

## UK Visitor Attractions 2002- Key Facts

The UK trends below are based on 3,063 attractions which provided visits figures for both years 2001 and 2002. The number of attractions providing such information is shown in the first column of figures.

### ▶ Visits Trends 2001-2002 to UK Attractions by Category

Category	Attractions Sample	% Change
Country Parks	155	+12
Farms	78	+46
Gardens	186	+11
Historic houses/Castles	582	+9
Other historic properties	224	+5
Leisure/Theme Parks	58	-*
Museums/Art Galleries	937	+7
Steam/Heritage Railways	63	+6
Visitor/Heritage Centres	228	+9
Wildlife Attractions	156	+13
Workplaces	171	+3
Places of Worship	101	-*
Other	124	+4
UK	3,063	+8

Note: \*less than 0.5%

### ▶ Visits Trends 2001-2002 to UK Attractions by Country and English Region

Region/Country	Attractions Sample	% Change
Cumbria	72	+10
Northumbria	111	+18
North West	129	+5
Yorkshire	182	+5
Heart of England	448	+6
East of England	296	+9
London	139	+12
South West	333	+10
Southern	201	+3
South East	230	+5

ENGLAND	2,141	+8
NORTHERN IRELAND	154	+9
SCOTLAND	587	+5
WALES	181	+8
UK	3,063	+8

 Visits Trends 2001-2002 to UK Attractions by Admission Policy 

Admission	Attractions Sample	% Change
Free	1,172	+8
Paid	1,891	+8
UK	3,063	+8

The UK trends below are based on 2,756 attractions which have provided visits figures for the three years; 2000, 2001 and 2002. These show the recovery that has taken place in 2002, particularly in the animal related sectors affected by the foot and mouth disease epidemic in 2001.

 Visits Trends 2000/2001/2002 to UK Attractions by Category 

Category	Attractions	% 02/01	% 01/00	% 02/00
Country Parks	138	+13	-11	+1
Farms	56	+50	-20	+17
Gardens	169	+9	+15	+20
Historic	764	+8	-6	+2
Leisure/Theme	49	+*	+*	+*
Museums/Art	862	+9	+3	+10
Steam/Heritage	54	+6	-2	+4
Visitor/Heritage	196	+9	-2	+7
Wildlife	136	+13	-6	+7
Workplaces	154	+3	+2	+4
Places of	85	-*	-6	-6

Worship				
Other	88	+7	+2	+9
UK	2,756	+8	-2	+6

Note: \*less than 0.5%

▶ Visits Trends 2000/2001/2002 to UK Attractions by Country

Region/Country	Attractions Sample	% 02/01	% 01/00	% 02/00
Cumbria	63	+10	+1	+10
Northumbria	94	+20	-12	+6
North West	113	+7	-6	+*
Yorkshire	158	+7	-5	+1
Heart of England	404	+7	-5	+2
East of England	253	+8	-6	+1
London	126	+13	-1	+10
South West	285	+11	+3	+13
Southern	176	+2	+*	+3
South East	210	+8	-1	+6
ENGLAND	1,882	+9	-3	+6
NORTHERN IRELAND	144	+9	-11	-3
SCOTLAND	566	+6	+1	+6
WALES	164	+8	+5	+12
UK	2,756	+8	-2	+6

Note: \*less than 0.5%

▶ Visits Trends 2000/2001/2002 to UK Attractions by Admission Policy

Admission	Attractions Sample	% 02/01	% 01/00	% 02/00
Free	1,010	+8	-3	+5
Paid	1,708	+8	-2	+6
UK	2,718	+8	-2	+6


Sector Structure

▶ Distribution by Country 2002

	Attractions	Visits
	Sample 3,295	284.8 Million
	%	%
England	70	79
Northern Ireland	5	3
Scotland	19	15
Wales	6	4
UK	100	100

Note: Figures may over add due to rounding.

English attractions represented 70% of the responding sample of UK attractions and received 79% of visits. The performance of English attractions tends to dominate the UK picture. Scotland has almost a fifth of UK attractions (19%) and attracted 15% of UK visits, whereas Northern Ireland and Wales have much smaller shares of both the attractions and the visits sample.

 **Distribution by English Regional Tourist Board 2002**

Region	Attractions	Visits
	Sample 3,295	284.8 Million
	%	%
England	70	79
Cumbria	2	2
Northumbria	4	3
North West	4	9
Yorkshire	6	7
Heart of England	15	12
East of England	10	6
London	5	17
South West	11	9
Southern	7	7
South East England	7	6

London region, which accounts for only 5% of responding attractions, secured the highest percentage of visits at 17%. Heart of England received the second highest share of visits (12%) although it represents a much higher share of attractions (15%).


 **Distribution by Attraction Category 2002**

Category	Attractions	Visits
	Sample 3,295	284.8 Million
	%	%
Country Parks	5	16
Farms	3	2
Gardens	6	5
Historic Houses/Castles	18	11
Other Historic Properties	7	3
Leisure/Theme Parks	2	9
Museums/Art Galleries	30	26
Steam/Heritage Railways	2	2
Visitor/Heritage Centres	8	6
Wildlife Attractions/Zoos	5	7
Workplaces	6	3
Places of Worship	3	5
Other	4	7
UK	100	100

Note: Figures may over add due to rounding.

