

# Visitor Attraction Monitor 2014



## Acknowledgements

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## A Guide to Reading the Tables

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### Definition of a Visitor Attraction

“An attraction whose primary purpose is sightseeing; a visitor attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship (but excludes small parish churches); rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc”

### Confidentiality

Visits figures are not published in the report if the tourist attraction operator/respondent indicated figures should remain confidential. However they are used in aggregate figures and other calculations.

### Estimates / Visits Figures Unavailable

- If visits figures were estimated by operators, this is indicated with an ‘E’ following the number of visits.
- If visits figures were unknown, then ‘DK’ replaces the visits figures.
- If visits figures were not provided, then ‘NA’ replaces the visits figures.
- If the attraction was not yet open to the public, then ‘Not Open’ replaces the visits figures.
- If the attraction was closed temporarily due to refurbishment, renovation, etc., then ‘Closed’ replaces the visits figures.

### Admission

Where there is no admission charge, ‘F’ denotes free entry to the main element of the attraction. Such attractions may include elements with an admission charge, but the majority of visits to an attraction noted ‘F’ will be free of charge.

### Percentage Change

Percentage changes 2014/2013 are rounded to a maximum of one decimal point.

### Seasonality

When an attraction has seasonal opening, this is indicated by ‘S’. An attraction is deemed seasonal when it is closed three or more months during the calendar year.

### Monthly visits



Monthly breakdown of visits are only used to show the distribution of visits/seasonality across the year. Attractions providing monthly breakdown may provide exact figures to part of their operation and exclude estimated figures to the total site. Hence sometimes these figures do not reflect total visits.

### Small Samples

Although used in tabled analysis, **tables will not identify small sample sizes** if they fall below 3 visitor attractions as this would suggest results are either non-representative or apply to specific attractions which can be easily identified if published in this way. The symbol ‘\*’ will be used in this case.

### Highlighting Highs and Lows

Throughout the report we have highlighted extremes (e.g. where most change is noticeable from year to year):

- Most important/positive highlights are in green 
- Least important/negative highlights are in orange 

### Analysis Variables & Changes to Methodology

Variables used in this report to analyse 2014 data are the same as those used in the 2013 report. Further detail is included in Appendix 2.

## Abbreviations

---

### Visitor Attraction Ownership

|     |                                       |
|-----|---------------------------------------|
| CT  | Charity or Trust                      |
| G   | Government Department/Agency          |
| HS  | Historic Scotland                     |
| LA  | Local Authority                       |
| NTS | The National Trust for Scotland       |
| PLC | Public Limited Company/plc            |
| P   | Privately Owned                       |
| RO  | Religious Organisation                |
| O   | Other (e.g. Educational Institutions) |

### Former VisitScotland Areas

|          |  |
|----------|--|
| AB       | Aberdeen & Grampian                    |
| ALLFV/AR | Argyll, Loch Lomond & The Forth Valley |
| AN       | Angus & City of Dundee                 |
| AY       | Ayrshire & Arran                       |
| DG       | Dumfries & Galloway                    |
| ED       | Edinburgh & Lothians                   |
| FI       | Kingdom of Fife                        |
| GG       | Greater Glasgow & Clyde Valley         |
| HI       | Highlands of Scotland                  |
| OR       | Orkney                                 |
| OH       | Outer Hebrides                         |
| PE       | Perthshire                             |
| SB       | Scottish Borders                       |
| SH       | Shetland                               |

### Category

|     |   |
|-----|---|
| AA  | Activity Attractions  |
| C   | Castles/Forts   |
| CR  | Scottish Crafts/Retail Attractions                          |
| D   | Distilleries/Breweries/Wineries                             |
| G   | Gardens   |
| HC  | Heritage Centres  |
| HH  | Historic Houses/Palaces                                     |
| MAG | Museums/Art Galleries (includes Science/Technology Centres) |
| OHP | Other Historic Properties                                   |
| ON  | Outdoors/Nature Attractions                                 |
| T   | Transport-Related Attractions                               |
| WP  | Industrial/Workplaces                                       |
| WS  | Places of Worship/Spiritual Attractions                     |
| Z   | Wildlife/Animal Attractions                                 |

