
Visitor Attractions Trends in England 2017

Annual Report for Heritage Counts

Prepared for Historic England



Historic England

bdrc 

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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 2017 and trend data.

1.1 Visitor Attraction Definition

For the purposes of the survey, the definition of a visitor attraction is:

“..an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship (but excludes small parish churches); rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc.”

1.2 Research Objectives

The purpose of the survey is to monitor trends in the visitor attraction sector in England and to improve understanding of the dynamics of the sector. The findings contribute to regional and national estimates of the economic impact of tourism and inform regional development and planning work. The results of the survey allow operators to benchmark their operation within their category, within their region and across the sector as a whole.

1.3 Survey Method

Since the 2008 survey, attractions have had the option of online survey completion in addition to the postal self-completion survey. All attractions for whom email contacts were held were sent an email invitation to take part, with a link to their attraction’s online questionnaire. Attractions not responding were subsequently sent a postal questionnaire alongside attractions for whom no email contacts were held. The majority of attractions now choose to complete the survey online.

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

1.4 Sample

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

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

1,542 English visitor attractions provided visits figures for the year 2017. 693 historic properties responded, compared with 725 for the year 2016 and 693 for the year 2015.

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 2017 and 2016. In 2017 there were 645 such historic properties. Previous years comparators: 2016 (704), 2015 (670).

Table A.1 Response by Attraction Category

Category	Number of attractions that provided data (2017)	Number of attractions that provided data (2016)	Number of attractions that provided data (2015)
Castles/forts	79	86	86
Gardens	85	82	85
Historic houses	243	268	260
Historic monuments	49	52	54
Visitor/heritage centres	74	90	88
Places of worship	58	66	51
Other historic properties	57	81	69
Total	645	725	693

1.5 Survey Definitions

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

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

2. Main Tables

2.1 Geographical Distribution of Historic 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	83	15	38	4	7	10	15	5	8	6	8	4	6	1	2	18	13	20	15
Gardens	88	3	8	3	5	8	12	3	5	12	15	13	18	3	7	18	13	25	18
Historic houses	259	9	23	27	47	19	29	30	49	41	53	20	28	22	48	48	35	43	32
Historic monuments	56	4	10	1	2	9	14	1	2	6	8	10	14	5	11	9	7	11	8
Visitor/heritage centres	82	2	5	17	29	5	8	15	25	3	4	7	10	2	5	14	10	17	13
Places of worship	61	4	10	3	5	10	15	3	5	5	6	7	10	9	20	11	8	9	7
Other historic properties	64	3	8	3	5	5	8	4	7	5	6	10	14	4	9	19	14	11	8
TOTAL	693	40		58		66		61		78		71		46		137		136	
Total % of attractions	100	6		8		10		9		11		10		7		20		20	

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 16/17) reports the change in visits among attractions that have provided visits figures for both 2016 and 2017.