Museums/art galleries account for almost one third of attractions (30%). They realised a lower share of visits at just over one quarter of total reported visits (26%). Historic houses/castles, the second most numerous category in terms of number of attractions (18%) only received 11% of total reported visits. Both these categories have a high proportion of small attractions. Conversely, Country parks, which represent a small proportion of the UK responding attractions (5%) accounted for a far higher proportion of visits (16%), as did Leisure/theme parks (2% and 9% respectively). Both tend to attract large numbers of visitors.

## Ownership

 UK Distribution of Attractions by Ownership Type 2002



Public company/plc	2	3
The National Trust/National Trust for Scotland	10	6
Other trust/charity	21	14
Educational institution	2	1
Religious body	3	5
Other	2	1
UK	100	100

In the UK, overall, charities and trusts (including The National Trust/National Trust for Scotland) and privately-owned attractions form the largest ownership types, each representing 31% and 27% of responding attractions and accounting for 20% and 26% of visits respectively.

### Admission Charges

#### ▶ Average Adult Admission Charge for Paid Attractions 2002

Category	Average Adult Admission Charge
Country Parks	£2.76
Farms	£3.59
Gardens	£3.57
Historic Houses/Castles	£4.18
Other Historic Properties	£2.68
Leisure/Theme Parks	£6.73
Museums/Art Galleries	£2.96
Steam/Heritage Railways	£6.11
Visitor/Heritage Centres	£3.23
Wildlife Attractions/Zoos	£5.33
Workplaces	£3.35
Places of Worship	£3.45
Other	£4.91
UK	£3.80

Average adult admission charge varied greatly amongst categories, ranging from £2.68 for Other historic properties to £6.73 for Leisure/theme parks.

#### ▶ UK Admission Type 2002 by Country

	Free	Paid	Free	Paid
	%	%	%	%
England	38	62	52	48
Northern Ireland	47	53	58	42
Scotland	43	57	68	32
Wales	33	67	39	61
UK	39	61	54	46

In all countries, free admission attractions attracted a higher share of visits than their share of attractions, but in Wales, paid admission attractions received a much higher share of visits than in other countries.

 UK Admission Type 2002 by Attraction Category 

Category	Attractions		Visits	
	Free	Paid	Free	Paid
	%	%	%	%
Country Parks	76	24	88	12
Farms	22	78	27	73
Gardens	17	83	26	74
Historic Houses/Castles	8	92	5	95
Other Historic Properties	21	79	9	91
Leisure/Theme Parks	25	75	54	46
Museums/Art Galleries	55	45	77	23
Steam/Heritage Railways	6	94	3	97
Visitor/Heritage Centres	54	46	62	38
Wildlife Attractions/Zoos	25	75	12	88
Workplaces	59	41	80	20
Places of Worship	89	11	69	31
Other	33	67	34	66
UK	39	61	54	46

The breakdown between free and paid admission attractions varied considerably amongst categories. Over three quarters of Country parks and Places of worship were free. Museums/art galleries and Heritage/visitor centres are the only two categories where there is an almost equal share of paid and free attractions.

## Origin of Visitors

### Origin of Visitors 2002



	Overseas Residents	UK Residents
	%	%
Cumbria	6	94
Northumbria	6	94
North West	12	88
Yorkshire	8	92
Heart of England	5	95
East of England	7	92
London	39	61
South West	9	91
Southern	9	91
South East	8	92
England	16	84
Northern Ireland*	14	87
Scotland	18	82
Wales	7	93
UK	16	84

Note: \*In Northern Ireland, visitors from Great Britain are included in 'UK Residents'. % read across.

An estimated 16% of visits to UK visitor attractions were made by overseas visitors in 2002. They accounted for a higher proportion of visits to attractions in Scotland (18%) and England (16%) than in Northern Ireland (14%) and Wales (7%).

## Children

### Proportion of Adult and Child Visits by Country 2002



Country	Adults	Children
	%	%
England	71	29



Northern Ireland	64	36
Scotland	73	27
Wales	67	33
UK	71	29

Note: % read across.

Children represented 29% of total visits to UK attractions in 2002. Northern Ireland and Wales reported the highest proportion of child visits to their attractions (36% and 33% respectively) whilst Scotland reported the lowest (27%).

### Dwell Time

 UK Distribution of Average Dwell Time per Visit in 2002 by Attraction Category 

Category	Average Dwell Time
	Minutes
Country Parks	130
Farms	182
Gardens	161
Historic Houses/Castles	133
Other Historic Properties	137
Leisure/Theme Parks	267
Museum/Art Galleries	112
Steam/Heritage Railways	149
Visitor/Heritage Centres	102
Wildlife Attractions/Zoos	202
Workplaces	89
Places of Worship	66
Other	89
UK	136

Places of worship reported the lowest average dwell time at just over one hour (66 minutes on average) whereas Leisure/Theme parks reported the highest at approximately four hours and a half (267 minutes on average per visit).

### Revenue

 UK Distribution of Average Revenue per Visit by Country 2002 

	%	%	%	%	%
England	2	48	18	27	5
Northern Ireland	*	40	20	38	3
Scotland	1	28	16	47	9
Wales	*	53	19	26	3
UK	2	44	17	31	6

**Note:** \*less than 0.5%. % read across.

In the UK overall, 44% of revenue was generated from admission charges, 31% from retail and 17% from catering. This pattern is similar in England, Northern Ireland and Wales. In Scotland, however, 47% of revenue was generated from retail and 28% from admission charges.

### Employment

Employment information was provided by 2,744 out of 3,295 responding visitor attractions in the UK. They accounted for a labour force of around 111,000 people, of which around 56,000 were paid employees (full or part-time) and around 55,000 were volunteers.