

Visitor Attraction Trends in England 2020 Full Report

August 2021

Introduction to the Annual Attractions report

- Carried out annually in the Spring, looking at the previous year.
- A focus on trending the number of visits and the amount of revenue, by category, size and region of attraction, as well as other topics:
- The 2020 report has a Covid focus, looking specifically at:
 - Closures – whether full year or partial closures
 - Impact on Capacity
 - Measures introduced and changes made to venues
 - Revenue impacts, including ticket pricing and gift aid
 - Marketing impacts, including online booking
 - Employment impacts, including furlough

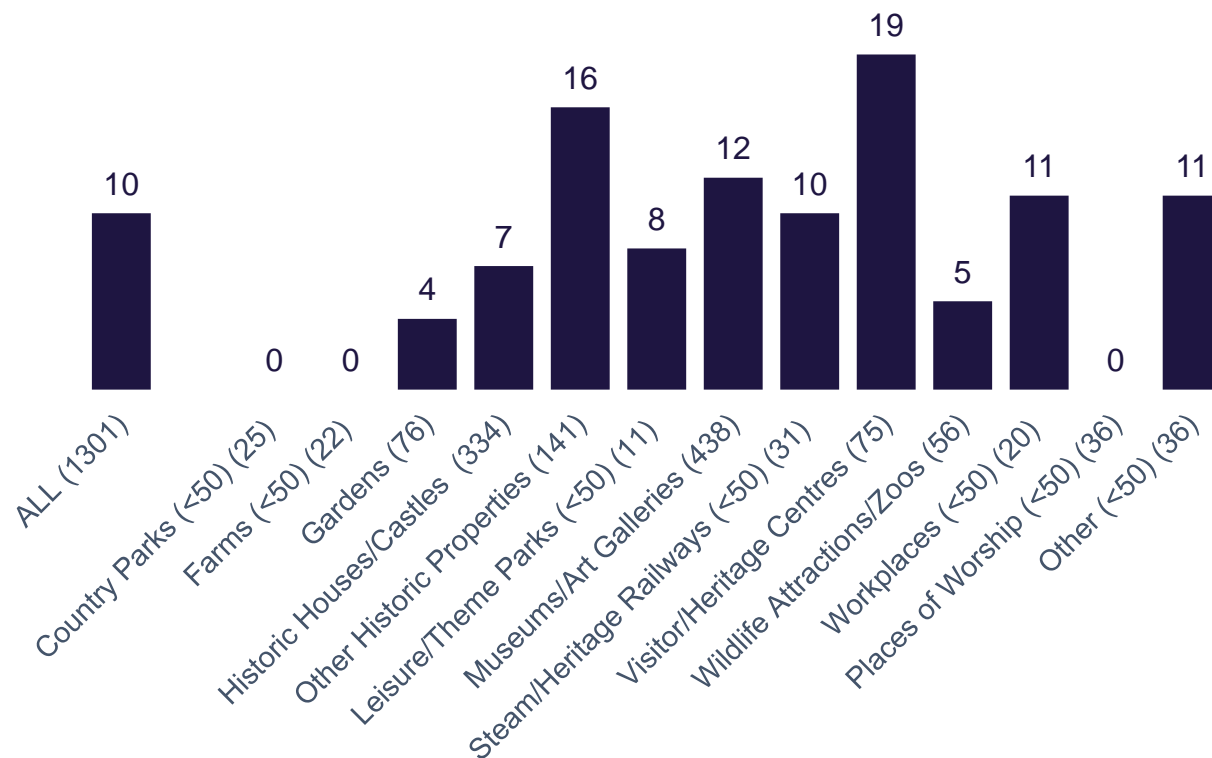
We refresh the list every year, so please let us know of any attractions that open in your area.

AnnualAttractionsSurvey@visitengland.org

Full Closure in 2020: By Attraction Category

The COVID-19 pandemic had a significant impact on visitor attractions, with 1 in 10 of the sites responding to the survey telling us that they were closed or had not received any visitors throughout 2020.

