

Tourism Update

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October 2017

Today's presentation



Domestic and inbound
tourism update



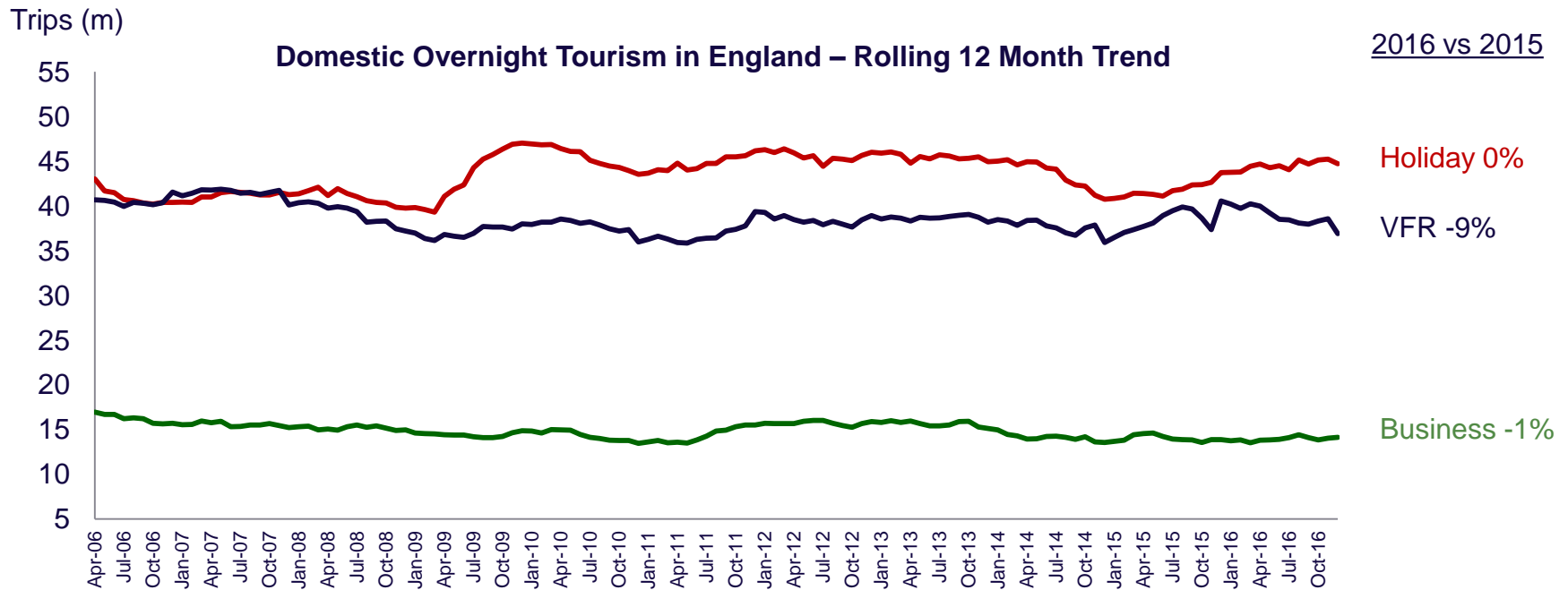
Attractions Survey 2016



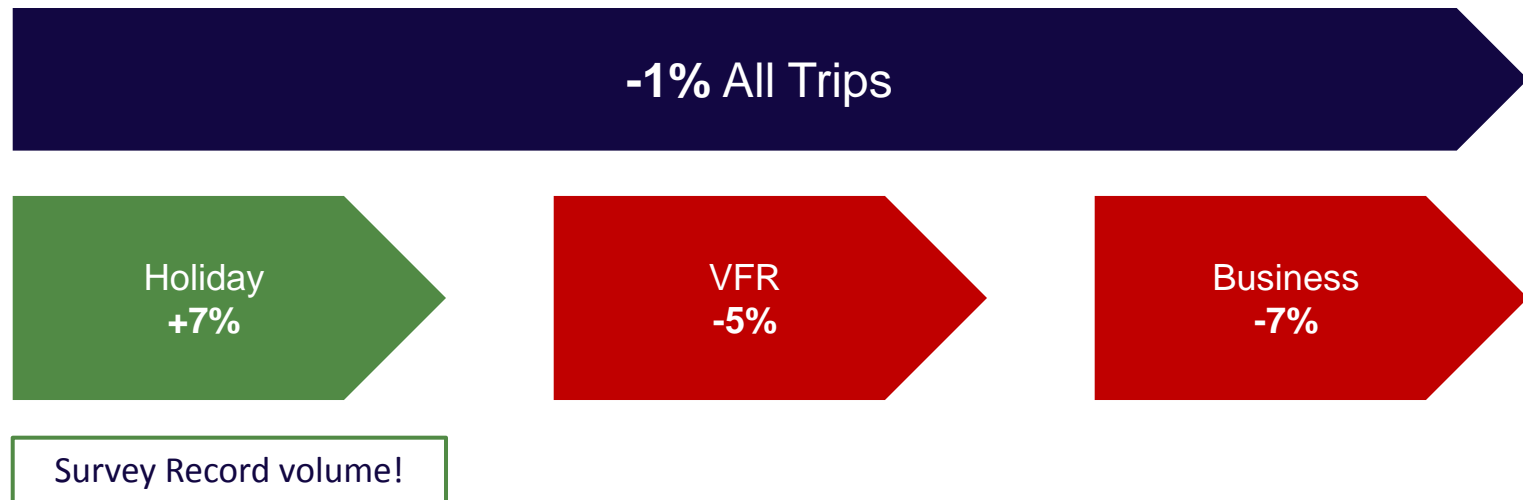
Domestic tourism to
Wiltshire

Domestic and Inbound tourism: How are we doing?

