

# Visitor Attractions Trends in England 2009

Annual Report for Heritage  
Counts

Prepared for English Heritage

# 1. Introduction and Background

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This report presents key tables from the **'historic properties'** element of the Survey of Visits to Visitor Attractions undertaken in England by VisitEngland and supported by English Heritage and the Museums, Libraries and Archive Council. The report provides a comprehensive England-wide analysis of attractions and visits in 2009 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

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

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

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

### 1.3 Population, sample and response rate

6,845 English visitor attractions were invited to take part in the 2009 survey, of which 770 were defined as historic properties in the following sub-categories:

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

1,932 English visitor attractions provided visits figures for the year 2009, an effective response rate of 28%. Among historic properties, the response rate was slightly higher – 770 historic properties responded, an effective response rate of 30%.

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

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

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

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

Category	Number of attractions surveyed	Number of attractions that provided data	Effective response rate
Castles/forts	160	83	52%
Gardens	523	111	21%
Historic houses	538	264	49%
Historic monuments	378	52	14%
Visitor/heritage centres	229	81	35%
Places of worship	522	117	22%
Other historic properties	200	62	31%
<b>Total</b>	<b>2,550</b>	<b>770</b>	<b>28%</b>

## 1.4 Survey definitions

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

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

## 2. Main Tables

### 2.1 Geographical distribution of historic properties

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

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

	<b>TOTAL</b>	<b>N.E.</b>		<b>N.W.</b>		<b>Y&amp;H</b>		<b>E.M.</b>		<b>W.M.</b>		<b>East</b>		<b>Lon</b>		<b>S.E.</b>		<b>S.W.</b>	
	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>	<b>No. %</b>
Castles/forts	83	15 32	5 8	9 11	6 7	6 9	5 7	- -	22 14	15 10									
Gardens	111	3 6	5 8	8 10	14 17	9 13	13 18	2 4	26 17	31 21									
Historic houses	264	8 17	25 40	21 26	32 38	27 40	20 27	23 43	57 37	51 34									
Historic monuments	52	6 13	3 5	10 13	1 1	4 6	10 14	4 8	6 4	8 5									
Visitor/heritage centres	81	6 13	9 15	5 6	15 18	9 13	5 7	- -	16 10	16 11									
Places of worship	117	9 19	10 16	19 24	14 17	6 9	11 15	18 34	11 7	19 13									
Other historic properties	62	- -	5 8	8 10	2 2	7 10	9 12	6 11	17 11	8 5									
<b>TOTAL</b>	<b>770</b>	<b>47</b>	<b>62</b>	<b>80</b>	<b>84</b>	<b>68</b>	<b>73</b>	<b>53</b>	<b>155</b>	<b>148</b>									
<b>Total % of attractions</b>	<b>100</b>	<b>6%</b>	<b>8%</b>	<b>10%</b>	<b>11%</b>	<b>9%</b>	<b>9%</b>	<b>7%</b>	<b>20%</b>	<b>19%</b>									

### 2.2 Visitor numbers to historic properties

Table A.3 illustrates the numbers and profile of visits (paid and free) to historic properties by category type among responding attractions. The trend data (% change 08/09) reports the change in visits among attractions that have provided visits figures for both 2008 and 2009.

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

	<b>% of visits</b>	<b>Average no. of visits</b>	<b>Total visits</b>	<b>% change 08/09</b>
SAMPLE	(51.2m)	(51.2m at 770sites)	(51.2m at 770 sites)	
Castles/forts	10%	59,000	4,898,000	+11
Gardens	15%	70,000	7,830,000	+10
Historic houses	37%	72,000	19,036,000	+12
Historic monuments	6%	57,000	2,974,000	+8
Visitor/heritage centres	5%	33,000	2,705,000	+5
Places of worship	21%	90,000	10,576,000	+6
Other historic properties	6%	51,000	3,177,000	-5
<b>TOTAL</b>	<b>100%</b>	<b>66,000</b>	<b>51,196,000</b>	<b>+9</b>

