

Visitor Attractions Trends in England 2018

Annual Report for Heritage Counts

Prepared for Historic England



Historic England



Report Contents

Introduction and Background	2
1.1 Visitor Attraction Definition	2
1.2 Research Objectives	2
1.3 Survey Method	2
1.4 Sample	3
1.5 Survey Definitions	4
1. Main Tables	5
2.1 Geographical Distribution of Historic Sites	5
2.2 Visitor Numbers to Historic Sites	5
2.3 Origin of Visitors to Historic Sites	6
2.4 Family Group Visits to Historic Sites	9
2.5 Free/Paid Admission to Historic Sites	9
2.6 Admission Prices to Historic Sites	10
2.7 Revenue of Historic Sites	12
2.8 School and Educational Visits to Historic Sites	13
2.9 Expenditure on Marketing by Historic Sites	14
2.10 Provision of Digital Communications by Historic Sites	15
2.11 Other Activities Offered by Historic Sites	16
2. Appendix	17

1. Introduction and Background

This report presents key tables from the ‘historic sites’ 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 2018 and trend data.

1.1 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.”

1.2 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.

1.3 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. The majority of attractions now choose to complete the survey online.

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

1.4 Sample

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

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

1,501 English visitor attractions provided visits figures for the year 2018. 725 historic sites responded, compared with 693 for the year 2017 and 725 for the year 2016.

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 2018 and 2017. In 2018 there were 623 such historic sites. Previous years comparators: 2017 (645), 2016 (704).

Table A.1 Response by Attraction Category

Category	Number of attractions that provided data (2018)	Number of attractions that provided data (2017)	Number of attractions that provided data (2016)
Castles/forts	82	83	86
Gardens	89	88	82
Historic houses	272	259	268
Historic monuments	53	56	52
Visitor/heritage centres	81	82	90
Places of worship	54	61	66
Other historic sites	94	64	81
Total	725	693	725

1.5 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 sites	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, Middlesbrough, Redcar & Cleveland, Stockton-on-Tees Former Met.: Tyne and Wear (<i>Gateshead, Newcastle, N Tyneside, S Tyneside, Sunderland</i>)
NW	North West	Counties: Cheshire, Cumbria, Lancashire UAs: Blackburn with Darwen, Blackpool, Halton, Warrington Former Met.: 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	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 (<i>Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, Wolverhampton</i>)
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 (<i>Barnsley, Doncaster, Rotherham, Sheffield</i>) West Yorkshire (<i>Bradford, Calderdale, Kirklees, Leeds, Wakefield</i>)

2. Main Tables

2.1 Geographical Distribution of Historic Sites

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

Table A.2 Geographic Distribution of Historic Sites – 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	82	14	17	4	5	10	12	7	9	4	5	3	4	1	1	19	23	20	24
Gardens	89	3	3	6	7	6	7	2	2	9	10	13	15	4	4	18	20	28	31
Historic houses	272	7	3	30	11	17	6	27	10	45	17	18	7	21	8	56	21	51	19
Historic monuments	53	5	9	2	4	9	17	1	2	6	11	10	19	4	8	6	11	10	19
Visitor/heritage centres	81	4	5	12	15	4	5	15	19	6	7	6	7	4	5	12	15	18	22
Places of worship	54	4	7	6	11	8	15	3	6	5	9	4	7	6	11	10	19	8	15
Other historic sites	94	5	5	7	7	6	6	11	12	7	7	16	17	3	3	18	19	21	22
TOTAL	725	42		67		60		66		82		70		43		139		156	
Total % of attractions	100	6		9		8		9		11		10		6		19		22	

2.2 Visitor Numbers to Historic Sites

Table A.3 illustrates the numbers and profile of visits (paid and free) to historic sites by category type among responding attractions. The trend data (% change 17/18) reports the change in visits among attractions that have provided visits figures for both 2017 and 2018.

