

ENGLAND



TOP 20 MOST VISITED FREE ATTRACTIONS: ENGLAND

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|---|---|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | British Museum | Museum | 4,097,253 | 5,820,860 | | 42% | Free |
| 2 | Natural History Museum | Museum | 4,812,806 | 5,686,601 | | 18% | Free |
| 3 | Tate Modern | Museum | 3,883,160 | 4,729,444 | | 22% | Free |
| 4 | Brighton Pier | Other | 4,632,108 | 4,235,165 | Exact | -9% | Free |
| 5 | National Gallery | Museum and/or Art Gallery | 2,727,119 | 3,096,508 | Exact | 14% | Free |
| 6 | Victorian and Albert Museum | Museum | 2,359,887 | 3,089,434 | | 31% | Free |
| 7 | Science Museum | Museum and/or Art Gallery | 2,334,930 | 2,956,886 | Exact | 27% | Free |
| 8 | Somerset House | Historic House/ House and Garden / Palace | 2,346,580 | 2,727,677 | Exact | 16% | Free |
| 9 | Royal Museums Greenwich | Museum | 1,630,112 | 2,506,962 | | 54% | Free |
| 10 | British Library | Museum and/or Art Gallery | 1,149,070 | 1,390,378 | | 21% | Free |
| 11 | The Abbey Gardens & Abbey Ruins | Place of Worship (still in use) | 1,362,874 | 1,345,058 | Exact | -1% | Free |
| 12 | National Portrait Gallery | Museum and/or Art Gallery | Not available | 1,164,018 | | Not available | Free |
| 13 | Tate Britain | Museum | 913,395 | 1,091,218 | | 19% | Free |
| 14 | Cannon Hall Museum, Park and Gardens | Museum and/or Art Gallery | 841,642 | 983,108 | An Estimate | 17% | Free |
| 15 | The Homiman Public Museum & Public Park Trust | Museum and/or Art Gallery | 790,067 | 924,480 | Exact | 17% | Free |
| 16 | Ashmolean Museum | Museum and/or Art Gallery | 728,183 | 900,277 | An Estimate | 24% | Free |
| 17 | Midlands Arts Centre (MAC) | Other | 804,236 | 853,355 | Exact | 6% | Free |
| 18 | Bodleian Libraries | Museum and/or Art Gallery | 711,478 | 842,221 | An Estimate | 18% | Free |
| 19 | Imperial War Museum London | Museum and/or Art Gallery | 684,909 | 841,575 | Exact | 23% | Free |
| 20 | Oxford University Museum of Natural History | Museum and/or Art Gallery | 675,557 | 768,986 | An Estimate | 14% | Free |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

TOP 20 MOST VISITED PAID ATTRACTIONS: ENGLAND

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|---|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Tower of London | Castle / Fort | 2,019,868 | 2,791,834 | Exact | 38% | £15 or Over |
| 2 | Royal Botanic Gardens, Kew | Garden | 1,963,885 | 1,974,295 | | 1% | £15 or Over |
| 3 | Chester Zoo | Safari Park / Zoo / Aquarium / Aviary | 1,835,374 | 1,941,754 | Exact | 6% | £15 or Over |
| 4 | Westminster Abbey | Place of Worship (still in use) | 1,062,909 | 1,587,866 | | 49% | £15 or Over |
| 5 | St Paul's Cathedral | Place of Worship (still in use) | 1,193,888 | 1,499,575 | Exact | 26% | £15 or Over |
| 6 | Windsor Castle | Castle / Fort | 827,331 | 1,374,607 | | 66% | £15 or Over |
| 7 | Stonehenge | Historic Monument / Archaeological Site | 977,316 | 1,327,423 | Exact | 36% | £15 or Over |
| 8 | Windermere Lake Cruises | Other Historic / Scenic Transport Operator | 1,303,609 | 1,319,696 | Exact | 1% | £10.00-£14.99 |
| 9 | RHS Garden Wisley | Garden | 1,439,829 | 1,306,664 | An Estimate | -9% | £15 or Over |
| 10 | Colchester Zoo | Safari Park / Zoo / Aquarium / Aviary | 974,790 | 1,003,817 | Exact | 3% | £15 or Over |
| 11 | Roman Baths | Historic Monument / Archaeological Site | 851,854 | 991,437 | Exact | 16% | £15 or Over |
| 12 | Tower Bridge | Heritage / Visitor Centre | 648,001 | 960,670 | Exact | 48% | £10.00-£14.99 |
| 13 | Blenheim Palace | Historic House/ House and Garden / Palace | 821,585 | 945,412 | | 15% | £15 or Over |
| 14 | Yorkshire Wildlife Park | Safari Park / Zoo / Aquarium / Aviary | 932,444 | 921,008 | Exact | -1% | £15 or Over |
| 15 | Portsmouth Historic Dockyard | Museum and/or Art Gallery | 719,009 | 873,491 | | 21% | £15 or Over |
| 16 | Old Royal Naval College | Other Historic Property | 731,344 | 843,175 | | 15% | £15 or Over |
| 17 | Beamish: The Living Museum of the North | Museum and/or Art Gallery | 788,603 | 801,756 | Exact | 2% | £15 or Over |
| 18 | Longleat Safari & Adventure Park | Safari Park / Zoo / Aquarium / Aviary | 814,263 | 800,056 | | -2% | £15 or Over |
| 19 | Shakespeare's Globe | Other Historic Property | 642,082 | 799,942 | | 25% | Not available |
| 20 | Tatton Park | Historic House/ House and Garden / Palace | 705,000 | 720,000 | An Estimate | 2% | £7.50-£9.99 |

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NORTH WEST



TOP 20 MOST VISITED FREE ATTRACTIONS: NORTH WEST

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|------------------------------------|---------------------------------------|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | World Museum Liverpool | Museum and/or Art Gallery | 669,684 | 697,115 | Exact | 4% | Free |
| 2 | Merseyside Maritime Museum | Museum and/or Art Gallery | 520,328 | 697,073 | Exact | 34% | Free |
| 3 | Museum of Liverpool | Museum and/or Art Gallery | 605,926 | 694,953 | Exact | 15% | Free |
| 4 | Manchester Art Gallery | Museum and/or Art Gallery | 492,629 | 576,920 | Exact | 17% | Free |
| 5 | Science and Industry Museum | Museum and/or Art Gallery | 352,110 | 415,838 | Exact | 18% | Free |
| 6 | International Slavery Museum | Museum and/or Art Gallery | 265,360 | 261,993 | Exact | -1% | Free |
| 7 | Imperial War Museum North | Museum and/or Art Gallery | 215,245 | 261,449 | Exact | 21% | Free |
| 8 | Walker Art Gallery | Museum and/or Art Gallery | 199,171 | 218,865 | Exact | 10% | Free |
| 9 | Customs and Excise National Museum | Museum and/or Art Gallery | 218,894 | 209,981 | Exact | -4% | Free |
| 10 | Bolton Central Museum | Museum and/or Art Gallery | 200,402 | 196,731 | Exact | -2% | Free |
| 11 | Manchester Cathedral | Place of Worship (still in use) | 150,082 | 192,938 | Exact | 29% | Free |
| 12 | Lady Lever Art Gallery | Museum and/or Art Gallery | 171,430 | 183,135 | Exact | 7% | Free |
| 13 | Manchester Craft and Design Centre | Industrial / Craft Workplace | 102,977 | 134,013 | Exact | 30% | Free |
| 14 | Bolton Central Aquarium | Safari Park / Zoo / Aquarium / Aviary | 110,140 | 119,116 | Exact | 8% | Free |
| 15 | Portland Basin Museum | Museum and/or Art Gallery | 87,912 | 108,447 | Exact | 23% | Free |
| 16 | Waterside | Other | 66,020 | 91,674 | Exact | 39% | Free |
| 17 | Carlisle Cathedral | Place of Worship (still in use) | 61,782 | 76,657 | An Estimate | 24% | Free |
| 18 | Grosvenor Museum | Museum and/or Art Gallery | 58,934 | 62,009 | Exact | 5% | Free |
| 19 | The Dock Museum | Museum and/or Art Gallery | 44,788 | 45,291 | Exact | 1% | Free |
| 20 | Gallery Oldham | Museum and/or Art Gallery | 25,863 | 45,049 | An Estimate | 74% | Free |