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

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

<i>Data in 000s</i>	<b>Total</b>	<b>N.E.</b>	<b>N.W.</b>	<b>Y&amp;H</b>	<b>E.M.</b>	<b>W.M.</b>	<b>East</b>	<b>Lon</b>	<b>S.E.</b>	<b>S.W.</b>
Castles/forts	4,898	649	194	446	318	306	149	-	2,058	777
Gardens	7,830	39	159	401	375	177	253	1,362	2,584	2,481
Historic houses	19,036	670	983	1,338	1,483	1,379	1,143	6,077	3,593	2,370
Historic monuments	2,974	159	27	255	11	48	312	698	181	1,283
Visitor/heritage centres	2,705	210	413	550	338	416	27	-	313	438
Places of worship	10,576	804	540	1,729	483	175	401	3,600	1,144	1,700
Other historic properties	3,177	-	1,072	35	31	82	75	819	899	163
<b>TOTAL</b>	<b>51,196</b>	<b>2,531</b>	<b>3,388</b>	<b>4,753</b>	<b>3,039</b>	<b>2,582</b>	<b>2,360</b>	<b>12,556</b>	<b>10,772</b>	<b>9,213</b>
<b>Total % of visits</b>	<b>100%</b>	<b>5%</b>	<b>7%</b>	<b>9%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>	<b>25%</b>	<b>21%</b>	<b>18%</b>
<b>% change 08/09</b>	<b>9%</b>	<b>10%</b>	<b>8%</b>	<b>8%</b>	<b>12%</b>	<b>13%</b>	<b>6%</b>	<b>5%</b>	<b>12%</b>	<b>8%</b>

### 2.3 Visitor numbers to historic properties

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

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

	<b>% overseas</b>	<b>% 08/09</b>	<b>% local/day trip</b>	<b>% other UK</b>
Castles/forts	15	+105	74	11
Gardens	7	+5	60	33
Historic houses	29	+28	57	15
Historic monuments	34	+26	56	10
Visitor/heritage centres	13	+13	63	24
Places of worship	26	+6	49	25
Other historic properties	10	-55	66	24
<b>TOTAL</b>	<b>22</b>	<b>-3</b>	<b>59</b>	<b>19</b>

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

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

	<b>% overseas</b>	<b>% local/day trip</b>	<b>% other UK</b>
North East	11	64	25
North West	9	67	24
Yorkshire and The Humber	8	79	14
East Midlands	11	72	18
West Midlands	8	74	18
East	11	73	16
London	53	40	7
South East	18	62	19
South West	19	51	30
<b>TOTAL</b>	<b>22</b>	<b>59</b>	<b>19</b>

## 2.4 Free/paid admission to historic properties

Attractions were asked whether they charged admission to the main attraction in 2009. Table A.7 illustrates the proportions of attractions and visits that were paid or free admission within each historic property type.

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

	<b>Free Admission</b>		<b>Paid Admission</b>	
	<b>% of attractions</b>	<b>% of visits</b>	<b>% of attractions</b>	<b>% of visits</b>
Castles/forts	5	2	95	98
Gardens	8	8	92	92
Historic houses	10	17	90	83
Historic monuments	17	4	83	96
Visitor/heritage centres	62	69	38	31
Places of worship	86	40	14	60
Other historic properties	39	33	61	67
<b>TOTAL</b>	<b>29</b>	<b>22</b>	<b>71</b>	<b>78</b>

## 2.5 Admission prices to historic properties

Table A.8 examines the average admission prices charged by attractions in each historic property category type in 2009. Prices for both adults and children exclude free attractions. N.B. Attractions that charged for adults but not children are included within the adult category but excluded from the child category.

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

	<b>Sample (adult paid attractions)</b>	<b>Average adult admission charge</b>	<b>Average child admission charge</b>	<b>Adult/child charge ratio</b>
Castles/forts	(79)	£4.76	£2.56	54%
Gardens	(102)	£5.38	£2.59	48%
Historic houses	(238)	£6.65	£3.45	52%
Historic monuments	(43)	£3.98	£2.03	51%
Visitor/heritage centres	(31)	£4.88	£3.18	65%
Places of worship	(16)	£6.56	£3.84	59%
Other historic properties	(38)	£4.69	£2.95	63%
<b>TOTAL</b>	<b>(547)</b>	<b>£5.69</b>	<b>£3.02</b>	<b>53%</b>

## 2.6 Revenue of historic properties

Attractions were asked to indicate whether their gross revenue had increased, decreased or remained similar to that of 2008. Table A.9 illustrates the results by historic property category type.

