

Visitor Attractions Trends in England 2012

Annual Report for Heritage
Counts

Prepared for English Heritage

1. Introduction and Background

This report presents key tables from the ‘**historic properties**’ element of the Survey of Visits to Visitor Attractions undertaken in England by VisitEngland. The report provides a comprehensive England-wide analysis of attractions and visits in 2012 and trend data.

Visitor Attraction Definition

For the purposes of the survey, the definition of a visitor attraction is:

“..an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship (but excludes small parish churches); rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc.”

1.1 Research objectives

The purpose of the survey is to monitor trends in the visitor attraction sector in England and to improve understanding of the dynamics of the sector. The findings contribute to regional and national estimates of the economic impact of tourism and inform regional development and planning work. The results of the survey allow operators to benchmark their operation within their category, within their region and across the sector as a whole.

1.2 Survey method

Since the 2008 survey, attractions have had the option of online survey completion in addition to the postal self-completion survey. All attractions for whom email contacts were held were sent an email invitation to take part, with a link to their attraction’s online questionnaire. Attractions not responding were subsequently sent a postal questionnaire alongside attractions for whom no email contacts were held.

Response to the online option was again notable, with a significant proportion of all responding attractions choosing to complete the survey online.

BDRC Continental holds the contract for the survey in England and is responsible for the preparation of this report.

1.3 Sample

The following English visitor attraction sub categories were defined as historic properties:

- Castle/fort
- Garden
- Historic house/house and garden/palace
- Historic monument/archaeological site
- Heritage/visitor centre
- Place of worship
- Other historic property

1,511 English visitor attractions provided visits figures for the year 2012. Among historic properties, 661 historic properties responded compared with 801 for the year 2011 and 787 for the year 2010.

Some historic monuments were excluded as they are not physically 'manned', therefore unable to provide visitor numbers.

Given that the value of this report lies predominantly in the assessment of trends over time, perhaps the more important sample size measure is the number of attractions providing admissions information for both 2012 and 2011. In 2012 there were 639 such historic properties, which is slightly down on the number in 2011 (739), 2010 (754) and 2009 (737).

This reduction is driven by VisitEngland's recent tightening of its definition of attractions and undertaking of a major review of the list of attractions used for this year's survey. For example, parish churches were removed from the attractions list. This has removed a number of small sites previously classified as attractions, and we have therefore seen a slight shift in the attraction size profile of sites participating in the research this year.

Table A.1 Response by attraction category

Category	Number of attractions that provided data (2011)	Number of attractions that provided data (2012)
Castles/forts	96	90
Gardens	109	85
Historic houses	290	231
Historic monuments	54	49
Visitor/heritage centres	87	78
Places of worship	102	58
Other historic properties	63	70
Total	801	661

1.4 Survey definitions

Attractions were asked to categorise themselves using the following definitions. Guidelines were sent to each attraction along with the questionnaire to assist with this process. In the tables, an asterisk is used to indicate a percentage is less than 0.5%. A plus or minus sign indicates whether the value is positive or negative.