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TOP 20 MOST VISITED PAID ATTRACTIONS: NORTH WEST

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|-------------------------------------|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Chester Zoo | Safari Park / Zoo / Aquarium / Aviary | 1,835,374 | 1,941,754 | Exact | 6% | £15 or Over |
| 2 | Windermere Lake Cruises | Other Historic / Scenic Transport Operator | 1,303,609 | 1,319,696 | Exact | 1% | £10.00-£14.99 |
| 3 | Tatton Park | Historic House/ House and Garden / Palace | 705,000 | 720,000 | An Estimate | 2% | £7.50-£9.99 |
| 4 | Chester Cathedral | Place of Worship (still in use) | Not available | 623,327 | Exact | Not available | Not available |
| 5 | Knowsley Safari and Knowsley Hall | Safari Park / Zoo / Aquarium / Aviary | 553,272 | 546,345 | | -1% | £15 or Over |
| 6 | Dunham Massey Hall | Historic House/ House and Garden / Palace | 525,819 | 517,543 | Exact | -2% | £7.50-£9.99 |
| 7 | RHS Bridgewater | Garden | 487,355 | 466,475 | An Estimate | -4% | £10.00-£14.99 |
| 8 | The Ice Cream Farm | Leisure / Theme Park | 400,000 | 391,247 | Exact | -2% | Under £3.00 |
| 9 | Ullswater Steamers | Other Historic / Scenic Transport Operator | 308,894 | 364,000 | An Estimate | 18% | Not available |
| 10 | Lyme Park & Gardens | Historic House/ House and Garden / Palace | 328,322 | 344,769 | Exact | 5% | £15 or Over |
| 11 | Quarry Bank Mill and Garden | Other Historic Property | 247,716 | 252,147 | Exact | 2% | £15 or Over |
| 12 | The Beatles Story | Museum and/or Art Gallery | 191,888 | 236,536 | Exact | 23% | £15 or Over |
| 13 | Speke Hall, Gardens & Estate | Historic House/ House and Garden / Palace | 205,910 | 209,618 | Exact | 2% | £10.00-£14.99 |
| 14 | National Football Museum | Museum and/or Art Gallery | 167,915 | 200,568 | Exact | 19% | £10.00-£14.99 |
| 15 | Ravenglass & Eskdale Railway Co Ltd | Steam / Heritage Railway | 169,622 | 179,000 | An Estimate | 6% | £15 or Over |
| 16 | BeWILDerwood | Leisure / Theme Park | 139,000 | 147,500 | Exact | 6% | £15 or Over |
| 17 | WWT Martin Mere | Nature Reserve / Wetlands / Wildlife Trips | 127,708 | 132,646 | Exact | 4% | £15 or Over |
| 18 | Sizergh Castle and Garden | Historic House/ House and Garden / Palace | 123,743 | 128,647 | Exact | 4% | Not available |
| 19 | RSPB Leighton Moss Nature Reserve | Nature Reserve / Wetlands / Wildlife Trips | 85,218 | 92,343 | Exact | 8% | £7.50-£9.99 |
| 20 | Acom Farm | Farm / Rare Breeds / Farm Animals | 92,979 | 84,195 | Exact | -9% | £3.00- £4.99 |

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NORTH EAST



TOP 20 MOST VISITED FREE ATTRACTIONS: NORTH EAST

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|---|---|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | BALTIC Centre for Contemporary Art | Museum and/or Art Gallery | 380,064 | 411,200 | Exact | 8% | Free |
| 2 | Sunderland Museum & Winter Gardens | Museum and/or Art Gallery | 255,425 | 269,588 | Exact | 6% | Free |
| 3 | Great North Museum: Hancock | Museum and/or Art Gallery | 213,497 | 245,800 | Exact | 15% | Free |
| 4 | Discovery Museum | Museum and/or Art Gallery | 160,945 | 185,157 | Exact | 15% | Free |
| 5 | Locomotion | Museum and/or Art Gallery | 78,317 | 125,121 | Exact | 60% | Free |
| 6 | Palace Green Library, Durham University | Heritage / Visitor Centre | 116,245 | 110,560 | Exact | -5% | Free |
| 7 | Fusiliers Museum of Northumberland | Museum and/or Art Gallery | 88,863 | 99,892 | Exact | 12% | Free |
| 8 | Laing Art Gallery | Museum and/or Art Gallery | 119,411 | 93,802 | Exact | -21% | Free |
| 9 | South Shields Museum and Art Gallery | Museum and/or Art Gallery | 82,184 | 85,646 | Exact | 4% | Free |
| 10 | World Heritage Site Visitor Centre | Heritage / Visitor Centre | 37,339 | 50,655 | Exact | 36% | Free |
| 11 | Bowlees Visitor Centre | Heritage / Visitor Centre | 41,337 | 42,761 | An Estimate | 3% | Free |
| 12 | Gisborough Priory | Historic Monument / Archaeological Site | 39,809 | 36,777 | An Estimate | -8% | Free |
| 13 | Oriental Museum | Museum and/or Art Gallery | 13,944 | 22,195 | Exact | 59% | Free |
| 14 | Stephenson Railway Museum | Museum and/or Art Gallery | 24,891 | 22,150 | Exact | -11% | Free |
| 15 | ShIPLEY Art Gallery | Museum and/or Art Gallery | 21,009 | 20,062 | Exact | -5% | Free |
| 16 | Hatton | Museum and/or Art Gallery | 19,797 | 20,052 | Exact | 1% | Free |
| 17 | Arbeia Roman Fort and Museum | Historic Monument / Archaeological Site | 19,988 | 19,283 | Exact | -4% | Free |
| 18 | St Pauls Church and Monastic Site | Place of Worship (still in use) | 7,795 | 6,569 | Exact | -16% | Free |
| 19 | Tynemouth Volunteer Life Brigade | Museum and/or Art Gallery | 2,428 | 2,552 | Exact | 5% | Free |
| 20 | Allenheads Heritage Centre | Heritage / Visitor Centre | 2,000 | 2,000 | An Estimate | 0% | Free |