### Other Abbreviations

|           |   |
|-----------|---|
| MC        | Moffat Centre for Travel & Tourism Business Development |
| NMS       | National Museum of Scotland                             |
| NNR       | National Nature Reserve                                 |
| Riverside | Riverside Museum  |
| VAB       | Visitor Attraction Barometer                            |
| VAM       | Visitor Attraction Monitor                              |
| VS        | VisitScotland   |

# 1 Highlights 2014

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Visitor attractions in Scotland experienced an increase of 3.3% in visits when comparing 2014 with 2013.

Kingdom of Fife experienced the greatest percentage increase in visits (14.7%). Edinburgh & Lothians experienced that greatest increase in terms of number of visits recorded compared to other Former visitis Scotland Regions when comparing 2014 with 2013. Shetland experienced the greatest percentage and actual decrease in visits figures at -23.5% and -52,228.

Visits to attractions within the Museums/Art Galleries category increased by 7.7%, whilst attractions in the Industrial/Workplaces category decreased by -7.4%

Free admission attractions welcomed over twice as many visits in 2014 as paid admission attractions, although there are slightly more paid admission attractions in Scotland than free admission attractions.

Over two thirds of all participating Greater Glasgow & Clyde Valley attractions are free admission attractions. Greater Glasgow & Clyde Valley's free attractions welcomed the highest number of visits at just under 16 million

Although attractions welcoming under 5,000 annual visits constitute just under one quarter of the sample, they welcomed less than 1% of reported visits.

Free Attractions with 100,000 + annual visits welcomed *just under two thirds* of all reported visits to attractions in 2014.

Distilleries/Breweries/Wineries, Castles/Forts, Other Historic Properties and Hisitoric Houses/Palaces remain predominantly paid attractions whilst the reverse is true of Scottish Craft/Retail Attractions, Places of Worship/Spiritual Attractions and Outdoors/Nature attractions.

The ratio adult: children in Scotland in 2014 was just under 4:1 overall. Angus & City of Dundee welcomed the highest percentage of children in 2014, whilst Shetland Islands welcomed the highest proportion of adult visitors. Visits to Distilleries/Breweries/Wineries were made predominantly by adults (94.5%).

Overall, school visits made up 1.9% of all reported visits to Scottish visitor attractions in 2014. Greater Glasgow, Museums/Art Galleries, Large Urban Attractions, and those attracting over 100,000 visits recorded the greatest number of visits from schools in 2014. Attractions welcoming between 10,000 and 19,999 annual visits and Activity Attractions recorded the greatest proportion of school visits in 2014.

Argyll, Loch Lomond and Forth Valley, Distilleries/Breweries/Wineries, Remote Small Towns and Islands-based Attractions welcomed the greatest proportion of Overseas visits in 2014. Greater Glasgow, Outdoors/Nature Attractions, Other Urban Areas and attractions welcoming more than 100,000 visits per year received most of their visits from Locals. Visitors from England, Northern Ireland and Wales constituted the biggest segment to attractions in Dumfries & Galloway and Remote Rural Attractions.

Attractions in Edinburgh & Lothian, attractions those welcoming 100,000 + visits, Inland and Large Urban Area Attractions registered the highest Average Admission Spend per Visit within their category.

Attractions in Shetland Islands and Distilleries/Breweries/Wineries generated the highest Retail Spend per Visit as did Accessible Rural and Island attractions

Attractions in Dumfries & Galloway, Heritage Centres and attractions welcoming between 10,000 and 19,999 visits per year generated the highest Average Catering spend per visit in 2014, as did Remote Rural and Island attractions.