% of attractions closed throughout 2020, by category



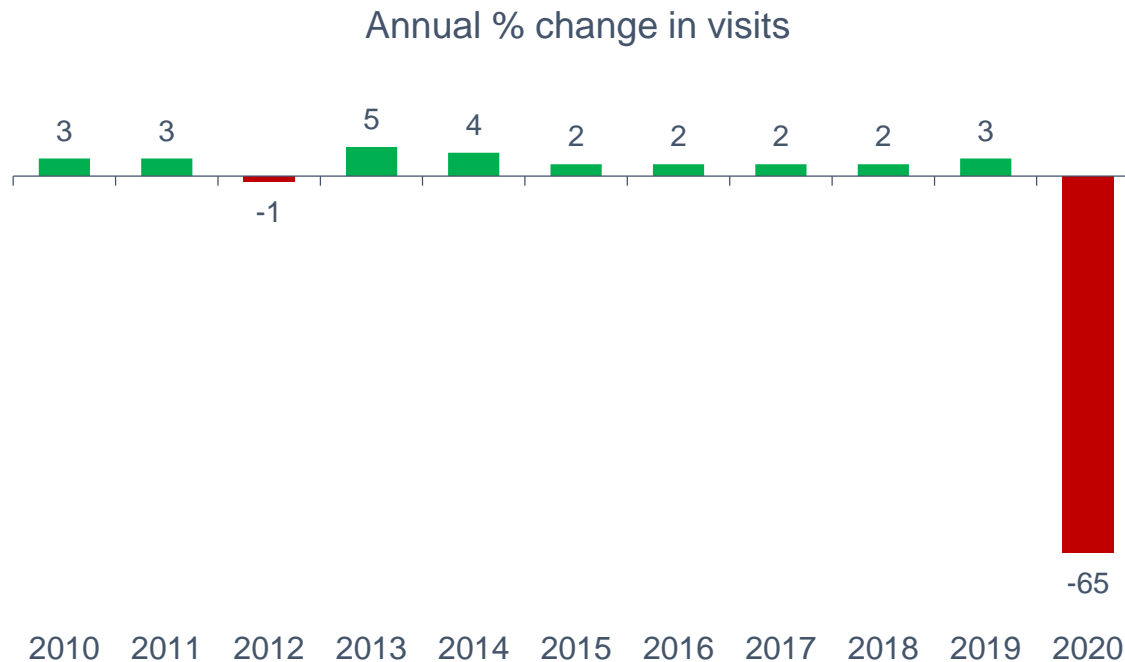
Base: All attractions responding to the survey (1301)

N.B. Figures in brackets represent sample sizes of attractions upon which data is based.

(<50) Base size below 50 (please treat with caution)

Attractions total visits in England decrease by -65%

Attractions in England reported a -65% decrease in total visits from 2019 to 2020 – a level of change unparalleled in any previous years.



2020 drop in visit volume was evident across all attraction types, but indoor attractions were the worst hit.

