Visitor Attraction Trends in England 2022

Annual Report for Heritage Counts

Prepared for Historic England

Report Contents

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 2022 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. Most attractions now choose to complete the survey online.

Initial survey invitations were sent out in February 2023, with reminders sent over subsequent months. The survey was closed, and final responses were collated in early May 2023.

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

The questionnaire undergoes an annual review process. The postal version of the questionnaire is confined to two sides of A4 paper, so the majority of questions remain consistent to allow analysis of historical trends. However, there is more flexibility in the online survey where we include additional topical questions. In 2023 this included questions relating to the cost-of-living crisis, the environment and sustainability/ energy efficiency practices, and funding.

1.4 Sample

The following English visitor attraction subcategories 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

English Heritage sites account for most castles/ forts and historic monuments/ archaeological sites.

A total of 1519 English visitor sites participated in the survey about attraction performance during 2022. Of these, 670 sites were classified as historic sites, as detailed in Table A.1. This compares with 660 historic responses for 2021, 653 for 2020 and 674 for 2019. Some historic monuments were excluded as they are not physically 'manned', therefore unable to provide visitor numbers.

Table A.1 Response by Attraction Category

Category	Number of attractions that provided data (2022)	Number of attractions that provided data (2021)	Number of attractions that provided data (2020)	Number of attractions that provided data (2019)
Castles/forts	88	88	81	81
Gardens	91	81	76	91
Historic houses	230	245	251	255
Historic monuments	48	51	55	52
Visitor/heritage centres	92	85	71	70
Places of worship	49	48	36	34
Other historic sites	72	62	83	91
Total	**670**	**660**	**653**	**674**

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 2022 and 2021. In 2022 there were 594 such historic sites. Previous years comparators: 2021 (483), 2020 (490), 2019 (586).

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 where a finding 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, 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)*

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).

This table shows that there is a slightly higher distribution of historic sites in the south of the country than in any other regions, with the exception of London, where we see the least.

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	*88*	13	*17*	31	*4*	7	*9*	16	*7*	10	*8*	10	*4*	6	*1*	3	*17*	13	*21*	17
Gardens	*91*	14	*9*	16	*5*	9	*6*	11	*4*	6	*10*	12	*11*	17	*2*	6	*23*	18	*21*	17
Historic houses	*230*	34	*6*	11	*24*	44	*17*	30	*27*	40	*40*	48	*20*	30	*14*	42	*47*	36	*35*	28
Historic monuments	*48*	7	*8*	15	*2*	4	*7*	12	*3*	4	*3*	4	*7*	11	*4*	12	*3*	2	*11*	9
Visitor/heritage centres	*92*	14	*6*	11	*10*	19	*7*	12	*16*	24	*7*	8	*9*	14	*3*	9	*20*	15	*14*	11
Places of worship	*49*	7	*5*	9	*4*	7	*6*	11	*4*	6	*6*	7	*4*	6	*5*	15	*9*	7	*6*	5
Other historic sites	*72*	11	*4*	7	*5*	9	*5*	9	*6*	9	*10*	12	*11*	17	*4*	12	*11*	8	*16*	13
TOTAL	***670***		***55***		***54***		***57***		***67***		***84***		***66***		***33***		***130***		***124***	
Total % of attractions	***100***		***8***		***8***		***9***		***10***		***13***		***10***		***5***		***19***		***19***	

2.2 Visitor Numbers to Historic Sites

Table A.3a illustrates the number and profile of visits (paid and free) to historic sites by category type among attractions providing admissions figures for 2022. The trend data (% change 21/22) reports the change in visits among attractions that have provided visits figures for both 2021 and 2022.

This table shows that all the historic attraction categories saw an increase in visitor numbers in 2022 when compared against 2021, with Places of Worship having the greatest uplift more than doubling their total visitors in 2022.

Table A.3a Visits to Historic Sites

	Sample	% of sites	% of visits	Average no. of visits	Total visits	% change 21/22
Castles/forts	*85*	13%	13%	95,682	8,133,000	+64
Gardens	*86*	14%	21%	153,767	13,224,000	+7
Historic houses	*218*	34%	35%	102,115	22,261,000	+23
Historic monuments	*47*	7%	8%	114,085	5,362,000	+66
Visitor/heritage centres	*91*	14%	6%	40,934	3,725,000	+49
Places of worship	*46*	7%	10%	138,435	6,368,000	+117
Other historic sites	*68*	11%	7%	60,456	4,111,000	+55
TOTAL HISTORIC	***641***	**100%**	**100%**	**98,571**	**63,184,000**	+35
TOTAL ATTRACTIONS	**1,424**	**100%**	**100%**	**129,501**	**184,410,000**	+42

Table A.3b shows the change in visits to historical attractions over the last 4 years. It is based on attractions providing admissions data in both years.
The results for 2022 show the continuous recovery in visitors numbers following the pandemic, with admissions 35% higher than in 2021. However, these still lag behind 2019 by 15%.

