

Most visited free attractions – London 2014

*Note: Some Parks excluded as numbers may include visitors to the park only ^Disruption to attendance in 2013

| Rank | Name of Attraction | Category | 2013 Visitors | 2014 Visitors | % Change 13-14 |
|------|---|-------------------------|---------------|---------------|----------------|
| 1 | British Museum | Museums & Art Galleries | 6,701,036 | 6,695,213 | -0.1% |
| 2 | National Gallery | Museums & Art Galleries | 6,031,574 | 6,416,724 | +6.4% |
| 3 | Tate Modern | Museums & Art Galleries | 4,884,939 | 5,785,427 | +18.4% |
| 4 | Natural History Museum | Museums & Art Galleries | 5,356,884 | 5,388,295 | +0.6% |
| 5 | Victoria and Albert Museum, South Kensington | Museums & Art Galleries | 3,738,434 | 3,651,450 | -2.3% |
| 6 | Science Museum | Museums & Art Galleries | 3,316,075 | 3,356,072 | +1.2% |
| 7 | National Portrait Gallery | Museums & Art Galleries | 2,014,636 | 2,062,502 | +2.4% |
| 8 | British Library | Museums & Art Galleries | 1,475,382 | 1,627,599 | +10.3% |
| 9 | National Maritime Museum | Museums & Art Galleries | 1,437,725 | 1,516,258 | +5.5% |
| 10 | Tate Britain | Museums & Art Galleries | 1,378,272 | 1,357,878 | -1.5% |
| 11 | Old Royal Naval College – Discover Greenwich Visitor Centre | Visitor Centres | NA | 1,026,234 | NA |
| 12 | Imperial War Museum London [^] | Museums & Art Galleries | 360,886 | 914,774 | +153.5% |
| 13 | Museum of London | Museums & Art Galleries | 739,512 | 902,922 | +22.1% |
| 14 | Horniman Museum and Gardens | Museums & Art Galleries | 844,647 | 870,051 | +3.0% |
| 15 | Museum of Childhood at Bethnal Green | Museums & Art Galleries | 443,360 | 471,000 | +6.2% |
| 16 | Wallace Collection | Museums & Art Galleries | 413,432 | 410,233 | -0.8% |
| 17 | Royal Air Force Museum London | Museums & Art Galleries | 232,531 | 347,717 | +49.5% |
| 18 | The Wellcome Collection | Museums & Art Galleries | 535,000 | 298,000 | -44.3% |
| 19 | Museum of London Docklands | Museums & Art Galleries | 236,373 | 256,276 | +8.4% |
| 20 | Kenwood House [^] | Historic Properties | NA | 215,541 | NA |