660
Visitor/heritage centres	4,850	165	728	385	246	1,011	1,012	10	1,080	215
Places of worship	9,370	874	356	219	402	214	437	4,462	1,311	1,097
Other historic properties	4,339	32	290	429	221	205	405	2,113	332	312
TOTAL HISTORIC	**58,591**	**2,387**	**4,737**	**3,492**	**3,241**	**4,768**	**4,399**	**14,095**	**11,737**	**9,736**
Total % of visits	*100%*	*4%*	*8%*	*6%*	*6%*	*8%*	*8%*	*24%*	*20%*	*17%*
% change 12/13	*+7%*	*+12%*	*-1%*	*+3%*	*+9%*	*+3%*	*+8%*	*+14%*	*+7%*	*+5%*
TOTAL ATTRACTIONS	**189,520**	**9,327**	**21,545**	**13,135**	**9,270**	**14,353**	**12,658**	**62,628**	**26,011**	**20,593**
Total % of visits	*100%*	*5%*	*11%*	*7%*	*5%*	*8%*	*7%*	*33%*	*14%*	*11%*
% change 12/13	*+5%*	*+6%*	*-2%*	*+4%*	*+5%*	*+1%*	*+4%*	*+8%*	*+4%*	*+4%*

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

	% overseas	% 12/13	% local/day trip	% other UK
Castles/forts	41	-6	49	10
Gardens	7	+7	65	27
Historic houses	13	+5	68	20
Historic monuments	23	-30	70	8
Visitor/heritage centres	10	+9	74	17
Places of worship	27	+14	49	25
Other historic properties	22	+22	39	39
TOTAL HISTORIC	**20**	**+2**	**60**	**20**
TOTAL ATTRACTIONS	**22**	**+10**	**58**	**20**

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

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

	% overseas	% local/day trip	% other UK
North East	10	59	31
North West	9	80	11
Yorkshire and The Humber	7	72	21
East Midlands	7	79	13
West Midlands	7	71	22
East	8	77	15
London	56	27	18
South East	16	64	20
South West	16	58	26
TOTAL HISTORIC	**20**	**60**	**20**

2.4   Free/paid admission to historic properties

Attractions were asked whether they charged admission to the main attraction in 2013. 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

	Free Admission		Paid Admission	
	% of attractions	% of visits	% of attractions	% of visits
Castles/forts	7	1	93	99
Gardens	9	12	91	88
Historic houses	7	2	93	98
Historic monuments	24	10	76	90
Visitor/heritage centres	62	57	38	43
Places of worship	89	43	11	57
Other historic properties	39	54	61	46
TOTAL HISTORIC	**26**	**19**	**74**	**81**
TOTAL ATTRACTIONS	**38**	**55**	**62**	**45**

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 2013. 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)

	Sample (adult paid attractions)	Average adult admission charge	Average child admission charge	Adult/child charge ratio
Castles/forts	(85)	£5.71	£3.67	64%
Gardens	(76)	£6.71	£3.61	54%
Historic houses	(220)	£7.68	£4.24	55%
Historic monuments	(42)	£4.17	£2.89	69%
Visitor/heritage centres	(27)	£6.89	£5.12	74%
Places of worship	(8)	£8.88	£6.50	73%
Other historic properties	(41)	£4.41	£2.69	61%
TOTAL HISTORIC	**(499)**	**£6.61**	**£3.90**	**59%**
TOTAL ATTRACTIONS	**(942)**	**£7.30**	**£5.18**	**71%**

2.6 Revenue of historic properties

Attractions were asked to indicate whether their gross revenue had increased, decreased or remained similar to that of 2013. Table A.9 illustrates the results by historic property category type.

Table A.9 Gross revenue trend at historic properties 2012-2013

	Sample	% Increase	% Similar	% Decrease	%12/13 change
Castles/forts	(86)	71	16	13	+10
Gardens	(60)	58	29	14	+4
Historic houses	(167)	50	29	21	+4
Historic monuments	(50)	72	18	10	+20
Visitor/heritage centres	(61)	51	33	16	+5
Places of worship	(63)	35	52	13	+4
Other historic properties	(55)	42	45	13	+7
TOTAL HISTORIC	**(548)**	**54**	**31**	**16**	**+7**
TOTAL ATTRACTIONS	**(1,323)**	**46**	**39**	**15**	**+5**

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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 2012-2013 – by GOR

	Sample	% Increase	% Similar	% Decrease	% 12/13 change
North East	(38)	66	18	16	+10
North West	(49)	55	27	18	+4
Yorkshire and The Humber	(52)	63	23	13	+10
East Midlands	(55)	51	33	16	+7
West Midlands	(58)	45	33	22	+8
East	(58)	53	31	16	+6
London	(35)	57	31	11	+6
South East	(109)	48	38	15	+7
South West	(94)	55	32	13	+5
TOTAL HISTORIC	**(548)**	**54**	**31**	**16**	**+7**
TOTAL ATTRACTIONS	**(1,323)**	**46**	**39**	**15**	**+5**

2.7   School and educational visits to historic properties

Properties were asked to record the number of schoolchildren visiting their property in 2013. Table A.15a below illustrates results for the 533 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 5,500 school visits in 2013. Across all historic attractions open to school visits, an average of 5,300 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 2012 and 2013 and looks at the overall change in school visits for these attractions e.g. the number of school visits to castles responding in both 2012 and 2013 increased by +12%.