Table A.3b Visits to Historic Sites

	Sample	% change vs. previous year	% change vs. 2019
TOTAL HISTORIC 2022	***594***	+35	-15
TOTAL HISTORIC 2021	***483***	+43	-39
TOTAL HISTORIC 2020	***490***	-59	-59
TOTAL HISTORIC 2019	***584***	+5	N/A

Table A.4 examines numbers of visits to historic site types within each Government Office Region.
Across Government regions all historic attractions saw an uplift in visitor numbers when comparing 2021 to 2022; this is particularly true for attractions in London with a +119 uplift on admissions compared with 2021. However, this growth is slower than London attractions overall (+141).

Table A.4 Visits to Historic Sites – by GOR

Data in 000s	**Total**	**N.E.**	**N.W.**	**Y&H**	**E.M.**	**W.M.**	**East**	**Lon**	**S.E.**	**S.W.**
Castles/forts	8,133	558	134	511	877	466	133	2,020	2,198	1,236
Gardens	13,224	674	647	513	36	1,146	959	2,025	4,149	3,076
Historic houses	22,261	745	2,272	1,257	2,069	2,883	2,061	3,534	4,659	2,782
Historic monuments	5,362	312	24	206	91	41	1,534	756	150	2,148
Visitor/heritage centres	3,725	114	145	683	505	344	399	474	752	308
Places of worship	6,368	301	115	768	124	452	446	2,271	1,065	825
Other historic sites	4,111	39	288	447	7	291	566	1,415	70	987
TOTAL HISTORIC	**63,184**	**2,743**	**3,626**	**4,486**	**3,708**	**5,622**	**6,098**	**12,495**	**13,043**	**11,361**
Total % of visits	***100***	***4%***	***6%***	***7%***	***6%***	***9%***	***10%***	***20%***	***21%***	***18%***
% change 21/22	***+35***	***+22***	***+24***	***+34***	***+23***	***+12***	***+20***	***+119***	***+22***	***+28***
TOTAL ATTRACTIONS	**184,410**	**6231**	**15053**	**10768**	**9691**	**13090**	**28314**	**44633**	**35541**	**21089**
Total % of visits	***100***	***4%***	***8%***	***6%***	***5%***	***7%***	***15%***	***24%***	***19%***	***12%***
% change 21/22	***+42***	***+29***	***+42***	***+36***	***+16***	***+19***	***+19***	***+141***	***+20***	***+20***

2.3 Origin of Visitors to Historic Sites

Attractions were asked to estimate what proportion of their visits were overseas visitors and what proportion were domestic visitors.

Table A.5 illustrates the year-on-year changes by visitor type. Not all sites collect visitor profiling information, so this question is based on a smaller number of attractions (182 in 2022).
This table highlights the return of international visitors[1] with an increase of almost six times the number of overseas visits to historic attractions compared with 2021.
According to the International Passenger Survey, the UK welcomed 31.2 million visits in total during 2022, with visit volume strengthening throughout the year. This compares with just 6.4 million visits during 2021 – a 389% increase in visits.

Table A.5 Trends in Origin of Visitors to Historic Sites

	Overseas % change	Domestic % 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
2018-19	+2	+7
2019-20	-92	-45
2020-21	-42	+33
2021-22	+572	+18

[1] According to the International Passenger Survey, inbound tourism increased by 389% between 2021 and 2022, although remained 24% lower than in 2019.

Table A.6 illustrates the results within each historic site category.

This table shows that the growth in inbound tourism has been reflected in attraction admissions, in particular to historic attractions, with a 572% increase compared with 2021. Sample sizes are low, so please treat data for specific attraction categories with caution, but these show significant uplifts across the board.

Table A.6 Origin of Visitors to Historic Sites

	Sample	% Overseas	% change 20/21	% Domestic
Castles/forts	47	21%	+805	79%
Gardens	22	7%	+130	93%
Historic houses	32	8%	+137	92%
Historic monuments	26	36%	+1219	64%
Visitor/heritage centres	28	19%	+623	81%
Places of worship	13	*	*	*
Other historic sites	14	*	*	*
TOTAL HISTORIC	**182**	**17%**	**+572**	**83%**
TOTAL ATTRACTIONS	**351**	**9%**	**+280**	**91%**

**Base sizes are too small to report on regions for 2021-22 (below 20)*

Tables A.7 and A.8 illustrate the year-on-year changes of overseas visitors and domestic visitors by Government Office Region. The survey asked about 'local/ day trip' rather than all domestic visitors until 2021, so comparative historic data is only available for the Overseas visitor table.

2022 overseas visit data is not available for most regional level analysis due to small sample sizes. At a national level, the data shows overseas visits makes a spectacular recovery from the pandemic and is on an incline now after two years of declining overseas visits.

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
2018-19	**+2**	+14	-14	+32	+28	-14	-29	+9	+7	+4
2019-20	**-92**	-92	-90	-90	-96	-97	-91	-88	-93	-97
2020-21	**-42**	*	*	*	*	*	*	*	*	*
2021-22	**+572**	*	*	+493	*	*	*	*	+348	+754

**Base sizes are too small to report on regions for 2020-21, 2021-22 (below 20)*

Table A.8 shows an uplift in Domestic visitors across England's regions. Domestic visits to attractions saw an earlier recovery from the pandemic, so the increase from 2021 to 2022 is less extreme than it is for overseas visits.

