Most visited free attractions – 2016
(1/2)

Rank	Name of Attraction	Category	2015 Visitors	2016 Visitors	% Change 15-16
1	British Museum	Museums & Art Galleries	6820686	6420395	-5.9%
2	National Gallery	Museums & Art Galleries	5908254	6262839	6.0%
3	Tate Modern	Museums & Art Galleries	4712581	5839197	23.9%
4	Brighton Pier	Other	4600000 (E)	4650000 (E)	1.1%
5	Natural History Museum	Museums & Art Galleries	5284023 (E)	4624113 (E)	-12.5%
6	Somerset House	Historic Properties	3235104	3443220	6.4%
7	Science Museum	Museums & Art Galleries	3354197	3245750	-3.2%
8	Victoria and Albert Museum	Museums & Art Galleries	3888374	3022086	-22.3%
9	National Portrait Gallery	Museums & Art Galleries	2145486	1949330	-9.1%
10	British Library	Museums & Art Galleries	1579570	1496685	-5.2%

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

Most visited free attractions – 2016
(2/2)

Rank	Name of Attraction	Category	2015 Visitors	2016 Visitors	% Change 15-16
11	MAC Birmingham	Other	1028371	1130030	9.9%
12	Serpentine Gallery	Museums & Art Galleries	881515	1111015	26.0%
13	Tate Britain	Museums & Art Galleries	1284519	1081542	-15.8%
14	Imperial War Museum London	Museums & Art Galleries	1102655	1011172	-8.3%
15	Discover Greenwich Visitor Centre	Visitor Centres	950938 (E)	936013 (E)	-1.6%
16	Ashmolean Museum	Museums & Art Galleries	848359	910419	7.3%
17	Museum of London	Museums & Art Galleries	872978	856559	-1.9%
18	Merseyside Maritime Museum	Museums & Art Galleries	662494	840675	26.9%
19	The Ice Cream Farm	Leisure / Theme Parks	650000	821462	26.4%
20	Museum of Liverpool	Museums & Art Galleries	747263	802722	7.4%

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