Abbreviation	Category	Description
C	Castles/forts	Castles, forts, citadels, defence towers
G	Gardens	Gardens, arboretums and botanical gardens
HH	Historic houses	Historic houses, historic houses and gardens, palaces, royal residences
HM	Historic monuments	Historic monuments, archaeological sites, standing stones
VC	Visitor/Heritage Centres	Visitor centres, heritage centres, information/orientation centres, park ranger centres, cultural interpretation centres
WO	Places of Worship	Cathedrals, churches, chapels and other attractions of any religion that are still in use as places of worship
OHP	Other historic properties	Historic ships, lighthouses, windmills, watermills, historic workplaces
Abbreviation	Government Office Region	Counties/unitary authorities within region
EAST	East	Counties: Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk UAs: Luton, Peterborough, Southend-on-Sea, Thurrock
EM	East Midlands	Counties: Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire UAs: Derby, Leicester, Nottingham, Rutland
LON	London	All Greater London boroughs
NE	North East	Counties: County Durham, Northumberland UAs: Darlington, Hartlepool, Middlesborough, Redcar & Cleveland, Stockton-on-Tees Former Met.: Tyne and Wear (<i>Gateshead, Newcastle, N Tyneside, S Tyneside, Sunderland</i>)
NW	North West	Counties: Cheshire, Cumbria, Lancashire UAs: Blackburn with Darwen, Blackpool, Halton, Warrington Former Met.: Greater Manchester (<i>Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan</i>), Merseyside (<i>Liverpool, Knowsley, Sefton, St Helens, Wirral</i>)
SE	South East	Counties: Buckinghamshire, East Sussex, Hampshire, Kent, Oxfordshire, Surrey, West Sussex UAs: Bracknell Forest, Brighton & Hove, Isle of Wight, Medway, Milton Keynes, Portsmouth, Reading, Slough, Southampton W. Berkshire, Windsor & Maidenhead, Wokingham
SW	South West	Counties: Cornwall, Devon, Dorset, Gloucestershire, Somerset, Wiltshire, Isles of Scilly UAs: Bath & NE Somerset, Bournemouth, Bristol, N Somerset, Plymouth, Poole, Swindon, Torbay, S Gloucestershire
WM	West Midlands	Counties: Shropshire, Staffordshire, Warwickshire, Worcestershire UAs: Herefordshire, Stoke-on-Trent, Telford & Wrekin Former Met.: West Midlands (<i>Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, Wolverhampton</i>)
Y&H	Yorkshire/ The Humber	Counties: North Yorkshire UAs: East Riding of Yorkshire, Kingston-upon-Hull, NE Lincolnshire, N Lincolnshire, York Former Met.: South Yorkshire (<i>Barnsley, Doncaster, Rotherham, Sheffield</i>) West Yorkshire (<i>Bradford, Calderdale, Kirklees, Leeds, Wakefield</i>)

2. Main Tables

2.1 Geographical distribution of historic properties

Table A.2 illustrates the distribution of historic properties by category type within each Government Office Region (GOR).

Table A.2 Geographic distribution of historic properties – by GOR

	TOTAL	N.E.		N.W.		Y&H		E.M.		W.M.		East		Lon		S.E.		S.W.	
	No.	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Castles/forts	90	16	36	5	8	10	18	7	10	8	11	2	3	1	3	22	18	19	15
Gardens	85	3	7	7	11	9	16	3	4	7	9	10	15	2	5	18	15	26	21
Historic houses	231	6	14	24	39	11	20	31	46	35	46	23	34	17	44	45	37	39	31
Historic monuments	49	4	9	2	3	8	14	4	6	6	8	7	10	4	10	7	6	7	6
Visitor/heritage centres	78	4	9	14	23	7	13	12	18	9	12	7	10	2	5	10	8	13	10
Places of worship	58	6	14	1	2	5	9	4	6	7	9	7	10	10	26	10	8	8	6
Other historic properties	70	5	11	9	15	6	11	6	9	4	5	12	18	3	8	11	9	14	11
TOTAL	661	44		62		56		67		76		68		39		123		126	
Total % of attractions	100	7%		9%		8%		10%		11%		10%		6%		19%		19%	

2.2 Visitor numbers to historic properties

Table A.3 illustrates the numbers and profile of visits (paid and free) to historic properties by category type among responding attractions. The trend data (% change 11/12) reports the change in visits among attractions that have provided visits figures for both 2011 and 2012.

Table A.3 Visits to historic properties

	Sample	% of visits	Average no. of visits	Total visits	% change 11/12
SAMPLE		(57.9m)	(57.9m at 661 sites)	(57.9m at 661 sites)	
Castles/forts	90	14%	78,000	7,015,000	-7
Gardens	85	13%	109,000	9,223,000	-2
Historic houses	231	35%	90,000	20,791,000	-4
Historic monuments	49	7%	59,000	2,888,000	-2
Visitor/heritage centres	78	12%	60,000	4,667,000	-2
Places of worship	58	9%	145,000	8,384,000	-2
Other historic properties	70	11%	71,000	4,938,000	+1
TOTAL	661	100%	88,000	57,906,000	-3

Table A.4 examines numbers of visits to historic property types within each Government Office Region.