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|------|---|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Beamish,; The Living Museum of the North | Museum and/or Art Gallery | 788,603 | 801,756 | Exact | 2% | £15 or Over |
| 2 | Wallington House, Gardens & Estate | Historic House/ House and Garden / Palace | 229,995 | 250,807 | Exact | 9% | £15 or Over |
| 3 | Cragside (National Trust) | Historic House/ House and Garden / Palace | 231,188 | 244,988 | Exact | 6% | £15 or Over |
| 4 | Gibside | Garden | 248,578 | 210,454 | Exact | -15% | £10.00-£14.99 |
| 5 | Centre for Life | Science / Technology Centre | 172,996 | 170,129 | Exact | -2% | £10.00-£14.99 |
| 6 | Housesteads Visitors Centre | Historic Monument / Archaeological Site | 96,426 | 104,128 | Exact | 8% | £7.50-£9.99 |
| 7 | Vindolanda (Chesterholm) Hadrian's Wall | Historic Monument / Archaeological Site | 96,871 | 93,935 | Exact | -3% | £10.00-£14.99 |
| 8 | Belsay Hall, Castle and Gardens | Historic House/ House and Garden / Palace | 65,611 | 82,862 | Exact | 26% | £10.00-£14.99 |
| 9 | Housesteads Roman Fort | Castle / Fort | 87,854 | 81,331 | Exact | -7% | £10.00-£14.99 |
| 10 | The Bowes Museum | Museum and/or Art Gallery | 77,387 | 77,999 | Exact | 1% | £15 or Over |
| 11 | Lindisfarne Castle | Castle / Fort | 78,674 | 74,968 | Exact | -5% | £7.50-£9.99 |
| 12 | Lindisfarne Priory | Historic Monument / Archaeological Site | 57,981 | 67,748 | Exact | 17% | £7.50-£9.99 |
| 13 | WWT Washington | Nature Reserve / Wetlands / Wildlife Trips | 65,395 | 61,164 | Exact | -6% | £10.00-£14.99 |
| 14 | Saltholme Wildlife Reserve & Discovery Park | Nature Reserve / Wetlands / Wildlife Trips | 47,679 | 59,829 | Exact | 25% | £5.00-£7.49 |
| 15 | National Museum Royal Navy Hartlepool | Museum and/or Art Gallery | 46,179 | 52,915 | | 15% | £7.50-£9.99 |
| 16 | Warkworth Castle | Castle / Fort | 54,776 | 52,027 | Exact | -5% | £7.50-£9.99 |
| 17 | Dunstanburgh Castle | Castle / Fort | 43,858 | 39,980 | Exact | -9% | £7.50-£9.99 |
| 18 | Chesters Roman Fort | Castle / Fort | 38,833 | 36,573 | Exact | -6% | £10.00-£14.99 |
| 19 | Newcastle Castle | Castle / Fort | 28,279 | 36,022 | Exact | 27% | £7.50-£9.99 |
| 20 | Woodhorn Museum and Northumberland Archives | Museum and/or Art Gallery | Not available | 33,655 | Exact | Not available | £5.00-£7.49 |

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YORKSHIRE AND THE HUMBER



TOP 20 MOST VISITED FREE ATTRACTIONS: YORKSHIRE & THE HUMBER

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|--|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Cannon Hall Museum, Park and Gardens | Museum and/or Art Gallery | 841,642 | 983,108 | An Estimate | 17% | Free |
| 2 | National Railway Museum | Museum and/or Art Gallery | 572,577 | 630,306 | Exact | 10% | Free |
| 3 | Millennium Gallery | Museum and/or Art Gallery | 421,102 | 452,007 | Exact | 7% | Free |
| 4 | The Station | Heritage / Visitor Centre | 405,668 | 413,928 | Exact | 2% | Free |
| 5 | Royal Armouries Museum | Museum | 220,739 | 331,574 | | 50% | Free |
| 6 | Ogden Water Country Park | Nature Reserve / Wetlands / Wildlife Trips | 280,000 | 280,000 | An Estimate | 0% | Free |
| 7 | Leeds City Museum | Museum and/or Art Gallery | 210,554 | 224,731 | | 7% | Free |
| 8 | Weston Park Museum | Museum and/or Art Gallery | 168,695 | 165,041 | Exact | -2% | Free |
| 9 | Sutton Bank National Park Centre | Heritage / Visitor Centre | 133,715 | 134,270 | Exact | 0% | Free |
| 10 | Sheffield Cathedral - St Peter & St Paul | Place of Worship (still in use) | 115,643 | 120,836 | An Estimate | 4% | Free |
| 11 | National Science and Media Museum | Museum and/or Art Gallery | 177,847 | 93,545 | Exact | -47% | Free |
| 12 | Beverley Minster | Place of Worship (still in use) | 76,000 | 91,200 | An Estimate | 20% | Free |
| 13 | Pontefract Castle | Castle / Fort | 75,767 | 90,255 | Exact | 19% | Free |
| 14 | Craven Museum and Gallery | Museum and/or Art Gallery | 85,052 | 85,000 | An Estimate | 0% | Free |
| 15 | Cliffe Castle Museum | Museum and/or Art Gallery | 57,630 | 67,810 | Exact | 18% | Free |
| 16 | Danby Lodge National Park Centre | Heritage / Visitor Centre | 53,245 | 59,626 | Exact | 12% | Free |
| 17 | Wakefield Cathedral | Place of Worship (still in use) | Not available | 54,000 | An Estimate | Not available | Free |
| 18 | Halifax Minster | Place of Worship (still in use) | 23,949 | 50,710 | Exact | 112% | Free |
| 19 | Kelham Island Museum | Museum and/or Art Gallery | 41,867 | 48,118 | Exact | 15% | Free |
| 20 | Bradford Cathedral | Place of Worship (still in use) | 35,000 | 47,000 | An Estimate | 34% | Free |

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TOP 20 MOST VISITED PAID ATTRACTIONS: YORKSHIRE & THE HUMBER

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|---|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Yorkshire Wildlife Park | Safari Park / Zoo / Aquarium / Aviary | 932,444 | 921,008 | Exact | -1% | £15 or Over |
| 2 | York Minster | Place of Worship (still in use) | 620,591 | 571,099 | | -8% | £15 or Over |
| 3 | Central Tramway Scarborough | Steam / Heritage Railway | 360,000 | 495,000 | An Estimate | 38% | Under £3.00 |
| 4 | RHS Garden Harlow Carr | Garden | 448,154 | 425,897 | An Estimate | -5% | £10.00-£14.99 |
| 5 | Fountains Abbey | Other Historic Property | 420,403 | 425,000 | Exact | 1% | £15 or Over |
| 6 | Eureka! The National Children's Museum | Science / Technology Centre | 278,398 | 365,712 | Exact | 31% | £15 or Over |
| 7 | Castle Howard | Historic House/ House and Garden / Palace | 266,998 | 259,401 | | -3% | £15 or Over |
| 8 | Harewood House Trust | Historic House/ House and Garden / Palace | 292,566 | 236,713 | | -19% | £15 or Over |
| 9 | City Cruises York | Other Historic / Scenic Transport Operator | 221,734 | 192,258 | Exact | -13% | £10.00-£14.99 |
| 10 | Lotherton Hall & Gardens | Museum and/or Art Gallery | Not available | 180,551 | An Estimate | Not available | £7.50-£9.99 |
| 11 | Clifford's Tower | Castle / Fort | 171,024 | 171,986 | Exact | 1% | £7.50-£9.99 |
| 12 | Whitby Abbey | Historic Monument / Archaeological Site | 180,744 | 171,921 | Exact | -5% | £10.00-£14.99 |
| 13 | Kirkstall Abbey | Museum and/or Art Gallery | 132,175 | 148,815 | Exact | 13% | £5.00-£7.49 |
| 14 | Beningbrough Hall | Historic House/ House and Garden / Palace | 127,254 | 148,064 | Exact | 16% | £10.00-£14.99 |
| 15 | Nostell Priory & Parkland | Historic House/ House and Garden / Palace | 137,066 | 143,859 | Exact | 5% | £10.00-£14.99 |
| 16 | Wentworth Castle Gardens | Garden | Not available | 119,948 | Exact | Not available | £5.00-£7.49 |
| 17 | RSPB Bempton Cliffs Reserve | Nature Reserve / Wetlands / Wildlife Trips | 110,444 | 119,069 | An Estimate | 8% | £5.00-£7.49 |
| 18 | Brodsworth Hall and Gardens | Historic House/ House and Garden / Palace | 100,545 | 100,862 | Exact | 0% | £15 or Over |
| 19 | Historic Newby Hall | Historic House/ House and Garden / Palace | 92,032 | 99,084 | Exact | 8% | £15 or Over |
| 20 | National Coal Mining Museum for England | Museum and/or Art Gallery | 67,605 | 92,647 | An Estimate | 37% | £5.00-£7.49 |