Mostly Indoors



-76%

Evenly mixed indoor / outdoor



-65%

Mostly outdoors

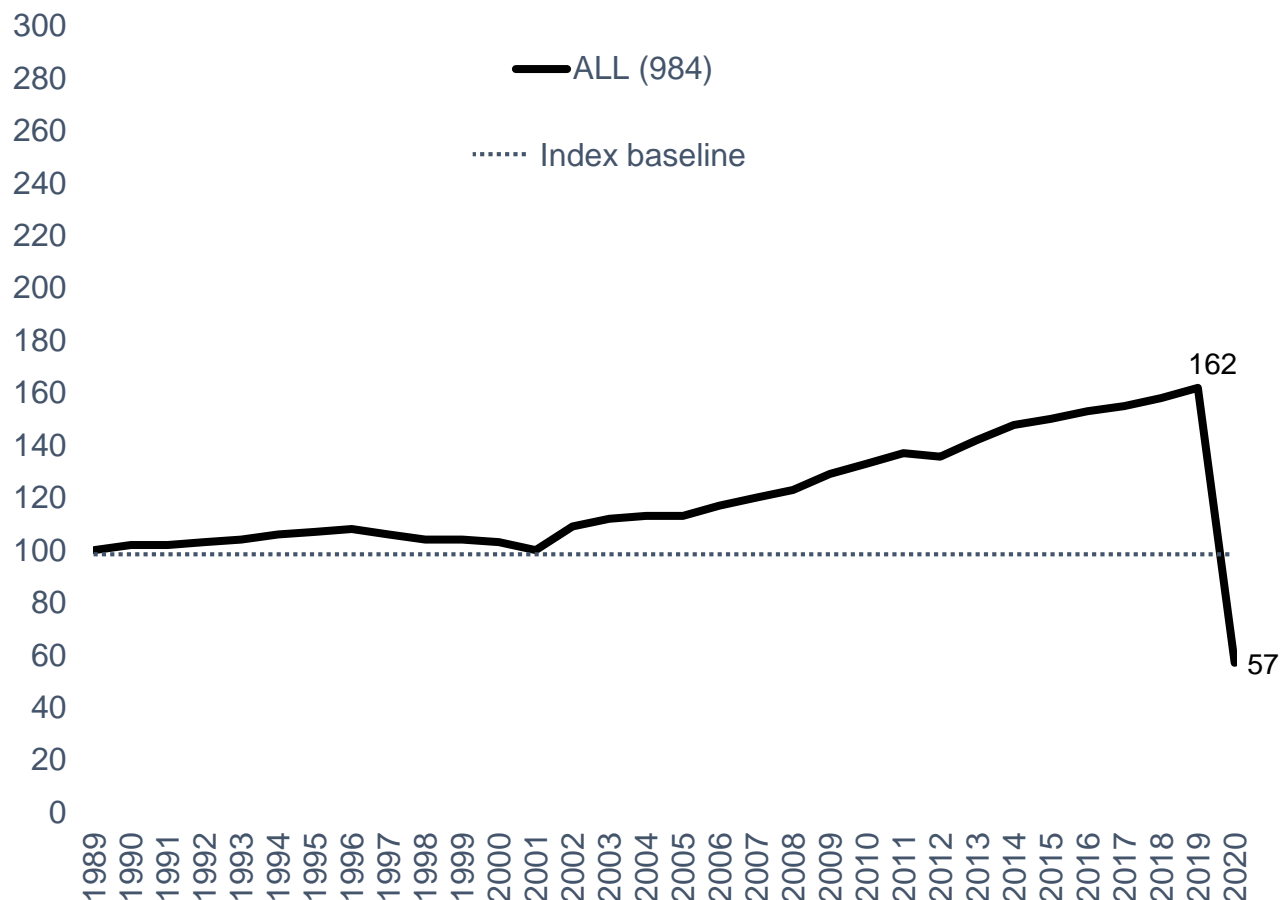


-43%

Index of Visits to Attractions: Sectors Outperforming vs. Market

This chart illustrates the attraction categories which have shown above average annual visit increases since 1989.

Across England, attractions as a whole ('all'), visits increased by 62% in the thirty years to 2019 (index of 162). In 2020 they dropped to an index of 57, substantially below the 1989 baseline.