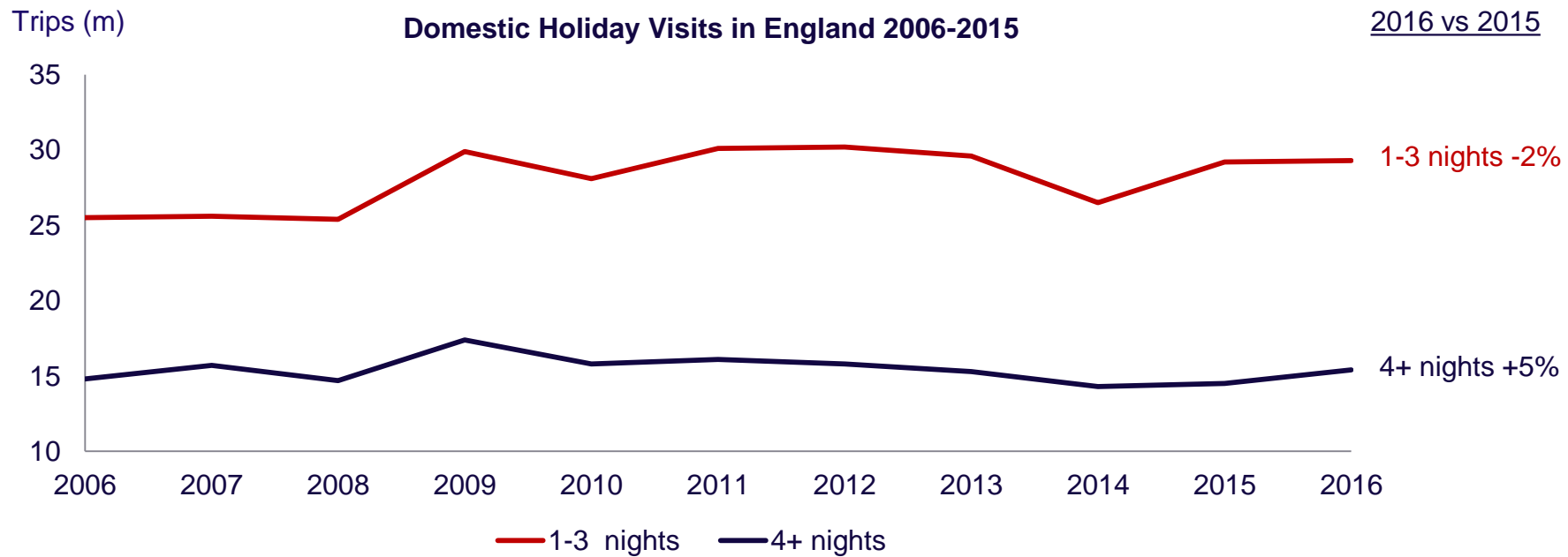
The last decade in domestic overnight tourism