**Table A.9 Gross revenue trend at historic properties 2008-2009**

	<b>Sample</b>	<b>% Increase</b>	<b>% Similar</b>	<b>% Decrease</b>	<b>%08/09 change</b>
Castles/forts	(75)	76	16	8	+15
Gardens	(91)	65	23	12	+11
Historic houses	(187)	65	25	10	+12
Historic monuments	(47)	74	15	11	+17
Visitor/heritage centres	(77)	55	35	10	+13
Places of worship	(83)	31	49	19	+2
Other historic properties	(52)	48	35	17	+10
<b>TOTAL</b>	<b>(612)</b>	<b>60</b>	<b>28</b>	<b>12</b>	<b>+11</b>



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

**Table A.10 Gross revenue trend at historic properties 2008-2009 – by GOR**

	Sample	% Increase	% Similar	% Decrease	%08/09 change
North East	(39)	67	18	15	+14
North West	(53)	57	32	11	+3
Yorkshire and The Humber	(63)	62	25	13	+9
East Midlands	(71)	51	42	7	+9
West Midlands	(58)	67	24	9	+23
East	(64)	47	34	19	+5
London	(39)	54	28	18	+14
South East	(114)	64	25	11	+13
South West	(111)	64	24	12	+10
<b>TOTAL</b>	<b>(612)</b>	<b>60</b>	<b>28</b>	<b>12</b>	<b>+11</b>

## 2.7 Employment at historic properties

Properties were asked to record the number of people employed (including self-employed) in any tourism-related activities at their attraction during 2009. Table A.11 examines the average number of people employed by job type within each historic property category.

**Table A.11 Staffing of historic properties 2009 – Average**

	Sample	Average full- time permanent	Average part-time permanent	Average full- time seasonal	Average part-time seasonal	Average unpaid volunteers	Total Staff
Castles/forts	(76)	3	1	2	3	6	15
Gardens	(91)	11	3	1	6	20	41
Historic houses	(190)	9	4	2	9	48	72
Historic monuments	(46)	5	3	3	1	8	20
Visitor/heritage centres	(80)	4	3	*	1	22	30
Places of worship	(106)	4	2	*	1	51	58
Other historic properties	(57)	6	3	1	4	16	30
<b>TOTAL</b>	<b>(646)</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>31</b>	<b>47</b>

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

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

	<b>TOTAL</b>	<b>Full-time permanent</b>	<b>Part-time permanent</b>	<b>Full-time seasonal</b>	<b>Part-time seasonal</b>	<b>Unpaid volunteers</b>
Castles/forts	1,103	194	78	164	202	465
Gardens	3,775	1,010	294	122	527	1,822
Historic houses	13,605	1,673	727	378	1,767	9,060
Historic monuments	927	236	150	150	37	354
Visitor/heritage centres	2,449	299	266	29	66	1,789
Places of worship	6,244	411	250	49	134	5,400
Other historic properties	1,707	350	147	75	216	919
<b>TOTAL</b>	<b>29,810</b>	<b>4,173</b>	<b>1,912</b>	<b>967</b>	<b>2,949</b>	<b>19,809</b>

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

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

	<b>TOTAL</b>	<b>Full-time permanent</b>	<b>Part-time permanent</b>	<b>Full-time seasonal</b>	<b>Part-time seasonal</b>	<b>Unpaid volunteers</b>
North East	1,683	118	58	71	65	1,371
North West	3,448	357	266	45	287	2,493
Yorkshire and The Humber	2,102	205	116	180	112	1,489
East Midlands	3,106	253	222	132	327	2,172
West Midlands	2,121	213	96	52	376	1,384
East	3,241	221	238	68	339	2,375
London	1,992	1,035	262	55	76	564
South East	5,600	744	274	150	701	3,731
South West	6,517	1,027	380	214	666	4,230
<b>TOTAL</b>	<b>29,810</b>	<b>4,173</b>	<b>1,912</b>	<b>967</b>	<b>2,949</b>	<b>19,809</b>

**Table A.14 Staffing of historic properties 2008-2009 (% change)**

	<b>Full-time permanent</b>	<b>Part-time permanent</b>	<b>Full-time seasonal</b>	<b>Part-time seasonal</b>	<b>Unpaid volunteers</b>
Castles/forts	-	+4	-10	+9	-18
Gardens	+3	+5	-14	+9	+11
Historic houses	+11	+15	+11	-8	+17
Historic monuments	+7	-	+50	+24	+15
Visitor/heritage centres	+6	+5	-	-17	+15
Places of worship	+7	+8	+75	-20	-2
Other historic properties	+4	-6	+2	+4	-2
<b>TOTAL</b>	<b>+6</b>	<b>+8</b>	<b>+6</b>	<b>-4</b>	<b>+8</b>

## 2.8 School and educational visits to historic properties

Properties were asked to record the number of schoolchildren visiting their property in 2009. Table A.16a below illustrates both the average and total numbers of school children visiting each category type among the 513 attractions with visiting school children answering the question.

