Visitor Attractions Trends in England 2011

Annual Report for Heritage Counts

Prepared for English Heritage

bdrc continental

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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 2011 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

1,964 English visitor attractions provided visits figures for the year 2011. Among historic properties, 801 historic properties responded compared with 787 for the year 2010.

Although many parish churches are invited to participate, there are many more (who could be generating 'visitors') excluded on the basis that they are not considered a visitor attraction.

Also 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 2011 and 2010. In 2011 there were 739 such historic properties, which is broadly similar to the number in 2010 (754) and 2009 (737).

Table A.1   Response by attraction category

Category	Number of attractions that provided data
Castles/forts	96
Gardens	109
Historic houses	290
Historic monuments	54
Visitor/heritage centres	87
Places of worship	102
Other historic properties	63
Total	**801**

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 *(Gateshead, Newcastle, N Tyneside, S Tyneside, Sunderland)*
NW	North West	**Counties:** Cheshire, Cumbria, Lancashire **UAs:** Blackburn with Darwen, Blackpool, Halton, Warrington **Former Met.:** Greater Manchester *(Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan),* Merseyside *(Liverpool, Knowsley, Sefton, St Helens, Wirral)*
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 *(Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, Wolverhampton)*
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 (*Barnsley, Doncaster, Rotherham, Sheffield)* West Yorkshire *(Bradford, Calderdale, Kirklees, Leeds, Wakefield)*

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	96		20	31	5	7	9	12	6	8	6	9	7	7	-	-	23	15	20	14
Gardens	109		5	8	10	14	9	12	8	11	11	16	13	14	1	2	27	17	25	17
Historic houses	290		11	17	32	43	16	22	35	46	27	40	30	31	27	55	55	35	57	40
Historic monuments	54		5	8	3	4	11	15	1	1	4	6	9	9	4	8	9	6	8	6
Visitor/heritage centres	87		9	14	13	18	6	8	14	18	11	16	11	11	-	-	15	10	8	6
Places of worship	102		12	18	7	9	17	23	6	8	6	9	9	9	13	27	16	10	16	11
Other historic properties	63		3	5	4	5	6	8	6	8	3	4	17	18	4	8	10	6	10	7
TOTAL	**801**		**65**		**74**		**74**		**76**		**68**		**96**		**49**		**155**		**144**	
Total % of attractions	*100*		*8%*		*9%*		*9%*		*9%*		*8%*		*12%*		*6%*		*19%*		*18%*	

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 10/11) reports the change in visits among attractions that have provided visits figures for both 2010 and 2011.

Table A.3 Visits to historic properties

	Sample	% of visits	Average no. of visits	Total visits	% change 10/11
SAMPLE		(62.3m)	(62.3m at 801 sites)	(62.3m at 801 sites)	
Castles/forts	96	8%	52,000	5,028,000	+4
Gardens	109	16%	89,000	9,713,000	+9
Historic houses	290	41%	87,000	25,302,000	+7
Historic monuments	54	5%	54,000	2,945,000	+8
Visitor/heritage centres	87	8%	57,000	4,940,000	+2
Places of worship	102	17%	103,000	10,492,000	+7
Other historic properties	63	6%	61,000	3,829,000	+11
TOTAL	**801**	**100%**	**78,000**	**62,289,000**	**+7**

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

Data in 000s	Total	N.E.	N.W.	Y&H	E.M.	W.M.	East	Lon	S.E.	S.W.
Castles/forts	5,028	662	260	441	314	248	150	-	1,870	1,082
Gardens	9,713	342	179	687	88	1,246	446	1,189	3,214	2,342
Historic houses	25,302	803	1,999	1,390	2,298	1,550	1,709	6,450	5,062	4,042
Historic monuments	2,945	91	51	237	52	84	150	782	245	1,254
Visitor/heritage centres	4,980	409	1,388	739	464	802	153	-	877	148
Places of worship	10,492	766	668	665	370	225	378	4,045	1,764	1,610
Other historic properties	3,829	13	237	393	51	142	474	1,918	92	508
TOTAL	**62,289**	**3,087**	**4,781**	**4,531**	**3,637**	**4,297**	**3,461**	**14,385**	**13,123**	**10,986**
Total % of visits	*100%*	*5%*	*8%*	*7%*	*6%*	*7%*	*6%*	*23%*	*21%*	*18%*
% change 10/11	*+7%*	*+*%*	*+5%*	*+2%*	*+7%*	*+9%*	*+10%*	*+9%*	*+10%*	*+3%*