Latest Domestic Overnight Trip Results – England, January – May 2017

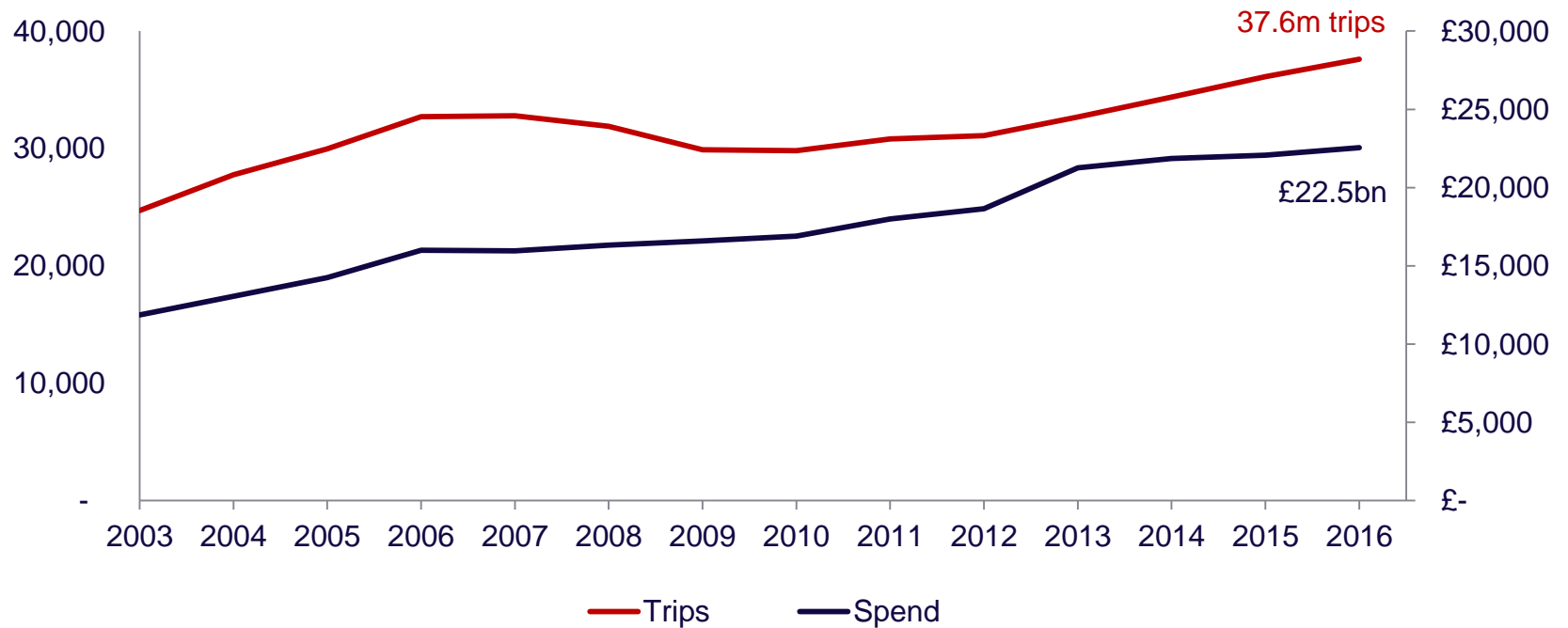


Biggest YOY increase in 4+ night trips since 2009 (but short breaks still dominate)

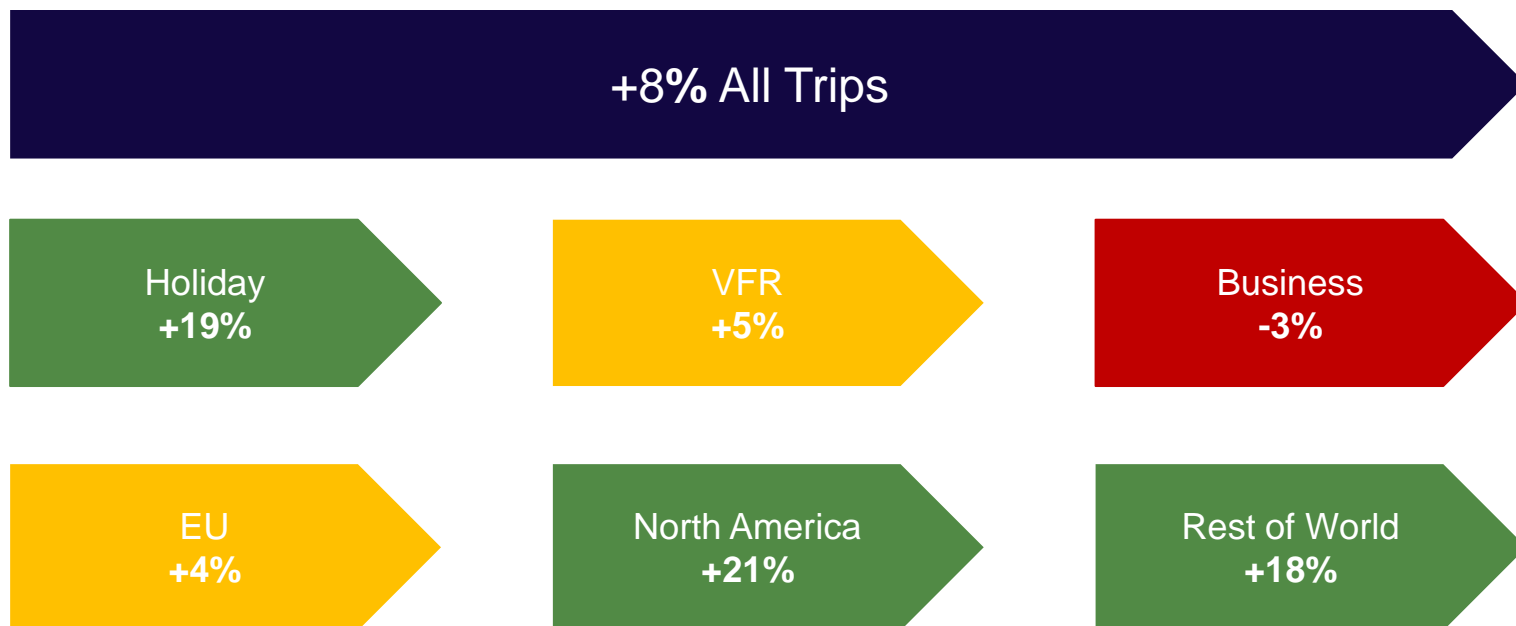


2016 was a record year for inbound tourism, with 4% more trips and 2% more expenditure than in 2015