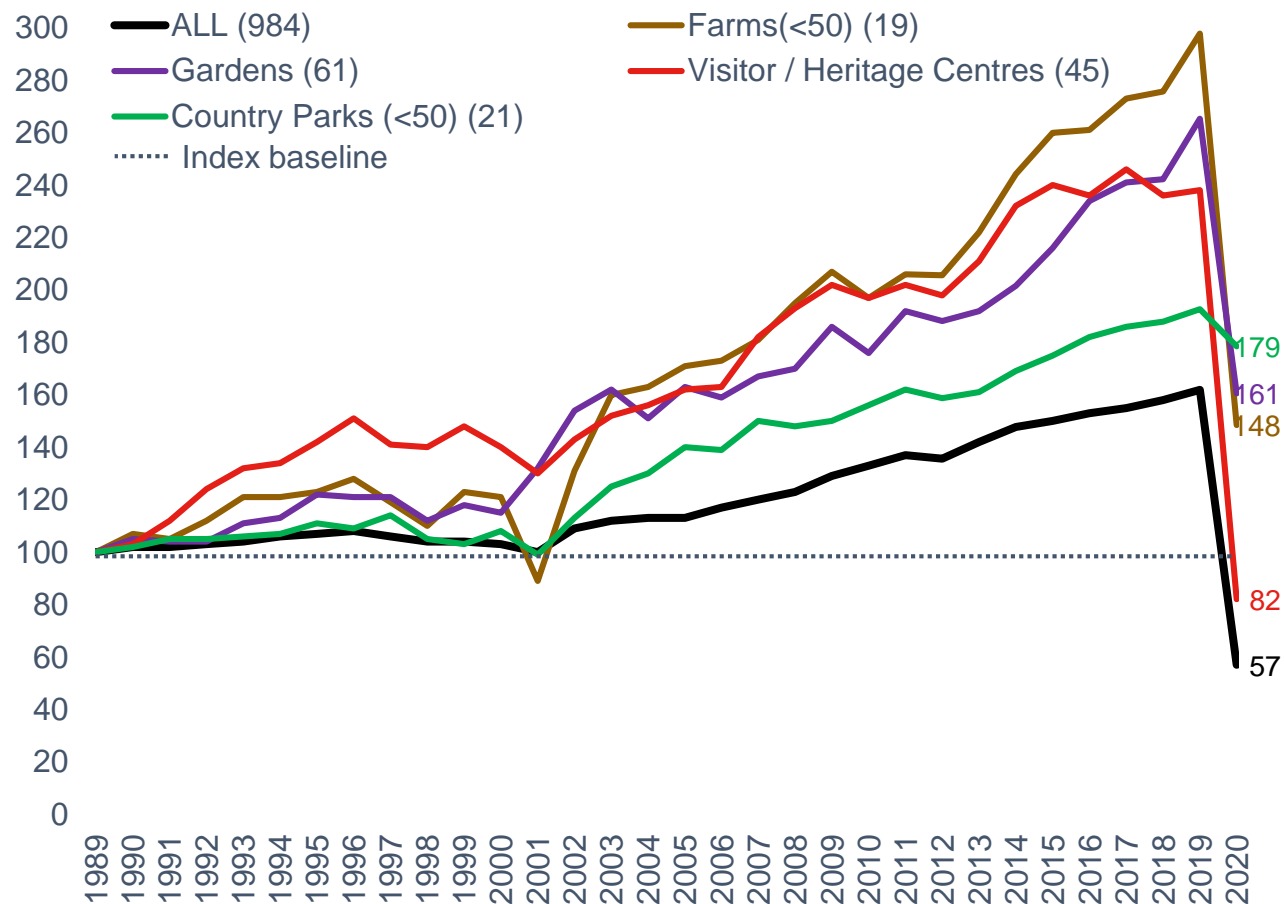
Base: All attractions providing visits data for current and previous year (984)
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