

Top 20 Free Attractions – London 2012

Rank	Name of Attraction	Category	2011 Visitors	2012 Visitors	% Change 11-12
1	British Museum	Museums & Art Galleries	5,848,534	5,575,946	-4.7%
2	Tate Modern	Museums & Art Galleries	4,840,006	5,318,688	+9.9%
3	National Gallery	Museums & Art Galleries	5,260,792	5,163,902	-1.8%
4	Natural History Museum	Museums & Art Galleries	4,868,598	5,021,762	+3.1%
5	Victoria and Albert Museum	Museums & Art Galleries	2,789,400	3,231,700	+15.9%
6	Science Museum	Museums & Art Galleries	2,889,000	2,989,000	+3.5%
7	National Portrait Gallery	Museums & Art Galleries	1,880,104	2,096,858	+11.5%
8	Old Royal Naval College	Historic Properties	1,673,998	1,778,019	+6.2%
9	British Library	Museums & Art Galleries	1,481,555	1,413,967	-4.6%
10	National Maritime Museum	Museums & Art Galleries	857,997	1,128,944	+31.6%
11	Imperial War Museum	Museums & Art Galleries	973,445	973,153	0.0%
12	Royal Observatory Greenwich	Museums & Art Galleries	879,568	628,982	-28.5%
13	Horniman Museum and Gardens	Museums & Art Galleries	505,899	561,629	+11.0%
14	Serpentine Gallery	Museums & Art Galleries	882,756	514,453	-41.7%
15	Museum of Childhood at Bethnal Green	Museums & Art Galleries	444,288	427,200	-3.8%
16	Wallace Collection	Museums & Art Galleries	374,340	361,368	-3.5%
17	National Army Museum	Museums & Art Galleries	260,977	253,470	-2.9%
18	Royal Air Force Museum Hendon	Museums & Art Galleries	274,320	215,730	-21.4%
19	Museum in Docklands	Museums & Art Galleries	191,513	198,308	+3.5%
20	Southwark Cathedral	Places of Worship	186,500	183,000	-1.9%