Table A.3 Visits to Historic Sites

	Sample	% Of visits	Average no. of visits	Total visits	% change 17/18
SAMPLE		(75.8m)	(75.8m at 725 sites)	(75.8m at 725 sites)	
Castles/forts	82	10%	97,000	7,930,000	+2
Gardens	89	14%	132,000	10,749,000	0
Historic houses	272	39%	122,000	29,189,000	0
Historic monuments	53	6%	107,000	4,855,000	-3
Visitor/heritage centres	81	13%	124,000	9,560,000	-4
Places of worship	54	12%	167,000	8,841,000	+3
Other historic sites	94	6%	69,000	4,634,000	+2
TOTAL HISTORIC	725	100%	118,000	75,759,000	-0.5
TOTAL ATTRACTIONS	1,501	N/A	157,000	217,356,000	+2

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

Table A.4 Visits to Historic Sites – by GOR

<i>Data in 000s</i>	Total	N.E.	N.W.	Y&H	E.M.	W.M.	East	Lon	S.E.	S.W.
Castles/forts	7,930	640	281	519	254	241	141	2,855	1,817	1,181
Gardens	10,749	320	602	838	33	405	951	2,003	2,955	2,642
Historic houses	29,189	637	2,166	1,185	2,376	3,844	1,802	6,247	6,685	4,247
Historic monuments	4,855	102	15	265	74	48	150	890	174	3,137
Visitor/heritage centres	9,560	118	798	229	321	1,021	704	1,423	312	4,633
Places of worship	8,841	613	237	881	157	488	551	3,339	1,113	1,463
Other historic sites	4,634	26	354	472	144	39	483	1,399	990	725
TOTAL HISTORIC	75,759	2,457	4,454	4,389	3,358	6,085	4,783	18,157	14,047	18,028
<i>Total % of visits</i>	100	3	6	6	4	8	6	24	19	24
<i>% change 17/18</i>	-0.5	-1	+4	-3	0	0	+2	-1	-1	-1
TOTAL ATTRACTIONS	217,356	5,814	26,755	14,616	8,775	12,506	16,499	69,082	34,082	29,227
<i>Total % of visits</i>	100	3	12	7	4	6	8	32	16	13
<i>% change 17/18</i>	+2	-1	+8	+2	+1	+2	-1	+2	0	-1

2.3 Origin of Visitors to Historic Sites

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 site category.

Table A.5 Origin of Visitors to Historic Sites

	% Overseas %		% Local/day	% Other UK
	17/18		trip	
Castles/forts	44	0	31	25
Gardens	8	+3	71	21
Historic houses	19	+8	58	23
Historic monuments	43	-5	28	29
Visitor/heritage centres	12	-7	60	28
Places of worship	43	+9	32	25
Other historic sites	28	+27	51	21
TOTAL HISTORIC	27	+3	49	25
TOTAL ATTRACTIONS	21	+4	58	21

Table A.6 illustrates the year on year changes by visitor type.

Table A.6 Trends in Origin of Visitors to Historic Sites

	Overseas % change	Local/day trip % change
2008-09	-3	+17
2009-10	+11	+4
2010-11	+12	+5
2011-12	-1	-6
2012-13	+2	+11
2013-14	-*	+7
2014-15	+2	+7
2015-16	+1	+7
2016-17	+7	+7
2017-18	+3	-1

Tables A.7 and A.8 illustrate the year on year changes of overseas visitors and local/day trip visitors by Government Office Region.

Table A.7 Trends of Overseas Visitors to Historic Sites – by GOR

OVERSEAS VISITORS	Overall % change	N.E. % change	N.W. % change	Y&H % change	E.M. % change	W.M % change	EAST % change	LON % change	S.E. % change	S.W. % change
2008-09	-3	+	+23	+17	+5	-2	+16	-6	-14	+5
2009-10	+11	-15	-1	-11	-5	+1	-5	+22	+2	+19
2010-11	+12	-*	+36	+17	+23	+6	+15	+11	+9	+14
2011-12	-1	-9	-6	-8	-2	-10	-6	+3	-5	+1
2012-13	+2	+20	+18	-5	+33	+3	+12	+18	-2	-25
2013-14	-*	+7	+6	+5	+37	+5	+32	-2	+3	-7
2014-15	+2	-13	-9	+15	+29	-18	+1	+	+4	+5
2015-16	+1	+3	+2	+1	-7	+9	-5	-3	+1	+11
2016-17	+7	-15	-12	-15	-24	-14	+12	+8	+5	+20
2017-18	+3	-3	+35	-2	-25	-4	+11	+5	+5	-4