* North Bay Railway attractions include Miniature Railway, Skytrail Historic Water Chute and Boating Lake.

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WEST MIDLANDS



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|------|-------------------------------------|---|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Midlands Arts Centre (MAC) | Other | 804,236 | 853,355 | Exact | 6% | Free |
| 2 | Royal Air Force Museum Midlands | Museum and/or Art Gallery | 382,831 | 415,398 | | 9% | Free |
| 3 | National Memorial Arboretum | Heritage / Visitor Centre | 299,344 | 280,407 | Exact | -6% | Free |
| 4 | Ikon Gallery | Museum and/or Art Gallery | 274,107 | 231,911 | Exact | -15% | Free |
| 5 | The Potteries Museum & Art Gallery | Museum and/or Art Gallery | 134,184 | 132,628 | Exact | -1% | Free |
| 6 | Hereford Cathedral | Place of Worship (still in use) | 98,038 | 110,185 | An Estimate | 12% | Free |
| 7 | Coventry Cathedral - St Michael's | Place of Worship (still in use) | 98,735 | 103,075 | An Estimate | 4% | Free |
| 8 | Worcester City Art Gallery & Museum | Museum and/or Art Gallery | 61,867 | 71,733 | Exact | 16% | Free |
| 9 | Rugby Art Gallery and Museum | Museum and/or Art Gallery | 50,291 | 69,756 | Exact | 39% | Free |
| 10 | St Laurence's Church | Place of Worship (still in use) | 65,000 | 62,500 | An Estimate | -4% | Free |
| 11 | Iron Bridge Toll House | Other Historic Property | 35,645 | 43,366 | | 22% | Free |
| 12 | Great Malvern Priory | Place of Worship (still in use) | 40,000 | 40,000 | An Estimate | 0% | Free |
| 13 | Collegiate Church of St Mary | Other Historic Property | 33,433 | 33,500 | Exact | 0% | Free |
| 14 | Great Witley Parish Church | Place of Worship (still in use) | 28,050 | 31,069 | Exact | 11% | Free |
| 15 | Stafford Castle and Visitor Centre | Castle / Fort | 22,260 | 24,517 | Exact | 10% | Free |
| 16 | Tudor House Museum Worcester | Museum and/or Art Gallery | 19,029 | 20,471 | Exact | 8% | Free |
| 17 | Ancient High House | Historic House/ House and Garden / Palace | 15,080 | 16,399 | Exact | 9% | Free |
| 18 | Ledbury Heritage Centre | Heritage / Visitor Centre | 13,320 | 14,176 | Exact | 6% | Free |
| 19 | Butcher Row House Museum | Museum and/or Art Gallery | 9,350 | 10,547 | Exact | 13% | Free |
| 20 | Upton Heritage Centre | Heritage / Visitor Centre | Not available | 5,195 | Exact | Not available | Free |

* Only 19 free attractions from West Midlands took part in the survey reporting 2021 visitors numbers.

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| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|--|---|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Attingham Park | Historic House/ House and Garden / Palace | 538,394 | 591,794 | Exact | 10% | £15 or Over |
| 2 | Black Country Living Museum | Museum and/or Art Gallery | 331,631 | 385,140 | Exact | 16% | £15 or Over |
| 3 | Dudley Zoo & Castle | Safari Park / Zoo / Aquarium / Aviary | 300,054 | 302,386 | Exact | 1% | £15 or Over |
| 4 | Shakespeare's Birthplace | Historic House/ House and Garden / Palace | 92,417 | 271,346 | Exact | 194% | £15 or Over |
| 5 | Shugborough Estate | Historic House/ House and Garden / Palace | 256,236 | 270,610 | Exact | 6% | £10.00-£14.99 |
| 6 | Croome Park | Historic House/ House and Garden / Palace | 241,819 | 252,156 | Exact | 4% | £10.00-£14.99 |
| 7 | Charlecote Park | Historic House/ House and Garden / Palace | 205,668 | 238,869 | Exact | 16% | £10.00-£14.99 |
| 8 | Hanbury Hall | Historic House/ House and Garden / Palace | 199,039 | 218,243 | Exact | 10% | £10.00-£14.99 |
| 9 | Thinktank | Museum and/or Art Gallery | 201,551 | 211,012 | | 5% | £15 or Over |
| 10 | Stratford-upon-Avon Butterfly Farm | Safari Park / Zoo / Aquarium / Aviary | 198,564 | 208,416 | Exact | 5% | £7.50-£9.99 |
| 11 | Baddesley Clinton | Historic House/ House and Garden / Palace | 204,623 | 204,873 | Exact | 0% | £10.00-£14.99 |
| 12 | Packwood House | Historic House/ House and Garden / Palace | 194,676 | 188,787 | Exact | -3% | £10.00-£14.99 |
| 13 | Blists Hill Victorian Town | Museum and/or Art Gallery | 132,249 | 165,604 | | 25% | £15 or Over |
| 14 | Biddulph Grange Gardens | Garden | 128,483 | 137,800 | An Estimate | 7% | £10.00-£14.99 |
| 15 | Wightwick Manor | Historic House/ House and Garden / Palace | 114,935 | 121,405 | Exact | 6% | £10.00-£14.99 |
| 16 | Croft Castle | Castle / Fort | 106,107 | 119,477 | Exact | 13% | £10.00-£14.99 |
| 17 | Kenilworth Castle & Elizabethan Garden | Castle / Fort | 119,082 | 118,264 | Exact | -1% | £15 or Over |
| 18 | Upton House | Historic House/ House and Garden / Palace | 88,034 | 94,243 | Exact | 7% | Not available |
| 19 | Dudmaston Hall | Historic House/ House and Garden / Palace | 89,644 | 92,343 | Exact | 3% | Not available |
| 20 | Little owl farm park | Farm / Rare Breeds / Farm Animals | 81,470 | 91,401 | Exact | 12% | £10.00-£14.99 |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