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	% 10/11	% local/day trip	% other UK
Castles/forts	11	+9	83	3
Gardens	7	+21	76	17
Historic houses	13	+10	71	16
Historic monuments	36	+22	55	9
Visitor/heritage centres	17	+15	59	24
Places of worship	30	+9	49	21
Other historic properties	21	-4	54	25
TOTAL	**18**	**+12**	**66**	**17**

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	10	71	19
North West	15	70	15
Yorkshire and The Humber	12	74	14
East Midlands	8	66	26
West Midlands	7	77	16
East	11	70	19
London	38	54	8
South East	19	65	16
South West	23	57	20
TOTAL	**18**	**66**	**17**

2.4   Free/paid admission to historic properties

Attractions were asked whether they charged admission to the main attraction in 2011. 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	9	7	91	93
Gardens	10	14	90	86
Historic houses	10	12	90	88
Historic monuments	17	4	83	96
Visitor/heritage centres	62	57	38	43
Places of worship	91	47	9	53
Other historic properties	27	49	73	51
TOTAL	**28**	**23**	**72**	**77**

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 2011. 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	(87)	£5.52	£3.33	60%
Gardens	(98)	£6.12	£2.95	48%
Historic houses	(262)	£7.33	£3.88	53%
Historic monuments	(45)	£4.46	£2.64	59%
Visitor/heritage centres	(33)	£6.70	£4.53	68%
Places of worship	(9)	£7.39	£4.06	55%
Other historic properties	(46)	£4.58	£2.43	53%
TOTAL	**(580)**	**£6.38**	**£3.51**	**55%**

2.6 Revenue of historic properties

Attractions were asked to indicate whether their gross revenue had increased, decreased or remained similar to that of 2010. Table A.9 illustrates the results by historic property category type.

Table A.9   Gross revenue trend at historic properties 2010-2011

	Sample	% Increase	% Similar	% Decrease	%10/11 change
Castles/forts	(80)	49	16	35	+3
Gardens	(78)	63	31	6	+12
Historic houses	(175)	49	26	25	+4
Historic monuments	(45)	58	18	24	+8
Visitor/heritage centres	(78)	45	26	29	+5
Places of worship	(70)	29	54	17	+1
Other historic properties	(44)	36	34	30	-1
TOTAL	**(570)**	**48**	**29**	**24**	**+5**

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 2010-2011 – by GOR

	Sample	% Increase	% Similar	% Decrease	% 10/11 change
North East	(47)	26	28	47	-2
North West	(53)	43	36	21	+9
Yorkshire and The Humber	(60)	45	32	23	+4
East Midlands	(58)	43	29	28	+2
West Midlands	(49)	67	22	10	+8
East	(76)	55	28	17	+8
London	(33)	48	21	30	+3
South East	(101)	52	30	18	+4
South West	(93)	43	29	28	+5
TOTAL	**(570)**	**48**	**29**	**24**	**+5**

2.7   School and educational visits to historic properties

Properties were asked to record the number of schoolchildren visiting their property in 2011. Table A.15a below illustrates results for the 569 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 4,100 school visits in 2011. Across all attractions open to school visits, an average of 3,300 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 2010 and 2011 and looks at the overall change in school visits for these attractions e.g. the number of school visits to the places of worship responding in both 2010 and 2011 increased by +7%.

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 10/11
Castles/forts	(79)	4,100	1,500	326,000	+47
Gardens	(68)	1,300	20	88,000	-9
Historic houses	(168)	3,400	300	577,000	-21
Historic monuments	(47)	5,100	500	239,000	+20
Visitor/heritage centres	(77)	4,200	600	320,000	+12
Places of worship	(87)	3,300	500	290,000	+7
Other historic properties	(43)	1,000	200	41,000	+17
TOTAL	**(569)**	**3,300**	**400**	**1,881,000**	**+1**

Table A.15b illustrates both the average and total numbers of schoolchildren visiting each region among the 569 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 10/11
North East	(47)	1,300	500	53,000	+7
North West	(50)	3.000	700	148,000	+6
Yorkshire and The Humber	(61)	2,000	700	123,000	+7
East Midlands	(60)	1,400	200	83,000	-15
West Midlands	(45)	3,600	200	162,000	+18
East	(72)	1,200	200	87,000	+5
London	(38)	12,500	600	476,000	+12
South East	(103)	5,500	400	564,000	-5
South West	(93)	2,000	300	186,000	-11
TOTAL	**(569)**	**3,300**	**400**	**1,881,000**	**+1**

2.8   Expenditure on marketing by historic properties

Table A.16a examines the movement in marketing spend at historic properties between 2010 and 2011. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2010.