Inbound Tourism to the UK 2003 -2016

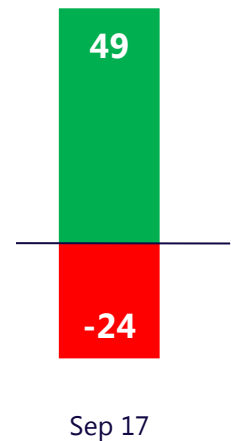



Latest Inbound Results – UK, January – July 2017



On balance it has been a positive summer for attractions

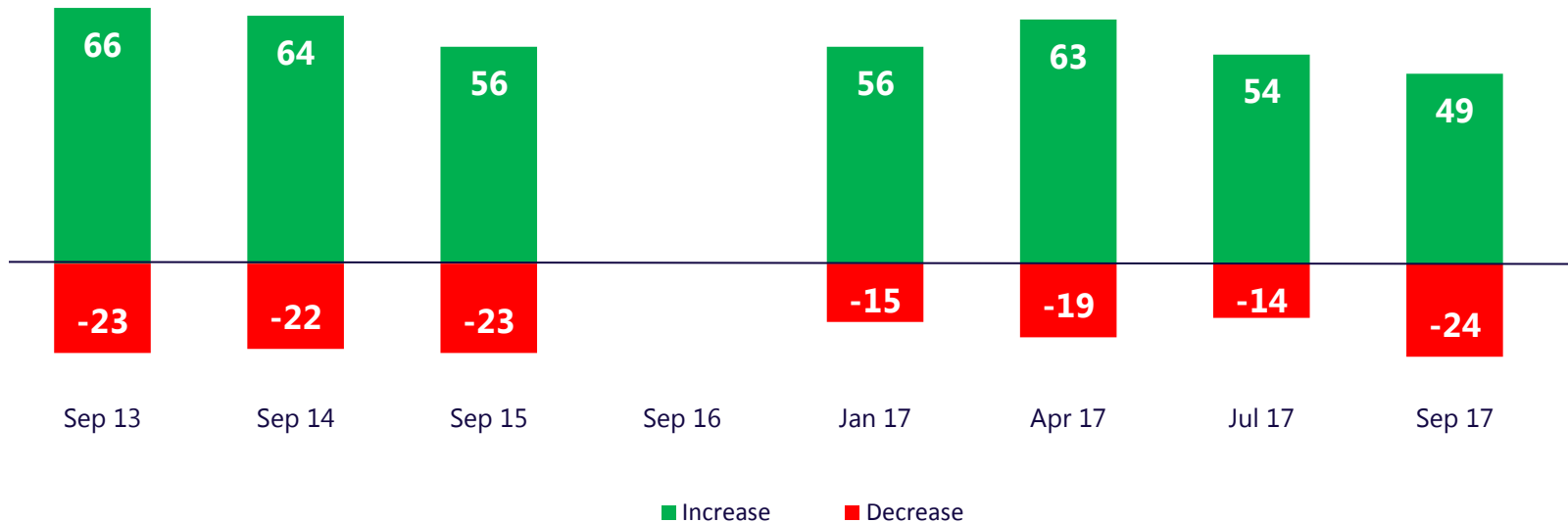
Percentage of surveyed attractions reporting increased / decreased visitor numbers



 Increase  Decrease

On balance a positive summer for attractions – but not quite as strong a performance as earlier in the year

Percentage of surveyed attractions reporting increased / decreased visitor numbers





Annual Survey of Visits to Visitor Attractions

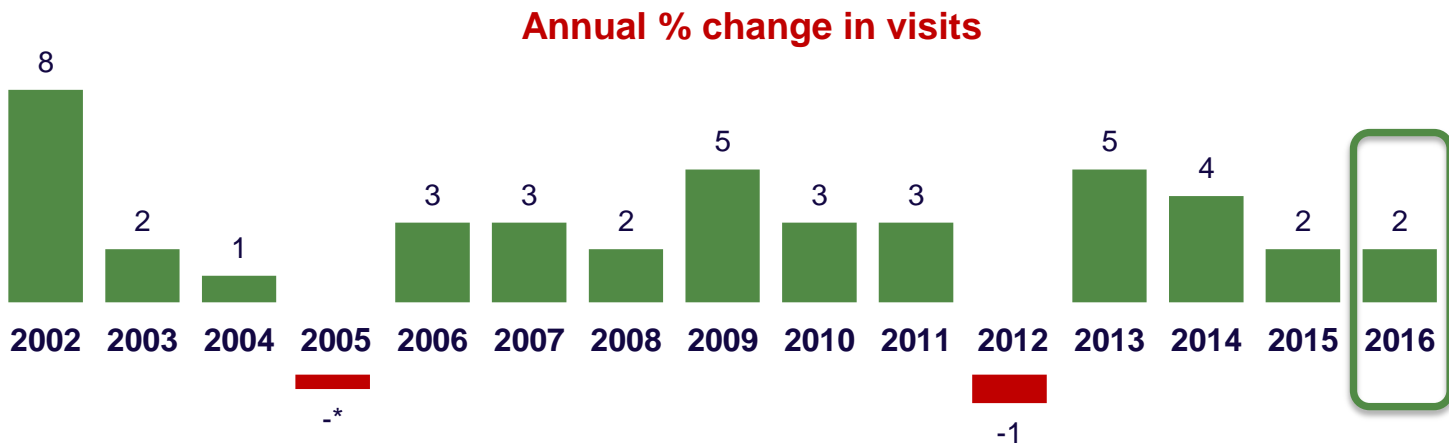
What is the Annual Survey of Visits to Visitor Attractions?

