**England Tourism Factsheet – 2019**

**Economic Impact**

Tourism in England contributes **£106bn** to the British economy (GDP) when direct and indirect impacts are taken into account, supporting **2.6 million** jobs.

When only direct impacts are taken into account (i.e. excluding aspects such as the supply chain), the contribution is **£48bn**, with **1.4 million** jobs directly supported.

In 2011, there were **208,880** VAT registered businesses in England in tourism sectors (this includes categories such as accommodation, food & drink, transport, travel agencies, cultural activities etc.)

**2019 Tourism Volumes and Spending**

* **£19.5 billion** was spent by British residents on **99.1 million** overnight trips in England, equating to **290.3 million** nights away from home.
* **£56.5 billion** was spent on **1.4 billion** domestic tourism day trips
* **£24.8 billion** was spent by inbound visitors, who made **36.1 million** trips and stayed for **252.4 million** nights

**Accommodation**

VisitEngland measures the available accommodation stock in England. Our latest 2016 census of businesses shows that there are:

* **33,374 serviced** accommodation businesses (e.g. B&Bs, guest houses and hotels), with **786,775 bedrooms** and **1,768,795 bedspaces**
* **31,845 non-serviced accommodation** businesses (e.g. holiday homes, camping & caravan parks) offering **1,401,716 bedspaces**

In the serviced accommodation sector, room occupancy in 2019 stood at 78% (on par with 2018), with bedspace occupancy at 55% (0% change to 2018).

**Attractions**

It is difficult to measure an exact number of visitor attractions, as some businesses or sites may have a different primary purpose but still be visited by tourists (e.g. places of worship). However, we estimate that there are some **5,000 to 6,000 visitor attractions** in England.

**Domestic overnight – further details**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Trip Purpose 2019** | **Trips (millions)** | **Trips (%)** | **Spend (£ millions)** | **Spend (%)** |
| **Total GB** | **122.78** | **100%** | **£24,651** | **100%** |
| Holidays | 60.45 | 49% | £14,483 | 59% |
| Holidays 1-3 nights | 40.62 | 33% | £7,837 | 32% |
| Holidays 4+ nights | 19.83 | 16% | £6,646 | 27% |
| Visits to Friends and Relatives | 42.89 | 35% | £5,051 | 20% |
| Business | 16.32 | 13% | £4,562 | 19% |
| **Total England** | **99.07** | **100%** | **£19,448** | **100%** |
| Holidays | 46.41 | 47% | £10,982 | 56% |
| Holidays 1-3 nights | 31.58 | 32% | £6,120 | 31% |
| Holidays 4+ nights | 14.83 | 15% | £4,863 | 25% |
| Visits to Friends and Relatives | 36.13 | 36% | £4,088 | 21% |
| Business | 13.98 | 14% | £3,937 | 20% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Destination – Region 2019** | **Trips (millions)** | **Trips (%)** | **Spend (£ millions)** | **Spend (%)** |
| **Total GB** | **122.78** | **100%** | **£24,651** | **100%** |
| **Total England** | **99.07** | **100%** | **£19,448** | **100%** |
| West Midlands | 8.88 | 9% | £1,451 | 7% |
| East of England | 9.72 | 10% | £1,661 | 9% |
| East Midlands | 7.56 | 8% | £1,153 | 6% |
| London | 12.16 | 12% | £3,035 | 16% |
| North West England | 14.07 | 14% | £2,940 | 15% |
| North East England | 4.25 | 4% | £800 | 4% |
| South East England | 15.83 | 16% | £2,555 | 13% |
| South West England | 18.94 | 19% | £4,133 | 21% |
| Yorkshire and The Humber | 9.55 | 10% | £1,690 | 9% |

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| --- | --- | --- | --- | --- |
| **Most Visited Towns - All Trip Purposes 3 year average 2017-2019** | **Millions** |  | **Most Visited Towns - Holiday Trips 3 year average 2017-2019** | **Millions** |
|  London | 12.050 |  |  London | 3.946 |
|  Manchester | 2.669 |   |  Scarborough | 1.121 |
|  Birmingham | 2.459 |   |  Manchester | 1.057 |
|  Liverpool | 1.672 |   |  Blackpool | 0.978 |
|  Bristol | 1.512 |   |  York | 0.854 |
|  Leeds | 1.504 |   |  Liverpool | 0.823 |
|  York | 1.424 |   |  Birmingham | 0.653 |
|  Scarborough | 1.365 |   | Skegness | 0.609 |
|  Newcastle Upon Tyne | 1.252 |   |  Torbay | 0.596 |
| Blackpool | 1.137 |   |  Brighton | 0.544 |

