

# Most visited free attractions – 2017

## (1/2)

Rank	Name of Attraction	Category	2016 Visitors	2017 Visitors	% Change 16-17
1	British Museum	Museums & Art Galleries	6,420,395	5,906,716	-8.0%
2	Tate Modern	Museums & Art Galleries	5,839,197	5,656,004	-3.1%
3	National Gallery	Museums & Art Galleries	6,262,839	5,229,192	-16.5%
4	Brighton Pier	Other	4,650,000 (E)	4,684,000 (E)	+0.7%
5	NHM (South Kensington)	Museums & Art Galleries	4,624,113	4,434,520	-4.1%
6	V&A South Kensington	Museums & Art Galleries	3,022,086	3,789,748	+25.4%
7	Science Museum	Museums & Art Galleries	3,245,750	3,251,634	+0.2%
8	Somerset House	Historic Properties	3,443,220	3,223,350	-6.4%
9	Tate Britain	Museums & Art Galleries	1,081,542	1,777,877	+64.4%
10	National Portrait Gallery	Museums & Art Galleries	1,949,330	1,703,411	-12.6%

*Note: Some Parks excluded as numbers may include visitors to the park only.  
E = Estimate*

# Most visited free attractions – 2017

## (2/2)

Rank	Name of Attraction	Category	2016 Visitors	2017 Visitors	% Change 16-17
11	British Library	Museums & Art Galleries	1,496,685	1,426,433	-4.7%
12	MAC Birmingham	Other	1,130,030	1,130,186	0.0%
13	Imperial War Museum London	Museums & Art Galleries	1,011,172	992,690	-1.8%
14	Serpentine Gallery	Museums & Art Galleries	1,111,015 (E)	987,092 (E)	-11.2%
15	Horniman Museums and Gardens	Museums & Art Galleries	917,961	942,971	+2.7%
16	Ashmolean Museum	Museums & Art Galleries	910,419	937,568	+3.0%
17	Merseyside Maritime Museum	Museums & Art Galleries	840,675	922,503	+9.7%
18	The Ice Cream Farm	Leisure / Theme Parks	821,462	805,765	-1.9%
19	Oxford University Museum of Natural History	Museums & Art Galleries	668,279	768,487	+15.0%
20	Museum of Liverpool	Museums & Art Galleries	802,722	737,120	-8.2%

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E = Estimate*