Table A.8 Trends of Domestic Visitors to Historic Sites – by GOR

DOMESTIC 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
2021-22	**+18**	+11	*	+13	+12	+3	*	*	+15	+7

**Base sizes are too small to report on regions for 2021-22 (below 20)*

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

As we would expect, historic attractions in London reported the highest proportion of international visitors with nearly three in ten visiting from overseas. The South West and East of England also saw above average representation of overseas visitors (18% and 14% respectively).

Table A.9 Origin of Visitors to Historic Sites – by GOR, 2022

	% Overseas	% Domestic
North East	9	91
North West	3	97
Yorkshire and The Humber	9	91
East Midlands	6	94
West Midlands	5	95
East	14	86
London	29	71
South East	9	91
South West	18	82
TOTAL HISTORIC 2022	**17**	**83**
TOTAL HISTORIC 2021	**3**	**66**
TOTAL HISTORIC 2020	**7**	**76**
TOTAL HISTORIC 2019	**23**	**51**

2.4 Family Visits to Historic Sites

Attractions were asked to estimate the proportion of visits accounted for by family groups (i.e. parties with children aged under 18), and whether this was higher, lower or similar to 2021. Table A.10 illustrates the results within each historic site category.

Table A.10 shows that family visits make up around a third of visits to historic attractions. This is notably lower for Places of Worship, with just 18% of visiting parties estimated to be families.

Table A.10 Family Group Visits to Historic Sites, by Historical Category

	Sample	% Increase	% Similar	% Decrease	Proportion of total visits
Castles/forts	(73)	62	33	5	38%
Gardens	(55)	31	60	9	29%
Historic houses	(106)	35	58	7	28%
Historic monuments	(41)	63	34	2	36%
Visitor/heritage centres	(77)	43	56	1	38%
Places of worship	(35)	43	57	-	18%
Other historic sites	(44)	57	43	-	34%
TOTAL HISTORIC	**(431)**	**46**	**50**	**4**	**32%**
TOTAL ATTRACTIONS	**(1039)**	**42**	**53**	**5**	**36%**

2.5 Free/Paid Admission to Historic Sites

Attractions were asked whether they charged admission to the main attraction in 2022. Table A.11 illustrates the proportions of attractions and visits that were paid or free within each historic site type.

Historic sites are more likely to charge for entry compared with the wider attractions sector, with 85% of sites doing so, compared with 61% of all attractions. Across the Historic attraction types most Castles, Gardens and Historic houses, are charging (98%, 96% and 95% representatively), whilst there are more free places of worship (82%) and Visitors/ Heritage Centres (58%) than there are charging.

Table A.11 Free/Paid Admission to Historic Sites, by Historical Category

	Free Admission		Paid Admission	
	% Of attractions	% Of visits	% Of attractions	% Of visits
Castles/forts	2	1	98	99
Gardens	4	0	96	100
Historic houses	5	11	95	89
Historic monuments	21	29	79	71
Visitor/heritage centres	58	47	42	53
Places of worship	82	41	18	59
Other historic sites	29	20	71	80
TOTAL HISTORIC	**21**	**15**	**79**	**85**
TOTAL ATTRACTIONS	**34**	**39**	**66**	**61**

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

We see some variations across different regions, with the proportion of attractions charging ranging from 87% in the South West to 69% in the North West. Sites that charge an entrance fee tend to attract more visitors. They account for 85% of all admissions to historic attractions, compared to 79% of sites.

Table A.12 Free/Paid Admission to Historic Sites, by GOR

	Free Admission		Paid Admission	
	% Of attractions	**% Of visits**	**% Of attractions**	**% Of visits**
North East	27	18	73	82
North West	31	7	69	93
Yorkshire and The Humber	19	18	81	82
East Midlands	30	6	70	94
West Midlands	21	17	79	83
East	20	29	80	71
London	21	19	79	81
South East	18	8	82	92
South West	13	12	87	88
TOTAL HISTORIC	**21**	**15**	**79**	**85**
TOTAL ATTRACTIONS	**34**	**39**	**66**	**61**

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 2022. 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.

This shows that average adult admission charges for historic attractions are fairly similar to charges for all attractions across England, however child admission charges are around £1 lower on average at historic attractions. Historic houses command the highest charges of all historic properties, averaging £11.07 for adult entry.

Table A.13 Average Admission Price to Historic Sites (Excludes free attractions)

	Sample (adult paid attractions)	Average adult admission charge	Average child admission charge	Adult/child charge ratio %
Castles/forts	(75)	£9.65	£5.73	59
Gardens	(60)	£8.71	£4.72	54
Historic houses	(121)	£11.07	£6.05	55
Historic monuments	(34)	£8.72	£5.32	61
Visitor/heritage centres	(33)	£8.90	£6.00	67
Places of worship	(5)	*	*	*
Other historic sites	(34)	£8.28	£4.82	58
TOTAL HISTORIC	**(362)**	**£9.70**	**£5.60**	**58**
TOTAL ATTRACTIONS	**(751)**	**£10.03**	**£6.57**	**66**

**Sample size too low to report*

Table A.14 examines the average admission prices charged by attractions in each region in 2022.

Adult entrance prices typically average from about £8 to £10 depending on the region, but London is an outlier, with the average admission fee per adult being nearly £16.