Table A.4 Visits to historic properties – by GOR

<i>Data in 000s</i>	Total	N.E.	N.W.	Y&H	E.M.	W.M.	East	Lon	S.E.	S.W.
Castles/forts	7,015	546	236	422	313	271	26	2,444	1,531	1,226
Gardens	9,223	31	1,409	733	23	300	433	1,061	2,329	2,905
Historic houses	20,791	467	1,839	810	3,350	1,589	3,687	2,273	4,251	2,525
Historic monuments	2,888	70	11	192	97	70	114	783	357	1,194
Visitor/heritage centres	4,667	189	1,148	714	191	802	115	123	640	745
Places of worship	8,384	62	159	691	266	587	293	3,839	1,276	1,210
Other historic properties	4,938	32	235	521	91	147	523	1,943	84	1,361
TOTAL	57,906	1,397	5,037	4,082	4,332	3,765	5,190	12,467	10,469	11,167
Total % of visits	100%	2%	9%	7%	7%	7%	9%	22%	18%	19%
% change 11/12	-3%	-7%	+6%	-3%	-2%	-1%	-6%	-4%	-4%	-4%

2.3 Visitor numbers to historic properties

Attractions were asked to estimate the proportion of its visits accounted for by overseas visitors and by local/day trip visitors. Table A.5 illustrates the results within each historic property category.

Table A.5 Origin of visitors to historic properties

	% overseas	% 11/12	% local/day trip	% other UK
Castles/forts	10	-9	79	10
Gardens	7	-5	66	27
Historic houses	9	-3	72	19
Historic monuments	38	+*	53	9
Visitor/heritage centres	15	-4	58	28
Places of worship	34	+3	40	26
Other historic properties	21	-11	50	29
TOTAL	16	-1	63	21

Table A.6 examines the origin of visitors by Government Office Region.

Table A.6 Origin of visitors to historic properties – by GOR

	% overseas	% local/day trip	% other UK
North East	8	74	18
North West	7	81	12
Yorkshire and The Humber	15	70	15
East Midlands	9	78	13
West Midlands	9	64	26
East	11	73	16
London	46	34	20
South East	17	64	19
South West	21	44	34
TOTAL	16	63	21

2.4 Free/paid admission to historic properties

Attractions were asked whether they charged admission to the main attraction in 2012. Table A.7 illustrates the proportions of attractions and visits that were paid or free admission within each historic property type.

Table A.7 Free/paid admission to historic properties

	Free Admission		Paid Admission	
	% of attractions	% of visits	% of attractions	% of visits
Castles/forts	6	1	94	99
Gardens	11	19	89	81
Historic houses	9	7	91	93
Historic monuments	27	12	73	88
Visitor/heritage centres	58	48	42	52
Places of worship	86	38	14	62
Other historic properties	34	45	66	55
TOTAL	25	20	75	80

2.5 Admission prices to historic properties

Table A.8 examines the average admission prices charged by attractions in each historic property category type in 2012. Prices for both adults and children exclude free attractions. N.B. Attractions that charged for adults but not children are included within the adult category but excluded from the child category.

Table A.8 Average admission price to historic properties (attractions charging)

	Sample (adult paid attractions)	Average adult admission charge	Average child admission charge	Adult/child charge ratio
Castles/forts	(80)	£5.09	£2.85	56%
Gardens	(71)	£6.23	£3.12	50%
Historic houses	(191)	£7.27	£3.60	50%
Historic monuments	(35)	£4.09	£2.22	54%
Visitor/heritage centres	(33)	£6.00	£4.21	70%
Places of worship	(8)	£8.25	£4.57	55%
Other historic properties	(39)	£4.64	£2.35	51%
TOTAL	(457)	£6.18	£3.24	52%

2.6 Revenue of historic properties

Attractions were asked to indicate whether their gross revenue had increased, decreased or remained similar to that of 2011. Table A.9 illustrates the results by historic property category type.

Table A.9 Gross revenue trend at historic properties 2011-2012

	Sample	% Increase	% Similar	% Decrease	%11/12 change
Castles/forts	(78)	28	23	49	-2
Gardens	(70)	16	27	57	-9
Historic houses	(163)	25	32	44	+4
Historic monuments	(43)	26	21	53	-10
Visitor/heritage centres	(71)	31	34	35	-3
Places of worship	(46)	17	46	37	-*
Other historic properties	(41)	29	39	32	+*
TOTAL	(512)	25	31	44	-2

Table A.10 below examines the gross revenue trends of historic properties within each Government Office Region.