- A survey sent to all attractions in England to collect data on **visitor numbers** and **other business performance metrics**
- Is an **official statistic**
- Attractions self-complete the survey online at a dedicated website, via an email link or via post – about a third reply
- Aims to **monitor trends** in the visitor attraction sector and **understand the dynamics** of the sector



Visit number trends over time

- Attractions in England reported a 2% increase in visits in 2016
- This is on a par with 2015, but is a slow down since post-Olympics surge in 2013 and 2014
- Slow down driven by decrease in visits to London attractions (-1%), with fall in overseas visits a likely contributor to this (-3%)



Most visited free & paid for attractions 2016 in the South West of England

Bath Abbey & Stonehenge are the most visited free & paid for attractions. Strong increases for Poole Museum & The National Arboretum

FREE

Rank	Name of Attraction	2016 Visitors	% Change 15-16
1	Bath Abbey	440000 (E)	10.0%
2	The Donkey Sanctuary	290000 (E)	3.6%
3	Salisbury Cathedral	248500 (E)	1.4%
4	Royal Albert Memorial Museum & Art Gallery - RAMM	233385	-5.2%
5	Poole Museum	185586	32.0%
6	St John the Baptist, Cirencester	130000 (E)	0.0%
7	Arnos Vale Cemetery Trust	120000 (E)	N/A
8	The Devon Guild of Craftsmen	119985	3.9%
9	Charmouth Heritage Coast Centre	106000 (E)	14.0%
10	Princetown Visitor Centre	79147	9.4%

PAID

Rank	Name of Attraction	2016 Visitors	% Change 15-16
1	Stonehenge	1381855	1.1%
2	Roman Baths	1093856	4.7%
3	Eden Project	1000363	4.2%
4	Bristol Zoo Gardens	562192	3.0%
5	Westonbirt, The National Arboretum	522208	41.4%
6	Stourhead House and Garden	403347	-4.7%
7	Lynton and Lynmouth Cliff Railway	395000	0.9%
8	Lost Gardens of Heligan	340714	15.4%
9	Kingston Lacy Estate	319000 (E)	9.1%
10	Tyntesfield	309000	15.7%

Full list of published attractions and much more is available online

Annual Survey of Visits to Visitor Attractions: Latest results

View published | New draft | Moderated

Revision date: Published
 Member since: No. No.
 Action: Unpublish the revision

Each year, we invite all English visitor attractions to take part in an annual survey, recording visitor numbers alongside key information like entrance fees and visitor profiles.

2016 Headline results

The results from this survey are reported annually, providing an overview of the visitor attraction sector. The full report on this is available here: [2016 Full Trends Report \(PDF, 1.9MB\)](#)

The survey is carried out through a mix of online and postal interviewing. This approach means we're unable to verify results provided by individual attractions beyond a very basic 'sense check'. Check more about our methodology (PDF, 129KB)

Survey users should also be aware that the list of English attractions included in the report only features those that choose to participate and make their results public.

The Annual Survey of Visits to Visitor Attractions is an official statistic and is produced in adherence with the Code of Practice for Official Statistics (2015). You can find out more about what this means for visiting Official Statistics.

If you have any queries about the survey, get in touch. Results of the survey are published according to our release timetable.



2016 Full reports

- 2016 Full Trends Report (PDF, 1.9MB)
- 2016 Full Attractions Listing Excel (160KB)
- 2016 Latest Visited 20 Free Attractions (PDF, 121KB)
- 2016 Most Visited 20 Free Attractions (PDF, 109KB)

Rank	Most visited FREE attractions	Number of Visitors in 2016	Most visited FREE attractions	Number of Visitors in 2016
				Estimate
1	Tower of London	2,741,126	British Museum	6,429,395
2	Chewton Zoo	1,858,259	National Gallery	6,262,839
3	Royal Botanic Gardens, Kew Gardens	1,828,956	Tate Modern	5,828,197
4	Flamingo Land Theme Park and Zoo	1,610,558	Brighton Pier	4,650,000 (E)

2016 Summary tables of most visited attractions by region

- London: Free (PDF, 119KB) | Paid (PDF, 121KB)
- East Midlands: Free (PDF, 119KB) | Paid (PDF, 121KB)
- East of England: Free (PDF, 119KB) | Paid (PDF, 121KB)
- North East: Free (PDF, 119KB) | Paid (PDF, 121KB)
- North West: Free (PDF, 129KB) | Paid (PDF, 129KB)
- South East: Free (PDF, 119KB) | Paid (PDF, 121KB)
- South West: Free (PDF, 119KB) | Paid (PDF, 121KB)
- West Midlands: Free (PDF, 129KB) | Paid (PDF, 129KB)
- Yorkshire & Humberside: Free (PDF, 129KB) | Paid (PDF, 129KB)