Table A.14 Average Admission Price by GOR (Excludes free attractions)

	Sample (adult paid attractions)	Average adult admission charge	Average child admission charge	Adult/child charge ratio %
North East	(30)	£7.90	£4.35	55
North West	(24)	£8.41	£5.04	60
Yorkshire and The Humber	(36)	£9.15	£5.18	57
East Midlands	(40)	£9.46	£5.32	56
West Midlands	(41)	£9.10	£4.93	54
East	(36)	£9.17	£5.58	61
London	(19)	£15.97	£8.77	55
South East	(66)	£9.88	£5.98	61
South West	(70)	£10.05	£5.85	58
TOTAL HISTORIC	**(362)**	**£9.70**	**£5.60**	**58**
TOTAL ATTRACTIONS	**(751)**	**£10.03**	**£6.57**	**66**

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

The 2021/22 increase in adult entrance fees returned to a level typical of before the COVID-19 pandemic (5%). Most sites will have set this price increase towards the end of 2021, before the steep rise in inflation began.

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
2018-19	+6
2019-20	-11
2020-21	+14
2021-22	+5

2.7 Revenue of Historic Sites

Attractions were asked to indicate whether their gross revenue had increased, decreased or remained similar to levels seen in 2022. Table A.16 shows results by historic site category type.

In 2022, historic attractions saw a 28% increase in revenue compared with 2021, which is consistent with the wider attractions market (up 29%). However, there are some notable differences across historic categories - Increases were higher for Historic Monuments (+48%), and more limited for Gardens (+8%), which fared best during the pandemic and therefore had less ground to make up.

Table A.16 Gross Revenue Trend at Historic Sites 2021-2022

	Sample	**% Increase**	**% Similar**	**% Decrease**	**% /21/22 change**
Castles/forts	(76)	39	22	38	+28
Gardens	(58)	47	34	19	+8
Historic houses	(124)	59	25	16	+25
Historic monuments	(43)	51	37	12	+48
Visitor/heritage centres	(78)	73	19	8	+34
Places of worship	(41)	78	17	5	+36
Other historic sites	(47)	68	13	19	+56
TOTAL HISTORIC	**(467)**	**58**	**24**	**18**	**+28**
TOTAL ATTRACTIONS	**(1133)**	**63**	**23**	**13**	**+29**

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

Across the different regions, the greatest increase in revenue for historic sites was in London, which reported an 84% increase from 2021 to 2022. It was lowest in the North West (15%).

Table A.17 Gross Revenue Trend at Historic Sites 2021-2022 – by GOR

	Sample	% Increase	% Similar	% Decrease	% 21/22 change
North East	(40)	60	33	8	+32
North West	(37)	41	38	22	+15
Yorkshire and The Humber	(44)	57	18	25	+20
East Midlands	(55)	53	27	20	+23
West Midlands	(54)	69	15	17	+24
East	(47)	57	28	15	+34
London	(23)	83	4	13	+84
South East	(84)	63	29	8	+28
South West	(83)	53	19	28	+25
TOTAL HISTORIC	**(467)**	**58**	**24**	**18**	**+28**
TOTAL ATTRACTIONS	**(1133)**	**63**	**23**	**13**	**+29**

Table A.18 below examines the overall revenue from donations for historic sites across the different attraction types.

Across sites that stated that their revenue from donations had increased in 2022 when compared with 2021, Castles/ Forts were most likely to see a decrease, whilst Places of Worship were most likely to see an increase.

All Places of Worship that responded to the survey collected donations, and this category of attraction was the most likely to benefit from revenue growth from donations in 2022. Visitor/ heritage centres and 'other' historic sites also tended to see an increase. All other attractions categories were more likely to report a decline in donations revenue in 2022, in particular Castles/ Forts.

Table A.18 Overall revenue from donations in 2022 compared to 2021 by attraction type (%)

	Sample	% Increase	% Similar	% Decrease	% Don't collect donations
Castles/forts	(66)	8	21	61	11
Gardens	(35)	14	23	23	40
Historic houses	(98)	19	35	26	20
Historic monuments	(41)	20	27	49	5
Visitor/heritage centres	(50)	40	20	26	14
Places of worship	(29)	72	7	21	0
Other historic sites	(36)	39	19	25	17
TOTAL HISTORIC	**(355)**	**26**	**24**	**34**	**16**
TOTAL ATTRACTIONS	**(802)**	**31**	**25**	**24**	**20**

2.8 Attractions seeking additional funding in 2022

Attractions taking part in the 2022 survey were asked about additional funding sought, along with their awareness of the various funds available.

Table A.19 below examines the extent to which Historic attractions across England sought any funding in 2022, and whether they were able to secure what was needed.

Just over a quarter of historic attractions sought additional funding in 2022. 10% of all attractions were successful in securing all the funds they needed, and a further 11% secured a partial amount, whilst 5% were unsuccessful. Places of Worship were the most likely to seek funding, whilst Castles and Forts were least likely.