Attractions in Edinburgh & Lothian and Government Dept/Agency realised the greatest average spend in marketing activities per attraction, as did Large Urban and Distilleries/Breweries/Wineries.

Operators reported Leaflets as the most effective marketing tool, followed by Social Media and their own Website.

Almost all responding attractions have a social media presence, with either their own social media site such as: facebook, twitter, flickr, youtube, or presence on a Local Authority, local area, umbrella organisation or VisitScotland site.

The weather, popular exhibitions/ events and the Commonwealth Games were quoted as the three most important positive factor affecting visitation in Scotland in 2014. The weather was by far the most important recorded negative factor, followed by the Commonwealth Games.

In 2014, just over half of all respondents noted that **Easter Sunday** had the greatest positive impact on visits figures, with many operators organising special themed events, services and activities at this time. **Halloween** was also a popular time for some operators, who organised events such as: spooky walks and 'fright nights', during normal opening hours, to increase visits figures.

## 2 Methodology

From 1998 until 2009, the Visitor Attraction Monitor (VAM) research was undertaken and published on behalf of VisitScotland by the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University. From May 2010 the Moffat Centre has undertaken this valuable research independently.

For the VAM 2014, survey questionnaires were distributed to 855 visitor attractions across Scotland. Some 715 responses were received, providing an overall response rate of 83.6% (see Table 1 below). Attractions included in the 2014 VAM are those where visits can be reasonably accurately recorded.

**Table 1 Breakdown of Survey Responses**

| Response type                        | No.        | % of total surveys sent |
|--------------------------------------|------------|-------------------------|
| Cannot complete                      | 12         | 1.4%                    |
| Completed                            | 696        | 81.4%                   |
| Does not want to/Refused to complete | 5          | 0.6%                    |
| Permanently closed 2014              | 1          | 0.1%                    |
| Temporarily closed                   | 1          | 0.1%                    |
| <b>Total</b>                         | <b>715</b> | <b>83.6%</b>            |

To increase completion rates, the questionnaire was distributed both by email and post in a staggered approach from September 2014 until December 2014 taking into account seasonal closure of attractions. A reminder questionnaire was issued in February 2015 to all of those attraction operators who had not responded by the set deadline of 27<sup>th</sup> January 2015. Further reminders were undertaken by telephone, e-mail and fax between February 2015 and April 2015, when books were closed.

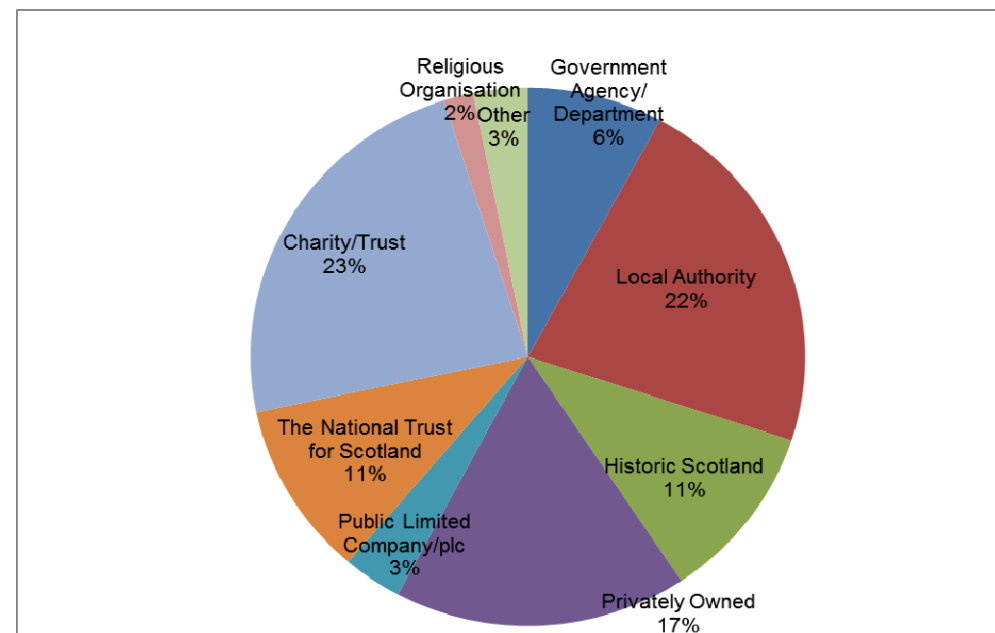
Information gathered throughout the year for the monthly Visitor Attraction Barometer (VAB) research was also integrated within the VAM research, with permission from visitor attraction operators.