Full Attractions Listing for Publication 2016 (160KB) - Excel

Attraction	Region	County	District	EMU	Category	Category Detail	2011 visitors	2012 visitors	2013 visitors	2014 visitors	2015 visitors	2016 visitors	% Change 15-16
1 Bath Abbey and Bathfield	SE	Bath	East Sussex	Rural	Historic Properties	Historic Monument / Archaeological Site	19436	18987					
2 Willow Road	LN	Greater London	Camden	Urban	Historic Properties	Historic House / House and Garden / Palace	9519	DK					
3 375 Woodstock Road	LN	Greater London	City of Westminster	Urban	Historic Properties	Historic House / House and Garden / Palace	DK						
4 50 Owens	SW	Northamptonshire	Northampton	Urban	Other	Other	DK						
5 78 Orange	DM	Northamptonshire	Northampton	Urban	Historic Properties	Historic House / House and Garden / Palace	8000	8800					
6 J.14 Route	SW	Devon	East Devon	Coastal	Historic Properties	Historic House / House and Garden / Palace	68474	DK					
7 Abbey House Museum	SE	London	London	Urban	Museums & Art Galleries	Museum and / or Art Gallery	8000	DK					
8 Abbey Pumping Station	EM	Leicestershire	Leicester	Urban	Museums & Art Galleries	Museum and / or Art Gallery	47128	45734					
9 Abbots Mill Art Gallery	SW	Cambridgeshire	South Cambridgeshire	Urban	Museums & Art Galleries	Museum and / or Art Gallery	3000	DK					
10 Acorn Bank Garden	NW	Cumbria	Carlisle	Rural	Gardens	Garden	2844	26136					
11 Acorn Farm	NW	West Yorkshire	Kroftley	Rural	Farms	Farm / Rare Breeds / Farm Animals	DK						
12 Addington Hall & Gardens	NW	Cheshire	East Cheshire	Rural	Historic Properties	Historic House / House and Garden / Palace	DK						
13 Agricultural Museum, Brink	SE	Kent	Medway	Rural	Museums & Art Galleries	Museum and / or Art Gallery	810	300					
14 Airedale Museum Site	YEA	West Yorkshire	Leeds	Urban	Historic Monument / Archaeological Site	Historic Monument / Archaeological Site	2048	2289					
15 Airedale Five Barley Broom & Tea Room	EM	Leicestershire	East Leicestershire	Rural	Historic Properties	Other Historic Property	1807	4815					
16 Airedale and District Heritage Centre	EM	Leicestershire	Airedale	Urban	Visitor Centres	Heritage / Visitor Centre	DK						
17 Airedale Organic House	SE	East Sussex	Wealden	Rural	Historic Properties	Historic House / House and Garden / Palace	17000	27200					
18 Alcazar Forest Park	SE	Hampshire	East Hampshire	Rural	Country Parks	Country Park	16000	16713					
19 All Saints Church	NW	Cumbria	Carlisle	Rural	Places of Worship	Place of Worship (still in use)	8000	DK					
20 All Things Wild - Honeybourne	SE	Cheshire	East Cheshire	Rural	Nature Reserve / Wetlands / Wildlife Traps	Nature Reserve / Wetlands / Wildlife Traps	DK						
21 All Things Wild - Honeybourne	SE	Hampshire	East Hampshire	Rural	Museums & Art Galleries	Museum and / or Art Gallery	10912	DK					
22 Allerton Castle	YEA	North Yorkshire	Keighley	Rural	Historic Properties	Historic House / House and Garden / Palace	DK						
23 Allington Museum	SE	Devon	East Devon	Rural	Museums & Art Galleries	Museum and / or Art Gallery	11317	10717					
24 Allington Heritage Centre	WM	West Yorkshire	Leeds	Urban	Visitor Centres	Heritage / Visitor Centre	DK						
25 Amersham Museum	SE	Buckinghamshire	Amersham	Urban	Museums & Art Galleries	Museum and / or Art Gallery	2476	2880					
26 Amersham History Centre	SE	West Yorkshire	Leeds	Urban	Visitor Centres	Heritage / Visitor Centre	DK						
27 Ampleforth Abbey	YEA	North Yorkshire	Ripon	Rural	Places of Worship	Place of Worship (still in use)	10000	10000					
28 Anderson Road L1	NW	Cheshire	Cheshire West & Greater Manchester	Rural	Visitor Centres	Heritage / Visitor Centre	12000	11800					
29 Angles Country Park	YEA	WEST YORKSHIRE	Wakefield	Rural	Country Parks	Country Park	19000	20000					
30 Angles Abbey, Gardens and Lake Mill	EM	East Yorkshire	East Yorkshire	Rural	Historic Properties	Historic House / House and Garden / Palace	27000	21263					
31 Anne Hathaway Cottage	WM	Warwickshire	Stratford-on-Avon	Rural	Historic Properties	Historic House / House and Garden / Palace	DK						
32 Anstey Heritage Trust	EM	East Yorkshire	East Yorkshire	Coastal	Museums & Art Galleries	Museum and / or Art Gallery	DK						
33 Antony House and Gardens	SW	Cornwall	Cornwall	Rural	Historic Properties	Historic House / House and Garden / Palace	4854	2917					
34 Anzies Hall	EM	East Northamptonshire	Northamptonshire	Rural	Historic Properties	Historic House / House and Garden / Palace	1064	867					
35 Appleby House	LN	Yorkshire & Humberside	East Yorkshire	Rural	Historic Properties	Historic House / House and Garden / Palace	4113	3763					
36 Ardsley Roman Fort and Museum	NE	Type and Wier	South Yorkshire	Coastal	Historic Properties	Historic Monument / Archaeological Site	4920	DK					