Table A.8 Trends of Local/Day Trip Visitors to Historic Sites – by GOR

LOCAL/DAY TRIP VISITORS	Overall % change	N.E. % change	N.W. % change	Y&H % change	E.M. % change	W.M % change	EAST % change	LON % change	S.E. % change	S.W. % change
2008-09	+17	+29	+21	+20	+25	+9	+7	+21	+18	+17
2009-10	+4	-7	+3	+13	+7	+*	+*	+1	+2	+5
2010-11	+5	-*	-16	-4	+13	+17	+13	+4	+6	+2
2011-12	-6	-7	-7	-6	-2	-3	-3	-22	-4	-8
2012-13	+11	+14	-9	+8	+13	+4	+8	+12	+14	+32
2013-14	+7	+5	+9	+12	-12	+3	+7	+20	+4	+6
2014-15	+7	+2	+1	+5	+20	+9	+6	+3	+2	+15
2015-16	+7	+14	-2	+9	-4	+2	+9	+10	+7	+11
2016-17	+7	+17	+7	+6	-5	+9	+14	+11	+2	+10
2017-18	-1	0	-1	-4	-10	+16	+3	-11	+1	+2

Table A.9 examines the origin of visitors by Government Office Region.

Table A.9 Origin of Visitors to Historic Sites – by GOR

	% Overseas	% Local/day trip	% Other UK
North East	12	47	41
North West	9	63	27
Yorkshire and The Humber	18	50	32
East Midlands	6	75	19
West Midlands	26	46	28
East	15	63	22
London	64	25	11
South East	18	52	30
South West	17	55	29
TOTAL HISTORIC	27	49	25

2.4 Family Visits to Historic Sites

Attractions were asked to estimate the proportion of its visits accounted for by family groups (i.e. parties with children aged under 18), and whether this was higher, lower or similar to 2016. Table A.10 illustrates the results within each historic site category.

Table A.10 Family Group Visits to Historic Sites

	Sample	% Increase	% Similar	% Decrease	Proportion of total visits
Castles/forts	(72)	3	38	60	29%
Gardens	(52)	17	83	-	24%
Historic houses	(129)	13	66	21	23%
Historic monuments	(40)	-	30	70	27%
Visitor/heritage centres	(65)	12	82	6	30%
Places of worship	(39)	15	74	10	17%
Other historic sites	(42)	17	62	21	27%
TOTAL HISTORIC	(439)	11	63	26	25%
TOTAL ATTRACTIONS	(1,040)	13	72	15	33%

2.5 Free/Paid Admission to Historic Sites

Attractions were asked whether they charged admission to the main attraction in 2018. Table A.11 illustrates the proportions of attractions and visits that were paid or free admission within each historic site type.

Table A.11 Free/Paid Admission to Historic Sites

	Free Admission		Paid Admission	
	% Of attractions	% Of visits	% Of attractions	% Of visits
Castles/forts	10	6	90	94
Gardens	15	9	85	91
Historic houses	7	12	93	88
Historic monuments	21	5	79	95
Visitor/heritage centres	59	19	41	81
Places of worship	83	45	17	55
Other historic sites	40	10	60	90
TOTAL HISTORIC	25	15	75	85
TOTAL ATTRACTIONS	39	53	61	47

Table A.12 illustrates the proportions of attractions and visits that were paid or free admission within each region.

Table A.12 Free/Paid Admission to Historic Sites

	Free Admission		Paid Admission	
	% Of attractions	% Of visits	% Of attractions	% Of visits
North East	29	30	71	70
North West	39	30	61	70
Yorkshire and The Humber	27	17	73	83
East Midlands	35	14	65	86
West Midlands	20	15	80	85
East	29	17	71	83
London	23	19	77	81
South East	22	5	78	95
South West	19	13	81	87
TOTAL HISTORIC	25	15	75	85
TOTAL ATTRACTIONS	39	53	61	47

2.6 Admission Prices to Historic Sites

Table A.13 examines the average admission prices charged by attractions in each historic site category type in 2018. 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.13 Average Admission Price to Historic Sites (Attractions Charging)

	Sample (adult paid attractions)	Average adult admission charge	Average child admission charge	Adult/child charge ratio %
Castles/forts	(71)	£7.72	£4.45	58
Gardens	(68)	£8.05	£4.31	54
Historic houses	(217)	£10.24	£5.42	53
Historic monuments	(37)	£6.56	£3.95	60
Visitor/heritage centres	(31)	£8.03	£5.47	68
Places of worship	(7)	£8.64	£4.33	50
Other historic sites	(43)	£6.87	£3.63	53
TOTAL HISTORIC	(474)	£8.79	£4.83	55
TOTAL ATTRACTIONS	(829)	£8.82	£5.44	62

Table A.14 examines the average admission prices charged by attractions in each region in 2018.