Table A.19 Attractions seeking additional funding during 2022 by Historic attraction type (%)

Category	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	Total Attractions
Sample	(65)	(32)	(96)	(41)	(49)	(29)	(36)	(348)	(783)
Yes, able to secure what was needed	0	13	8	12	18	14	14	10	14
Yes, and we were able to secure part of what we needed	2	16	15	0	12	31	14	11	17
Yes, but we were unsuccessful in securing funding	2	3	8	0	6	10	0	5	6
No, we did not seek any additional funding	97	69	69	88	63	45	72	74	63
NET: Yes any additional funding sought	**3**	**31**	**31**	**12**	**37**	**55**	**28**	**26**	**37**

Table A.20 shows that awareness is highest for crowdfunding and bank loans, but usage of these is lower than it is for government funding (e.g. grants) and industry body funding. Awareness is limited for Mezzanine finance, social impact bonds and impact investment funds.

Table A.20 Levels of awareness and usage of the funds available by historic attraction categories (%).

Category	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	Total Attractions
Sample	(69)	(35)	(87)	(41)	(43)	(25)	(28)	(328)	(716)
Crowdfunding: Aware and have used	2	7	7	5	19	4	17	8	11
Aware but have not used	98	93	93	92	81	93	80	91	87
Peer to Peer lending: Aware and have used	0	0	0	0	0	0	4	0	1
Aware but have not used	94	73	76	85	49	52	71	74	65
Community shares: Aware and have used	0	3	0	0	7	0	4	2	2
Aware but have not used	87	60	69	82	37	33	54	64	52
Mezzanine finance: Aware and have used	0	0	4	0	0	0	0	0	0
Aware but have not used	86	33	47	77	11	4	35	47	35
Impact investment funds: Aware and have used	0	0	1	0	4	0	4	1	2
Aware but have not used	92	40	52	79	15	15	41	53	40
Social Impact Bonds: Aware and have used	0	0	1	0	0	0	0	0	0
Aware but have not used	86	33	48	77	15	15	28	48	37
Government funding (e.g. grants): Aware and have used	6	40	40	13	55	52	47	37	50
Aware but have not used	94	57	50	87	43	44	53	61	48
Industry body funding: Aware and have used	2	7	18	10	15	41	19	14	21
Aware but have not used	95	60	65	85	55	26	52	67	55
Bank loans: Aware and have used	0	10	16	0	17	15	14	10	13
Aware but have not used	100	90	82	97	81	81	86	88	84

We see from Table A.21 that lack of knowledge is the main barrier to usage for most funding sources. However, for social impact bonds and bank loans, knowledge of the funding and how to apply for it was less of a barrier, instead respondents gave 'Other' reasons for not using these.

Table A.21 Reasons for not using the various sources of funding available.

Sources of funds	Crowdfunding	Peer to peer lending	Community shares	Mezzanine finance	Impact investment funds	Social Impact Bonds	Government funding (e.g. grants)	Industry body funding	Bank loans
Sample	(33)	(36)	(31)	(17)	(21)	(19)	(7)	(18)	(33)
I don't think we qualify for this	15	19	26	24	14	11	*	33	24
Don't know enough about this type of funding	45	42	52	29	24	26	*	44	6
Don't know enough about how to apply	12	6	13	18	38	21	*	22	3
Don't have staff/ support with the right skills to apply	12	11	10	0	14	5	*	22	0
Prefer to use informal funding channels	9	8	10	12	14	11	*	0	24
Other (write in)	30	25	6	24	14	37	*	0	48

**Sample size too low to report*

Recurring themes from the 'Other – write in' comments:

- Uncomfortable with debt/ increasing debt levels/ risk levels/ expense of borrowing
- Perception that they do not qualify (e.g. Community shares)
- Not appropriate for the need (e.g. Crowdfunding only seen as appropriate for certain types of project)
- Prefer to use other funding streams

2.9 School and Educational Visits to Historic Sites

Sites were asked to record the number of school children visiting their site in 2022. Table A.22 below illustrates results for the attractions with visiting school children who responded to the question.

The (mean) average number of school children visiting historic attractions in 2022 was 1711. 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 is provided by the median number of visits (i.e. the midpoint across all sites when ordered from lowest to highest), which is 158.

The percentage change in school visits examines those attractions responding to this question in both 2021 and 2022, reflecting the overall shift in school visits during this period. Overall, there was a 189% increase in the number of school visits to historic attractions. This is a little lower than the 204% increase across the total attractions sector, which is to be expected because historic attractions had a stronger recovery in 2021 (up 44% compared with 6% across the wider attractions sector).

Table A.22 School Visits to Historic Sites – by Site Type

	Sample	Average (mean) no. of school children visits	Median no. of school children visiting	Total school children visits across all sites responding in each category	% Change 20/21
Castles/forts	(75)	2696	543	202,000	+300
Gardens	(57)	1261	60	72,000	+27
Historic houses	(117)	1345	175	157,000	+175
Historic monuments	(41)	1809	200	74,000	+118
Visitor/heritage centres	(74)	1866	56	138,000	+232
Places of worship	(38)	2356	700	90,000	+188
Other historic sites	(44)	675	60	30,000	+163
TOTAL HISTORIC	**(446)**	**1711**	**158**	**763,000**	**+189**
TOTAL ATTRACTIONS	**(1077)**	**2233**	**230**	**2,405,000**	**+204**

Table A.23 illustrates both the average and total numbers of schoolchildren visiting each region among the 342 attractions with visiting schoolchildren answering the question.