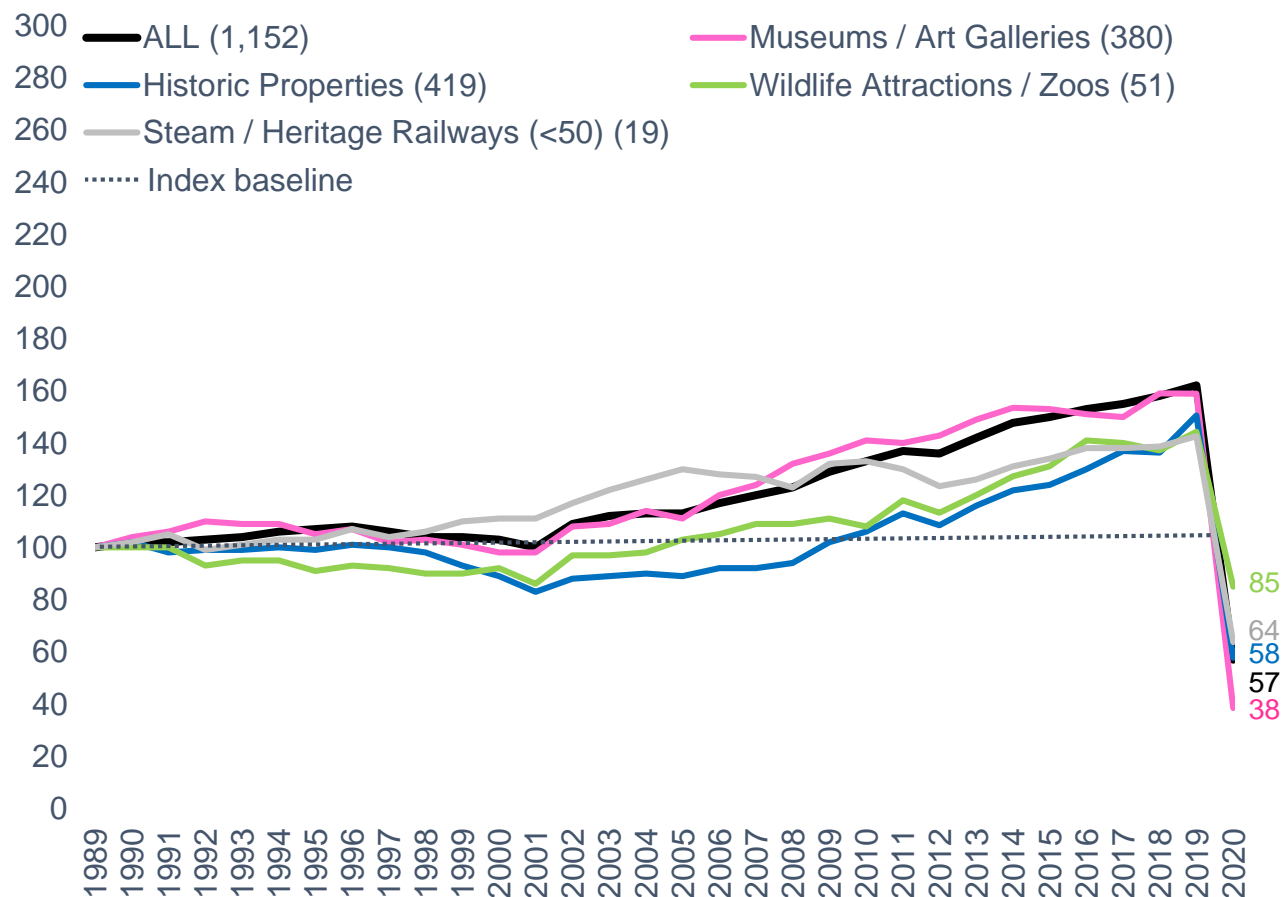
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Visitor Admission Trends 2020: By Region