EAST MIDLANDS



TOP 20 MOST VISITED FREE ATTRACTIONS: EAST MIDLANDS

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|---|-----------------------------------|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Wollaton Hall and Park | Museum and/or Art Gallery | 649,853 | 697,908 | Exact | 7% | Free |
| 2 | Leicester Museum & Art Gallery | Museum and/or Art Gallery | 222,128 | 263,622 | Exact | 19% | Free |
| 3 | The Ropewalk | Museum and/or Art Gallery | 90,620 | 93,997 | An Estimate | 4% | Free |
| 4 | Chesterfield Parish Church (Crooked Spire) | Place of Worship (still in use) | 82,676 | 90,767 | Exact | 10% | Free |
| 5 | Leicester Guildhall | Museum and/or Art Gallery | 38,063 | 49,939 | Exact | 31% | Free |
| 6 | Bransby Horses | Farm / Rare Breeds / Farm Animals | 46,000 | 49,500 | An Estimate | 8% | Free |
| 7 | Newarke Houses Museum | Museum and/or Art Gallery | 34,588 | 47,644 | Exact | 38% | Free |
| 8 | Abbey Pumping Station | Museum and/or Art Gallery | 37,744 | 47,554 | Exact | 26% | Free |
| 9 | Chamwood Museum | Museum and/or Art Gallery | 43,113 | 38,994 | Exact | -10% | Free |
| 10 | Museum Of Lincolnshire Life | Museum and/or Art Gallery | 31,485 | 36,564 | Exact | 16% | Free |
| 11 | Oakham Castle | Castle / Fort | 34,029 | 33,077 | An Estimate | -3% | Free |
| 12 | The Royal Lancers & Nottinghamshire Yeomanry Musuem | Museum and/or Art Gallery | 28,333 | 32,484 | Exact | 15% | Free |
| 13 | Green's Windmill and Science Centre | Heritage / Visitor Centre | 22,478 | 23,805 | Exact | 6% | Free |
| 14 | North Lincolnshire Museum | Museum and/or Art Gallery | 18,698 | 23,076 | Exact | 23% | Free |
| 15 | Lincoln St. Mary Magdalene | Place of Worship (still in use) | Not available | 21,814 | Exact | Not available | Free |
| 16 | Caistor Arts & Heritage Centre | Heritage / Visitor Centre | 18,767 | 18,848 | An Estimate | 0% | Free |
| 17 | Melton Carnegie Museum | Museum and/or Art Gallery | 13,525 | 14,572 | Exact | 8% | Free |
| 18 | Sywell Aviation Museum | Museum and/or Art Gallery | 12,500 | 14,500 | An Estimate | 16% | Free |
| 19 | Bassetlaw Museum | Museum and/or Art Gallery | 12,654 | 12,844 | An Estimate | 2% | Free |
| 20 | Rutland County Museum | Museum and/or Art Gallery | 11,685 | 11,319 | An Estimate | -3% | Free |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

TOP 20 MOST VISITED PAID ATTRACTIONS: EAST MIDLANDS

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|--|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Chatsworth | Historic House/ House and Garden / Palace | 596,234 | 604,624 | | 1% | £15 or Over |
| 2 | Calke Abbey | Historic House/ House and Garden / Palace | 488,911 | 493,610 | Exact | 1% | £15 or Over |
| 3 | Belton House | Historic House/ House and Garden / Palace | 361,270 | 358,078 | Exact | -1% | £15 or Over |
| 4 | Hardwick Hall | Historic House/ House and Garden / Palace | 243,315 | 269,722 | Exact | 11% | £15 or Over |
| 5 | Kedleston Hall | Historic House/ House and Garden / Palace | 225,322 | 215,296 | Exact | -4% | £15 or Over |
| 6 | Conkers | Nature Reserve / Wetlands / Wildlife Trips | 211,100 | 210,526 | Exact | 0% | £7.50-£9.99 |
| 7 | Newstead Abbey | Museum and/or Art Gallery | 144,115 | 155,184 | Exact | 8% | £10.00-£14.99 |
| 8 | Nottingham Castle | Castle / Fort | Not available | 147,487 | Exact | Not available | £10.00-£14.99 |
| 9 | British Motor Museum | Museum and/or Art Gallery | 118,081 | 143,233 | Exact | 21% | £15 or Over |
| 10 | The Childrens Country House at Sudbury | Historic House/ House and Garden / Palace | 66,690 | 116,810 | Exact | 75% | £10.00-£14.99 |
| 11 | Crich Tramway Village | Other Historic / Scenic Transport Operator | 95,777 | 116,609 | Exact | 22% | £15 or Over |
| 12 | Rand Farm Park | Farm / Rare Breeds / Farm Animals | 113,675 | 108,533 | Exact | -5% | £10.00-£14.99 |
| 13 | International Bomber Command Centre | Heritage / Visitor Centre | 89,070 | 104,105 | Exact | 17% | £7.50-£9.99 |
| 14 | Skegness Natureland Seal Sanctuary | Safari Park / Zoo / Aquarium / Aviary | 112,840 | 103,258 | Exact | -8% | £10.00-£14.99 |
| 15 | Bolsover Castle | Castle / Fort | 89,252 | 87,910 | Exact | -2% | £15 or Over |
| 16 | Canons Ashby | Historic Monument / Archaeological Site | 69,716 | 77,223 | Exact | 11% | Not available |
| 17 | Cleethorpes Coast Light Railway | Steam / Heritage Railway | 80,000 | 75,000 | An Estimate | -6% | £5.00-£7.49 |
| 18 | Lincolnshire Wildlife Park | Safari Park / Zoo / Aquarium / Aviary | 50,000 | 73,469 | Exact | 47% | Not available |
| 19 | Tattershall Castle | Castle / Fort | 42,701 | 47,308 | Exact | 11% | Not available |
| 20 | Gunby Hall | Heritage / Visitor Centre | 36,251 | 43,700 | Exact | 21% | Not available |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

