Temporary Exhibitions played a crucial part in this year’s figures throughout the UK. The largest increase in visitor numbers in the top 10 attractions was Somerset House, which saw an increase of 31% (3,235,104 & 8th place) – mainly as a result of their temporary exhibitions and public programmes. In addition the National Maritime Museum saw a 10.6% increase following the opening of the new AHOY! Children’s Gallery and their family-focused exhibitions such as Against Captain’s Orders last summer and the Royal Academy credited their 33% increase to Ai Weiwei plus the hugely popular Summer exhibition. Alexander McQueen: Savage Beauty, which closed in August was the V&A’s most visited exhibition with 493,043 people seeing it in total during its 21-week run. For the final two weekends, the V&A opened the exhibition throughout the night for the first time in its history to accommodate unprecedented demand. Also hugely popular with the visitors and press was Audrey Hepburn: Portraits of an Icon at the National Portrait Gallery.