

Most visited free attractions – 2018

(1/2)

Rank	Name of Attraction	Category	2017 Visitors	2018 Visitors	% Change 17-18
1	Tate Modern	Museums & Art Galleries	5,656,004	5,868,562	+3.8%
2	British Museum	Museums & Art Galleries	5,906,716	5,828,552	-1.3%
3	National Gallery	Museums & Art Galleries	5,229,192	5,735,831	+9.7%
4	Natural History Museum (South Kensington)	Museums & Art Galleries	4,434,520	5,226,320	+17.9%
5	Brighton Pier	Other	4,684,000 ^(E)	4,890,680 ^(E)	+4.4%
6	V&A (South Kensington)	Museums & Art Galleries	3,789,748	3,967,566	+4.7%
7	Science Museum	Museums & Art Galleries	3,251,634	3,174,963	-2.4%
8	Somerset House	Historic Properties	3,223,350	3,143,626	-2.5%
9	National Portrait Gallery	Museums & Art Galleries	1,703,411 ^(E)	1,586,451 ^(E)	-6.9%
10	British Library	Museums & Art Galleries	1,426,433	1,437,839	+0.8%

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

E = Estimate

Most visited free attractions – 2018

(2/2)

Rank	Name of Attraction	Category	2017 Visitors	2018 Visitors	% Change 17-18
11	World Museum Liverpool	Museums & Art Galleries	672,120	1,416,632	+110.8%
12	Tate Britain	Museums & Art Galleries	1,777,877	1,272,523	-28.4%
13	Serpentine Gallery	Museums & Art Galleries	987,092	1,208,531	+22.4%
14	Imperial War Museum London	Museums & Art Galleries	992,690	1,061,798	+7.0%
15	MAC Birmingham	Other	1,130,186	1,011,351	-10.5%
16	Museum of Liverpool	Museums & Art Galleries	737,120	962,009	+30.5%
17	Horniman Museum and Gardens	Museums & Art Galleries	942,971	926,849	-1.7%
18	Merseyside Maritime Museum	Museums & Art Galleries	922,503	897,415	-2.7%
19	Ashmolean Museum	Museums & Art Galleries	937,568	882,494	-5.9%
20	Birmingham Museum and Art Gallery	Museums & Art Galleries	602,627	831,548	+38.0%

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