

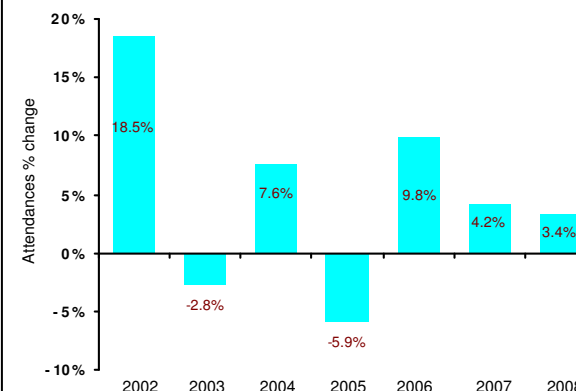
- Overall, there are some 250 museums in London, as well as over 100 other notable attractions
- These include four World Heritage sites – Kew Gardens, Maritime Greenwich, Palace of Westminster and the Tower of London
- The British Museum is London's most popular visitor attraction with 5.9m visits in 2008. Tate Modern follows with 4.8m visits in 2008
- The London Eye is London's most visited paid attraction
- On an average, visits to London's leading attractions increased 3.4% in 2008
- London has the greatest concentration of major attractions in Britain, with nine of 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 popularity of blockbuster temporary exhibitions have helped boost visits

LONDON: LEADING ATTRACTIONS 2002/08

Visits (000's)	Free Paid	2000	2004	2006	2007	2008
British Museum	F	5,466	4,868	4,836	5,418	5,933
Tate Modern	F	3,874	4,441	4,915	5,192	4,863
National Gallery	F	4,898	4,983	4,562	4,159	4,383
Natural History Museum*	F	1,576	3,224	3,754	3,600	3,699
London Eye~	P	3,300	3,700	-	-	-
Science Museum*	F	1,337	2,154	2,421	2,714	2,706
V&A Museum*	F	933	2,010	2,373	2,435	2,065
Tower of London	P	2,303	2,135	2,084	2,064	2,161
Natural Maritime Museum	F	-	1,508	1,572	1,696	2,051
St. Paul's Cathedral	P/F	-	-	1,626	1,624	1,688
National Portrait Gallery	F	1,178	1,516	1,601	1,608	1,843
Tate Britain	F	1,204	1,097	1,597	1,593	1,618
Kew Gardens	P	800	1,090	1,358	1,427	1,306
British Library	F	-	-	1,182	1,356	1,256
London Zoo	P	930	869	905	1,132	1,089
Westminster Abbey	P/F	1,242	1,037	1,029	1,058	1,481
Houses of Parliament**	P	-	933	873	995	918
Royal Academy of Arts	P	760	-	-	956	-
Imperial War Museum*	F	576	755	712	754	834
Hampton Court Palace	P	619	498	473	488	493
Madame Tussauds~	P	2,640	-	-	-	-
London Aquarium~	P	1,550	-	-	-	-
London Dungeon~	P	658	-	-	-	-

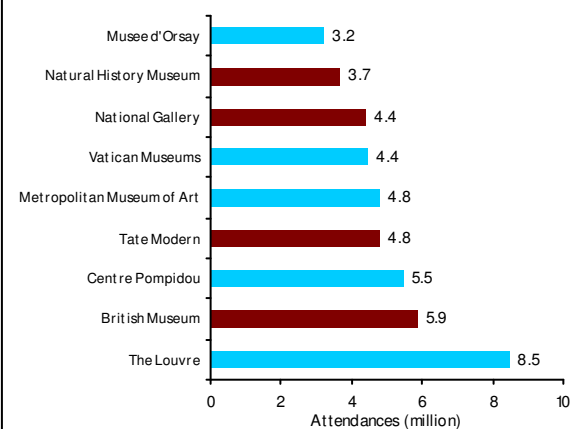
Source: Association of Leading Visitor Attractions, Visit Britain, Visitor Attraction Trends England, DCMS
 *South Kensington sites only
 **Summer openings only
 ~Stopped publishing data

LONDON: ATTRACTION ATTENDANCES 2002/08



Source: Visit London, London Attraction Monitor

LEADING WORLD MUSEUMS 2008



Source: The Arts Newspaper, Association of Leading Visitor Attractions