

TOP 7 MOST VISITED TOURIST ATTRACTIONS IN THE UK



Backed by data from the Association of Leading Visitor Attractions (ALVA), roughly 165 million visits were logged in 2025 at 409 top UK sites. A slight rise - just 2% compared to 2024 - shows recovery still trailing behind 2019's figures. Even so, venues without entry fees, particularly art and history spaces, drew notable crowds. Dominance held firm in the capital, where London-based locations led national tallies once again. Tourism Review presents top 7 UK's tourist attractions based on 2025 visitor figures.

7/ Victoria and Albert Museum

(3.3 million visitors)

Still drawing crowds despite a 5% drop, the Victoria and Albert Museum holds firm among the top 7. Home to unmatched holdings in decoration, design, and clothing, it continues to attract lovers of form and function alike. Located within London's cultural enclave, its presence strengthens the appeal of the South Kensington cluster.

6/ Southbank Centre

(3.4 million visitors)

This large arts venue includes spots such as the Royal Festival Hall, Queen Elizabeth Hall, and Hayward Gallery - each tracking attendance inside. Music fills its rooms, followed by dance, stories, and art shows shaping much of what happens here. Activity pulses through these walls, drawing people into shared creative moments. Outdoor sections nearby pull far more visitors than seen indoors. A lively center for culture lives within, though numbers shift sharply beyond the buildings. Still these places remain popular tourist attractions.

5/ National Gallery

(4.1 million visitors)

Surging by 29 percent compared to last year, the National Gallery drew strong crowds thanks to major exhibitions alongside masterpieces ranging from da Vinci to Van Gogh. Its reputation in Western European art clearly played a role. Unexpected momentum came not just from fame, but from carefully timed displays that pulled in wider audiences. Growth wasn't accidental - exhibits acted as magnets, drawing visitors who lingered longer among historic canvases.

4/ Tate Modern

(4.5 million visitors)

A small drop - just two percent - hit the well-known contemporary art space along the Thames' southern shoreline, yet visitors kept arriving in great numbers. Big immersive works drew attention.

Global shows added appeal. Its bold, factory-style design remained a magnet. Numbers stayed high despite the slight dip.

3/ Windsor Great Park

(5 million Visitors)

Open countryside just beyond Windsor Castle draws more visitors than any other outdoor site across Britain. Though attendance fell by 12 percent compared to last year, it remains a popular retreat into nature without high expenses. Trails wind through rolling hills and green vistas, inviting movement throughout the seasons. Public gatherings take place regularly, adding rhythm to its quiet beauty. Entry requires little or nothing at all - making space accessible regardless of budget.

2/ The British Museum

(6.4 million Visitors)

Though once ahead, the British Museum now ranks second among the UK's tourist attractions after a small drop of 1 percent - yet hosted more than 6.4 million people. Drawn by global treasures like the Rosetta Stone and Elgin Marbles, visitors keep returning despite shifting numbers.

1/ Natural History Museum, London

(7.1 million visitors)

Surpassing seven million visitors, the Natural History Museum took the leading position for the first time. A 13 percent rise - unprecedented in scale - marked the highest attendance ever recorded across British museums or galleries. Fueled partly by crowd-favorite displays, its famed dinosaur remains drew consistent crowds. Located centrally within London's cultural corridor, its accessible charm attracted numerous families throughout the year.

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