Table A.14 Average Admission Price by Region (Attractions Charging)

	Sample (adult paid attractions)	Average adult admission charge	Average child admission charge	Adult/child charge ratio %
North East	(27)	£7.18	£4.11	57
North West	(35)	£8.60	£4.34	50
Yorkshire and The Humber	(41)	£8.39	£4.82	57
East Midlands	(35)	£8.72	£4.79	55
West Midlands	(55)	£9.17	£5.27	57
East	(49)	£7.72	£4.58	59
London	(28)	£11.81	£6.27	53
South East	(94)	£8.99	£4.89	54
South West	(110)	£8.76	£4.68	53
TOTAL HISTORIC	(474)	£8.79	£4.83	55
TOTAL ATTRACTIONS	(829)	£8.82	£5.44	62

Table A.15 shows the trends in adult admission fees since 2008-09.

Table A.15 Trends in Average Adult Admission Prices to Historic Sites

	Adult admission fees % change
2008-09	+4
2009-10	+5
2010-11	+6
2011-12	+5
2012-13	+4
2013-14	+4
2014-15	+5
2015-16	+8
2016-17	+5
2017-18	+6

2.7 Revenue of Historic Sites

Attractions were asked to indicate whether their gross revenue had increased, decreased or remained similar to the levels seen in 2018. Table A.16 illustrates the results by historic site category type.

Table A.16 Gross Revenue Trend at Historic Sites 2017-2018

	Sample	% Increase	% Similar	% Decrease	%17/18 change
Castles/forts	(70)	11	44	44	-2
Gardens	(45)	57	26	17	+8
Historic houses	(119)	27	48	25	+1
Historic monuments	(39)	23	38	38	-1
Visitor/heritage centres	(63)	32	52	16	+2
Places of worship	(37)	41	46	14	+3
Other historic sites	(43)	37	40	23	+8
TOTAL HISTORIC	(417)	30	44	26	+2
TOTAL ATTRACTIONS	(977)	31	46	23	+2

Table A.17 below examines the gross revenue trends of historic sites within each Government Office Region.

Table A.17 Gross Revenue Trend at Historic Sites 2017-2018 – by GOR

	Sample	% Increase	% Similar	% Decrease	% 17/18 change
North East	(30)	20	47	33	-1
North West	(37)	27	62	11	+14
Yorkshire and The Humber	(40)	30	40	30	+1
East Midlands	(47)	17	40	43	-5
West Midlands	(36)	31	50	19	-1
East	(42)	45	26	29	+3
London	(22)	32	36	32	-4
South East	(67)	31	51	18	+4
South West	(96)	33	41	26	+3
TOTAL HISTORIC	(417)	30	44	26	+2
TOTAL ATTRACTIONS	(977)	31	46	23	+2

2.8 School and Educational Visits to Historic Sites

Sites were asked to record the number of schoolchildren visiting their site in 2018. Table A.18 below illustrates results for the 485 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 4,600 school visits in 2018. Across all historic attractions open to school visits, an average of 3,600 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 2017 and 2018 and looks at the overall change in school visits for these attractions e.g. the number of school visits to castles responding in both 2017 and 2018 decreased by -2%.

Table A.18 School Visits to Historic Sites – by Site Type

	Sample	Average no. of school children visits	Median no. of school children visits	Total school children visits	% Change 17/18
Castles/forts	(74)	4,600	1,000	340,000	-2
Gardens	(46)	1,200	-*	58,000	-10
Historic houses	(130)	3,100	400	405,000	-3
Historic monuments	(39)	5,900	300	231,000	-4
Visitor/heritage centres	(67)	3,900	100	261,000	+11
Places of worship	(43)	4,900	900	210,000	-6
Other historic sites	(47)	800	-*	40,000	-4
TOTAL HISTORIC	(446)	3,400	400	1,546,000	-2
TOTAL ATTRACTIONS	(1,063)	4,900	500	5,158,000	+1

Table A.19 illustrates both the average and total numbers of schoolchildren visiting each region among the 447 attractions with visiting schoolchildren answering the question.

Table A.19 School Visits to Historic Sites – by Region

	Sample	Average no. of school children visits	Median no. of school children visits	Total school children visits	% Change 17/18
North East	(32)	1,700	400	55,000	-1
North West	(41)	2,000	300	83,000	-13
Yorkshire and The Humber	(42)	2,700	700	112,000	-11
East Midlands	(46)	1,200	100	57,000	-16
West Midlands	(43)	5,500	800	237,000	+5
East	(43)	2,000	100	88,000	+25
London	(29)	11,700	700	338,000	-7
South East	(79)	3,700	300	290,000	-2
South West	(91)	3,200	400	288,000	-2
TOTAL HISTORIC	(446)	3,400	400	1,546,000	-2
TOTAL ATTRACTIONS	(1,063)	4,900	500	5,158,000	+1

2.9 Expenditure on Marketing by Historic Sites

Table A.20 examines the movement in marketing spend at historic sites between 2017 and 2018. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2017.