This report provides valuable performance related information of visitor attractions in Scotland for the calendar year 2014.

Some 96 attraction operators asked for their data to be kept confidential. This request is respected and at no point are such attractions individually identified or their data identifiable in this report.

Operators who provided visits figures that achieved 'most visited in Scotland' status were asked to confirm accuracy of the visits figures they submitted prior to publication.

**Figure 1 Breakdown of Attractions by Ownership**



Ownership of responding attractions is illustrated in the graph above.

Clearly, the attraction sector is dominated by the not-for-profit sector with Charitable Organisations (23%) and Local Authorities (22%) accounting for almost half of ownership.



### 3 Comparative Analysis of Visits to Scottish Visitor Attractions 2014/2013

Some 687 attraction operators provided total visits figures for **both** years 2014 and 2013. The following table compares visits performance in 2014 with 2013.

Visitor attractions in Scotland experienced an increase of 3.3% in visits when comparing 2014 with 2013.

Table 2 Comparative Analysis of Visits 2014/2013 by: Admission Policy, Former VisitScotland Area, Category, Volume of Visits, Urban/Rural and Location

|                                  | Sample | Visits 2014 | Visits 2013 | % 14/13 | Diff (14-13) |
|----------------------------------|--------|-------------|-------------|---------|--------------|
| <b>Total</b>                     | 687    | 55,380,516  | 53,621,693  | 3.3     | 1,758,823    |
| <b>Admission</b>                 |        |             |             |         |              |
| Free                             | 333    | 39,722,193  | 38,176,682  | 4.0     | 1,545,511    |
| Paid                             | 354    | 15,658,323  | 15,445,011  | 1.4     | 213,312      |
| <b>Former VisitScotland Area</b> |        |             |             |         |              |
| Aberdeen & Grampian              | 91     | 2,705,066   | 2,675,376   | 1.1     | 29,690       |
| ALLFV                            | 84     | 4,994,769   | 4,687,842   | 6.5     | 306,927      |
| Angus & City of Dundee           | 29     | 1,674,637   | 1,714,311   | -2.3    | -39,674      |
| Ayrshire & Arran                 | 29     | 2,747,811   | 2,518,942   | 9.1     | 228,869      |
| Dumfries & Galloway              | 54     | 2,125,928   | 2,025,795   | 4.9     | 100,133      |
| Edinburgh & Lothians             | 86     | 13,731,700  | 13,100,288  | 4.8     | 631,412      |
| Greater Glasgow & Clyde Valley   | 76     | 17,739,213  | 17,709,570  | 0.2     | 29,643       |
| Highlands of Scotland            | 82     | 4,095,229   | 4,035,684   | 1.5     | 59,545       |
| Kingdom of Fife                  | 33     | 1,670,886   | 1,456,701   | 14.7    | 214,185      |
| Orkney                           | 21     | 602,186     | 565,830     | 6.4     | 36,356       |
| Outer Hebrides                   | 10     | 330,779     | 290,163     | 14.0    | 40,616       |
| Perthshire                       | 36     | 1,609,846   | 1,405,231   | 14.6    | 204,615      |
| Scottish Borders                 | 40     | 1,182,854   | 1,214,120   | -2.6    | -31,266      |
| Shetland                         | 16     | 169,612     | 221,840     | -23.5   | -52,228      |
| <b>Volume of Visits</b>          |        |             |             |         |              |
| 0 - 4,999                        | 169    | 387,917     | 402,981     | -3.7    | -15,064      |
| 5,000 - 9,999                    | 90     | 647,787     | 639,309     | 1.3     | 8,478        |
| 10,000 - 19,999                  | 111    | 1,557,981   | 1,653,357   | -5.8    | -95,376      |
| 20,000 - 49,999                  | 133    | 4,319,975   | 4,305,621   | 0.3     | 14,354       |
| 50,000 - 99,999                  | 79     | 5,486,088   | 5,164,456   | 6.2     | 321,632      |
| 100,000 +                        | 105    | 42,980,768  | 41,455,969  | 3.7     | 1,524,799    |

