9 September 2015 saw HM Queen Elizabeth II’s reign on the throne surpass Victoria’s

63 years, seven months & two days

The Queen has owned 30 corgis during the course of her reign

The royal household is made up of 1,200 people with 450 funded by the taxpayer (37.5%)

£1,155m estimated net contribution of the royal “brand” to the UK economy, including tourism, royal warrants and fashion*

110,000 telegrams and messages have been sent to centenarians during her reign

She is head of state for 138m people

In 2014/15 the sovereign grant, through which the UK government funds the monarchy, was £37.5m million

“...the true measure of all our actions is how long the good in them lasts... everything we do, we do for the young”

HM Queen Elizabeth II, speech during the commemorations of D-Day, June 2014

ROYAL ATTRACTIONS BY VISITOR NUMBERS [2014/2015]

1,328,560 Windsor Castle

506,560 Buckingham Palace

294,195 Palace of Holyroodhouse

*Sources: Estimation by Brand Finance, September 2015

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