The East and South East of England saw the greatest increases in schools' admissions (up by 361% and 350% respectively).

Table A.23 School Visits to Historic Sites – by Region

	Sample	Average (mean) no. of school children visits	Median no. of school children visiting	Total school children visits across all sites responding in each region	% Change 21/22
North East	(35)	821	120	29,000	+176
North West	(37)	1353	310	50,000	+121
Yorkshire and The Humber	(41)	1034	200	42,000	+112
East Midlands	(50)	938	54	47,000	+241
West Midlands	(55)	1697	230	93,000	+137
East	(45)	1641	150	74,000	+361
London	(21)	6827	336	143,000	+192
South East	(81)	2041	100	165,000	+350
South West	(81)	1470	201	119,000	+130
TOTAL HISTORIC	**(446)**	**1711**	**158**	**763,000**	**+189**
TOTAL ATTRACTIONS	**(1077)**	**2233**	**230**	**2,405,000**	**+204**

2.10 Expenditure on Marketing by Historic Sites

Table A.24 shows the trends in marketing expenditure since 2008-09.

Following on from last year, budget for marketing continues to be on the up following the decrease seen following the pandemic in 2020.

Table A.24 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
2018-19	13	7
2019-20	1	84
2020-21	51	15
2021-22	46	5

Table A.25 examines the trends in marketing spend at historic sites between 2021 and 2022. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2021.

Castles and Forts (75%) and Historic Monuments (74%) were the most likely to have increased their marketing budget for 2022, mirroring the trend from the previous year.

Table A.25 Movement in Spend on Marketing at Historic Sites 2021-2022

	Sample	% Increase	% Similar	% Decrease
Castles/forts	(76)	75	22	3
Gardens	(56)	34	61	5
Historic houses	(121)	44	49	7
Historic monuments	(43)	74	26	0
Visitor/heritage centres	(73)	34	60	5
Places of worship	(41)	29	68	2
Other historic sites	(48)	23	69	8
TOTAL HISTORIC	**(395)**	**46**	**49**	**5**
TOTAL ATTRACTIONS	**(1100)**	**39**	**55**	**6**

2.11 Provision of Digital Communications by Historic Sites

Attractions taking part in the 2022 survey were asked about the digital communications that they provided.

Table A.26 shows that the vast majority of historic attractions used some form of social media or mobile apps in 2022, with Facebook being the most popular platform, followed by Instagram/ Pinterest and Twitter. The high levels of social media usage for castles/ forts and historic monuments is driven by the dominance of English Heritage sites within these categories.

Table A.26 Provision of Digital Communications in 2022 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)	(61)	(128)	(44)	(79)	(42)	(49)	(480)	(1159)
Facebook page	94	93	78	95	78	79	86	87	90
Twitter account	84	66	66	80	42	60	53	64	62
E-newsletters	81	54	53	80	42	48	43	57	53
Instagram/Pinterest	90	74	77	77	42	45	37	66	61
Online booking*	82	59	62	75	42	52	29	58	53
YouTube	73	20	31	75	16	33	22	37	34
Other social media	75	7	28	73	24	12	22	34	25
Mobile apps	70	8	33	70	5	2	10	30	18
TikTok	74	10	30	73	5	2	18	31	24
ANY (*excl. website/ online booking)	97	95	93	100	84	86	90	92	94

Businesses were asked what marketing activity they undertook to address the impact of COVID-19 and engage with audiences in 2022. Table A.27 shows the detail by attraction category. *Nearly two thirds of sites invested in their online content or online retail provision during 2022. Historic and non-historic sites were most likely to have developed their online retail offer, and to have worked on digitising collections in 2022. Only a small minority developed augmented reality or paid for content.*

Table A.27 Online marketing and retail offered to engage with audience by category (%)

Category	Castles/ forts	Gardens	Historic houses	Historic monum ents	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	Total Attractions
Sample	(67)	(35)	(96)	(41)	(50)	(30)	(37)	(356)	(813)
Developed your online retail offer	81	17	48	85	20	17	27	47	38
Digitalised collections	79	14	40	80	24	27	16	44	36
Offered online tours/ video content - for free	3	14	17	0	16	43	22	15	25
Offered home-schooling/ family content – for free	0	0	3	5	6	10	8	4	10
Offered online learning (schools/adults) – for free	0	0	3	5	8	13	3	4	9
Offered online tours/ video content – at a cost	0	0	6	0	4	7	8	4	6
Offered home-schooling/ family content – at a cost	0	3	2	0	2	3	3	2	3
Offered online learning (schools/adults) – at a cost	0	3	5	2	6	13	3	4	5
Augmented reality on site	0	0	3	0	4	7	0	2	4
None of these	16	63	34	12	50	37	43	35	37

Table A.28 shows pre-booking requirements or availability across the attraction category types for 2022.

Two thirds of historic attractions overall offer the option of pre-booking to visitors, which is higher than the average for the wider attractions sector. Pre-booking varies by historic category, with Castles and Forts being most likely to offer pre-booking (91%) and Places of Worship being the least likely (28%).