|   | Sample | Visits 2014  | Visits 2013  | % 14/13 | Diff (14-13) |
|---|--------|--------------|--------------|---------|--------------|
| <b>Category</b>                         |        |              |              |         |              |
| Activity Attractions                    | 8      | 1,333,881    | 1,290,382    | 3.4     | 43,499       |
| Castles/Forts                           | 59     | 4,082,905    | 3,912,075    | 4.4     | 170,830      |
| Distilleries/Breweries/Wineries         | 40     | 1,219,705    | 1,181,632    | 3.2     | 38,073       |
| Gardens                                 | 34     | 2,187,952    | 2,100,654    | 4.2     | 87,298       |
| Heritage Centres                        | 21     | 1,526,987    | 1,439,186    | 6.1     | 87,801       |
| Historic Houses/Palaces                 | 47     | 1,507,852    | 1,506,525    | 0.1     | 1,327        |
| Industrial/Workplaces                   | 7      | 353,159      | 381,345      | -7.4    | -28,186      |
| Museums/Art Galleries                   | 242    | 14,481,905   | 13,450,809   | 7.7     | 1,031,096    |
| Other Historic Properties               | 57     | 1,751,045.00 | 1,658,537.00 | 5.6     | 92,508       |
| Outdoors/Nature Attractions             | 100    | 18,929,542   | 18,863,679   | 0.3     | 65,863       |
| Places of Worship/Spiritual Attractions | 19     | 1,780,008    | 1,694,786    | 5.0     | 85,222       |
| Scottish Crafts/Retail Attractions      | 9      | 1,981,600    | 1,977,344    | 0.2     | 4,256        |
| Transport-Related Attractions           | 8      | 1,216,407    | 1,143,707    | 6.4     | 72,700       |
| Wildlife/Animal Attractions             | 36     | 3,027,568    | 3,021,032    | 0.2     | 6,536        |
| <b>Urban/Rural</b>                      |        |              |              |         |              |
| Large Urban Areas                       | 114    | 26,243,708   | 25,572,072   | 2.6     | 671,636      |
| Other Urban Areas                       | 103    | 8,763,983    | 8,304,034    | 5.5     | 459,949      |
| Accessible Small Towns                  | 45     | 1,853,120    | 1,697,716    | 9.2     | 155,404      |
| Remote Small Towns                      | 39     | 1,699,532    | 1,621,997    | 4.8     | 77,535       |
| Accessible Rural                        | 170    | 9,896,513    | 9,674,281    | 2.3     | 222,232      |
| Remote Rural                            | 216    | 6,923,660    | 6,751,593    | 2.5     | 172,067      |
| <b>Location</b>                         |        |              |              |         |              |
| Coastal                                 | 249    | 14,618,012   | 13,407,902   | 9.0     | 1,210,110    |
| Inland                                  | 373    | 39,180,249   | 38,670,344   | 1.3     | 509,905      |
| Islands                                 | 65     | 1,582,255    | 1,543,447    | 2.5     | 38,808       |