Table A.3 Visits to Historic Properties

	Sample	% Of visits	Average no. of visits	Total visits	% change 16/17
SAMPLE		(69.8m)	(69.8m at 645 sites)	(69.8m at 645 sites)	
Castles/forts	79	11%	94,000	7,716,000	+4
Gardens	85	16%	126,000	11,050,000	+3
Historic houses	243	43%	116,000	29,800,000	+4
Historic monuments	49	6%	77,000	4,117,000	+9
Visitor/heritage centres	74	7%	58,000	4,666,000	+4
Places of worship	58	12%	137,000	8,310,000	+4
Other historic properties	57	6%	68,000	4,125,000	+7
TOTAL HISTORIC	645	100%	103,000	69,783,000	+4
TOTAL ATTRACTIONS	1,542	N/A	143,000	213,224,000	+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	7,716	604	148	551	226	272	156	2,843	1,687	1,229
Gardens	11,050	53	129	895	56	1,151	1,046	1,572	2,993	3,154
Historic houses	29,800	1,073	1,651	1,559	2,935	3,675	1,930	6,505	6,632	3,840
Historic monuments	4,117	79	14	355	73	99	189	1,140	247	1,921
Visitor/heritage centres	4,666	54	1,281	245	255	357	643	557	549	665
Places of worship	8,310	4	464	988	332	429	487	3,465	1,560	580
Other historic properties	4,125	30	267	490	79	222	521	1,259	672	585
TOTAL HISTORIC	69,783	1,895	3,954	5,084	3,956	6,205	4,973	17,342	14,440	11,975
<i>Total % of visits</i>	100	3	6	7	6	9	7	25	21	17
<i>% change 16/17</i>	+4	+11	+5	+5	+1	+4	+9	+2	+4	+6
TOTAL ATTRACTIONS	213,224	6,451	19,780	18,987	10,228	14,408	16,851	65,382	33,348	27,728
<i>Total % of visits</i>	100	3	9	9	5	7	8	31	16	13
<i>% change 16/17</i>	+2	+3	-*	+7	+1	-1	+3	-2	+4	+5

2.3 Origin of Visitors 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	%	% Local/day	% Other UK
		16/17	trip	
Castles/forts	45	+6	29	26
Gardens	13	+6	59	29
Historic houses	17	-1	59	24
Historic monuments	51	+11	29	20
Visitor/heritage centres	12	+33	58	30
Places of worship	41	+6	40	39
Other historic properties	36	+7	50	14
TOTAL HISTORIC	27	+7	49	24
TOTAL ATTRACTIONS	18	+*	61	21

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

Table A.6 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
2016-17	+7	+7

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

Table A.7 Trends of Overseas Visitors to Historic 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
2016-17	+7	-15	-12	-15	-24	-14	+12	+8	+5	+20

Table A.8 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
2016-17	+7	+17	+7	+6	-5	+9	+14	+11	+2	+10

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

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

	% Overseas	% Local/day trip	% Other UK
North East	17	48	35
North West	11	62	27
Yorkshire and The Humber	8	69	23
East Midlands	11	73	16
West Midlands	15	58	27
East	15	68	16
London	57	26	17
South East	21	54	25
South West	25	41	34
TOTAL HISTORIC	27	49	24

2.4 Family Group Visits to Historic Properties

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

Table A.10 Family Group Visits to Historic Properties

	Sample	% Increase	% Similar	% Decrease	Proportion of total visits
Castles/forts	(72)	69	31	-	34%
Gardens	(58)	26	74	-	29%
Historic houses	(147)	27	66	7	25%
Historic monuments	(46)	63	35	2	30%
Visitor/heritage centres	(65)	14	78	8	28%
Places of worship	(46)	15	78	7	18%
Other historic properties	(42)	26	71	2	34%
TOTAL HISTORIC	(476)	34	62	4	28%
TOTAL ATTRACTIONS	(1,139)	23	72	5	33%

2.5 Free/Paid Admission to Historic Properties

Attractions were asked whether they charged admission to the main attraction in 2017. Table A.11 illustrates the proportions of attractions and visits that were paid or free admission within each historic property type.

Table A.11 Free/Paid Admission to Historic Properties

	Free Admission		Paid Admission	
	% Of attractions	% Of visits	% Of attractions	% Of visits
Castles/forts	8	16	92	84
Gardens	8	5	92	95
Historic houses	7	14	93	86
Historic monuments	20	8	80	92
Visitor/heritage centres	57	47	43	53
Places of worship	85	37	15	63
Other historic properties	34	15	66	85
TOTAL HISTORIC	24	16	76	84
TOTAL ATTRACTIONS	37	51	63	49

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

Table A.12 Free/Paid Admission to Historic Properties

	Free Admission		Paid Admission	
	% Of attractions	% Of visits	% Of attractions	% Of visits
North East	20	3	80	97
North West	34	44	66	56
Yorkshire and The Humber	23	17	77	83
East Midlands	28	20	72	80
West Midlands	19	17	81	83
East	24	16	76	84
London	30	22	70	78
South East	23	5	77	95
South West	19	11	81	89
TOTAL HISTORIC	24	16	76	84
TOTAL ATTRACTIONS	37	51	63	49

2.6 Admission Prices to Historic Properties

Table A.13 examines the average admission prices charged by attractions in each historic property category type in 2017. Prices for both adults and children exclude free attractions. N.B. Attractions that charged for adults but not children are included within the adult category but excluded from the child category.

