

Most visited paid attractions – West Midlands 2013

*Note: DK = Information not available (Don't know)

Rank	Name of Attraction	Category	2012 Visitors	2013 Visitors	% Change 12-13	Charge for Admission
1	Cadbury World	Visitor Centres	663,200	668,000	+0.7%	£14.95
2	Ironbridge Gorge Museum Trust	Museums & Art Galleries	523,524	524,709	+0.2%	£24.00
3	Shakespeare's Birthplace	Historic Properties	DK	403,045	DK	DK
4	Attingham Park	Historic Properties	350,302	370,000	+5.6%	£10.40
5	Dudley Zoological Gardens	Wildlife	225,429	264,029	+17.1%	£13.50
6	Thinktank Birmingham Science Museum	Museums & Art Galleries	185,796	256,251	+37.9%	DK
7	Weston Park	Museums & Art Galleries	258,067	243,897	-5.5%	£5.50
8	Black Country Living Museum	Museums & Art Galleries	249,574	240,088	-3.8%	£15.50
9	Baddesley Clinton	Historic Properties	175,951	196,772	+11.8%	£9.60
10	Bridgnorth Cliff Railway	Other	154,000	173,051	+12.4%	£1.20
11	Charlecote Park	Historic Properties	149,133	165,000	+10.6%	£10.30
12	Anne Hathaway's Cottage	Historic Properties	DK	147,261	DK	DK
13	Croome Park	Historic Properties	131,575	143,927	+9.4%	£8.60
14	Kenilworth Castle & Elizabethan Garden	Historic Properties	102,936	110,206	+7.1%	£9.00
15	Coughton Court	Historic Properties	95,544	107,925	+13.0%	£9.60
16	Upton House	Historic Properties	86,497	104,656	+21.0%	£9.63
17	Nash's House & New Place	Historic Properties	DK	95,022	DK	DK
18	Shugborough Estate	Historic Properties	113,024	92,867	-17.8%	£15.00
19	Avon Boating	Other	75,000 (E)	90,000 (E)	+20.0	DK
20	Packwood House	Historic Properties	DK	79,029	DK	£9.60
21	Biddulph Grange Gardens	Gardens	DK	76,895	DK	£7.50