Legend

|  |          |
|--|----------|
|  | Positive |
|  | Negative |

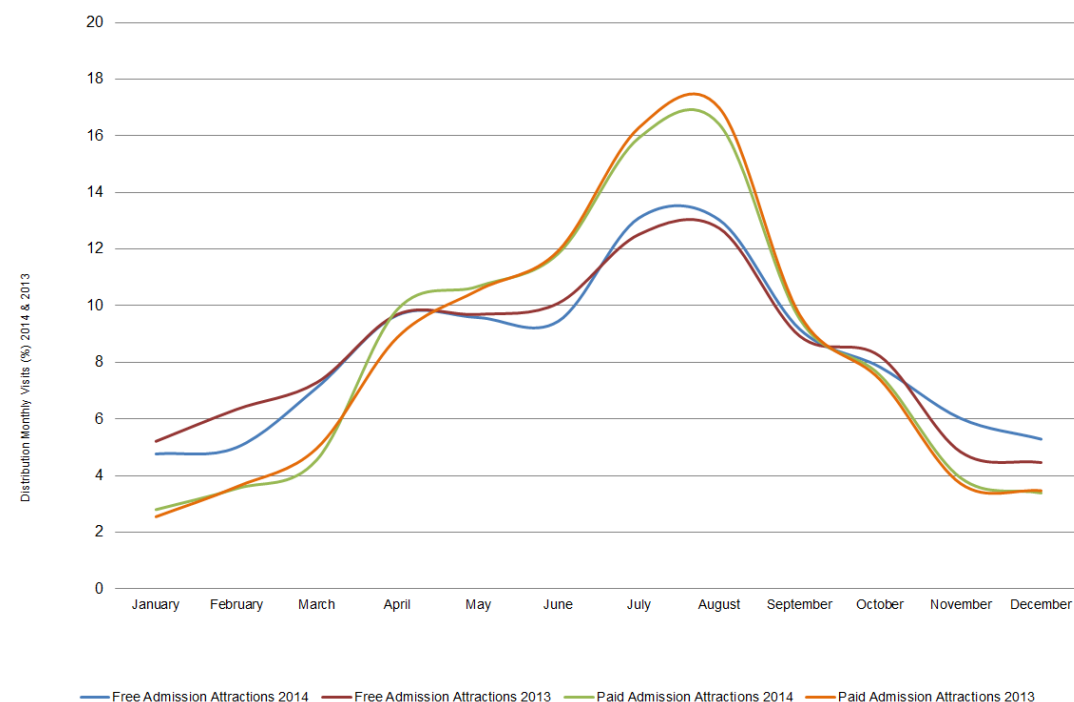
Table 3 Monthly and Quarterly Distribution of Visits 2014/2013

| Months               | 2014 (%)   | 2013 (%)   | Quarters             | 2014 (%)   | 2013 (%)   |
|----------------------|------------|------------|----------------------|------------|------------|
| <i>Common Sample</i> |            | <i>489</i> | <i>Common Sample</i> |            | <i>489</i> |
| January              | 4          | 4          | Q1. Jan-Mar          | 15         | 16         |
| February             | 5          | 5          | Q2. Apr-Jun          | 30         | 30         |
| March                | 6          | 7          | Q3. Jul-Sep          | 37         | 37         |
| April                | 10         | 9          | Q4. Oct-Dec          | 18         | 17         |
| May                  | 10         | 10         |                      |            |            |
| June                 | 10         | 11         |                      |            |            |
| July                 | 14         | 14         |                      |            |            |
| August               | 14         | 14         |                      |            |            |
| September            | 9          | 9          |                      |            |            |
| October              | 8          | 8          |                      |            |            |
| November             | 5          | 4          |                      |            |            |
| December             | 5          | 4          |                      |            |            |
| <b>Total</b>         | <b>100</b> | <b>100</b> |                      | <b>100</b> | <b>100</b> |

Distribution of visits remains comparable with 2013 and 2012.