Regional trends in visitor numbers varied significantly in 2020, from -40% in the East to -77% in London.

Visitor Admission Trends 2020: By Region

	2019/20 change (%)	2018/19 change (%)
Total Average	-65	+3
North West (113)	-62	-5
North East (63)	-68	+4
Yorks/Humber (91)	-54	-2
East Midlands (87)	-50	+7
West Midlands (87)	-53	+1
East (122)	-40	+6
London (80)	-77	+3
South East (184)	-58	+4
South West (157)	-60	+4
Mostly Indoors (341)	-76	N/A
Evenly Mixed (98)	-65	N/A
Mostly Outdoors (221)	-43	N/A

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N.B. Figures in brackets represent sample sizes of attractions upon which data is based.

* Based on Transport for London's public transport journeys data.

**Based on BVA BDRC's 'Clearsight on Recovery' COVID sentiment tracker.

Opening Capacity: By Attraction Category

In order to meet required health and safety standards, such as maintaining a 2 metre distance between visitors (or 1 metre with mitigation), many sites had to reduce their maximum visitor capacity. The average reduction was to 46% of 2019 maximum capacity. This changed very little, increasing only by 4 percentage points on average by the end of 2020.

Capacity was higher at outdoor attractions, in particular gardens, where the average hit 70% by the end of 2020.

Capacity limits as a proportion of 2019 maximum capacity, amongst sites needing to actively manage capacity

	Opening Capacity of site following 1st national lockdown as a % of total 2019 capacity (mean)	Maximum capacity of site by end of 2020 / at point of closure for the year 2020, as a % of 2019 maximum capacity (mean)	Change
Total Average (430)	46	49	+3
Historic Houses/Castles (112)	49	54	+5
Other Historic Properties (47)	54	55	+1
Museums/Art Galleries (139)	42	43	+1
Visitor/Heritage Centres (⁵⁰) (21)	43	45	+2
Wildlife Attractions/Zoos (⁵⁰) (26)	43	51	+8
Places of Worship (⁵⁰) (13)	25	30	+5

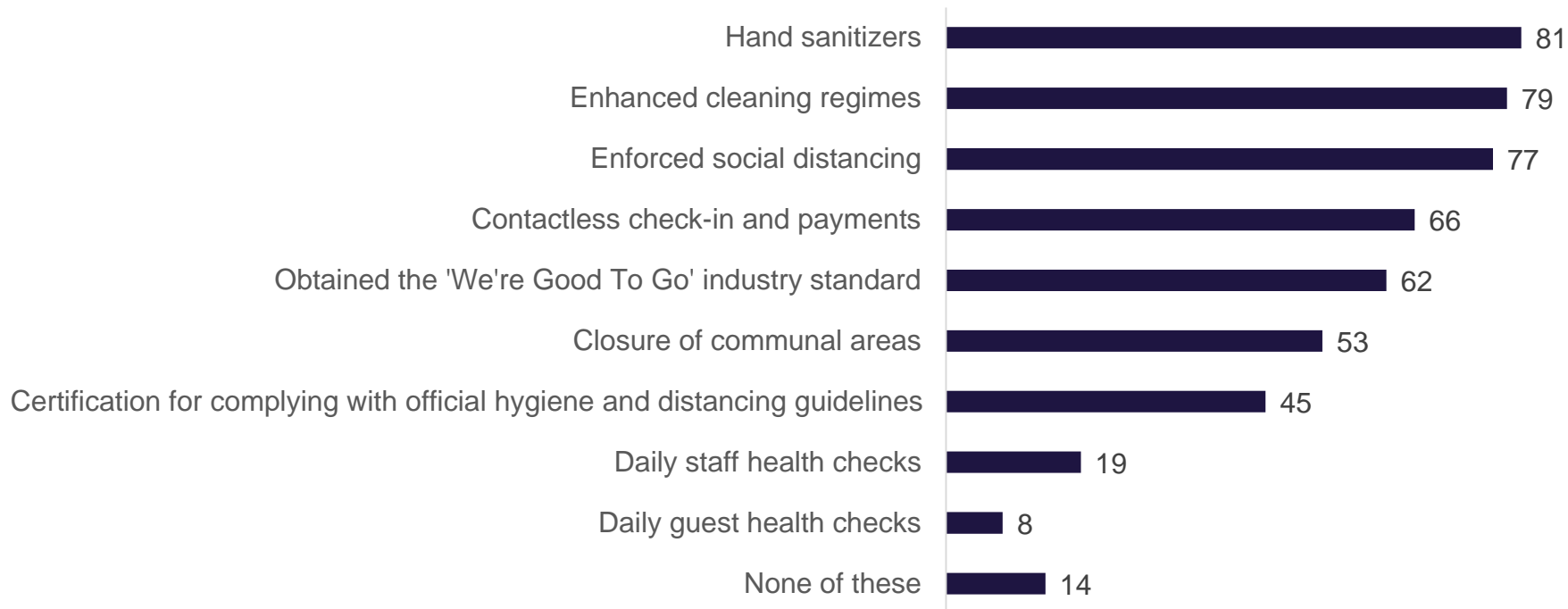
Base: All attractions who needed to actively manage their capacity and answered the opening capacity question (545) and maximum capacity question (536)