Table A.16a   Movement in spend on marketing at historic properties 2010-2011

	Sample	% Increase	% Similar	% Decrease
Castles/forts	(83)	4	92	5
Gardens	(73)	23	66	11
Historic houses	(173)	21	69	10
Historic monuments	(45)	4	87	9
Visitor/heritage centres	(79)	18	67	15
Places of worship	(78)	15	81	4
Other historic properties	(44)	11	68	20
TOTAL	**(575)**	**16**	**74**	**10**

2.9   Provision of services

Attractions taking part in the 2011 survey were asked about the services that they offered across five dimensions.

Table A.16b   Provision of services 2011 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	(83)	(78)	(179)	(47)	(81)	(84)	(45)	(597)
Online								
Website	92	82	82	83	79	69	69	80
Online booking	6	13	19	-	23	7	9	13
Facilities								
Retail shop	84	51	68	74	81	37	58	65
Café/restaurant	37	73	60	17	52	26	29	47
Costumed Interpretation	16	6	25	9	26	4	18	17
Events								
Public events	57	45	62	45	60	54	47	55
Public venue hire	31	41	45	9	32	46	29	37
Corporate events	20	21	36	11	22	19	16	24
Member Scheme	84	58	65	79	35	17	36	55

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 2011 visits to castles / forts have increased by an estimated +3% overall (the index is now at 103) compared with attractions overall which have increased by +19%. 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

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 1989-2011

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

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 1989-2011 (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
	1989	8.9	4.9	12.0	3.6	2.7	13.6	2.7	48.4
1990	1990	9.2	5.1	12.0	3.7	2.8	14.0	2.7	49.5
	1990	9.3	5.3	12.4	3.7	2.8	14.7	3.0	51.1
1991	1991	8.6	5.2	12.5	3.6	3.0	13.6	3.2	49.6
	1991	8.3	6.1	12.5	3.4	3.1	17.3	3.0	53.6
1992	1992	8.6	6.0	12.3	3.5	3.4	17.8	2.9	54.4
	1992	8.8	6.3	12.6	3.4	4.7	18.2	3.0	57.1
1993	1993	9.1	6.8	12.7	3.5	5.0	18.0	3.1	58.1
	1993	9.3	7.4	13.0	3.5	6.4	18.3	3.5	61.4
1994	1994	9.6	7.5	13.0	3.4	6.5	18.5	3.3	61.8
	1994	9.6	7.8	13.1	3.5	6.9	18.8	3.3	63.1
1995	1995	10.1	8.4	13.7	3.5	7.3	17.4	3.5	64.0
	1995	10.2	8.4	14.2	3.4	7.6	17.7	3.4	65.0
1996	1996	10.5	8.3	14.4	3.6	8.1	18.4	3.2	66.5
	1996	10.6	8.3	14.8	3.1	9.1	18.2	3.2	67.4
1997	1997	10.6	8.4	14.9	3.3	8.5	17.4	3.2	66.2
	1997	10.8	9.5	14.7	3.4	9.6	17.5	3.5	69.0
1998	1998	11.0	8.8	14.2	3.4	9.5	17.1	3.4	67.4
	1998	10.9	9.0	15.3	3.7	9.8	17.7	3.6	70.0
1999	1999	10.5	9.5	15.9	3.7	10.4	14.6	3.5	68.2
	1999	10.2	9.2	16.1	3.3	9.1	14.7	3.4	66.2
2000	2000	9.9	9.0	15.4	3.3	8.5	14.3	3.3	63.6
	2000	9.8	8.5	15.5	4.5	8.3	14.9	2.5	64.3
2001	2001	9.0	10.2	14.5	3.5	7.7	14.2	2.6	61.8

	2001	8.6	8.2	13.2	3.4	4.6	11.4	2.1	51.5
2002	2002	8.7	9.5	15.0	3.9	5.1	11.3	2.1	55.5
	2002	8.7	9.8	15.3	4.1	5.6	11.4	2.5	57.4
2003	2003	8.9	10.3	16.3	4.0	5.9	10.8	2.7	58.9
	2003	7.2	11.4	17.3	3.1	5.7	9.5	2.6	56.7
2004	2004	7.3	10.6	17.0	3.1	5.8	9.6	2.8	56.2
	2004	7.1	9.0	16.5	3.0	5.0	9.4	3.0	53.0
2005	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

Table A.21   Index – By region

Trends in no. of visits to England historic properties 2000-2011

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

Table A.22   Index – By region

Trends in no. of SCHOOL VISITS to England historic properties 2001-2011

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

Table A.23   Index – By historic property category
Trends in no. of SCHOOL VISITS to England historic properties 2001-2011
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

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