

Cheshire: England's Tourism Gem Sparkles Brighter Than Ever

Cheshire has officially claimed its spot as one of England's most irresistible destinations, with a dazzling array of attractions capturing the hearts of millions. According to Visit England's 2024 Annual Attractions Survey, the county isn't just popular, it's a tourism powerhouse that continues to set the standard for visitor experiences outside of London.

Leading the charge is the iconic Chester Zoo, which roared into the spotlight with nearly 1.95 million visitors last year. That makes it the most visited attraction in the UK outside London and third overall in England. With its captivating wildlife, conservation efforts, and immersive exhibits, Chester Zoo isn't just a day out, it's a must-see destination.

But Cheshire's magic doesn't stop there.

The county boasts an impressive seven attractions in the North West's top 20 paid visitor sites, a testament to its sheer variety and enduring appeal. Visitors can explore the elegant grounds of Tatton Park, soak in the history of Dunham Massey, wander through the stunning landscapes of Lyme Park, and experience the industrial heritage of Quarry Bank Mill. Families love the whimsical world of BeWILDerwood, while science lovers are drawn to the mind-expanding Jodrell Bank Centre for Engagement, a UNESCO World Heritage Site.

Even more impressive? Chester Cathedral, with its breathtaking architecture and deep historical roots, ranked among the North West's most visited free attractions, proving that culture and inspiration don't always come with a price tag.

Cristian Marcucci, Managing Director at Marketing Cheshire, summed it up perfectly: "From Chester's Roman past to cutting-edge science at Jodrell Bank, we are blessed with world-class destinations. These attractions aren't just fun, they're essential to the region's vibrant £3.9 billion tourism economy."

That economy is booming. With over 56 million visitors annually and 38,000 jobs supported, tourism in Cheshire is not just thriving, it's growing. And the future looks even brighter.

Coming in 2025 is Lapland UK, bringing its magical Christmas experience to Capesthorpe Hall. The immersive festive attraction promises to be a game-changer, creating 1,200 seasonal jobs and adding a whole new reason to visit during the winter season.

Jamie Christon, Chair of Marketing Cheshire and CEO of Chester Zoo, added: "We're thrilled to see Cheshire's attractions shining on a national stage. Our rich mix of heritage, nature, science, and storytelling makes this one of the most exciting regions in the UK."

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And if you need more proof that Cheshire is a welcoming haven, Chester has been named one of Booking.com's top 10 most welcoming places on Earth.

Whether you're seeking ancient history, wild adventures, or a peaceful retreat, Cheshire offers it all and 2024 proves the world is taking notice.