**Day Visits – Further Details**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Day Visits – Region 2019** | **Trips (millions)** | **Trips (%)** | **Spend (£ millions)** | **Spend (%)** |
| **Total GB** | **1,653** | **100%** | **£66,978** | **100%** |
| **Total England** | **1,389.8** | **100%** | **£53,036** | **100%** |
| North East England | 72.4 | 5% | £3,323 | 6% |
| North West England | 174.0 | 13% | £7,405 | 13% |
| Yorkshire and The Humber | 140.8 | 10% | £6,429 | 11% |
| East Midlands | 107.7 | 8% | £3,559 | 6% |
| West Midlands | 124.3 | 9% | £3,689 | 7% |
| East of England | 123.3 | 9% | £4,694 | 8% |
| London | 281.3 | 20% | £14,461 | 26% |
| South East England | 218.2 | 16% | £7,973 | 14% |
| South West England | 147.8 | 11% | £4,967 | 9% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Day Visits - Main Activities 2018** | **Trips (millions)** | **Trips (%)** | **Spend (£ billions)** | **Spend (%)** |
| **Total GB** | **1,653** | **100%** | **£66,978** | **100%** |
| **Total England** | **1,389.8** | **100%** | **£53,036** | **100%** |
| Visited friends or family for leisure | 331.2 | 24% | £9,697 | 17% |
| Went out for a meal | 146.3 | 11% | £7,284 | 13% |
| 'Special' shopping for items that you do not regularly buy | 93.9 | 7% | £9,289 | 16% |
| Went on a night out to a bar, pub and/or club | 99.2 | 7% | £4,375 | 8% |
| Undertook outdoor leisure activities such as walking, cycling, golf, etc. | 103.5 | 7% | £2,420 | 4% |
| Went out for entertainment to a cinema, concert or theatre | 89.3 | 6% | £3,855 | 7% |
| Went on general days out/ to explore an area | 88.6 | 6% | £3,241 | 6% |
| Watched live sporting event (not on TV) | 69.2 | 5% | £2,449 | 4% |
| Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc. | 72.5 | 5% | £2,462 | 4% |
| Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home) | 42.3 | 3% | £1,309 | 2% |
| Went to a special public event such as a festival, exhibition, etc. | 36.6 | 3% | £1,346 | 2% |
| Took part in sports, including exercise classes, going to the gym | 31.5 | 2% | £1,392 | 2% |
| Went to a special event of a personal nature such as a wedding, graduation, christening, etc. | 32 | 2% | £954 | 2% |
| Went on day trips/excursions for another leisure purpose not mentioned above | 32.6 | 2% | £1,511 | 3% |
| Went on days out to a beauty/health centre/spa, etc. | 13.7 | 1% | £703 | 1% |

For more information about day visits, go to: <https://www.visitbritain.org/great-britain-day-visits-survey-latest-monthly-data>

**Inbound Tourism – Further details**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Trip Purpose - 2019** | **Visits (millions)** | **Visits (%)** | **Spend (£billions)** | **Spend (%)** |
| **Total UK** | **40.86** | **100%** | **£28.30** | **100%** |
| Holiday | 16.92 |

