

## UK Visitor Attractions 2001

### Sector structure and visits in 2001

The following analysis is based on attractions responding to the Survey of Visits to Visitor Attractions 2001. Information from attractions which responded in previous years but not in 2001 has not been included this year. 3,387 out of the 6,415 known visitor attractions provided visits figures for 2001. They reported around 257 million visits overall.

#### UK Visits Trends by Attraction Category

Category	% Change 2000-2001
Country Parks	-6
Farms	-25
Gardens	+3
Historic Houses/Castles	-6
Other Historic Properties	-9
Leisure/Theme Parks	+4
Museum/Art Galleries	+1
Steam/Heritage Railways	-3
Visitor/Heritage Centres	-5
Wildlife Attractions/Zoos	-4
Workplaces	-3
Places of Worship	-6
Other	+11
UK	-2

The UK trends above are based on 3,159 attractions which provided visits figures for both years 2001 and 2000.

#### Distribution by Country 2001

	Attractions	Visits
	%	%
England	71	80
Northern Ireland	4	2
Scotland	19	14
Wales	5	3
UK	100	100

Note: Figures may over add due to rounding.


English attractions represent 71% of the responding sample of UK attractions but attracted 80% of visits. The performance of English attractions therefore tends to dominate the UK picture. Scotland has around a fifth of UK attractions (19%) and 14% of visits, with Northern Ireland and Wales having smaller shares of the sector.

 **Distribution by English Regional Tourist Board 2001**



Region	Attractions	Visits
	%	%
England	71	80
Cumbria	3	2
Northumbria	4	3
North West	4	9
Yorkshire	6	7
Heart of England	15	13
East of England	10	8
London	5	17
South West	10	9
Southern	7	7
South East England	8	5

London, which represented only 5% of attractions, attracted 17% of visits. Similarly, the North West, representing 4% of attractions, attracted 9% of visits. In other regions, the share of visits tended to be more in line with the region's share of attractions.

 **Sector Structure and Visits by Attraction Category 2001**



Category	Attractions	Visits
	%	%
Country Parks	5	16
Farms	3	1
Gardens	6	5
Historic Houses/Castles	19	11
Other Historic Properties	8	3
Leisure/Theme Parks	2	10
Museums/Art Galleries	31	26
Steam/Heritage Railways	2	1

Workplaces	6	3
Places of Worship	3	6
Other	3	6
UK	100	100

**Note:** Figures may over add due to rounding.

Museums & art galleries accounted for 31% of the total sample, but attracted just over a quarter of visits. Historic houses & castles formed 19% of the sample but accounted for only 11% of visits in 2001. Both these categories have a high proportion of small attractions. In contrast, country parks and leisure & theme parks, which represent only 5% and 2% respectively of the responding sample of attractions accounted for 16% and 10% respectively of visits.

### Visits to Attractions by Category and Regional Tourist Board 2001

	Historic Properties	Gardens	Museums & Art Galleries	Wildlife Attractions & Zoos	Other	All
	%	%	%	%	%	%
Cumbria	14	*	9	7	70	100
Northumbria	15	2	33	3	47	100
North West	9	*	11	15	65	100
Yorkshire	17	2	30	*	51	100
Heart of England	18	4	15	4	60	100
East of England	13	3	14	8	62	100
London	24	4	56	8	7	100
South West	31	4	13	14	39	100
Southern	20	9	20	9	41	100
South East	38	8	13	7	35	100

**Note:** Historic Properties includes historic houses/castles, other historic properties and places of worship. Other attractions include country parks, workplaces, farms, visitor/heritage centres, steam/heritage railways, leisure/theme parks and other attractions. \* less than 0.5%

### Attraction Closure Due to FMD

[Click here for information on attraction closure due to FMD.](#)

### Admission Charges

#### Average Adult Admission Charge for Paid Attractions 2001



Category	Average Adult Admission Charge
Country Parks	£2.66
Farms	£3.07
Gardens	£3.33
Historic Houses/Castles	£3.91
Other Historic Properties	£2.47
Leisure/Theme Parks	£6.86
Museums/Art Galleries	£2.89
Steam/Heritage Railways	£5.38
Visitor/Heritage Centres	£3.08
Wildlife Attractions/Zoos	£4.97
Workplaces	£3.27
Places of Worship	£3.45
Other	£4.40
UK	£3.53

In 2001, the average admission charge was £3.53. The average reported adult admission charge was highest among the Leisure & theme park category (£6.86), and the lowest among the Other historic properties category (£2.47).