EAST OF ENGLAND



TOP 20 MOST VISITED FREE ATTRACTIONS: EAST OF ENGLAND

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|--|---------------------------------|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | The Abbey Gardens & Abbey Ruins | Garden | 1,362,874 | 1,345,058 | Exact | -1% | Free |
| 2 | Fitzwilliam Museum | Museum and/or Art Gallery | 371,071 | 402,620 | | 9% | Free |
| 3 | The Natural History Museum at Tring | Museum | 134,208 | 153,953 | | 15% | Free |
| 4 | Sainsbury Centre | Museum and/or Art Gallery | 128,750 | 139,100 | An Estimate | 8% | Free |
| 5 | University Museum of Zoology | Museum and/or Art Gallery | 103,604 | 138,886 | | 34% | Free |
| 6 | Museum of Archaeology and Anthropology | Museum and/or Art Gallery | 74,861 | 101,240 | An Estimate | 35% | Free |
| 7 | Sedgwick Museum of Earth Sciences | Museum and/or Art Gallery | 67,177 | 85,760 | | 28% | Free |
| 8 | St Edmundsbury Cathedral | Place of Worship (still in use) | 76,622 | 73,442 | An Estimate | -4% | Free |
| 9 | The Polar Museum | Museum and/or Art Gallery | 23,705 | 41,629 | | 76% | Free |
| 10 | RNLI Henry Blogg Museum | Museum and/or Art Gallery | 29,896 | 30,947 | Exact | 4% | Free |
| 11 | Peter Coke Shell Gallery | Museum and/or Art Gallery | 17,639 | 24,607 | Exact | 40% | Free |
| 12 | Whipple Museum of the History of Science | Museum and/or Art Gallery | 10,936 | 15,984 | Exact | 46% | Free |
| 13 | Cromwell Museum | Museum and/or Art Gallery | 10,421 | 12,330 | Exact | 18% | Free |
| 14 | Museum of Classical Archaeology | Museum and/or Art Gallery | 9,763 | 11,921 | Exact | 22% | Free |
| 15 | Fishermen's Lifeboat Museum | Heritage / Visitor Centre | 7,052 | 11,336 | Exact | 61% | Free |
| 16 | Walpole St Peter's Church | Place of Worship (still in use) | Not available | 7,000 | An Estimate | Not available | Free |
| 17 | Charles Burrell Museum | Steam / Heritage Railway | 4,500 | 5,200 | Exact | 16% | Free |
| 18 | Lowewood Museum | Museum and/or Art Gallery | 4,213 | 5,000 | An Estimate | 19% | Free |
| 19 | The Panacea Museum | Museum and/or Art Gallery | 4,425 | 4,444 | Exact | 0% | Free |
| 20 | Rayleigh Town Museum | Museum and/or Art Gallery | 3,933 | 4,321 | Exact | 10% | Free |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

TOP 20 MOST VISITED PAID ATTRACTIONS: EAST OF ENGLAND

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|---------------------------------------|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Colchester Zoo | Safari Park / Zoo / Aquarium / Aviary | 974,790 | 1,003,817 | Exact | 3% | £15 or Over |
| 2 | Southend-on-Sea Pier | Other Historic Property | 412,300 | 391,341 | Exact | -5% | £7.50-£9.99 |
| 3 | RHS Garden Hyde Hall | Garden | 398,001 | 386,561 | An Estimate | -3% | £10.00-£14.99 |
| 4 | Imperial War Museum Duxford | Other Historic Property | 346,658 | 380,654 | Exact | 10% | £15 or Over |
| 5 | Anglesey Abbey, Gardens and Lode Mill | Historic House/ House and Garden / Palace | 345,209 | 376,069 | Exact | 9% | £15 or Over |
| 6 | Wimpole Hall and Home Farm | Historic House/ House and Garden / Palace | 343,767 | 356,557 | Exact | 4% | £15 or Over |
| 7 | Cambridge University Botanic Garden | Garden | 345,186 | 348,295 | Exact | 1% | £5.00-£7.49 |
| 8 | National Trust Ickworth | Historic House/ House and Garden / Palace | 287,547 | 325,900 | Exact | 13% | £10.00-£14.99 |
| 9 | Hatfield Forest | Nature Reserve / Wetlands / Wildlife Trips | 321,000 | 324,507 | Exact | 1% | £7.50-£9.99 |
| 10 | Blickling Hall, Gardens and Park | Historic House/ House and Garden / Palace | 191,341 | 214,698 | Exact | 12% | £15 or Over |
| 11 | Wrest Park | Historic House/ House and Garden / Palace | 158,737 | 194,693 | Exact | 23% | £15 or Over |
| 12 | Burghley | Historic House/ House and Garden / Palace | 83,407 | 154,827 | | 86% | £15 or Over |
| 13 | Sutton Hoo Anglo-Saxon Burial Mounds | Historic Monument / Archaeological Site | 141,186 | 154,655 | Exact | 10% | £15 or Over |
| 14 | North Norfolk Railway | Other Historic / Scenic Transport Operator | 152,322 | 148,801 | Exact | -2% | £15 or Over |
| 15 | Audley End House and Gardens | Historic House/ House and Garden / Palace | 165,875 | 148,742 | Exact | -10% | £15 or Over |
| 16 | Felbrigg Hall, Garden and Park | Historic House/ House and Garden / Palace | 120,952 | 128,427 | Exact | 6% | £10.00-£14.99 |
| 17 | Kettle's Yard | Museum and/or Art Gallery | 104,616 | 122,029 | Exact | 17% | £10.00-£14.99 |
| 18 | Holkham Hall | Historic House/ House and Garden / Palace | 116,022 | 112,785 | | -3% | £15 or Over |
| 19 | Oxburgh Hall | Historic House/ House and Garden / Palace | 85,016 | 104,618 | Exact | 23% | £10.00-£14.99 |
| 20 | Shepreth Wildlife Park and Waterworld | Safari Park / Zoo / Aquarium / Aviary | 92,370 | 99,500 | Exact | 8% | £10.00-£14.99 |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

LONDON



TOP 20 MOST VISITED FREE ATTRACTIONS: LONDON

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|--|---|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | British Museum | Museum | 4,097,253 | 5,820,860 | | 42% | Free |
| 2 | Natural History Museum | Museum | 4,812,806 | 5,686,601 | | 18% | Free |
| 3 | Tate Modern | Museum | 3,883,160 | 4,729,444 | | 22% | Free |
| 4 | National Gallery | Museum and/or Art Gallery | 2,727,119 | 3,096,508 | Exact | 14% | Free |
| 5 | Victoria and Albert Museum | Museum | 2,359,887 | 3,089,434 | | 31% | Free |
| 6 | Science Museum | Museum and/or Art Gallery | 2,334,930 | 2,956,886 | Exact | 27% | Free |
| 7 | Somerset House | Historic House/ House and Garden / Palace | 2,346,580 | 2,727,677 | Exact | 16% | Free |
| 8 | Royal Museums Greenwich | Museum | 1,630,112 | 2,506,962 | | 54% | Free |
| 9 | British Library | Museum and/or Art Gallery | 1,149,070 | 1,390,378 | | 21% | Free |
| 10 | National Portrait Gallery | Museum and/or Art Gallery | Not available | 1,164,018 | | Not available | Free |
| 11 | Tate Britain | Museum | 913,395 | 1,091,218 | | 19% | Free |
| 12 | The Horniman Public Museum & Public Park Trust | Museum and/or Art Gallery | 790,067 | 924,480 | Exact | 17% | Free |
| 13 | Imperial War Museum London | Museum and/or Art Gallery | 684,909 | 841,575 | Exact | 23% | Free |
| 14 | Design Museum | Museum and/or Art Gallery | 511,863 | 633,312 | | 24% | Free |
| 15 | Royal Air Force Museum London | Museum and/or Art Gallery | 400,643 | 487,761 | Exact | 22% | Free |
| 16 | Wallace Collection | Museum | 290,334 | 424,191 | | 46% | Free |
| 17 | The Wellcome Collection | Museum and/or Art Gallery | 300,213 | 414,957 | Exact | 38% | Free |
| 18 | Young V&A | Museum | Not available | 405,149 | | Not available | Free |
| 19 | National Army Museum | Museum and/or Art Gallery | Not available | 178,410 | Exact | Not available | Free |
| 20 | Museum of the Home | Museum | 145,301 | 172,407 | | 19% | Free |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