Table A.10 Gross revenue trend at historic properties 2011-2012 – by GOR

	Sample	% Increase	% Similar	% Decrease	% 11/12 change
North East	(38)	11	34	55	-9
North West	(43)	28	33	40	+*
Yorkshire and The Humber	(44)	16	25	59	-6
East Midlands	(53)	30	26	43	+2
West Midlands	(53)	30	28	42	-*
East	(56)	27	32	41	+8
London	(32)	28	47	25	-4
South East	(101)	27	33	41	-2
South West	(92)	22	28	50	-4
TOTAL	(512)	25	31	44	-2

2.7 School and educational visits to historic properties

Properties were asked to record the number of schoolchildren visiting their property in 2012. Table A.15a below illustrates results for the 505 attractions with visiting school children who responded to the question:

- The average number of school children visiting each category type e.g. those castles / forts open to school children visits attracted an average of 3,300 school visits in 2012. Across all attractions open to school visits, an average of 3,800 school visits were made;
- However, this average is skewed by a small number of large attractions with very high numbers of school visits. A better reflection of a 'typical' number of school visits to an average attraction might be generated by the median number of visits i.e. if all attractions were ordered in terms of their school visit numbers, how many school visits does the attraction that falls exactly at the midpoint in this ordering attract?
- Total school children visits within each attraction category reflects the total number of school visits to attractions responding to this question;
- The percentage change in school visits examines those attractions responding to this question in both 2011 and 2012 and looks at the overall change in school visits for these attractions e.g. the number of school visits to castles responding in both 2011 and 2012 decreased by -13%.

Table A.15a School visits to historic properties – by property type

	Sample	Average no. of school children visits	Median no. of school children visits	Total school children visits	% change 11/12
Castles/forts	(79)	4,200	1,200	251,000	-13
Gardens	(61)	4,600	400	164,000	-5
Historic houses	(157)	2,500	800	318,000	-75
Historic monuments	(45)	5,400	400	209,000	-10
Visitor/heritage centres	(72)	4,500	700	290,000	+2
Places of worship	(52)	5,800	1,000	297,000	+
Other historic properties	(39)	2,800	400	93,000	-3
TOTAL	(505)	3,800	800	1,622,000	-38

Table A.15b illustrates both the average and total numbers of schoolchildren visiting each region among the 505 attractions with visiting schoolchildren answering the question.

Table A.15b School visits to historic properties – by region

	Sample	Average no. of school children visits	Median no. of school children visits	Total school children visits	% change 11/12
North East	(40)	1,100	600	41,000	-17
North West	(45)	2,800	900	103,000	-2
Yorkshire and The Humber	(44)	2,000	1,000	77,000	-9
East Midlands	(54)	1,500	400	64,000	+4
West Midlands	(55)	4,700	1,100	213,000	+2
East	(49)	1,900	500	78,000	+10
London	(36)	10,400	1,000	355,000	-72
South East	(94)	5,800	600	437,000	-13
South West	(88)	3,300	1,000	254,000	-14
TOTAL	(505)	3,800	800	1,662,000	-38

2.8 Expenditure on marketing by historic properties

Table A.16a examines the movement in marketing spend at historic properties between 2011 and 2012. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2011.

Table A.16a Movement in spend on marketing at historic properties 2011-2012

	Sample	% Increase	% Similar	% Decrease
Castles/forts	(27)	11	74	15
Gardens	(66)	24	65	11
Historic houses	(144)	15	72	14
Historic monuments	(14)	21	64	14
Visitor/heritage centres	(72)	19	54	26
Places of worship	(49)	14	78	8
Other historic properties	(37)	8	73	19
TOTAL	(409)	16	68	15

2.9 Provision of services

Attractions taking part in the 2012 survey were asked about the services that they offered across five dimensions.