|  |
| --- |
|  41% |

 | £13.26 | 47% |
| VFR | 12.43 | 30% | £6.41 | 23% |
| Business | 8.68 | 21% | £5.83 | 21% |
| Study | 0.59 | 1% | £1.41 | 5% |
| Other | 2.25 | 6% | £1.38 | 5% |
| **Total England** | **36.11** | **100%** | **£24.78** | **100%** |
| Holiday | 14.97 | 42% | £11.24 | 45% |
| VFR | 11.25 | 31% | £5.70 | 23% |
| Business | 7.39 | 20% | £5.33 | 22% |
| Study | 0.54 | 2% | £1.25 | 5% |
| Other | 1.97 | 5% | £1.27 | 5% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Destination Region - 2019** | **Visits (millions)** | **Visits (%)** | **Spend (£ billions)** | **Spend (%)** |
| **Total UK** | **40.86** | **100%** | **£28.30** | **100%** |
| **Total England** | **36.11** | **100%** | **£24.78** | **100%** |
| London | 21.71 | 53% | £15.73 | 56% |
| North East | 0.54 | 1% | £0.37 | 1% |
| North West | 3.45 | 8% | £1.62 | 6% |
| Yorkshire & the Humber | 1.32 | 3% | £0.64 | 2% |
| West Midlands | 2.43 | 6% | £1.05 | 4% |
| East Midlands | 1.20 | 3% | £0.46 | 2% |
| East Of England | 2.27 | 6% | £1.03 | 4% |
| South West | 2.60 | 6% | £1.31 | 5% |
| South East  | 5.39 | 13% | £2.59 | 9% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **UK Source Markets – Number of Visits - 2019** | **Millions** |  | **UK Source Markets – Spend by Visitors - 2019** | **Millions** |
| USA | 4.50 |  | USA | £4,184 |
| France | 3.56 |   | China | £1,710 |
| Germany | 3.23 |   | Germany | £1,567 |
| Irish Republic | 2.85 |   | France | £1,398 |
| Spain | 2.32 |   | Australia | £1,174 |
| Italy | 2.20 |   | Italy | £1,109 |
| Netherlands | 1.99 |   | Spain | £977 |
| Poland | 1.65 |   | Irish Republic | £958 |
| Belgium | 1.14 |   | United Arab Emirates | £869 |
| Australia | 1.06 |   | Netherlands | £796 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **England Source Markets – Number of Visits - 2019** | **Millions** |  | **England Source Markets – Spend by Visitors - 2019** | **Millions** |
| USA | 4.03 |  | USA | £3,368 |
| France | 3.02 |   | China | £1,527 |
| Germany | 2.79 |   | Germany | £1,300 |
| Spain | 2.12 |   | France | £1,187 |
| Irish Republic | 2.12 |   | Italy | £1,007 |
| Italy | 2.02 |   | Australia | £971 |
| Netherlands | 1.59 |   | Spain | £890 |
| Poland | 1.50 |   | United Arab Emirates | £782 |
| Australia | 0.97 |   | Irish Republic | £714 |
| Belgium | 0.89 |   | Netherlands | £657 |

For more information about inbound tourism, go to: <https://www.visitbritain.org/inbound-tourism-performance>

**Trends Over time**

**Domestic Overnight Tourism Trends for England 2009-2019\***

\*Break in time series 2015-2016 due to changes in the data processing approach – this means that results from 2016 onwards are not fully comparable to previous data.

For full details please see: https://www.visitbritain.org/gb-tourism-survey-2019-overview

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **All Trips GB (Millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| Trips | 122.537 | 115.711 | 126.635 | 126.019 | 122.905 | 114.242 | 124.425 | 119.456 | 120.676 | 118.532 | 122.78 | +4% |
| Bednights | 387.448 | 361.398 | 387.329 | 388.240 | 373.607 | 349.546 | 377.102 | 359.556 | 369.455 | 370.254 | 371.81 | 0% |
| Expenditure | £20,971 | £19,797 | 1. £22,666
 | 1. £23,976
 | 1. £23,294
 | 1. £22,692
 | £24,826 | £23,079 | £23,683 | £23,938 | £24,651 | +3% |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **All Trips England (Millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| Trips | 102.249 | 95.503 | 104.280 | 104.458 | 101.756 | 92.613 | 102.731 | 99.342 | 100.622 | 97.373 | 99.07 | +2% |
| Bednights | 310.077 | 284.992 | 306.806 | 310.193 | 297.199 | 272.859 | 299.568 | 287.702 | 299.410 | 294.284 | 290.32 | -1% |
| Expenditure | £17,016 | £15,842 | £17,914 | £19,497 | £18,710 | £18,085 | £19,570 | £18,493 | £19,049 | £19,323 | £19,448 | +1% |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Holiday Trips GB (Millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2016** | **2018** | **2019** | **2019 vs 2018** |
| Trips | 58.974 | 54.743 | 58.435 | 57.695 | 56.969 | 52.903 | 55.961 | 55.887 | 59.149 | 57.893 | 60.45 | +4% |
| Bednights | 217.536 | 197.215 | 208.487 | 203.095 | 198.229 | 184.799 | 194.635 | 190.899 | 202.318 | 200.251 | 198.14 | -1% |
| Expenditure | £12,119 | £11,534 | £13,000 | £13,763 | £13,472 | £13,065 | £14,173 | £13,312 | £14,134 | £14,292 | £14,483 | +1% |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Holiday Trips England (Millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| Trips | 47.010 | 43.544 | 46.157 | 45.992 | 44.926 | 40.740 | 43.724 | 44.705 | 47.245 | 45.231 | 46.41 | +3% |
| Bednights | 168.503 | 151.732 | 157.961 | 156.235 | 149.722 | 137.334 | 146.493 | 147.079 | 157.809 | 151.103 | 147.34 | -2% |
| Expenditure | £9,615 | £9,072 | £10,031 | £11,007 | £10,463 | £10,046 | £10,725 | £10,414 | £11,023 | £11,101 | £10,982 | -1% |

