

Visitor Numbers to Local Attractions

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Waterworld	380,000	400,000	363,716	354,000	370,000	392,000	393,241	401,972	391,200	360,000	365,000
Trentham*										250,000	1,665,340
Spode Visitor Centre visitor centre & factory tours whole site including factory shops	n/a	10,046	13,702	28,500 220,000	30,302 n/a	27,076 186,029	n/a 218,000	n/a n/a	n/a 192,000	16,000 175,000	
Potteries Museum & Art Gallery	196,952	197,233	191,000	212,000	166,194	160,157	167,635	156,000	143,390	163,685	161,816
Wedgwood Visitor Centre	200,000	200,000	150,000	150,000	150,000	100,000	110,000	n/a	104,586	107,500	
Biddulph Grange Garden	75,500	66,800	59,615	57,792	67,436	60,550	67,980	61,500	60,000	58,866	62,579
Gladstone Pottery Museum	34,269	30,000	33,481	36,601	36,754	32,832	31,402	51,816	46,475	46,473	49,695
Aynsley Factory Shop & Tours	17,900	17,806	30,216	60,000	56,000	58,000	N/A	50,000	30,000	25,000	
Moorcroft									32,015	24,000	18,504
Royal Doulton Visitor Centre\$	n/a	24,634	38,000	34,484	32,000	27,000	24,500	20,000	18,000	n/a	n/a
Ceramica									9,328 Apr - Dec	13,822	12,272
Etruria Industrial Museum**	16,500	17,653	15,053	10,020	12,598	Closed for refurb	Closed for refurb	7,946 June - Dec	14,348	11,522	15,565
Ford Green Hall**	15,249	16,759	12,488	8,925	10,840	11,350	11,470	10,697	10,546	9,678	10,922
Cobridge Stoneware#									5,640	6,000	2,500
Alton Towers	2.71 million	n/a	2.70 million	2.70 million	2.65 million	2.50 million	2.30 million	2.5 million	2.5 million	2.5 million	2.5 million

* Trentham – Phase 1 (walks / retail village / Italian Gardens) opened mid-2004.

n/a = not available