Table A.16b Provision of services 2012 by attraction category (%)

Category	Castles / forts	Gardens	Historic houses	Historic monuments	Visitor / heritage centres	Places of worship	Other historic properties	Total England historic properties
Sample	(82)	(71)	(176)	(47)	(75)	(55)	(44)	(550)
Online								
Website	93	82	84	89	72	64	75	81
Online booking	74	14	35	66	19	13	2	34
Facilities								
Retail shop	60	63	67	57	71	51	70	64
Café/restaurant	37	76	64	19	44	42	36	50
Costumed Interpretation								
Costumed Interpretation	18	7	30	6	24	7	20	19
Events								
Public events	55	63	69	38	51	60	50	59
Public venue hire	46	41	53	34	24	53	36	44
Corporate events	9	20	32	6	17	33	30	23
Member Scheme								
Member Scheme	83	76	72	70	37	25	34	61

Appendix 1

As responding historic properties tend to vary between years, operators are asked in each survey year to provide the number of visits for both the survey year and the previous year. This enables the trend between any two years to be calculated based on the same historic properties.

Table A.17 shows the indexed trend based on the visits (see Table A.19) given by responding historic properties. Because the number of responding historic properties differs each year (see Table A.18), the percentage change between any two years is applied each time to the previous year's index to take account of the varying sample sizes each year.

A base index of 100 was set in 1989, both overall and for each attraction category. The table shows percentage increases year-on-year from that point onwards. For example, visits to castles / forts increased by +3% between 1989 and 1990 (among the sample of castles / forts responding in both 1989 and 1990), therefore increasing the index from 100 to 103. The following year, visits to castles / forts decreased by -7% (among the sample of castles / forts responding in both 1990 and 1991), therefore bringing the index down from 103 to 96.

In this way, long term trends within each category can be established by comparing any individual year with any other year. So between 1989 and 2012 visits to castles / forts have remained flat overall (the index has now returned to 100) compared with attractions overall which have increased by +23%. Basing these indices on pairs of years rather than a constant sample over many years is a better reflection of the actual state of the industry, since this method constantly takes into account the opening of new attractions and the closing of old ones and ensures that base sizes for each year are kept at a robust level.

Table A.17 Index – By historic property category

Data Year	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/heritage centres	Places of worship	Other historic properties	Total England historic properties
1989	100	100	100	100	100	100	100	100
1990	103	105	100	102	103	103	101	102
1991	96	104	100	98	112	95	105	99
1992	99	104	99	99	124	97	100	100
1993	102	111	100	101	132	96	102	102
1994	106	113	99	99	134	97	97	103
1995	111	122	103	99	142	90	102	104
1996	113	121	105	103	151	94	97	107
1997	113	121	105	108	141	89	97	105
1998	115	112	102	107	140	87	95	103
1999	111	118	105	108	148	72	95	100
2000	106	115	100	108	140	70	90	96
2001	98	132	94	86	130	66	93	92
2002	99	154	107	98	143	66	93	99
2003	102	162	113	97	152	62	99	102
2004	103	151	111	96	156	63	106	101
2005	98	163	109	94	162	65	110	102
2006	99	159	110	96	163	67	121	104
2007	97	167	113	124	182	67	117	106
2008	97	170	113	124	193	71	121	108
2009	108	186	127	134	202	75	122	117
2010	103	177	129	136	197	78	158	119
2011	108	193	138	147	202	83	175	127
2012	100	189	132	144	198	81	177	123

Table A.18 shows the number of responding historic properties in each survey year. Each property is asked to provide visits figures for both the survey year and the previous year in order to enable visits trends to be calculated based on the same properties. Numbers below show the number of properties within each category who responded both for the current year and previous year.

Table A.18 Number of responding historic properties providing visits figures 1989-2012