Table A.28 Requiring visitors to pre-book visits in 2022 by attraction type (%)

Category	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	All attractions
Sample	(67)	(35)	(96)	(39)	(50)	(29)	(37)	(353)	(815)
No – Did not offer prebooking at all	9	33	24	18	56	72	54	33	44
No – but visitors had the option to pre-book	91	60	70	82	38	21	41	63	50
Yes – visitors were only allowed in if they pre-booked their tickets	0	3	6	0	6	7	5	4	7

2.12 Impact of Rising Costs

Attractions were asked about the impact of rising costs on their attraction.

Table A.29 looks at the impacts of the rising energy costs across the attraction categories. *Around 3 in 5 Historic Attractions are feeling the impact of rising costs and this is resulting in reduced income for over 2 in 5 sites (43%). Historic Houses are most likely to feel the impact of rising energy costs (79%), whilst those in the 'Other Historic Sites' category is least likely to be affected (48%).*

Table A.29 Impact of rising costs on – Rising Energy Costs (%)

Category	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	All Attractions
Sample	(21)	(55)	(96)	(14)	(77)	(41)	(46)	(350)	(973)
No Impact/ Not Relevant	48	42	21	36	43	34	52	37	36
Had to increase cost to visitors	10	29	18	14	12	5	11	15	18
Reduced Income for site	38	24	56	50	40	54	30	43	40
Had to remove/ reduce certain services	5	5	5	0	5	7	7	5	5

Table A.30 looks at the impacts of the rising supplier costs in the UK across the attraction categories.

Rising Supplier costs is having an impact on two thirds of Historic Attractions (68%), and this has led to a quarter having to increase costs to visitors (26%), with almost half of all gardens having to increase their prices (48%) to address the higher external costs.

Table A.30 Impact of rising costs on – Rising Supplier Costs (%)

Category	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	All Attractions
Sample	(21)	(58)	(93)	(14)	(76)	(41)	(43)	(346)	(956)
No Impact/ Not Relevant	33	29	19	21	39	39	44	32	31
Had to increase cost to visitors	24	48	23	29	22	7	28	26	28
Reduced Income for site	43	17	45	43	34	51	23	36	34
Had to remove/ reduce certain services	0	5	13	7	4	2	5	6	7

Table A.31 looks the impacts of the rising wage costs in the UK across the attraction categories. *Just over half of all historic attractions are feeling some impact from rising wage costs (53%), which has resulted in reduced income for nearly a third of historic sites (32%). Nearly 2 in 5 Gardens (39%) have responded by increasing their prices to visitors, but other attraction categories are more likely to have absorbed the costs.*

Table A.31 Impact of rising costs on – Rising Wages (%)

Category	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	All Attractions
Sample	(21)	(56)	(96)	(13)	(73)	(41)	(44)	(344)	(956)
No Impact/ Not Relevant	48	38	35	46	58	54	57	47	49
Had to increase cost to visitors	10	39	15	8	18	2	18	18	19
Reduced Income for site	43	18	42	46	22	41	25	32	28
Had to remove/ reduce certain services	0	5	8	0	3	2	0	4	4

2.13 Sustainability

Attractions taking part in the 2022 survey were asked a few questions related to sustainability.

A.32 shows that in 2022 almost 2 in 5 historic attractions across England have an environmental business strategy, with this being higher for Places of Worship (66%), Gardens (65%) and Historic Houses (44%). Visitors/ Heritage Centres are the least likely to have any objectives or strategy related to environment / climate.

Table A.32 Environmental objectives and/or environmental business strategies in 2022

Category	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	All attractions
Sample	(65)	(34)	(90)	(41)	(50)	(29)	(32)	(341)	(740)
None of these	11	26	44	5	58	31	47	28	38
We have a budget to help meet environmental objectives	85	29	40	76	12	17	16	43	44
We have an environmental/ climate strategy	8	65	44	24	40	66	38	38	28

A.33 shows actions which attractions have already installed or have clear plans to install in the near future.

The table below shows that Historic attractions are most likely to have already implemented/ or have clear plans for implementing energy efficient lighting (84%). Installation of double glazing (11%), electric charging points for staff/ visitors (15%) and smart meters (23%) are less common.

Table A.33 Actions historic attractions are taking to increase energy efficiency

Category	Castles / forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage centres	Places of worship	Other historic sites	Total Historic	All attractions
Sample	(63)	(30)	(88)	(40)	(46)	(25)	(34)	(326)	(716)
Adjustable thermostats	92	50	69	85	76	44	53	71	64
Energy efficient lighting	97	67	83	95	85	74	73	84	81
Draft proofing/ stripping	87	28	55	75	40	16	38	54	43
Double or triple glazed windows	2	23	7	15	26	4	13	11	25
Secondary glazing	85	7	37	74	9	4	15	39	26
Solar panels	89	33	37	73	23	12	21	45	32
Smart meters	8	39	26	18	31	25	24	23	30
Other renewable electricity or heating	86	23	52	78	22	15	21	49	30
Electric charging points for staff/ visitors	6	20	22	10	19	8	15	15	16
Encouraging staff/ visitors to travel via public transport	86	50	51	90	40	31	55	60	51

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.34 shows the indexed trend based on the visits given by responding historic sites. Because the number of responding historic sites differs each year (see Table A.35), 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 ensuring that base sizes for each year are kept at a robust level.