 UK Admission Type 2001 by Country 

Country	Attractions		Visits	
	Free	Paid	Free	Paid
	%	%	%	%
England	37	63	49	51
Northern Ireland	38	62	50	50
Scotland	41	59	62	38
Wales	33	67	46	54
UK	37	63	51	49


Over three-fifths of attractions in the UK charged an admission fee, but secured just under half of reported visits in 2001. Free attractions in Scotland attracted proportionately more visits relative to their share of supply than was the case in the other countries.

 UK Admission Type 2001 by Attraction Category 

	%	%	%	%
Country Parks	79	21	95	5
Farms	23	77	21	79
Gardens	15	85	28	72
Historic Houses/Castles	8	92	6	94
Other Historic Properties	22	78	9	91
Leisure/Theme Parks	24	76	57	43
Museums/Art Galleries	51	49	62	38
Steam/Heritage Railways	7	93	8	92
Visitor/Heritage Centres	52	48	51	49
Wildlife Attractions/Zoos	28	72	14	86
Workplaces	61	39	70	30
Places of worship	86	14	73	27
Other	28	72	17	83
UK	37	63	51	49

The breakdown between free and paid admission attractions varied considerably amongst the categories. Free entry is more common among Country parks, Places of worship and Workplaces. Museum/art galleries and Visitor/heritage centres are the only categories with an equal distribution between both types of admission.

### Origin of Visitors

 Origin of Visitors



Heart of England	6	94
East of England	7	93
London	36	64
South West	10	90
Southern*	8	92
South East	12	88
England	13	86
Northern Ireland**	19	81
Scotland	23	78
Wales	8	92
United Kingdom	15	86

**Note:** \*One major attraction in the Southern region, which normally attracts a high proportion of overseas visitors, did not provide a breakdown of the origin of its visitors in 2001. This has reduced the regional overseas visitor proportion. \*\*In Northern Ireland, visitors from Great Britain are included in overseas visits.

An estimated 15% of visits to UK visitor attractions were made by overseas visitors. They accounted for a higher proportion of visits to attractions in Scotland (23%) and Northern Ireland (19%) than in England (13%) and Wales (8%).

## Children

### ▶ Proportion of Adult and Child Visits by Country

Country	Adults	Children
	%	%
England	69	31
Northern Ireland	63	37
Scotland	74	26
Wales	67	33
UK	69	31

Thirty-one per cent of reported visits to UK attractions were estimated to have been made by children in 2001. Northern Ireland reported the highest percentage with 37% of visits, while Scotland recorded the lowest at 26%.

## Dwell Time

### ▶ UK Distribution of Average Dwell Time per Visit in 2001 by Attraction Category

	Minutes
Country Parks	141
Farms	174
Gardens	137
Historic Houses/Castles	148
Other Historic Properties	82
Leisure/Theme Parks	294
Museum/Art Galleries	115
Steam/Heritage Railways	141
Visitor/Heritage Centres	100
Wildlife Attractions/Zoos	187
Workplaces	81
Places of worship	64
Other	145
UK	146

The average dwell time ranged from just over an hour at Places of worship to nearly five hours at Leisure/theme parks.

#### Revenue

##### ▶ UK Distribution of Average Revenue Per Visit by Country 2001

Country	Donations	Admissions	Catering	Retail	Other
	%	%	%	%	%
England	2	49	17	25	7
Northern Ireland	3	41	14	32	10
Scotland	1	31	15	51	2
Wales	*	47	16	27	10
UK	2	46	17	29	7

Note: \*less than 0.5%

In the UK overall, just under 50% of revenue was generated from admission charges, 29% from retailing and 17% from catering. This pattern could be seen in England, Northern Ireland and Wales. However, in Scotland (where a higher proportion of visits were to free attractions), revenue was more often generated from retailing (51%).

#### Ownership

##### ▶ UK Distribution of Attractions by Ownership Type

Ownership	Attractions	Visits
	%	%
Government	5	16
English Heritage/Historic Scotland/Cadw	7	3
Local Authority	22	24
Privately owned	29	27
Public company/plc	2	3
The National Trust/National Trust for Scotland	10	5
Other trust/charity	19	13
Educational institution	2	1
Religious body	3	5
Other	1	1
UK	100	100

In the UK, overall, privately-owned attractions and charities/trusts (including The National Trust/National Trust for Scotland) form the largest ownership types, each representing 29% of responding attractions. Local Authority attractions form the third largest ownership type (22%).

### Employment

Employment information was provided by 2,662 out of the 3,387 responding visitor attractions in the UK. They accounted for a labour force of around 87,000 people, of which around 44,000 were paid employees (full- or part-time) and around 43,000 were volunteers.