**Domestic Day Visits Trends for England 2012-2019**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **All Trips GB****(Millions)** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| Trips | 1,969 | 1,826 | 1,822 | 1,754 | 1,834 | 1,793 | 1,703 | 1,653 | -3% |
| Expenditure | £65,610 | £62,039 | £61,833 | £61,942 | £63,904 | £62,447 | £63,780 | £66,978 | +5% |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **All Trips England****(Millions)** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| Trips | 1,687 | 1,576 | 1,547 | 1,493 | 1,557 | 1,505 | 1,431 | 1,390 | -3% |
| Expenditure | £55,728 | £52,928 | £51,866 | £53,385 | £53,534 | £50,900 | £53,036 | £56,500 | +7% |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **All Trips UK** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| Visits (m) | 31.07 | 30.40 | 31.89 | 32.22 | 33.57 | 35.34 | 36.79 | 39.13 | 41.08 | 40.28 | 40.86 | +1% |
| Nights (m) | 241 | 236 | 248 | 242 | 256 | 278 | 284 | 300 | 313 | 291 | 290 | 0% |
| Spend (£bn) | £17.59 | £17.80 | £18.97 | £19.78 | £22.24 | £23.42 | £23.84 | £25.42 | £28.40 | £26.51 | £28.45 | +7% |

**Inbound Tourism Trends for England 2009-2019\***

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **All Trips England (Millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| Visits | 26.54 | 26.33 | 27.83 | 27.92 | 29.40 | 30.84 | 32.57 | 34.52 | 36.17 | 35.04 | 36.11 | +3% |
| Nights | 209.79 | 205.79 | 219.72 | 214.72 | 227.98 | 245.41 | 252.26 | 266.45 | 275.05 | 256.07 | 252.36 | -1% |
| Spend | £15,380 | £15,550 | £16,630 | £17,390 | £19,630 | £20,610 | £21,150 | £22,380 | £24,940 | £23,120 | £24,780 | +7% |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Holiday Trips UK (Millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| Visits | 11.83 | 11.75 | 12.26 | 12.23 | 12.78 | 13.78 | 14.17 | 14.72 | 16.60 | 16.34 | 16.92 | +4% |
| Nights | 75.38 | 75.73 | 77.51 | 74.81 | 80.85 | 85.39 | 88.78 | 90.90 | 105.98 | 95.93 | 102.53 | +7% |
| Spend | £6,680 | £6,810 | £7,190 | £7,740 | £8,560 | £9,080 | £9,210 | £9,740 | £12,490 | £12,110 | £13,260 | +10% |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Holiday Trips England (Millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| Visits | 10.29 | 10.31 | 10.90 | 10.69 | 11.43 | 12.21 | 12.61 | 13.05 | 14.68 | 14.23 | 14.97 | +5% |
| Nights | 64.25 | 64.82 | 65.92 | 64.93 | 70.37 | 72.46 | 75.16 | 77.25 | 88.28 | 80.19 | 85.15 | +6% |
| Spend | £5,820 | £5,960 | £6,160 | £6,750 | £7,510 | £7,840 | £7,850 | £8,210 | £10,630 | £10,270 | £11,240 | +9% |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **All trips (Millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| London | 15.09 | 15.35 | 16.10 | 16.28 | 17.47 | 18.19 | 19.38 | 20.53 | 21.71 | 21.07 | 21.71 | +3% |
| Rest of England | 13.25 | 12.63 | 13.31 | 13.18 | 13.79 | 14.50 | 15.25 | 16.31 | 16.78 | 16.34 | 16.94 | +7% |
| **All trips spend (£ Millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** | **2019 vs 2018** |
| London | £8,910 | £9,510 | £10,090 | £10,940 | £12,070 | £12,740 | £13,130 | £13,820 | £16,270 | £14,860 | £15,730 | +6% |
| Rest of England | £6,470 | £6,040 | £6,540 | £6,450 | £7,560 | £7,880 | £8,020 | £8,570 | £8,670 | £8,260 | £9,050 | +4% |