Two thirds of visits took place in the second and third quarters, July and August see visits peaking similar to that of 2013.

Figure 2 Monthly Distribution by Admission 2014/2013



As with previous years, free admission attractions demonstrate less seasonal patterns, with a smaller increase in visits during summer months compared with paid admission attractions.

Table 4 Quarterly Seasonal Analysis by Former VS Region (2014 and 2013)

| VS Region       | Common Sample | 2014        |             |             |             |                   | 2013        |             |             |             |                   |
|-----------------|---------------|-------------|-------------|-------------|-------------|-------------------|-------------|-------------|-------------|-------------|-------------------|
|                 |               | Jan-Mar (%) | Apr-Jun (%) | Jul-Sep (%) | Oct-Dec (%) | Jan-Dec (%)       | Jan-Mar (%) | Apr-Jun (%) | Jul-Sep (%) | Oct-Dec (%) | Jan-Dec (%)       |
| AB              | 61            | 16%         | 30%         | 38%         | 15%         | 2,091,674         | 15%         | 30%         | 39%         | 16%         | 2,043,910         |
| AN              | 25            | 16%         | 34%         | 33%         | 17%         | 1,270,138         | 15%         | 31%         | 36%         | 18%         | 1,295,872         |
| AR              | 46            | 11%         | 30%         | 41%         | 18%         | 3,319,740         | 13%         | 30%         | 41%         | 17%         | 3,106,058         |
| AY              | 18            | 13%         | 33%         | 37%         | 18%         | 1,902,014         | 11%         | 31%         | 41%         | 17%         | 1,939,681         |
| DG              | 36            | 10%         | 32%         | 44%         | 14%         | 468,568           | 11%         | 30%         | 44%         | 15%         | 454,801           |
| ED              | 65            | 16%         | 29%         | 37%         | 19%         | 12,298,402        | 16%         | 28%         | 37%         | 19%         | 11,897,946        |
| FI              | 25            | 10%         | 25%         | 48%         | 17%         | 1,549,985         | 15%         | 37%         | 33%         | 15%         | 1,145,500         |
| GG              | 56            | 18%         | 29%         | 33%         | 19%         | 14,459,440        | 21%         | 31%         | 32%         | 16%         | 13,919,612        |
| HI              | 60            | 9%          | 32%         | 46%         | 14%         | 2,590,565         | 10%         | 30%         | 46%         | 13%         | 2,523,015         |
| OH              | 6             | 4%          | 37%         | 51%         | 7%          | 118,989           | 5%          | 36%         | 52%         | 7%          | 108,131           |
| OR              | 21            | 3%          | 35%         | 56%         | 6%          | 601,845           | 5%          | 36%         | 53%         | 6%          | 570,274           |
| PE              | 26            | 8%          | 34%         | 45%         | 13%         | 822,858           | 10%         | 33%         | 45%         | 13%         | 833,794           |
| SB              | 31            | 14%         | 32%         | 38%         | 17%         | 705,360           | 14%         | 31%         | 39%         | 16%         | 716,791           |
| SH              | 13            | 11%         | 33%         | 44%         | 12%         | 149,327           | 11%         | 31%         | 45%         | 14%         | 153,295           |
| <b>Scotland</b> | <b>489</b>    | <b>15%</b>  | <b>30%</b>  | <b>37%</b>  | <b>18%</b>  | <b>42,348,905</b> | <b>16%</b>  | <b>30%</b>  | <b>37%</b>  | <b>17%</b>  | <b>40,708,680</b> |

Note: percentages read horizontally

Orkney Islands recorded the most marked seasonal pattern, with over half of all recorded visits occurring during the third quarter and low levels of visitation in the first and fourth quarters. The reverse can be said of Greater Glasgow which saw high seasonal levels of visitors in the first and fourth quarters.