**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 08/09
Castles/forts	(73)	3,800	1800	279,000	-14
Gardens	(47)	1,500	20	69,000	-2
Historic houses	(147)	3,600	300	535,000	+28
Historic monuments	(44)	5,200	800	228,000	-7
Visitor/heritage centres	(68)	2,400	300	164,000	-16
Places of worship	(89)	3,300	500	289,000	+6
Other historic properties	(45)	2,700	90	122,000	-31
<b>TOTAL</b>	<b>(513)</b>	<b>3,300</b>	<b>400</b>	<b>1,686,,000</b>	<b>-3</b>

Table A.15b illustrates both the average and total numbers of schoolchildren visiting each region among the 5913 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 08/09
North East	(41)	2,600	700	106,000	-13
North West	(51)	3,000	500	155,000	+55
Yorkshire and The Humber	(51)	1,600	500	82,000	-11
East Midlands	(59)	2,000	300	119,000	-3
West Midlands	(44)	1,900	200	83,000	-3
East	(52)	1,400	300	74,000	+6
London	(35)	11,000	500	388,000	+54
South East	(95)	5,000	200	483,000	-24
South West	(85)	2,300	400	195,000	+4
<b>TOTAL</b>	<b>(513)</b>	<b>3,300</b>	<b>400</b>	<b>1,686,000</b>	<b>-3</b>

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

	<b>Sample</b>	<b>Average no. of non-school education visits</b>	<b>Median no. of non-school education visits</b>	<b>Total non-school education visits</b>
Castles/forts	(10)	1,000	100	10,000
Gardens	(38)	800	20	29,000
Historic houses	(82)	1,300	80	105,000
Historic monuments	(12)	1,700	150	21,000
Visitor/heritage centres	(48)	1,000	90	47,000
Places of worship	(69)	2,300	180	158,000
Other historic properties	(30)	700	20	20,000
<b>TOTAL</b>	<b>(289)</b>	<b>1,400</b>	<b>100</b>	<b>390,000</b>

## 2.9 Expenditure on marketing by historic properties

Table A.16a examines the movement in marketing spend at historic properties between 2007 and 2008. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2008.

**Table A.16a Movement in spend on marketing at historic properties 2008-2009**

	<b>Sample</b>	<b>% Increase</b>	<b>% Similar</b>	<b>% Decrease</b>
Castles/forts	(76)	8	83	9
Gardens	(92)	27	62	11
Historic houses	(184)	22	73	5
Historic monuments	(48)	13	79	8
Visitor/heritage centres	(78)	19	73	8
Places of worship	(87)	17	77	6
Other historic properties	(52)	15	75	10
<b>TOTAL</b>	<b>(617)</b>	<b>19</b>	<b>74</b>	<b>7</b>

## 2.10 Provision of services

For the first time, attractions taking part in the 2009 survey were asked about the services that they offered across five dimensions.

**Table A.16b Provision of services 2009 by attraction category (%)**

<b>Category</b>	<b>Castles / forts</b>	<b>Gardens</b>	<b>Historic houses</b>	<b>Historic monuments</b>	<b>Visitor / heritage centres</b>	<b>Places of worship</b>	<b>Other historic properties</b>	<b>Total England historic properties</b>
Sample	(27)	(94)	(178)	(20)	(81)	(110)	(61)	(571)
<b><u>Online</u></b>								
Website	70	84	81	95	72	67	66	76
Online booking	7	13	17	-	10	5	10	11
<b><u>Facilities</u></b>								
Retail shop	70	55	65	70	69	52	52	60
Education	56	30	58	75	59	51	49	52
Café/restaurant	33	72	63	45	37	35	34	50
<b><u>Interpretation</u></b>								
Guided tour	67	76	84	70	56	67	79	74
Souvenir guide	70	41	70	50	28	69	56	57
Costumed interp.	30	2	25	25	15	5	15	15
Audio guide	22	2	17	20	7	6	8	11
<b><u>Events</u></b>								
Public events	56	46	62	60	52	47	44	53
Public venue hire	48	40	57	40	25	46	34	44
Corporate events	33	19	44	35	20	18	26	29
<b><u>Member Scheme</u></b>								
	44	61	65	30	41	26	39	48

