

Visitor Attractions Trends in England 2016

Annual Report for Heritage Counts

Prepared for Historic England

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 2016 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. The majority of attractions now choose to complete the survey online.

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

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

1,545 English visitor attractions provided visits figures for the year 2016. Among historic properties, 725 historic properties responded, compared with 693 for the year 2015 and 735 for the year 2014.

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 2016 and 2015. In 2016 there were 704 such historic properties. Previous years comparators: 2015 (670), 2014 (689).

Table A.1 Response by attraction category

Category	Number of attractions that provided data (2016)	Number of attractions that provided data (2015)	Number of attractions that provided data (2014)
Castles/forts	86	86	93
Gardens	82	85	99
Historic houses	268	260	263
Historic monuments	52	54	52
Visitor/heritage centres	90	88	90
Places of worship	66	51	66
Other historic properties	81	69	72
Total	725	693	735

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 (<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 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	86	14	32	5	7	9	15	7	10	6	7	5	7	1	2	19	13	20	15
Gardens	82	3	7	3	4	7	11	6	9	8	9	11	16	1	2	18	13	25	19
Historic houses	268	8	18	30	44	14	23	30	43	44	52	20	29	27	52	56	39	39	30
Historic monuments	52	5	11	2	3	9	15	2	3	6	7	10	14	4	8	6	4	8	6
Visitor/heritage centres	90	3	7	17	25	6	10	15	21	6	7	9	13	4	8	12	8	18	14
Places of worship	66	6	14	5	7	11	18	5	7	8	9	3	4	11	21	11	8	6	5
Other historic properties	81	5	11	6	9	6	10	5	7	7	8	12	17	4	8	21	15	15	11
TOTAL	725	44		68		62		70		85		70		52		143		131	
Total % of attractions	100	6		9		9		10		12		10		7		20		18	

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 15/16) reports the change in visits among attractions that have provided visits figures for both 2015 and 2016.

Table A.3 Visits to historic properties

	Sample	% of visits	Average no. of visits	Total visits	% change 15/16
SAMPLE	(71.5m)	(71.5m)	(71.5m at 725 sites)	(71.5m at 725 sites)	
Castles/forts	86	11%	91,000	7,865,000	+2
Gardens	82	15%	133,000	10,912,000	+8
Historic houses	268	40%	106,000	28,519,000	+9
Historic monuments	52	6%	77,000	4,029,000	+2
Visitor/heritage centres	90	10%	79,000	7,182,000	-2
Places of worship	66	11%	123,000	8,123,000	-8
Other historic properties	81	7%	60,000	4,886,000	-2
TOTAL HISTORIC	725	100%	98,000	71,516,000	+3
TOTAL ATTRACTIONS	1,545	N/A	136,000	210,778,000	+2

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

Table A.4 Visits to historic properties – by GOR

<i>Data in 000s</i>	Total	N.E.	N.W.	Y&H	E.M.	W.M.	East	Lon	S.E.	S.W.
Castles/forts	7,865	587	236	265	462	265	148	2,741	1,793	1,124
Gardens	10,912	52	124	1,158	127	939	675	1,829	2,915	3,092
Historic houses	28,519	629	2,340	855	2,875	3,806	1,830	6,549	5,979	3,656
Historic monuments	4,029	102	14	265	74	94	191	1,069	550	1,671
Visitor/heritage centres	7,182	68	1,324	681	474	960	639	1,448	887	702
Places of worship	8,123	800	430	890	298	286	57	3,325	1,169	869
Other historic properties	4,886	210	281	504	135	249	510	924	1,318	755
TOTAL HISTORIC	71,516	2,449	4,748	4,862	4,444	6,599	4,049	17,886	14,611	11,869
<i>Total % of visits</i>	100	3	7	7	6	9	6	25	20	17
<i>% change 15/16</i>	+3	+4	+2	+2	+2	+7	+7	-*	+4	+6
TOTAL ATTRACTIONS	210,778	9,499	21,200	17,187	11,257	15,113	13,559	64,097	34,671	24,194
<i>Total % of visits</i>	100	5	10	8	5	7	6	30	16	11
<i>% change 15/16</i>	+2	+8	+2	+*	+5	+2	+6	-1	+5	+3

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	% 15/16	% local/day trip	% other UK
Castles/forts	44	-6	27	30
Gardens	7	+25	70	22
Historic houses	17	+16	59	24
Historic monuments	47	+10	34	19
Visitor/heritage centres	11	-13	55	34
Places of worship	22	-6	52	26
Other historic properties	29	-10	54	17
TOTAL HISTORIC	23	+1	52	25
TOTAL ATTRACTIONS	18	-3	59	22

Table A.5a illustrates the year on year changes by visitor type.