TOP 20 MOST VISITED PAID ATTRACTIONS: LONDON

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|----------------------------|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Tower of London | Castle / Fort | 2,019,868 | 2,791,834 | Exact | 38% | £15 or Over |
| 2 | Royal Botanic Gardens, Kew | Garden | 1,963,885 | 1,974,295 | | 1% | £15 or Over |
| 3 | Westminster Abbey | Place of Worship (still in use) | 1,062,909 | 1,587,866 | | 49% | £15 or Over |
| 4 | St Paul's Cathedral | Place of Worship (still in use) | 1,193,888 | 1,499,575 | Exact | 26% | £15 or Over |
| 5 | Tower Bridge | Heritage / Visitor Centre | 648,001 | 960,670 | Exact | 48% | £10.00-£14.99 |
| 6 | Old Royal Naval College | Other Historic Property | 731,344 | 843,175 | | 15% | £15 or Over |
| 7 | Shakespeare's Globe | Other Historic Property | 642,082 | 799,942 | | 25% | £15 or Over |
| 8 | Hampton Court Palace | Historic House/ House and Garden / Palace | 527,590 | 631,048 | Exact | 20% | £15 or Over |
| 9 | Churchill War Rooms | Other Historic Property | 438,092 | 559,740 | Exact | 28% | £15 or Over |
| 10 | Buckingham Palace | Historic House/ House and Garden / Palace | 286,458 | 501,499 | | 75% | £15 or Over |
| 11 | London Transport Museum | Museum and/or Art Gallery | 338,249 | 435,628 | | 29% | £15 or Over |
| 12 | Kensington Palace | Historic House/ House and Garden / Palace | 294,035 | 421,716 | Exact | 43% | £15 or Over |
| 13 | The Courtauld Gallery | Museum and/or Art Gallery | 297,599 | 235,436 | | -21% | £7.50-£9.99 |
| 14 | HMS Belfast | Other Historic Property | 167,933 | 208,498 | Exact | 24% | £15 or Over |
| 15 | UK Parliament | Other Historic Property | 140,585 | 189,481 | | 35% | £15 or Over |
| 16 | Eltham Palace | Historic House/ House and Garden / Palace | 128,986 | 140,903 | Exact | 9% | £15 or Over |
| 17 | WWT London | Nature Reserve / Wetlands / Wildlife Trips | 128,760 | 133,775 | Exact | 4% | £15 or Over |
| 18 | Monument | Historic Monument / Archaeological Site | 81,305 | 102,312 | Exact | 26% | £5.00-£7.49 |
| 19 | Osterley Park House | Historic House/ House and Garden / Palace | 68,429 | 63,805 | Exact | -7% | £10.00-£14.99 |
| 20 | Chelsea Physic Garden | Garden | 60,635 | 57,960 | Exact | -4% | £10.00-£14.99 |

* The Royal Academy of Arts has a range of mostly paid exhibitions with different entrance fees and few free exhibitions. There is no fixed entry fee. As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

SOUTH EAST



TOP 20 MOST VISITED FREE ATTRACTIONS: SOUTH EAST

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|---|-----------------------------------|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Brighton Pier | Other | 4,632,108 | 4,235,165 | Exact | -9% | Free |
| 2 | Ashmolean Museum | Museum and/or Art Gallery | 728,183 | 900,277 | An Estimate | 24% | Free |
| 3 | Bodleian Libraries | Museum and/or Art Gallery | 711,478 | 842,221 | An Estimate | 18% | Free |
| 4 | Oxford University Museum of Natural History | Museum and/or Art Gallery | 675,557 | 768,986 | An Estimate | 14% | Free |
| 5 | Pitt Rivers Museum | Museum and/or Art Gallery | 314,473 | 400,495 | An Estimate | 27% | Free |
| 6 | The Beane (including Canterbury Tourism Info) | Museum and/or Art Gallery | 271,175 | 338,728 | Exact | 25% | Free |
| 7 | Tunbridge Wells Museum and Art Gallery | Museum and/or Art Gallery | 203,901 | 305,673 | Exact | 50% | Free |
| 8 | Chichester Cathedral | Place of Worship (still in use) | 216,405 | 271,263 | Exact | 25% | Free |
| 9 | History of Science Museum | Museum and/or Art Gallery | 128,284 | 195,643 | An Estimate | 53% | Free |
| 10 | Isle of Wight Donkey Sanctuary | Farm / Rare Breeds / Farm Animals | 80,000 | 160,000 | An Estimate | 100% | Free |
| 11 | New Forest Heritage Centre | Heritage / Visitor Centre | 144,116 | 150,123 | Exact | 4% | Free |
| 12 | Royal Armouries Fort Nelson | Museum | 80,013 | 138,421 | | 73% | Free |
| 13 | Windsor and Royal Borough Museum | Museum and/or Art Gallery | 58,565 | 73,572 | Exact | 26% | Free |
| 14 | Novium Museum | Museum and/or Art Gallery | 39,845 | 47,000 | Exact | 18% | Free |
| 15 | Southampton City Art Gallery | Museum and/or Art Gallery | 37,473 | 44,479 | Exact | 19% | Free |
| 16 | Bourne Hall Museum | Museum and/or Art Gallery | 30,000 | 30,000 | An Estimate | 0% | Free |
| 17 | Hove Museum & Art Gallery | Museum and/or Art Gallery | 12,176 | 27,285 | Exact | 124% | Free |
| 18 | Dapdune Wharf | Heritage / Visitor Centre | 18,231 | 24,823 | An Estimate | 36% | Free |
| 19 | Booth Museum of Natural History | Museum and/or Art Gallery | 21,361 | 23,811 | Exact | 11% | Free |
| 20 | Portsmouth Cathedral | Place of Worship (still in use) | 19,802 | 22,755 | An Estimate | 15% | Free |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

TOP 20 MOST VISITED PAID ATTRACTIONS: SOUTH EAST

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|--|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Windsor Castle | Castle / Fort | 827,331 | 1,374,607 | | 66% | £15 or Over |
| 2 | RHS Garden Wisley | Garden | 1,439,829 | 1,306,664 | An Estimate | -9% | £15 or Over |
| 3 | Blenheim Palace | Historic House/ House and Garden / Palace | 821,585 | 945,412 | | 15% | £15 or Over |
| 4 | Portsmouth Historic Dockyard | Museum and/or Art Gallery | 719,009 | 873,491 | | 21% | £15 or Over |
| 5 | Canterbury Cathedral | Place of Worship (still in use) | 551,767 | 565,213 | | 2% | £15 or Over |
| 6 | Royal Tunbridge Wells Tourist Information Centre | Museum and/or Art Gallery | 532,639 | 516,245 | Exact | -3% | Not available |
| 7 | Cliveden | Historic House/ House and Garden / Palace | 536,672 | 502,909 | Exact | -6% | £15 or Over |
| 8 | Chichester Ship Canal Boat Trips | Other Historic / Scenic Transport Operator | 500,000 | 500,000 | An Estimate | 0% | £7.50-£9.99 |
| 9 | Hever Castle and Gardens | Historic House/ House and Garden / Palace | 419,969 | 421,724 | Exact | 0% | £15 or Over |
| 10 | Wakehurst | Garden | 384,415 | 400,123 | Exact | 4% | £15 or Over |
| 11 | Nymans | Garden | 350,780 | 400,031 | Exact | 14% | £15 or Over |
| 12 | Polesden Lacey | Historic House/ House and Garden / Palace | 333,200 | 384,700 | Exact | 15% | £15 or Over |
| 13 | Mottisfont Abbey Garden, House and Estate | Historic House/ House and Garden / Palace | 320,976 | 366,046 | Exact | 14% | £15 or Over |
| 14 | Beaulieu | Museum and/or Art Gallery | 327,026 | 321,034 | | -2% | £15 or Over |
| 15 | Waddesdon - A Rothschild House & Gardens | Historic House/ House and Garden / Palace | 342,884 | 311,294 | Exact | -9% | £15 or Over |
| 16 | Knockhatch Adventure Park | Leisure / Theme Park | 280,713 | 287,130 | Exact | 2% | £15 or Over |
| 17 | Sheffield Park Garden | Garden | 293,726 | 284,358 | Exact | -3% | Not available |
| 18 | Osborne House | Historic House/ House and Garden / Palace | 266,370 | 274,747 | Exact | 3% | £15 or Over |
| 19 | Dover Castle | Castle / Fort | 224,782 | 270,290 | Exact | 20% | £15 or Over |
| 20 | Knole | Historic House/ House and Garden / Palace | 189,044 | 247,079 | Exact | 31% | Not available |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