Table A.13 Average Admission Price to Historic Properties (Attractions Charging)

	Sample (adult paid attractions)	Average adult admission charge	Average child admission charge	Adult/child charge ratio
Castles/forts	(74)	£7.12	£4.14	58%
Gardens	(75)	£7.81	£4.29	55%
Historic houses	(229)	£9.68	£5.24	54%
Historic monuments	(44)	£5.81	£3.55	61%
Visitor/heritage centres	(34)	£6.75	£4.70	70%
Places of worship	(8)	£10.94	£5.69	52%
Other historic properties	(38)	£6.65	£4.12	62%
TOTAL HISTORIC	(502)	£8.27	£4.67	56%
TOTAL ATTRACTIONS	(913)	£8.99	£5.85	65%

Table A.14 examines the average admission prices charged by attractions in each region in 2017.

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

	Sample (adult paid attractions)	Average adult admission charge	Average child admission charge	Adult/child charge ratio
North East	(29)	£7.21	£4.02	56%
North West	(36)	£8.78	£4.43	50%
Yorkshire and The Humber	(49)	£7.19	£4.32	60%
East Midlands	(44)	£8.41	£4.87	58%
West Midlands	(59)	£8.08	£4.44	55%
East	(52)	£7.30	£4.59	63%
London	(30)	£10.71	£5.54	52%
South East	(98)	£8.79	£5.15	59%
South West	(105)	£8.25	£4.50	55%
TOTAL HISTORIC	(502)	£8.27	£4.67	56%
TOTAL ATTRACTIONS	(913)	£8.99	£5.85	65%

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

Table A.15 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
2016-17	+5

2.7 Revenue of Historic Properties

Attractions were asked to indicate whether their gross revenue had increased, decreased or remained similar to the levels seen in 2016. Table A.16 illustrates the results by historic property category type.

Table A.16 Gross Revenue Trend at Historic Properties 2016-2017

	Sample	% Increase	% Similar	% Decrease	%16/17 change
Castles/forts	(75)	28	52	20	+4
Gardens	(64)	67	25	8	+9
Historic houses	(158)	50	39	11	+7
Historic monuments	(47)	47	34	19	+5
Visitor/heritage centres	(76)	45	43	12	+3
Places of worship	(48)	33	52	15	+3
Other historic properties	(46)	46	37	17	+7
TOTAL HISTORIC	(514)	46	40	14	+6
TOTAL ATTRACTIONS	(1,221)	45	41	14	+7

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

Table A.17 Gross Revenue Trend at Historic Properties 2016-2017 – by GOR

	Sample	% Increase	% Similar	% Decrease	% 16/17 change
North East	(32)	41	50	9	+5
North West	(47)	36	53	11	+2
Yorkshire and The Humber	(56)	39	43	18	+4
East Midlands	(50)	42	40	18	+3
West Midlands	(52)	58	35	8	+5
East	(51)	53	31	16	+9
London	(37)	49	30	22	+7
South East	(195)	47	38	15	+8
South West	(94)	46	45	10	+6
TOTAL HISTORIC	(514)	46	40	14	+6
TOTAL ATTRACTIONS	(1,221)	45	41	14	+7

2.8 School and Educational Visits to Historic Properties

Properties were asked to record the number of schoolchildren visiting their property in 2017. Table A.18 below illustrates results for the 485 attractions with visiting school children who responded to the question:

- The average number of school children visiting each category type e.g. those castles / forts open to school children visits attracted an average of 5,000 school visits in 2017. Across all historic attractions open to school visits, an average of 3,500 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 2016 and 2017 and looks at the overall change in school visits for these attractions e.g. the number of school visits to castles responding in both 2016 and 2017 decreased by -*%.