Table A.5a Trends in origin of visitors to historic properties

	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

Tables A.5b and A.5c illustrate the year on year changes of overseas visitors and local/day trip visitors by Government Office Region.

Table A.5b Trends of overseas visitors to historic properties – 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

Table A.5c Trends of local/day trip visitors to historic properties – 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

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	16	47	36
North West	10	69	21
Yorkshire and The Humber	9	66	25
East Midlands	11	70	19
West Midlands	15	54	31
East	13	68	19
London	64	26	10
South East	17	60	23
South West	23	42	36
TOTAL HISTORIC	23	52	25

Free/paid admission to historic properties

Attractions were asked whether they charged admission to the main attraction in 2016. 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	6	2	94	98
Gardens	6	4	94	96
Historic houses	7	15	93	85
Historic monuments	19	14	81	86
Visitor/heritage centres	58	57	42	43
Places of worship	86	47	14	53
Other historic properties	35	38	65	62
TOTAL HISTORIC	24	21	76	79
TOTAL ATTRACTIONS	37	52	63	48

Table A.7a illustrates the proportions of attractions and visits that were paid or free admission within each region.

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

	Free Admission		Paid Admission	
	% of attractions	% of visits	% of attractions	% of visits
North East	27	36	73	64
North West	35	36	65	64
Yorkshire and The Humber	35	27	65	73
East Midlands	30	29	70	71
West Midlands	27	15	73	85
East	19	7	81	93
London	27	30	73	70
South East	19	11	81	89
South West	15	13	85	87
TOTAL HISTORIC	24	21	76	79
TOTAL ATTRACTIONS	37	52	63	49

2.4 Admission prices to historic properties

Table A.8 examines the average admission prices charged by attractions in each historic property category type in 2016. 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	(81)	£6.86	£3.93	57%
Gardens	(76)	£7.78	£4.16	53%
Historic houses	(242)	£9.12	£4.79	53%
Historic monuments	(41)	£5.34	£3.31	62%
Visitor/heritage centres	(38)	£6.99	£4.97	71%
Places of worship	(9)	£10.17	£5.21	51%
Other historic properties	(49)	£6.44	£3.83	59%
TOTAL HISTORIC	(536)	£7.92	£4.37	55%
TOTAL ATTRACTIONS	(938)	£8.75	£5.61	64%

Table A.8a examines the average admission prices charged by attractions in each region in 2016.

Table A.8a 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	(32)	£5.86	£3.32	57%
North West	(43)	£7.80	£4.29	55%
Yorkshire and The Humber	(40)	£7.22	£3.76	52%
East Midlands	(49)	£7.51	£4.11	55%
West Midlands	(62)	£8.11	£4.65	57%
East	(54)	£7.01	£4.52	64%
London	(34)	£9.74	£5.00	51%
South East	(113)	£8.60	£4.73	55%
South West	(109)	£8.09	£4.30	53%
TOTAL HISTORIC	(536)	£7.92	£4.37	55%
TOTAL ATTRACTIONS	(938)	£8.75	£5.61	64%

Table A.8b Trends in average adult admission prices to historic properties

	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

2.5 Revenue of historic properties

Attractions were asked to indicate whether their gross revenue had increased, decreased or remained similar to that of 2015. Table A.9 illustrates the results by historic property category type.

Table A.9 Gross revenue trend at historic properties 2015-2016

	Sample	% Increase	% Similar	% Decrease	%15/16 change
Castles/forts	(78)	65	23	12	+19
Gardens	(57)	67	21	12	+8
Historic houses	(154)	58	32	10	+19
Historic monuments	(44)	64	25	11	+13
Visitor/heritage centres	(82)	52	39	9	+8
Places of worship	(54)	26	54	20	-1
Other historic properties	(52)	37	40	23	+5
TOTAL HISTORIC	(521)	54	33	13	+12
TOTAL ATTRACTIONS	(1,210)	46	40	14	+7

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 2015-2016 – by GOR

	Sample	% Increase	% Similar	% Decrease	% 15/16 change
North East	(36)	47	36	17	+8
North West	(50)	52	42	6	+10
Yorkshire and The Humber	(52)	48	40	12	+14
East Midlands	(58)	47	36	17	+8
West Midlands	(60)	68	18	13	+9
East	(49)	45	39	16	+15
London	(28)	64	21	14	+19
South East	(101)	50	36	15	+16
South West	(87)	64	28	8	+10
TOTAL HISTORIC	(521)	54	33	13	+12
TOTAL ATTRACTIONS	(1,210)	46	40	14	+7

2.6 School and educational visits to historic properties

Properties were asked to record the number of schoolchildren visiting their property in 2016. Table A.15a below illustrates results for the 498 attractions with visiting school children who responded to the question:

- The average number of school children visiting each category type e.g. those castles / forts open to school children visits attracted an average of 3,400 school visits in 2016. Across all historic attractions open to school visits, an average of 3,100 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 2015 and 2016 and looks at the overall change in school visits for these attractions e.g. the number of school visits to castles responding in both 2015 and 2016 decreased by -*%.