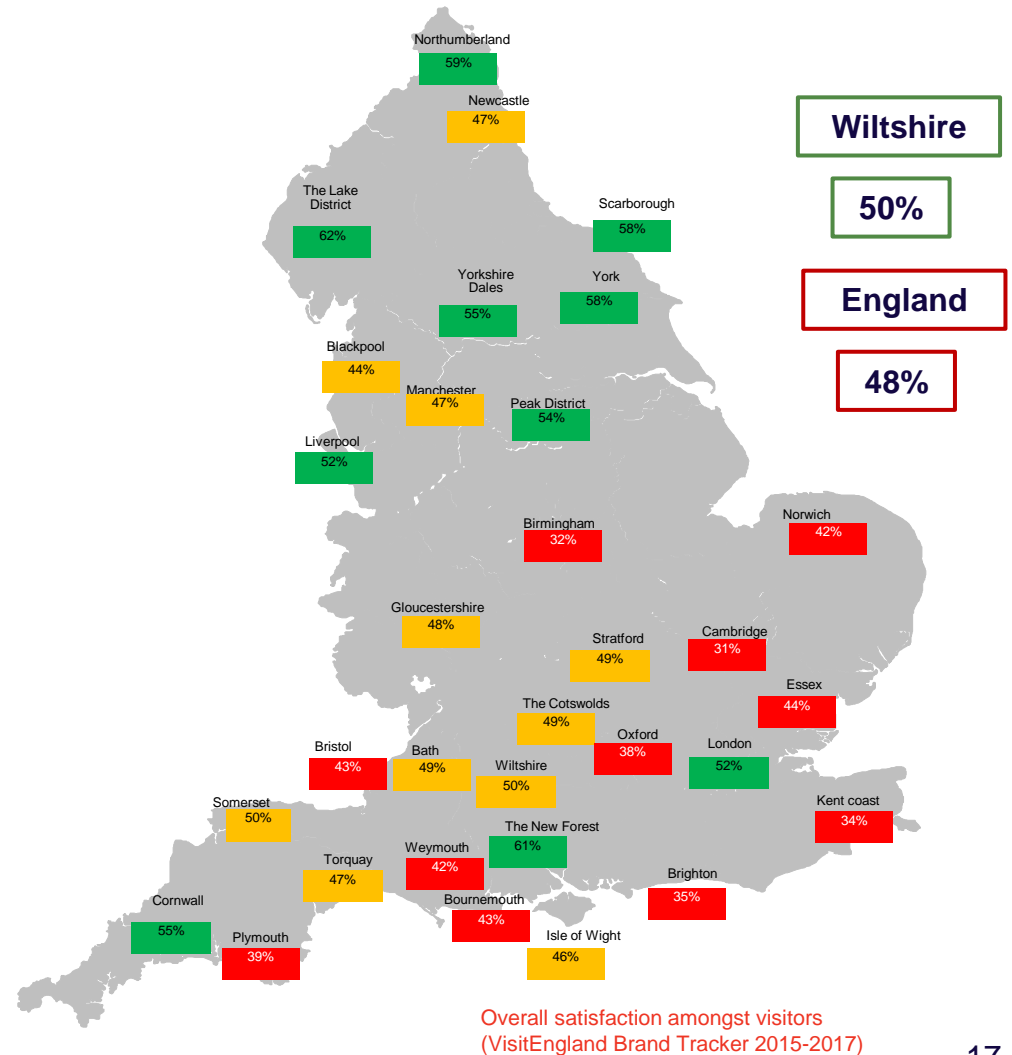
Most visited free attractions – South West 2016 (1/2)

Rank	Name of Attraction	Category	2015 Visitors	2016 Visitors	% Change 15-16
1	Bath Abbey	Places of Worship	400000 (E)	440000 (E)	10.0%
2	The Donkey Sanctuary	Farms	280000 (E)	290000 (E)	3.6%
3	Salisbury Cathedral	Places of Worship	245000 (E)	248500 (E)	1.4%
4	Royal Albert Memorial Museum & Art Gallery - RAMM	Museums & Art Galleries	246103	233385	-5.2%
5	Pool Museum	Museums & Art Galleries	140556	185586	32.0%
6	St John the Baptist, Cirencester	Places of Worship	130000 (E)	130000 (E)	0.0%
7	Arnos Vale Cemetery Trust	Historic Properties	DK	120000 (E)	N/A
8	The Devon Guild of Craftsmen	Museums & Art Galleries	115518	119985	3.9%
9	Charmouth Heritage Coast Centre	Visitor Centres	93000 (E)	106000 (E)	14.0%
10	Princetown Visitor Centre	Visitor Centres	72325	79147	8.0%