SOUTH WEST



TOP 20 MOST VISITED FREE ATTRACTIONS: SOUTH WEST

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|---|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Amos Vale Cemetery Trust | Other Historic Property | 546,132 | 505,162 | Exact | -8% | Free |
| 2 | The Donkey Sanctuary | Farm / Rare Breeds / Farm Animals | 404,000 | 399,000 | Exact | -1% | Free |
| 3 | Wells Cathedral | Place of Worship (still in use) | 324,721 | 312,264 | Exact | -4% | Free |
| 4 | Durlston Country Park National Nature Reserve | Nature Reserve / Wetlands / Wildlife Trips | 250,000 | 250,000 | An Estimate | 0% | Free |
| 5 | Royal Albert Memorial Museum & Art Gallery - RAMM | Museum and/or Art Gallery | 192,700 | 216,400 | An Estimate | 12% | Free |
| 6 | New Brewery Arts | Museum and/or Art Gallery | 155,541 | 165,347 | Exact | 6% | Free |
| 7 | Forest of Dean Cycle Centre - pedalabikeaway | Extreme sports experience | 130,813 | 160,640 | Exact | 23% | Free |
| 8 | Charmouth Heritage Coast Centre | Heritage / Visitor Centre | 100,000 | 110,000 | An Estimate | 10% | Free |
| 9 | MAKE Southwest | Museum and/or Art Gallery | 80,000 | 90,000 | An Estimate | 13% | Free |
| 10 | Clifton Suspension Bridge Visitor Centre | Heritage / Visitor Centre | 57,429 | 74,860 | Exact | 30% | Free |
| 11 | Swanage Museum and Heritage Centre | Museum and/or Art Gallery | 60,000 | 70,000 | An Estimate | 17% | Free |
| 12 | Wolfridge Alpaca Stud | Farm / Rare Breeds / Farm Animals | 44,000 | 56,000 | An Estimate | 27% | Free |
| 13 | Shaftesbury Abbey Museum & Garden | Historic Monument / Archaeological Site | 33,068 | 35,806 | Exact | 8% | Free |
| 14 | West Bay Discovery Centre | Heritage / Visitor Centre | 24,735 | 24,586 | Exact | -1% | Free |
| 15 | Watchet Market House Museum | Museum and/or Art Gallery | 23,945 | 23,365 | Exact | -2% | Free |
| 16 | Kingston Maurward Animal Park and Gardens Park | Farm / Rare Breeds / Farm Animals | 15,000 | 15,000 | An Estimate | 0% | Free |
| 17 | Newton Abbot Museum | Museum and/or Art Gallery | 12,556 | 14,928 | Exact | 19% | Free |
| 18 | RNLI Station and Museum | Museum and/or Art Gallery | 14,880 | 13,876 | Exact | -7% | Free |
| 19 | Young Gallery Salisbury | Museum and/or Art Gallery | 10,000 | 10,000 | An Estimate | 0% | Free |
| 20 | Bodmin Town Museum | Museum and/or Art Gallery | 5,654 | 5,815 | Exact | 3% | Free |

As per last year's approach, country parks were suppressed from the top 20 listing. To see their ranking, please view the **full listing** available on our website.

TOP 20 MOST VISITED PAID ATTRACTIONS: SOUTH WEST

| Rank | Name of Attraction | Category | 2022 Visitors | 2023 Visitors | Exact or Estimate? | % Change 22-23 | Price for Adult Entry |
|------|------------------------------------|--|---------------|---------------|--------------------|----------------|-----------------------|
| 1 | Stonehenge | Historic Monument / Archaeological Site | 977,316 | 1,327,423 | Exact | 36% | £15 or Over |
| 2 | Roman Baths | Historic Monument / Archaeological Site | 851,854 | 991,437 | Exact | 16% | £15 or Over |
| 3 | Longleat Safari & Adventure Park | Safari Park / Zoo / Aquarium / Aviary | 814,263 | 800,056 | | -2% | £15 or Over |
| 4 | Grand Pier (Weston-Super-Mare) | Other | 600,000 | 545,011 | Exact | -9% | Under £3.00 |
| 5 | Westonbirt, The National Arboretum | Garden | 440,752 | 423,813 | An Estimate | -4% | £15 or Over |
| 6 | St Michael's Mount | Historic House/ House and Garden / Palace | 375,885 | 418,364 | | 11% | £15 or Over |
| 7 | Tyntesfield | Historic House/ House and Garden / Palace | 365,925 | 401,636 | Exact | 10% | £15 or Over |
| 8 | Kingston Lacy Estate | Historic House/ House and Garden / Palace | 360,388 | 391,969 | Exact | 9% | £15 or Over |
| 9 | Stourhead House and Garden | Historic House/ House and Garden / Palace | 375,197 | 376,253 | Exact | 0% | £15 or Over |
| 10 | Bath Abbey | Place of Worship (still in use) | 340,000 | 354,590 | Exact | 4% | £5.00-£7.49 |
| 11 | National Marine Aquarium | Safari Park / Zoo / Aquarium / Aviary | 323,139 | 350,911 | Exact | 9% | £15 or Over |
| 12 | Tintagel Castle | Castle / Fort | 279,608 | 334,195 | Exact | 20% | £15 or Over |
| 13 | Wild Place Project | Safari Park / Zoo / Aquarium / Aviary | 265,675 | 317,242 | Exact | 19% | £15 or Over |
| 14 | Lost Gardens of Heligan | Garden | 312,179 | 312,179 | Exact | 0% | £15 or Over |
| 15 | Salisbury Cathedral | Place of Worship (still in use) | 194,552 | 257,364 | Exact | 32% | £10.00-£14.99 |
| 16 | Dyrham Park | Historic House/ House and Garden / Palace | 202,266 | 246,139 | Exact | 22% | £15 or Over |
| 17 | WWT Slimbridge | Nature Reserve / Wetlands / Wildlife Trips | 223,631 | 245,249 | Exact | 10% | £15 or Over |
| 18 | RHS Rosemoor | Garden | 228047 | 238876 | Exact | 5% | £10.00-£14.99 |
| 19 | Corfe Castle | Castle / Fort | 238216 | 232229 | Exact | -3% | £10.00-£14.99 |
| 20 | The Tank Museum | Museum and/or Art Gallery | 191063 | 223587 | Exact | 17% | £15 or Over |

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