Survey Year	Data Year	Castles / forts	Gardens	Historic houses	Historic monuments	Visitor/herit -age centres	Places of worship	Other historic properties	Total England historic properties
1989/90	1990	92	102	272	58	35	31	79	669
1990/1	1991	94	118	288	59	44	29	83	715
1991/2	1992	93	120	291	62	51	38	73	728
1992/3	1993	94	125	305	59	67	43	73	766
1993/4	1994	100	136	327	62	93	47	88	853
1994/5	1995	102	148	337	61	104	47	97	896
1995/6	1996	106	157	340	61	104	51	106	925
1996/7	1997	104	158	351	57	112	49	102	935
1997/8	1998	111	178	398	70	137	53	130	1,077
1998/9	1999	110	179	405	73	148	60	133	1,108
1999/2000	2000	105	164	397	63	115	61	112	1,017
2000/1	2001	103	158	367	68	114	87	108	1,005
2001/2	2002	91	107	270	57	63	71	73	734
2002/3	2003	92	124	302	60	78	74	86	817
2003/4	2004	79	130	315	63	87	92	86	852
2004/5	2005	89	137	294	56	76	94	86	832
2005/6	2006	86	108	287	53	73	93	82	782
2006/7	2007	73	93	217	2	46	88	79	598
2007/8	2008	80	114	255	47	74	103	83	756
2008/9	2009	82	106	260	51	75	103	60	737
2009/10	2010	90	103	246	48	75	113	79	754
2010/11	2011	92	101	260	52	81	94	59	739
2011/12	2012	90	85	231	49	78	58	70	661

Table A.19 shows the number of visits to responding historic properties. (Note: it does not include estimates of non-responding properties. Therefore these figures do not represent the total market).

Table A.19 Number of visits to responding England historic properties 1989-2012 (millions)

Survey Year	Data Year	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/her -itage centres	Places of worship	Other historic properties	Total England historic properties
1990	1989	8.9	4.9	12.0	3.6	2.7	13.6	2.7	48.4
	1990	9.2	5.1	12.0	3.7	2.8	14.0	2.7	49.5
1991	1990	9.3	5.3	12.4	3.7	2.8	14.7	3.0	51.1
	1991	8.6	5.2	12.5	3.6	3.0	13.6	3.2	49.6
1992	1991	8.3	6.1	12.5	3.4	3.1	17.3	3.0	53.6
	1992	8.6	6.0	12.3	3.5	3.4	17.8	2.9	54.4
1993	1992	8.8	6.3	12.6	3.4	4.7	18.2	3.0	57.1
	1993	9.1	6.8	12.7	3.5	5.0	18.0	3.1	58.1
1994	1993	9.3	7.4	13.0	3.5	6.4	18.3	3.5	61.4
	1994	9.6	7.5	13.0	3.4	6.5	18.5	3.3	61.8
1995	1994	9.6	7.8	13.1	3.5	6.9	18.8	3.3	63.1
	1995	10.1	8.4	13.7	3.5	7.3	17.4	3.5	64.0
1996	1995	10.2	8.4	14.2	3.4	7.6	17.7	3.4	65.0
	1996	10.5	8.3	14.4	3.6	8.1	18.4	3.2	66.5
1997	1996	10.6	8.3	14.8	3.1	9.1	18.2	3.2	67.4
	1997	10.6	8.4	14.9	3.3	8.5	17.4	3.2	66.2
1998	1997	10.8	9.5	14.7	3.4	9.6	17.5	3.5	69.0
	1998	11.0	8.8	14.2	3.4	9.5	17.1	3.4	67.4
1999	1998	10.9	9.0	15.3	3.7	9.8	17.7	3.6	70.0
	1999	10.5	9.5	15.9	3.7	10.4	14.6	3.5	68.2
2000	1999	10.2	9.2	16.1	3.3	9.1	14.7	3.4	66.2
	2000	9.9	9.0	15.4	3.3	8.5	14.3	3.3	63.6
2001	2000	9.8	8.5	15.5	4.5	8.3	14.9	2.5	64.3
	2001	9.0	10.2	14.5	3.5	7.7	14.2	2.6	61.8