Table A.34 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**
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**
2019	120	267	180	201	238	91	215	156	**163**
2020	35	160	85	50	81	25	58	62	**57**
2021	58	224	122	65	118	37	81	89	**74**
2022	95	240	150	108	176	80	126	120	**105**

Table A.35 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 2022.

Table A.35 Number of Responding Historic Sites Providing Visits Figures 1989-2022

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
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
2019	81	91	255	52	70	34	91	674
2020	81	76	251	55	71	36	83	653
2021	88	81	245	51	85	48	62	660
2022	88	91	230	48	92	49	72	670

Table A.36 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.36 Number of Visits to Responding England Historic Sites 1989-2022 (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
	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
	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
	2005	4.4	8.9	18.9	3.2	4.1	10.6	8.5	58.6
2006	2006	4.5	8.7	19.1	3.3	4.1	10.9	9.4	59.9
	2006	6.6	9.4	12.9	-	1.7	8.8	2.7	42.1
2007	2007	6.5	9.9	13.3	-	1.9	8.8	2.6	43.0
	2007	3.6	8.6	12.7	2.3	4.0	6.8	2.6	40.7
2008	2008	3.6	8.7	12.8	2.3	4.3	7.2	2.7	41.6

	2008	4.4	7.0	16.8	2.7	2.4	9.3	3.3	46.0
2009	2009	4.9	7.7	18.9	3.0	2.6	9.8	3.2	50.0
	2009	5.1	9.1	16.7	2.8	3.0	9.1	2.7	48.4
2010	2010	4.9	8.6	17.1	2.9	2.9	9.5	3.5	49.2
	2010	4.5	8.8	22.7	2.7	4.7	9.2	3.4	56.1
2011	2011	4.7	9.6	24.2	2.9	4.8	9.9	3.8	60.0
	2011	7.5	9.4	21.5	3.0	4.4	8.5	4.6	58.9
2012	2012	7.0	9.2	20.7	2.9	4.3	8.3	4.6	57.1
	2012	6.6	9.1	17.6	3.1	4.5	8.1	4.0	52.9
2013	2013	7.3	9.3	18.5	3.4	4.8	9.1	4.3	56.7
	2013	7.3	12.2	20.0	3.4	3.8	10.4	4.7	61.7
2014	2014	7.7	12.7	21.0	3.6	4.1	9.9	4.7	63.7
	2014	7.5	8.9	21.7	3.6	4.0	8.3	5.5	59.5
2015	2015	7.4	9.5	22.6	3,8	4.2	8.3	5.6	61.3
	2015	7.7	10.1	26.2	4.0	7.1	8.7	4.8	68.6
2016	2016	7.9	10.9	28.4	4.0	7.0	8.1	4.7	71.0
	2016	7.4	10.7	28.2	3.8	4.3	8.0	3.8	66.2
2017	2017	7.7	11.0	29.4	4.1	4.5	8.3	4.1	69.2
	2017	7.7	10.7	28.9	5.0	9.9	8.5	4.5	75.3
2018	2018	7.9	10.8	29.2	4.9	9.6	8.8	4.6	75.8
	2018	7.5	10.7	27.6	5.9	5.0	8.1	4.9	69.8
2019	2019	7.6	11.8	29.8	6.4	5.0	8.7	5.2	74.5
	2019	8.5	11.3	28.3	5.2	3.3	10.7	5.9	73.2
2020	2020	2.5	6.9	13.3	1.5	1.5	2.9	1.6	30.2
	2020	**2.4**	**7.8**	**13.3**	**2.4**	**1.8**	**1.8**	**1.2**	**30.7**
2021	2021	**3.9**	**10.9**	**20.0**	**3.0**	**2.6**	**2.7**	**1.7**	**43.9**
	2021	**4.8**	**12.2**	**17.9**	**3.2**	**2.4**	**2.8**	**2.6**	**46.1**
2022	2022	**8.1**	**13.2**	**22.3**	**5.4**	**3.7**	**6.4**	**4.1**	**63.2**

Table A.37 Index – By Region
Trends in No. of Visits to England Historic Sites 2000-2022 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
2019	213	202	144	182	197	146	179	152	130	166
2020	77	107	63	87	95	92	41	74	49	66
2021	114	159	103	133	134	125	57	99	74	94
2022	154	194	128	178	165	140	68	217	90	120

Table A.38 Index – By Region
Trends in No. of School Visits to England Historic Sites 2001-2022 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
2019	81	181	49	70	132	253	106	69	102	86
2020	7	31	5	11	20	30	16	14	12	13
2021	19	44	5	24	34	35	22	20	15	19
2022	52	97	11	82	81	161	64	90	35	55

Table A.39 Index – By Historic Site Category
Trends in No. of School Visits to England Historic Sites 2001-2022 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
2019	88	226	118	112	131	83	84	86
2020	8	63	12	11	25	29	8	13
2021	8	142	18	22	27	40	6	19
2022	32	180	50	48	90	115	16	55