(⁵⁰) Base size below 50 (please treat with caution)

(¹⁰) Base size below 10, figure not reported

Measures introduced due to COVID-19

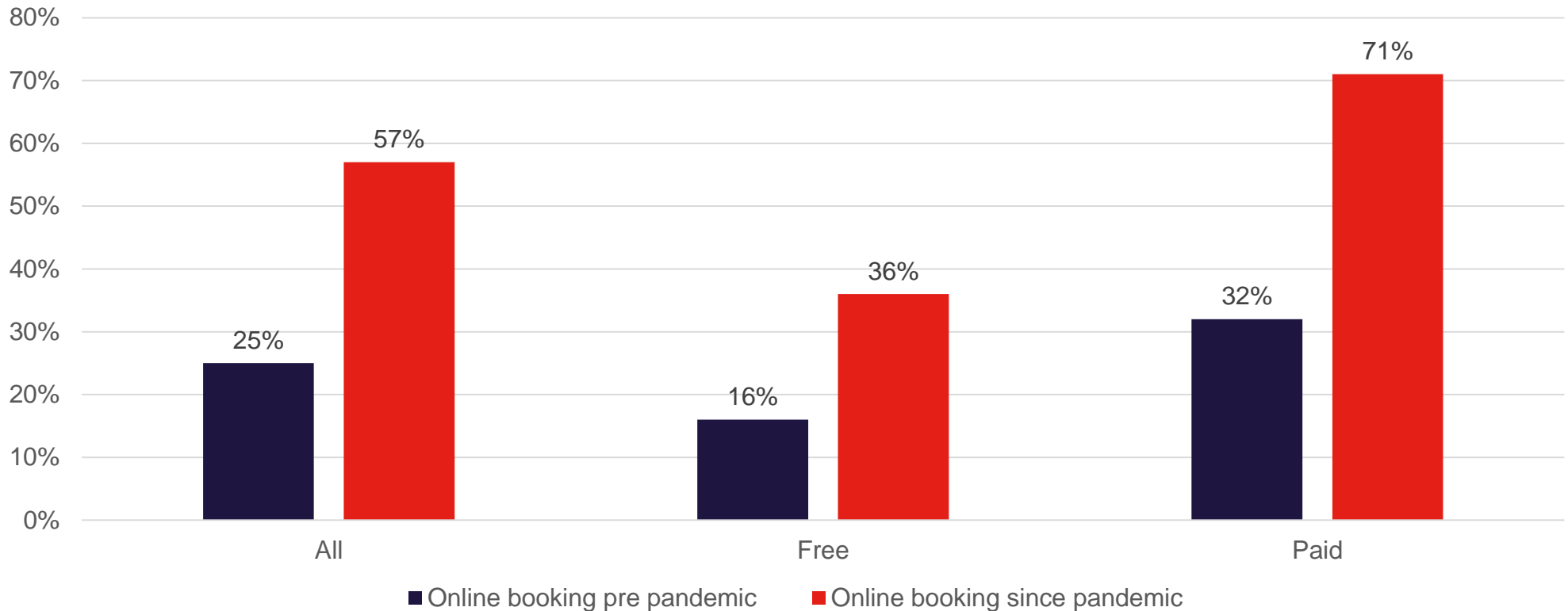
Measures put in place as a result of Covid-19 pandemic to enable sites to continue to engage with audiences in 2020 (%)



Increase in online booking systems

A potential silver lining of the COVID-19 pandemic is that it has sped up the adoption of technology within the attractions sector.

% attractions offering online booking



Base: All attractions answering online booking question (759) / Pre-booking question (736)
Base: All attractions with an online booking system who answered the pre-booking continuation question (403)

Please do check out the Annual Attractions report

www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results

This can be found under England Research and Insights at VisitBritain.org

Also please do let us know if any new attractions open by contacting us at
AnnualAttractionsSurvey@visitengland.org



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