

- Overall, there are some 250 museums in London, as well as over 100 other notable attractions
- These include four World Heritage Sites – Kew Gardens, Maritime Greenwich, Palace of Westminster, and the Tower of London
- The British Museum is London's most popular visitor attraction with 5.4m visits in 2007. This is marginally higher than the Tate Modern at 5.2m
- The London Eye is London's leading paid attraction with around 3.5m visits in 2007, followed by Madam Tussaud's with around 2.6m visits
- London has the greatest concentration of major attractions in Britain, with nine of the top ten located in the capital
- Globally, of the ten most popular museums in the world, four are located in London
- Attractions in London have generally witnessed rising attendance numbers in recent years
- The reintroduction of free admissions to national museums in 2002, combined with the popularity of blockbuster temporary exhibitions have helped boost visits

Further information: [visitlondon.com/mediacentre](http://visitlondon.com/mediacentre)

### LONDON: LEADING ATTRACTIONS 2000/07

Visits (000's)	Free Paid	2000	2002	2004	2006	2007
British Museum	F	5,466	4,607	4,868	4,838	5,418
Tate Modern	F	3,874	4,619	4,441	4,915	5,192
National Gallery	F	4,898	4,131	4,983	4,562	4,159
Natural History Museum*	F	1,576	2,958	3,224	3,754	3,600
London Eye	P	3,300	4,100	3,700	-	-
Science Museum*	F	1,337	2,722	2,154	2,421	2,714
V&A Museum*	F	933	2,210	2,010	2,373	2,435
Tower of London	P	2,303	1,941	2,135	2,084	2,064
Natural Maritime Museum	F	-	1,213	1,508	1,572	1,696
St Paul's Cathedral	P/F	-	-	-	1,626	1,624
National Portrait Gallery	F	1,178	1,484	1,516	1,601	1,608
Tate Britain	F	1,204	1,178	1,097	1,597	1,593
Kew Gardens	P	860	987	1,090	1,358	1,427
British Library	F	-	-	-	1,182	1,356
London Zoo	P	930	891	869	905	1,132
Westminster Abbey	P/F	1,242	1,059	1,037	1,029	1,058
Houses of Parliament**	P	-	-	933	873	995
Royal Academy of Arts	P	760	794	-	-	956
Imperial War Museum*	F	576	698	755	712	754
Hampton Court Palace	P	619	527	498	473	488
Madame Tussaud's~	P	2,640	-	-	-	-
Chessington World of Av~	P	1,550	-	-	-	-
London Aquarium~	P	780	-	-	-	-
London Dungeon~	P	658	-	-	-	-

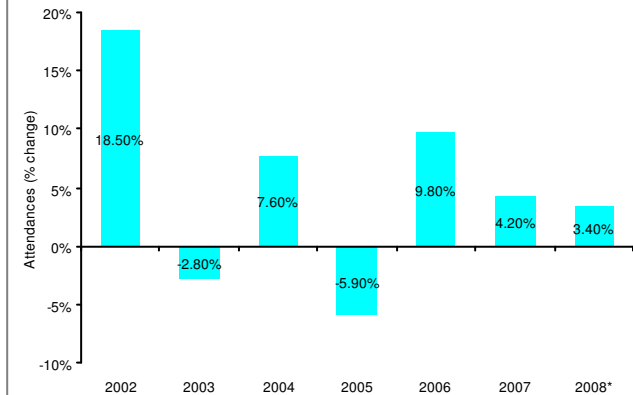
Source: Visit Britain, Visitor Attraction Trends England, DCMS, Association of Leading Visitor Attractions

\*South Kensington sites only

\*\*Summer openings only

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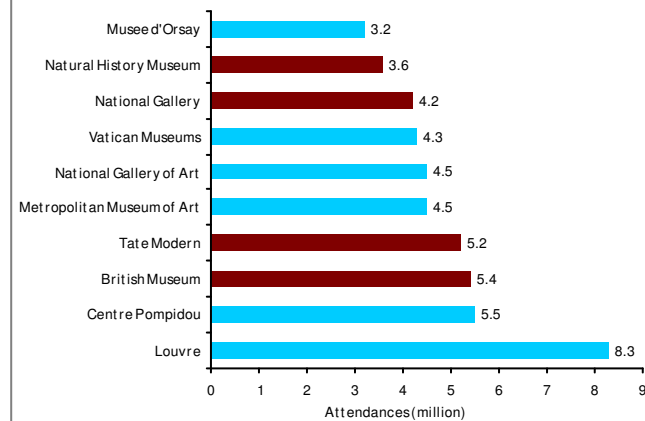
### LONDON: ATTRACTION ATTENDANCES 2002/08



\*Jan-May

Source: Visit London, London Attraction Monitor

### LEADING WORLD MUSEUMS 2007



Source: The Arts Newspaper, Association of Leading Visitor Attractions