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 12/13
Castles/forts	(79)	5,500	1,700	431,000	+12
Gardens	(65)	4,300	300	194,000	+3
Historic houses	(155)	3,400	700	421,000	+38
Historic monuments	(48)	5,500	600	236,000	+7
Visitor/heritage centres	(66)	5,000	700	285,000	-2
Places of worship	(68)	5,100	1,200	332,000	-*
Other historic properties	(52)	1,600	200	69,000	-3
TOTAL HISTORIC	**(533)**	**5,300**	**800**	**1,968,000**	**+9**
TOTAL ATTRACTIONS	**(1,272)**	**6,900**	**1,000**	**7,831,000**	**+4**

Table A.15b illustrates both the average and total numbers of schoolchildren visiting each region among the 533 attractions with visiting schoolchildren answering the question.

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

	Sample	Average no. of school children visits	Median no. of school children visits	Total school children visits	% change 12/13
North East	(42)	1,900	900	72,000	+35
North West	(49)	3,300	1,200	131,000	+5
Yorkshire and The Humber	(46)	2,500	1,400	109,000	+12
East Midlands	(54)	1,800	300	84,000	+12
West Midlands	(55)	4,200	600	209,000	+4
East	(57)	2,000	500	100,000	+12
London	(34)	14,200	1,000	469,000	+2
South East	(102)	7,100	800	567,000	+15
South West	(94)	3,000	700	227,000	+3
TOTAL HISTORIC	**(533)**	**5,300**	**800**	**1,968,000**	**+9**
TOTAL ATTRACTIONS	**(1,272)**	**6,900**	**1,000**	**7,831,000**	**+4**

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2.8   Expenditure on marketing by historic properties

Table A.16a examines the movement in marketing spend at historic properties between 2012 and 2013. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2012.

Table A.16a   Movement in spend on marketing at historic properties 2012-2013

	Sample	% Increase	% Similar	% Decrease
Castles/forts	(86)	5	92	3
Gardens	(69)	19	61	20
Historic houses	(170)	15	74	11
Historic monuments	(50)	4	92	4
Visitor/heritage centres	(66)	18	70	12
Places of worship	(61)	18	70	11
Other historic properties	(55)	24	75	2
TOTAL HISTORIC	**(557)**	**15**	**76**	**10**
TOTAL ATTRACTIONS	**(1,353)**	**18**	**69**	**12**

2.9   Provision of digital communications

Attractions taking part in the 2013 survey were asked about the services that they offered across five dimensions.

Table A.16b   Provision of digital communications 2013 by attraction category (%)

Category	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor / heritage centres	Places of worship	Other historic properties	Total Historic	Total Attractions
Sample	(86)	(71)	(172)	(52)	(68)	(72)	(56)	(577)	(1,400)
ANY (*excl. website/ online booking)	**92**	**83**	**80**	**81**	**66**	**57**	**55**	**75**	**77**
Website*	100	99	94	94	93	88	89	94	94
Facebook page	28	72	58	21	59	42	46	49	62
Twitter account	23	68	51	15	47	40	34	42	51
E-newsletters	7	49	23	4	22	29	16	22	31
Online booking*	7	20	22	6	21	17	14	16	21
Online blogs	7	28	15	-	9	6	11	12	19
YouTube	3	17	16	2	13	8	9	11	19
Mobile apps	65[1]	11	31	62[1]	9	3	16	29	18
Mobile website	65[1]	4	19	62[1]	3	7	7	23	13
Instagram/Pinterest	5	13	13	-	6	-	5	7	11
Other social media	2	7	10	-	3	3	13	6	10

[1] *EH accounts for most castles/forts/monuments*

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Appendix 1

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 2013 visits to castles / forts have increased by 11% (the index has risen to 111) compared with historic attractions overall which have increased by +32%. 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.