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 15/16
Castles/forts	(74)	3,400	1,000	250,000	-*
Gardens	(49)	3,000	200	148,000	+2
Historic houses	(146)	2,300	400	334,000	+16
Historic monuments	(43)	4,400	400	187,000	-29
Visitor/heritage centres	(76)	3,800	200	291,000	+2
Places of worship	(59)	4,000	800	236,000	-11
Other historic properties	(51)	2,300	200	119,000	-15
TOTAL HISTORIC	(498)	3,100	500	1,566,000	-6
TOTAL ATTRACTIONS	(1,178)	5,000	600	5,887,000	-1

Table A.15b illustrates both the average and total numbers of schoolchildren visiting each region among the 498 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 15/16
North East	(35)	1,600	500	56,000	-4
North West	(51)	3,100	400	157,000	+24
Yorkshire and The Humber	(52)	1,900	500	98,000	-5
East Midlands	(51)	1,000	200	52,000	+10
West Midlands	(60)	5,700	600	343,000	+18
East	(43)	2,200	400	93,000	-10
London	(27)	5,900	1,100	158,000	-35
South East	(95)	4,000	400	375,000	-3
South West	(84)	2,800	500	234,000	-9
TOTAL HISTORIC	(498)	3,100	500	1,566,000	-6
TOTAL ATTRACTIONS	(1,178)	5,000	600	5,887,000	-1

2.7 Expenditure on marketing by historic properties

Table A.16a examines the movement in marketing spend at historic properties between 2015 and 2016. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2015.

Table A.16a Movement in spend on marketing at historic properties 2015-2016

	Sample	% Increase	% Similar	% Decrease
Castles/forts	(79)	11	76	13
Gardens	(55)	27	64	9
Historic houses	(159)	20	71	9
Historic monuments	(45)	11	82	7
Visitor/heritage centres	(76)	14	74	12
Places of worship	(57)	18	75	7
Other historic properties	(53)	15	74	11
TOTAL HISTORIC	(524)	17	73	10
TOTAL ATTRACTIONS	(1,226)	18	71	11

Table A.16b Trends in marketing spend by historic properties

	% 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

2.8 Provision of digital communications

Attractions taking part in the 2016 survey were asked about the digital communications that they provided.

Table A.17a Provision of digital communications in 2016 by attraction category (%)

Category	Castles/ forts ¹	Gardens	Historic houses	Historic monuments ¹	Visitor / heritage centres	Places of worship	Other historic properties	Total Historic	Total Attractions
Sample	(81)	(57)	(169)	(46)	(83)	(61)	(61)	(558)	(1,292)
ANY (*excl. website/ online booking)	94	86	92	93	89	72	79	88	88
Website*	98	96	98	96	95	97	89	96	95
Facebook page	93	86	88	91	81	64	72	83	82
Twitter account	90	67	79	91	58	46	57	71	68
E-newsletters	77	46	57	83	34	30	36	52	47
Online booking*	49	32	50	52	25	23	25	39	38
Instagram/Pinterest	81	40	49	78	8	15	25	43	36
YouTube	70	18	33	76	12	13	21	34	31
Online blogs	73	32	34	80	10	8	15	35	28
Mobile apps	74	14	40	76	7	8	23	35	20
Other social media	69	9	25	74	7	3	7	27	19
Mobile website	2	18	15	-	6	5	7	9	11

¹ EH accounts for most castles/forts/monuments

2.9 Other activities offered by historic properties

Attractions taking part in the 2016 survey were also asked about additional activities offered.

Table A.18a Additional activities offered in 2016 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	(81)	(57)	(168)	(46)	(83)	(61)	(60)	(556)	(1,285)
ANY	94	88	95	93	83	82	87	90	87
Membership schemes	81	77	77	74	42	20	50	63	56
Public events	28	44	57	22	55	66	50	48	50
Temporary exhibitions	9	35	37	15	47	52	22	32	41
Public venue hire	25	37	45	22	24	62	55	39	36
Corporate events	16	26	42	15	23	28	35	29	31
Late or unusual opening hours	5	32	27	13	22	26	32	23	29
Multi-attraction pass	6	7	15	11	4	5	8	9	8

2.11 Transport for main part of journey

Additionally in 2016, attractions were asked about what proportion of visitors used various modes of transport to reach their site.