**Outbound Travel and UK Tourism Balance of Payments**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **(All figures in millions)** | **2009** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **2016** | **2017** | **2018** | **2019** |
| Trips abroad by UK residents | 63,513 | 64,647 | 67,493 | 66,858 | 68,959 | 72,204 | 77,619 | 81,757 | 87,242 | 90,571 | 93,086 |
| Spend abroad by UK residents | £34,455 | £37,128 | £37,917 | £38,475 | £41,369 | £43,065 | £46,480 | £50,864 | £54,426 | £58,128 | £62,325 |
| UK Spend by inbound visitors | £17,594 | £17,802 | £18,973 | £19,780 | £22,238 | £23,423 | £23,839 | £25,415 | £28,396 | £26,508 | £28,448 |
| UK Balance of Payments | -£16,861 | -£19,326 | -£18,944 | -£18,695 | -£19,131 | -£19,642 | -£22,641 | -£25,449 | -£26,030 | -£31,620 | -£33,877 |

The balance of payments is calculated by comparing the amount spent by UK residents abroad and the amount spent by foreign visitors in the UK

*Note: All expenditure figures are presented in nominal terms, i.e. without adjustment to take into account the effect of inflation*

**Visitor Attractions – Most Visited Free Attractions 2019**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Rank** | **Name Attraction** | **Number of visitors in 2019** | **Rank** | **Name Attraction** | **Number of visitors in 2019** |
| **1** | British Museum | 6,239,983 | **11** | British Library | 1,534,860 |
| **2** | Tate Modern | 6,098,340 | **12** | The Abbey Gardens and Abbey Ruins | 1,228,564 |
| **3** | National Gallery | 6,011,007 | **13** | Imperial War Museum London | 1,073,936 |
| **4** | Natural History Museum (South Kensington) | 5,423,932 | **14** | MAC Birmingham | 993,108 |
| **5** | Brighton Pier | 4,901,221 | **15** | Museum of Liverpool | 956,918 |
| **6** | V&A (South Kensington) | 3,992,198 | **16** | Horniman Museum and Gardens | 952,954 |
| **7** | Science Museum | 3,301,975 | **17** | Ashmolean Museum of Art and Archaeology | 930,669 |
| **8** | Somerset House | 2,841,772 | **18** | Serpentine Gallery | 880,677 |
| **9** | Tate Britain | 1,808,637 | **19** | Merseyside Maritime Museum | 836,980 |
| **10** | National Portrait Gallery, London | 1,619,694 | **20** | Oxford University Museum of Natural History | 792,282 |

**Visitor Attractions – Most Visited Paid Attractions 2019**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Rank** | **Name Attraction** | **Number of visitors in 2019** | **Rank** | **Name Attraction** | **Number of visitors in 2019** |
| **1** | Tower of London | 2,984,499 | **11** | Canterbury Cathedral | 1,241,030 |
| **2** | Royal Botanic Gardens, Kew | 2,316,699 | **12** | RHS Garden Wisley | 1,236,434 |
| **3** | Chester Zoo | 2,086,785 | **13** | ZSL London Zoo | 1,157,076 |
| **4** | St Paul's Cathedral | 1,716,417 | **14** | National Museum Royal Navy | 1,122,072 |
| **5** | Windermere Lake Cruises, Bowness | 1,613,785 | **15** | Hampton Court Palace | 1,072,823 |
| **6** | Stonehenge | 1,604,248 | **16** | Houses of Parliament | 1,063,501 |
| **7** | Westminster Abbey | 1,574,401 | **17** | Longleat Safari & Adventure Park | 1,011,314 |
| **8** | Roman Baths | 1,325,085 | **18** | Eden Project | 1,010,095 |
| **9** | Old Royal Naval College | 1,264,683 | **19** | Blenheim Palace | 984,913 |
| **10** | Royal Academy of Arts | 1,248,882 | **20** | Tower Bridge Exhibition | 889,338 |