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Table A.17 Index – By historic property category

Data Year	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/heritage centres	Places of worship	Other historic properties	Total historic	Total attractions
1989	100	100	100	100	100	100	100	100	**100**
1990	103	105	100	102	103	103	101	102	**102**
1991	96	104	100	98	112	95	105	99	**102**
1992	99	104	99	99	124	97	100	100	**103**
1993	102	111	100	101	132	96	102	102	**104**
1994	106	113	99	99	134	97	97	103	**106**
1995	111	122	103	99	142	90	102	104	**107**
1996	113	121	105	103	151	94	97	107	**108**
1997	113	121	105	108	141	89	97	105	**106**
1998	115	112	102	107	140	87	95	103	**104**
1999	111	118	105	108	148	72	95	100	**104**
2000	106	115	100	108	140	70	90	96	**103**
2001	98	132	94	86	130	66	93	92	**100**
2002	99	154	107	98	143	66	93	99	**109**
2003	102	162	113	97	152	62	99	102	**112**
2004	103	151	111	96	156	63	106	101	**113**
2005	98	163	109	94	162	65	110	102	**113**
2006	99	159	110	96	163	67	121	104	**117**
2007	97	167	113	124	182	67	117	106	**120**
2008	97	170	113	124	193	71	121	108	**123**
2009	108	186	127	134	202	75	122	117	**129**
2010	103	177	129	136	197	78	158	119	**133**
2011	108	193	138	147	202	83	175	127	**137**
2012	100	189	132	144	198	81	177	123	**136**
2013	111	193	139	162	211	91	193	132	**142**

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 1989-2013

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
1989/90	1990	92	102	272	58	35	31	79	669
1990/1	1991	94	118	288	59	44	29	83	715
1991/2	1992	93	120	291	62	51	38	73	728
1992/3	1993	94	125	305	59	67	43	73	766
1993/4	1994	100	136	327	62	93	47	88	853
1994/5	1995	102	148	337	61	104	47	97	896
1995/6	1996	106	157	340	61	104	51	106	925
1996/7	1997	104	158	351	57	112	49	102	935
1997/8	1998	111	178	398	70	137	53	130	1,077
1998/9	1999	110	179	405	73	148	60	133	1,108
1999/ 2000	2000	105	164	397	63	115	61	112	1,017
2000/1	2001	103	158	367	68	114	87	108	1,005
2001/2	2002	91	107	270	57	63	71	73	734
2002/3	2003	92	124	302	60	78	74	86	817
2003/4	2004	79	130	315	63	87	92	86	852
2004/5	2005	89	137	294	56	76	94	86	832
2005/6	2006	86	108	287	53	73	93	82	782
2006/7	2007	73	93	217	2	46	88	79	598
2007/8	2008	80	114	255	47	74	103	83	756
2008/9	2009	82	106	260	51	75	103	60	737
2009/10	2010	90	103	246	48	75	113	79	754
2010/11	2011	92	101	260	52	81	94	59	739
2011/12	2012	90	85	231	49	78	58	70	661
2012/13	2013	91	88	252	55	71	74	74	705

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 1989-2013 (millions)

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

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	2001	8.6	8.2	13.2	3.4	4.6	11.4	2.1	51.5
2002	2002	8.7	9.5	15.0	3.9	5.1	11.3	2.1	55.5
	2002	8.7	9.8	15.3	4.1	5.6	11.4	2.5	57.4
2003	2003	8.9	10.3	16.3	4.0	5.9	10.8	2.7	58.9
	2003	7.2	11.4	17.3	3.1	5.7	9.5	2.6	56.7
2004	2004	7.3	10.6	17.0	3.1	5.8	9.6	2.8	56.2
	2004	7.1	9.0	16.5	3.0	5.0	9.4	3.0	53.0
2005	2005	6.7	9.7	16.3	3.0	5.2	9.7	3.1	53.7
2006	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
2007	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
2008	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
2009	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
2010	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
2011	2010	4.5	8.8	22.7	2.7	4.7	9.2	3.4	56.1
	2011	4.7	9.6	24.2	2.9	4.8	9.9	3.8	60.0
2012	2011	7.5	9.4	21.5	3.0	4.4	8.5	4.6	58.9
	2012	7.0	9.2	20.7	2.9	4.3	8.3	4.6	57.1
2013	2012	6.6	9.1	17.6	3.1	4.5	8.1	4.0	52.9
	2013	7.3	9.3	18.5	3.4	4.8	9.1	4.3	56.7

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Table A.21 **Index – By region**

Trends in no. of visits to England historic properties 2000-2013

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
2011	153	158	120	145	148	106	160	127	101	134
2012	142	167	116	142	147	100	154	122	97	130
2013	159	165	120	155	151	108	175	130	101	139

Table A.22 **Index – By region**

Trends in no. of SCHOOL VISITS to England historic properties 2001-2013

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

Data Year										
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
2011	80	206	69	66	143	118	180	80	119	104
2012	66	202	63	69	146	130	173	70	102	96
2013	89	212	71	77	152	140	177	80	105	104

Table A.23   Index – By historic property category
Trends in no. of SCHOOL VISITS to England historic properties 2001-2013
Indices 2001=100
Constant samples (from one year to next only)

Data Year	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/heritage centres	Places of worship	Other historic properties	Total England historic properties
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
2011	106	170	113	230	100	101	130	104
2012	92	161	97	207	102	101	126	96
2013	103	166	133	222	100	101	122	104

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