2002	2001	8.6	8.2	13.2	3.4	4.6	11.4	2.1	51.5
	2002	8.7	9.5	15.0	3.9	5.1	11.3	2.1	55.5
2003	2002	8.7	9.8	15.3	4.1	5.6	11.4	2.5	57.4
	2003	8.9	10.3	16.3	4.0	5.9	10.8	2.7	58.9
2004	2003	7.2	11.4	17.3	3.1	5.7	9.5	2.6	56.7
	2004	7.3	10.6	17.0	3.1	5.8	9.6	2.8	56.2
2005	2004	7.1	9.0	16.5	3.0	5.0	9.4	3.0	53.0
	2005	6.7	9.7	16.3	3.0	5.2	9.7	3.1	53.7
2006	2005	4.4	8.9	18.9	3.2	4.1	10.6	8.5	58.6
	2006	4.5	8.7	19.1	3.3	4.1	10.9	9.4	59.9
2007	2006	6.6	9.4	12.9	-	1.7	8.8	2.7	42.1
	2007	6.5	9.9	13.3	-	1.9	8.8	2.6	43.0
2008	2007	3.6	8.6	12.7	2.3	4.0	6.8	2.6	40.7
	2008	3.6	8.7	12.8	2.3	4.3	7.2	2.7	41.6
2009	2008	4.4	7.0	16.8	2.7	2.4	9.3	3.3	46.0
	2009	4.9	7.7	18.9	3.0	2.6	9.8	3.2	50.0
2010	2009	5.1	9.1	16.7	2.8	3.0	9.1	2.7	48.4
	2010	4.9	8.6	17.1	2.9	2.9	9.5	3.5	49.2
2011	2010	4.5	8.8	22.7	2.7	4.7	9.2	3.4	56.1
	2011	4.7	9.6	24.2	2.9	4.8	9.9	3.8	60.0
2012	2011	7.5	9.4	21.5	3.0	4.4	8.5	4.6	58.9
	2012	7.0	9.2	20.7	2.9	4.3	8.3	4.6	57.1

Table A.21 Index – By region
Trends in no. of visits to England historic properties 2000-2012
Indices 2000=100
Constant samples (from one year to next only)

Data Year	North East	North West	Yorks & Humber	East Mids	West Mids	East	London	South East	South West	Total England
2000	100	100	100	100	100	100	100	100	100	100
2001	87	95	86	91	93	95	98	95	92	96
2002	121	110	91	109	96	95	100	100	99	104
2003	138	114	95	115	96	94	103	105	96	107
2004	135	115	98	112	97	87	109	103	92	106
2005	140	123	100	113	103	88	108	106	89	107
2006	140	135	102	114	101	87	115	103	90	109
2007	149	139	103	121	109	84	117	105	90	111
2008	145	143	108	125	118	87	132	104	88	113
2009	160	155	117	132	134	93	138	117	95	123
2010	153	151	118	136	136	96	147	115	98	125
2011	153	158	120	145	148	106	160	127	101	134
2012	142	167	116	142	147	100	154	122	97	130

Table A.22 Index – By region
Trends in no. of SCHOOL VISITS to England historic properties 2001-2012
Indices 2001=100
Constant samples (from one year to next only)

Data Year	North East	North West	Yorks & Humber	East Mids	West Mids	East	London	South East	South West	Total England
2001	100	100	100	100	100	100	100	100	100	100
2002	93	113	106	95	102	73	97	97	105	99
2003	96	116	105	86	100	89	117	98	112	104
2004	93	112	90	94	97	102	106	105	123	107
2005	104	111	95	92	105	97	110	107	120	109
2006	85	87	81	109	108	102	98	106	127	106
2007	87	97	79	109	101	103	105	114	126	109

2008	89	109	52	101	129	103	100	113	125	106
2009	77	169	46	98	125	109	153	86	131	103
2010	75	195	64	78	121	113	161	84	133	103
2011	80	206	69	66	143	118	180	80	119	104
2012	66	202	63	69	146	130	50	70	102	64

Table A.23 Index – By historic property category
Trends in no. of SCHOOL VISITS to England historic properties 2001-2012
Indices 2001=100
Constant samples (from one year to next only)

Data Year	Castles/ forts	Gardens	Historic houses	Historic monuments	Visitor/heritage centres	Places of worship	Other historic properties	Total England historic properties
2001	100	100	100	100	100	100	100	100
2002	99	105	117	99	110	79	73	99
2003	98	113	120	107	119	77	93	104
2004	101	116	119	115	100	88	122	107
2005	97	145	119	122	113	87	128	109
2006	95	153	116	123	93	96	131	106
2007	94	167	119	168	94	102	126	109
2008	94	160	111	184	97	95	127	106
2009	81	163	142	172	81	100	88	103
2010	72	186	142	192	89	94	111	103
2011	106	170	113	230	100	101	130	104
2012	92	161	28	207	102	101	126	64

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