Table A.19a Proportion of visitors using the following types of transport for the main part of their journey – by attraction category (%)

Category	Castles/ forts ¹	Gardens	Historic houses	Historic monuments ¹	Visitor / heritage centres	Places of worship	Other historic properties	Total Historic	Total Attractions
Sample	(74)	(51)	(145)	(44)	(66)	(52)	(51)	(483)	(1,089)
CAR / MOTORBIKE									
Under 2%	1	2	5	2	-	10	4	4	4
2-10%	-	-	2	7	2	12	4	3	3
11-25%	1	4	1	-	5	6	6	3	4
26-50%	3	2	11	9	6	8	10	7	11
51-75%	16	18	21	11	27	29	25	21	24
76-100%	78	75	60	70	61	37	51	62	54
Average %	80	78	70	73	74	55	66	71	68
Sample	(72)	(49)	(141)	(44)	(65)	(52)	(44)	(467)	(1,019)
COACH TOUR									
Under 2%	14	6	15	41	38	17	45	23	32
2-10%	64	63	43	43	29	38	23	44	39
11-25%	17	20	29	11	26	27	25	24	20
26-50%	4	6	9	5	3	12	5	7	6
51-75%	-	-	2	-	3	6	2	2	1
76-100%	1	4	1	-	-	-	-	1	1
Average %	10	13	14	7	10	15	9	12	10
Sample	(74)	(46)	(132)	(44)	(64)	(53)	(44)	(457)	(1,032)
PUBLIC TRANSPORT									
Under 2%	14	70	55	14	36	19	36	37	32
2-10%	9	22	18	2	36	40	14	20	25
11-25%	72	7	20	70	14	15	32	32	23
26-50%	4	2	3	7	11	13	9	6	11
51-75%	-	-	3	5	3	4	7	3	4
76-100%	1	-	2	2	-	9	2	2	4
Average %	16	4	10	20	11	21	17	13	17

Table A.19b Proportion of visitors using the following types of transport for the main part of their journey – by region (%)

Category	N.E.	N.W.	Y&H	E.M.	W.M	EAST	LON	S.E.	S.W.	Total Historic	Total Attractions
Sample	(33)	(53)	(50)	(55)	(53)	(44)	(22)	(88)	(85)	(483)	(1,089)
CAR / MOTORBIKE											
Under 2%	3	6	4	-	2	-	18	1	6	4	4
2-10%	3	2	-	4	2	-	36	2	-	3	3
11-25%	-	6	6	2	2	2	5	3	1	3	4
26-50%	9	11	6	4	8	5	5	10	7	7	11
51-75%	15	32	28	29	11	14	5	25	18	21	24
76-100%	70	43	56	62	75	80	32	58	68	62	54
Average %	75	64	70	75	77	81	36	71	74	71	68
Sample	(32)	(52)	(50)	(53)	(50)	(42)	(21)	(86)	(81)	(467)	(1,019)
COACH TOUR											
Under 2%	31	19	22	30	12	24	24	27	19	23	32
2-10%	41	37	64	43	50	57	48	23	49	44	39
11-25%	25	31	8	19	34	17	19	29	23	24	20
26-50%	3	8	4	6	2	-	10	15	6	7	6
51-75%	-	4	2	-	-	-	-	6	1	2	1
76-100%	-	2	-	2	2	2	-	-	1	1	1
Average %	8	15	8	10	12	9	10	16	12	12	10
Sample	(33)	(50)	(48)	(51)	(48)	(40)	(24)	(84)	(79)	(457)	(1,032)
PUBLIC TRANSPORT											
Under 2%	24	30	29	47	35	45	-	42	48	37	32
2-10%	9	24	19	22	33	23	-	26	13	20	25
11-25%	64	32	42	25	23	28	29	26	29	32	23
26-50%	-	12	8	4	4	5	13	4	9	6	11
51-75%	3	2	-	-	4	-	25	2	1	3	4
76-100%	-	-	2	2	-	-	33	-	-	2	4
Average %	14	13	14	10	11	9	55	10	11	13	17

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.20 shows the indexed trend based on the visits (see Table A.22) given by responding historic properties. Because the number of responding historic properties differs each year (see Table A.21), 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.20 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
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

Table A.21 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.21 Number of responding historic properties providing visits figures 1989-2016

Survey Year	Data Year	Castles / forts	Gardens	Historic houses	Historic monuments	Visitor/ heritage 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
1999/00	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
2013/14	2014	91	97	261	50	88	50	66	724
2014/15	2015	86	85	260	54	88	51	69	693
2015/16	2016	86	82	268	52	90	66	81	725

Table A.22 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.22 Number of visits to responding England historic properties 1989-2016 (millions)

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

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
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

Table A.23 Index – By region
Trends in no. of visits to England historic properties 2000-2016
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 properties
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

Table A.24 Index – By region
Trends in no. of SCHOOL VISITS to England historic properties 2001-2016
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 properties
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

Table A.25 Index – By historic property category
Trends in no. of SCHOOL VISITS to England historic properties 2001-2016
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
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