Table A.18 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 16/17
Castles/forts	(73)	5,000	1,200	362,000	-*
Gardens	(56)	4,000	100	223,000	+20
Historic houses	(151)	2,200	300	330,000	-12
Historic monuments	(47)	4,300	200	202,000	+2
Visitor/heritage centres	(70)	2,700	200	186,000	-4
Places of worship	(51)	5,000	1,000	256,000	-1
Other historic properties	(37)	3,300	100	121,000	-20
TOTAL HISTORIC	(485)	3,500	400	1,679,000	-2
TOTAL ATTRACTIONS	(1,160)	4,600	500	5,328,000	-2

Table A.19 illustrates both the average and total numbers of schoolchildren visiting each region among the 485 attractions with visiting schoolchildren answering the question.

Table A.19 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 16/17
North East	(32)	1,600	500	51,000	+5
North West	(45)	2,300	300	102,000	-9
Yorkshire and The Humber	(52)	1,700	500	87,000	+3
East Midlands	(48)	1,300	100	62,000	-5
West Midlands	(53)	2,000	400	108,000	-18
East	(48)	2,500	200	118,000	+10
London	(37)	11,400	1,000	422,000	-6
South East	(84)	5,600	600	470,000	-3
South West	(86)	3,000	400	258,000	+11
TOTAL HISTORIC	(485)	3,500	400	1,679,000	-2
TOTAL ATTRACTIONS	(1,160)	4,600	500	5,328,000	-2

2.9 Expenditure on Marketing by Historic Properties

Table A.20 examines the movement in marketing spend at historic properties between 2016 and 2017. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2016.

Table A.20 Movement in Spend on Marketing at Historic Properties 2016-2017

	Sample	% Increase	% Similar	% Decrease
Castles/forts	(77)	8	79	18
Gardens	(64)	22	69	9
Historic houses	(159)	15	72	13
Historic monuments	(51)	8	82	10
Visitor/heritage centres	(77)	16	77	8
Places of worship	(51)	16	78	6
Other historic properties	(46)	13	80	7
TOTAL HISTORIC	(524)	14	76	10
TOTAL ATTRACTIONS	(1,235)	17	72	10

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

Table A.21 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
2016-17	14	10

2.10 Provision of Digital Communications by Historic Properties

Attractions taking part in the 2017 survey were asked about the digital communications that they provided.

Table A.22 Provision of Digital Communications in 2017 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	(77)	(67)	(166)	(51)	(80)	(53)	(46)	(540)	(1,295)
ANY (*excl. website/ online booking)	99	87	92	92	84	74	70	87	89
Website*	99	96	96	96	94	92	80	94	93
Facebook page	99	85	87	90	85	70	67	84	85
Twitter account	91	67	83	84	48	53	54	71	69
E-newsletters	74	46	59	73	36	36	24	52	49
Instagram/Pinterest	83	45	55	73	19	23	35	49	44
Online booking*	14	33	45	22	34	38	20	32	37
YouTube	73	10	32	65	15	19	17	33	32
Online blogs	71	27	40	71	11	11	26	37	31
Mobile apps	78	10	36	71	11	9	17	34	19
Mobile website	3	15	10	8	8	9	4	8	10
Other social media	3	4	9	2	4	-	2	5	9

¹ EH accounts for most castles/forts/monuments

2.11 Other Activities Offered by Historic Properties

Attractions taking part in the 2017 survey were also asked about additional activities offered.