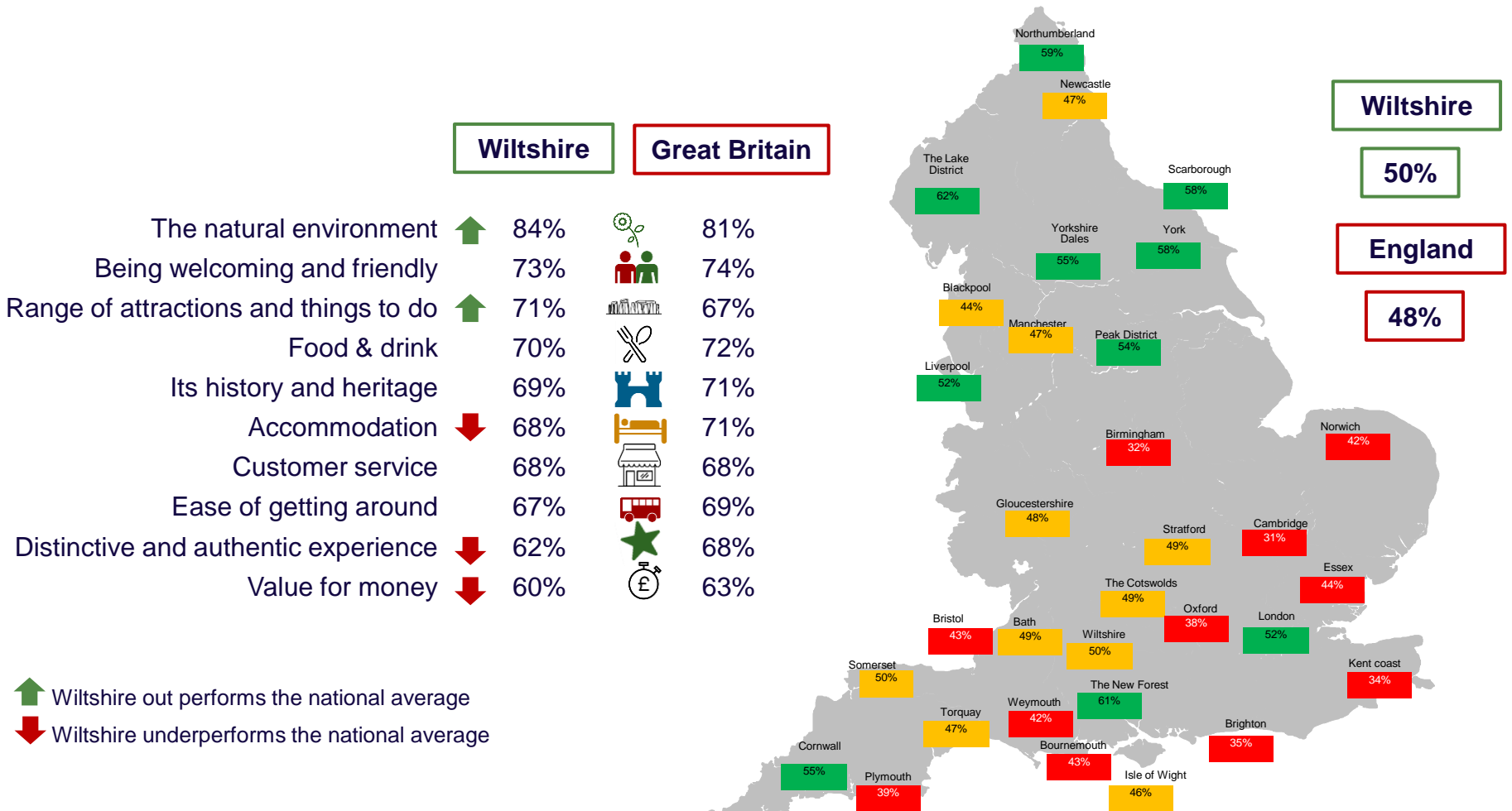
Note: Some Parks excluded as numbers may include visitors to the park only. E = Estimate

What about Wiltshire?

Satisfaction amongst visitors to Wiltshire

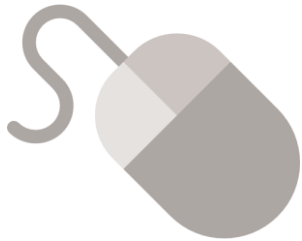


Satisfaction amongst visitors to Wiltshire



Overall satisfaction amongst visitors
(VisitEngland Brand Tracker 2015-2017)

Find Out More



VisitEngland Research:

<https://www.visitbritain.org/england-research-insights>

Attractions Survey:

<https://www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results>