## Appendix 1

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

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

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

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

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

**Table A.18 Number of responding historic properties providing visits figures 1989-2009**

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	92	102	272	58	35	31	79	669
	1990	92	102	272	58	35	31	79	669
1991	1990	94	118	288	59	44	29	83	715
	1991	94	118	288	59	44	29	83	715
1992	1991	93	120	291	62	51	38	73	728
	1992	93	120	291	62	51	38	73	728
1993	1992	94	125	305	59	67	43	73	766
	1993	94	125	305	59	67	43	73	766
1994	1993	100	136	327	62	93	47	88	853
	1994	100	136	327	62	93	47	88	853
1995	1994	102	148	337	61	104	47	97	896
	1995	102	148	337	61	104	47	97	896
1996	1995	106	157	340	61	104	51	106	925
	1996	106	157	340	61	104	51	106	925
1997	1996	104	158	351	57	112	49	102	935
	1997	104	158	351	57	112	49	102	935
1998	1997	111	178	398	70	137	53	130	1,077
	1998	111	178	398	70	137	53	130	1,077
1999	1998	110	179	405	73	148	60	133	1,108
	1999	110	179	405	73	148	60	133	1,108
2000	1999	105	164	397	63	115	61	112	1,017
	2000	105	164	397	63	115	61	112	1,017

<b>2001</b>	2000	103	158	367	68	114	87	108	1,005
	2001	103	158	367	68	114	87	108	1,005
<b>2002</b>	2001	91	107	270	57	63	71	73	734
	2002	91	107	270	57	63	71	73	734
<b>2003</b>	2002	92	124	302	60	78	74	86	817
	2003	92	124	302	60	78	74	86	817
<b>2004</b>	2003	79	130	315	63	87	92	86	852
	2004	79	130	315	63	87	92	86	852
<b>2005</b>	2004	89	137	294	56	76	94	86	832
	2005	89	137	294	56	76	94	86	832
<b>2006</b>	2005	86	108	287	53	73	93	82	782
	2006	86	108	287	53	73	93	82	782
<b>2007</b>	2006	73	93	217	2	46	88	79	598
	2007	73	93	217	2	46	88	79	598
<b>2008</b>	2007	80	114	255	47	74	103	83	756
	2008	80	114	255	47	74	103	83	756
<b>2009</b>	2008	82	106	260	51	75	103	60	737
	2009	82	106	260	51	75	103	60	737

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



**Table A.19 Number of visits to responding England historic properties 1989-2009 (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
	1989	8.9	4.9	12.0	3.6	2.7	13.6	2.7	48.4
<b>1990</b>	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
<b>1991</b>	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
<b>1992</b>	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
<b>1993</b>	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
<b>1994</b>	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
<b>1995</b>	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
<b>1996</b>	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
<b>1997</b>	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
<b>1998</b>	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
<b>1999</b>	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

<b>2000</b>	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
<b>2001</b>	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
<b>2002</b>	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
<b>2003</b>	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
<b>2004</b>	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
<b>2005</b>	2005	6.7	9.7	16.3	3.0	5.2	9.7	3.1	53.7
<b>2006</b>	2005	4.4	8.9	18.9	3.2	4.1	10.6	8.5	58.6
	2006	4.5	8.7	19.1	3.3	4.1	10.9	9.4	59.9
<b>2007</b>	2006	6.6	9.4	12.9	-	1.7	8.8	2.7	42.1
	2007	6.5	9.9	13.3	-	1.9	8.8	2.6	43.0
<b>2008</b>	2007	3.6	8.6	12.7	2.3	4.0	6.8	2.6	40.7
	2008	3.6	8.7	12.8	2.3	4.3	7.2	2.7	41.6
<b>2009</b>	2008	4.4	7.0	16.8	2.7	2.4	9.3	3.3	46.0
	2009	4.9	7.7	18.9	3.0	2.6	9.8	3.2	50.0

**Table A.21 Index – By region**  
**Trends in no. of visits to England historic properties 2000-2009**  
**Indices 2000=100**  
**Constant samples (from one year to next only)**

<b>Data Year</b>	<b>North East</b>	<b>North West</b>	<b>Yorks &amp; Humber</b>	<b>East Mids</b>	<b>West Mids</b>	<b>East</b>	<b>London</b>	<b>South East</b>	<b>South West</b>	<b>Total England</b>
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

**Table A.22 Index – By region**  
**Trends in no. of SCHOOL VISITS to England historic properties 2001-2009**  
**Indices 2001=100**  
**Constant samples (from one year to next only)**

<b>Data Year</b>	<b>North East</b>	<b>North West</b>	<b>Yorks &amp; Humber</b>	<b>East Mids</b>	<b>West Mids</b>	<b>East</b>	<b>London</b>	<b>South East</b>	<b>South West</b>	<b>Total England</b>
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

**Table A.23 Index – By historic property category**  
**Trends in no. of SCHOOL VISITS to England historic properties 2001-2009**  
**Indices 2001=100**  
**Constant samples (from one year to next only)**

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

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