Table A.20 Movement in Spend on Marketing at Historic Sites 2017-2018

	Sample	% Increase	% Similar	% Decrease
Castles/forts	(76)	3	93	4
Gardens	(57)	21	65	14
Historic houses	(146)	11	80	9
Historic monuments	(41)	5	93	2
Visitor/heritage centres	(75)	9	80	11
Places of worship	(46)	9	74	17
Other historic sites	(54)	20	72	7
TOTAL HISTORIC	(495)	11	80	9
TOTAL ATTRACTIONS	(1,155)	16	74	10

Table A.21 shows the trends in marketing expenditure since 2008-09.

Table A.21 Trends in Marketing Spend by Historic Sites

	% Up	% Down
2008-09	19	7
2009-10	16	9
2010-11	16	10
2011-12	16	15
2012-13	15	10
2013-14	13	8
2014-15	17	7
2015-16	17	10
2016-17	14	10
2017-18	11	9

2.10 Provision of Digital Communications by Historic Sites

Attractions taking part in the 2018 survey were asked about the digital communications that they provided.

Table A.22 Provision of Digital Communications in 2018 by Attraction Category (%)

Category	Castles/ forts ¹	Gardens	Historic houses	Historic monuments ¹	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	Total Attractions
Sample	(76)	(59)	(149)	(40)	(74)	(50)	(55)	(503)	(1,195)
ANY (*excl. website/ online booking)	97%	88%	90%	95%	89%	82%	80%	89%	89%
Website*	100%	95%	98%	95%	89%	96%	85%	95%	94%
Facebook page	96%	86%	85%	93%	82%	76%	76%	85%	86%
Twitter account	89%	64%	76%	88%	50%	56%	47%	69%	66%
E-newsletters	78%	39%	57%	88%	35%	34%	24%	51%	47%
Instagram/Pinterest	86%	58%	66%	85%	31%	34%	40%	58%	52%
Online booking*	22%	29%	48%	20%	26%	38%	18%	32%	37%
YouTube	72%	12%	34%	83%	19%	10%	15%	34%	30%
Online blogs	72%	22%	38%	88%	16%	12%	16%	37%	30%
Mobile apps	79%	7%	31%	78%	11%	4%	11%	31%	17%
Mobile website	9%	8%	5%	5%	15%	8%	13%	9%	9%

Other social media | 5% | 10% | 9% | 5% | 7% | 4% | 4% | 7% | 9%

¹ EH accounts for most castles/forts/monuments

2.11 Other Activities Offered by Historic Sites

Attractions taking part in the 2018 survey were also asked about additional activities offered.

Table A.23 Additional Activities Offered in 2018 by Attraction Category (%)

Category	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	Total Attractions
Sample	(77)	(59)	(152)	(42)	(76)	(50)	(57)	(513)	(1,216)
ANY	69%	76%	68%	45%	70%	74%	51%	66%	67%
The food/drink on offer	31%	64%	45%	14%	26%	36%	32%	37%	32%
Temporary exhibitions	8%	22%	28%	12%	46%	54%	26%	28%	37%
Living history	53%	12%	24%	29%	14%	12%	12%	24%	18%
Hosted hobby sessions	25%	20%	13%	19%	13%	8%	12%	16%	17%
Art installations	5%	17%	18%	-	11%	26%	9%	13%	11%
Film/ TV series on site	6%	3%	12%	2%	11%	14%	7%	9%	7%
Film/ TV series in area	8%	2%	1%	2%	8%	6%	7%	4%	3%
Cinematic screenings	5%	5%	7%	2%	4%	12%	9%	6%	6%

3. Appendix

As responding historic sites 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 sites.

Table A.24 shows the indexed trend based on the visits (see Table A.26) given by responding historic sites. Because the number of responding historic sites differs each year (see Table A.25), 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. 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.24 Index – By Historic Site Category

Data Year	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	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

Visitor Attractions Trends in England 2018 – Annual Report for Heritage Counts

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
2014	118	203	146	170	232	86	195	136	148
2015	115	217	151	177	240	86	197	139	150
2016	117	235	164	180	236	79	192	144	153
2017	122	241	171	195	246	82	206	150	155
2018	120	243	170	191	236	85	211	149	158

Table A.25 shows the number of responding historic sites in each survey year. Each site 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 sites. Numbers below show the number of historic sites who responded in 2018.