Table A.23 Additional Activities Offered in 2017 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	(78)	(65)	(163)	(52)	(80)	(51)	(46)	(535)	(1,279)
ANY	94	91	93	85	83	82	78	88	87
Membership schemes	88	80	79	69	54	27	46	68	59
Public events	23	48	55	13	45	73	46	45	49
Temporary exhibitions	8	43	42	13	45	53	39	36	45
Public venue hire	24	42	45	12	29	63	46	38	35
Corporate events	10	29	37	10	24	37	26	27	30
Late or unusual opening hours	5	37	23	13	24	18	22	21	28
Hosted hobby sessions	5	32	23	10	19	12	11	17	21
Multi-attraction pass	4	15	15	10	4	8	4	10	8

3. Appendix

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.24 shows the indexed trend based on the visits (see Table A.26) given by responding historic properties. Because the number of responding historic properties differs each year (see Table A.25), the percentage change between any two years is applied each time to the previous year's index to take account of the varying sample sizes each year.

A base index of 100 was set in 1989, both overall and for each attraction category. The table shows percentage increases year-on-year from that point onwards. For example, visits to castles / forts increased by +3% between 1989 and 1990 (among the sample of castles / forts responding in both 1989 and 1990), therefore increasing the index from 100 to 103. The following year, visits to castles / forts decreased by -7% (among the sample of castles / forts responding in both 1990 and 1991), therefore bringing the index down from 103 to 96.

In this way, long term trends within each category can be established by comparing any individual year with any other year. Basing these indices on pairs of years rather than a constant sample over many years is a better reflection of the actual state of the industry, since this method constantly takes into account the opening of new attractions and the closing of old ones and ensures that base sizes for each year are kept at a robust level.

Table A.24 Index – By Historic 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
2017	122	241	171	195	246	82	206	150	155

Table A.25 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.25 Number of Responding Historic Properties Providing Visits Figures 1989-2017

Survey Year	Data Year	Castle/ 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
1990/91	1991	94	118	288	59	44	29	83	715
1991/92	1992	93	120	291	62	51	38	73	728
1992/93	1993	94	125	305	59	67	43	73	766
1993/94	1994	100	136	327	62	93	47	88	853
1994/95	1995	102	148	337	61	104	47	97	896
1995/96	1996	106	157	340	61	104	51	106	925
1996/97	1997	104	158	351	57	112	49	102	935
1997/98	1998	111	178	398	70	137	53	130	1,077
1998/99	1999	110	179	405	73	148	60	133	1,108
1999/00	2000	105	164	397	63	115	61	112	1,017
2000/01	2001	103	158	367	68	114	87	108	1,005
2001/02	2002	91	107	270	57	63	71	73	734
2002/03	2003	92	124	302	60	78	74	86	817
2003/04	2004	79	130	315	63	87	92	86	852
2004/05	2005	89	137	294	56	76	94	86	832
2005/06	2006	86	108	287	53	73	93	82	782
2006/07	2007	73	93	217	2	46	88	79	598
2007/08	2008	80	114	255	47	74	103	83	756
2008/09	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
2016/17	2017	83	88	259	56	82	61	64	693

Table A.26 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.26 Number of Visits to Responding England Historic Properties 1989-2017 (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

(CONTINUED) Table A.26 Number of Visits to Responding England Historic Properties 1989-2017 (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
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
2017	2016	7.4	10.7	28.2	3.8	4.3	8.0	3.8	66.2
	2017	7.7	11.0	29.4	4.1	4.5	8.3	4.1	69.2

Table A.27 Index – By Region
Trends in No. of Visits to England Historic Properties 2000-2017
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
2017	197	201	139	173	186	136	172	142	125	159

Table A.28 Index – By Region
Trends in No. of School Visits to England Historic Properties 2001-2017
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
2017	79	200	55	83	113	192	101	69	114	91

Table A.29 Index – By Historic Property Category
Trends in No. of School Visits to England Historic Properties 2001-2017
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
2017	90	236	115	179	109	86	75	91