Table A.25 Number of Responding Historic Sites Providing Visits Figures 1989-2018

Data Year	Castle/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total England historic sites
1990	92	102	272	58	35	31	79	669
1991	94	118	288	59	44	29	83	715
1992	93	120	291	62	51	38	73	728
1993	94	125	305	59	67	43	73	766
1994	100	136	327	62	93	47	88	853
1995	102	148	337	61	104	47	97	896

Visitor Attractions Trends in England 2018 – Annual Report for Heritage Counts

1996	106	157	340	61	104	51	106	925
1997	104	158	351	57	112	49	102	935
1998	111	178	398	70	137	53	130	1,077
1999	110	179	405	73	148	60	133	1,108
2000	105	164	397	63	115	61	112	1,017
2001	103	158	367	68	114	87	108	1,005
2002	91	107	270	57	63	71	73	734
2003	92	124	302	60	78	74	86	817
2004	79	130	315	63	87	92	86	852
2005	89	137	294	56	76	94	86	832
2006	86	108	287	53	73	93	82	782
2007	73	93	217	2	46	88	79	598
2008	80	114	255	47	74	103	83	756
2009	82	106	260	51	75	103	60	737
2010	90	103	246	48	75	113	79	754
2011	92	101	260	52	81	94	59	739
2012	90	85	231	49	78	58	70	661
2013	91	88	252	55	71	74	74	705
2014	91	97	261	50	88	50	66	724
2015	86	85	260	54	88	51	69	693
2016	86	82	268	52	90	66	81	725
2017	83	88	259	56	82	61	64	693
2018	82	89	272	53	81	54	94	725

Table A.26 shows the number of visits to responding historic sites. (Note: it does not include estimates of non-responding sites. Therefore these figures do not represent the total market).

Table A.26 Number of Visits to Responding England Historic Sites 1989-2018 (Millions)

Survey Year	Data Year	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total England historic sites
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
	1993	9.3	7.4	13.0	3.5	6.4	18.3	3.5	61.4

Visitor Attractions Trends in England 2018 – Annual Report for Heritage Counts

1994	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
2002	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
2003	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
2004	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
2005	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
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
2014	2013	7.3	12.2	20.0	3.4	3.8	10.4	4.7	61.7
	2014	7.7	12.7	21.0	3.6	4.1	9.9	4.7	63.7
2015	2014	7.5	8.9	21.7	3.6	4.0	8.3	5.5	59.5
	2015	7.4	9.5	22.6	3.8	4.2	8.3	5.6	61.3

Visitor Attractions Trends in England 2018 – Annual Report for Heritage Counts

2016	2015	7.7	10.1	26.2	4.0	7.1	8.7	4.8	68.6
	2016	7.9	10.9	28.4	4.0	7.0	8.1	4.7	71.0
2017	2016	7.4	10.7	28.2	3.8	4.3	8.0	3.8	66.2
	2017	7.7	11.0	29.4	4.1	4.5	8.3	4.1	69.2
2018	2017	7.7	10.7	28.9	5.0	9.9	8.5	4.5	75.3
	2018	7.9	10.8	29.2	4.9	9.6	8.8	4.6	75.8

Table A.27 Index – By Region

**Trends in No. of Visits to England Historic Sites 2000-2018 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 historic sites
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
2014	164	185	122	152	160	116	177	125	104	143
2015	171	188	130	167	167	117	169	131	111	147
2016	178	191	132	171	179	125	168	137	118	152
2017	197	201	139	173	186	136	172	142	125	159
2018	195	210	135	172	186	138	170	141	124	158

Table A.28 Index – By Region

**Trends in No. of School Visits to England Historic Sites 2001-2018 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 historic sites
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
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
2014	78	216	66	76	146	133	172	80	107	102
2015	78	178	56	79	116	195	165	74	114	99
2016	75	221	53	87	137	175	107	71	103	93
2017	79	200	55	83	113	192	101	69	114	91
2018	78	174	49	70	118	241	94	68	111	89

Table A.29 Index – By Historic Site Category
Trends in No. of School Visits to England Historic Sites 2001-2018 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 sites	Total England historic sites
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
2014	92	173	122	246	106	104	121	102
2015	90	192	113	248	112	98	109	99
2016	90	197	131	175	114	87	93	93
2017	90	236	115	179	109	86	75	91
2018	88	213	111	172	121	81	72	89