Table 5 Quarterly Visitation Analysis by Attraction Category (2014 and 2013)

| Category        | Common Sample | 2014        |             |             |             |                   | 2013        |             |             |             |                   |
|-----------------|---------------|-------------|-------------|-------------|-------------|-------------------|-------------|-------------|-------------|-------------|-------------------|
|                 |               | Jan-Mar (%) | Apr-Jun (%) | Jul-Sep (%) | Oct-Dec (%) | Jan-Dec (%)       | Jan-Mar (%) | Apr-Jun (%) | Jul-Sep (%) | Oct-Dec (%) | Jan-Dec (%)       |
| AA              | 8             | 15%         | 35%         | 36%         | 15%         | 1,345,590         | 15%         | 34%         | 36%         | 15%         | 1,287,682         |
| C               | 48            | 9%          | 32%         | 46%         | 14%         | 3,393,675         | 10%         | 31%         | 47%         | 13%         | 3,283,782         |
| CR              | 7             | 18%         | 27%         | 32%         | 24%         | 1,715,200         | 19%         | 28%         | 32%         | 22%         | 1,705,805         |
| D               | 36            | 10%         | 31%         | 44%         | 16%         | 1,151,714         | 10%         | 32%         | 43%         | 16%         | 1,108,217         |
| G               | 15            | 16%         | 33%         | 34%         | 18%         | 1,437,711         | 16%         | 32%         | 35%         | 17%         | 1,303,165         |
| HC              | 14            | 3%          | 37%         | 50%         | 10%         | 243,498           | 3%          | 37%         | 51%         | 8%          | 227,406           |
| HH              | 22            | 6%          | 33%         | 49%         | 12%         | 1,129,865         | 7%          | 30%         | 51%         | 12%         | 1,103,607         |
| MAG             | 204           | 19%         | 28%         | 34%         | 20%         | 13,145,135        | 20%         | 27%         | 33%         | 21%         | 12,395,663        |
| OHP             | 47            | 8%          | 31%         | 46%         | 15%         | 1,184,979         | 9%          | 31%         | 47%         | 13%         | 1,124,796         |
| ON              | 33            | 16%         | 30%         | 36%         | 19%         | 12,007,217        | 20%         | 32%         | 34%         | 14%         | 11,700,718        |
| T               | 7             | 8%          | 29%         | 46%         | 18%         | 1,204,128         | 9%          | 28%         | 45%         | 18%         | 1,120,668         |
| WP              | 2             | 20%         | 30%         | 34%         | 17%         | 344,457           | 17%         | 24%         | 30%         | 29%         | 361,577           |
| WS              | 18            | 10%         | 29%         | 45%         | 16%         | 1,759,134         | 11%         | 31%         | 44%         | 15%         | 1,679,136         |
| Z               | 28            | 13%         | 35%         | 38%         | 14%         | 2,286,602         | 13%         | 33%         | 42%         | 12%         | 2,306,458         |
| <b>Scotland</b> | <b>489</b>    | <b>15%</b>  | <b>30%</b>  | <b>37%</b>  | <b>18%</b>  | <b>42,348,905</b> | <b>16%</b>  | <b>30%</b>  | <b>37%</b>  | <b>17%</b>  | <b>40,708,680</b> |

Note: percentages read horizontally

Heritage Centres recorded the most significant quarterly visitation pattern, with the majority of visits occurring in the second and third quarters whilst seeing low levels of visitation in the first and fourth quarters.

The Visitation Analysis also identified that Historic Houses/Palaces and Other Historic Properties continued to see almost half of all recorded visits occurring during the third quarter in line with 2013.

## 4 Visits 2014

This section analyses visits using the data supplied by attractions that submitted completed questionnaires for 2014. Some 688 operators provided visits figures for 2014. The following tables compare visits performance between both Paid and Free Admission attractions.

Attention should be paid to the responding samples, which in some cases can be low, as this may mean that data presented may not be representative of the whole sector or area analysed. Where there are less than 3 responding attractions, data is not presented to protect individual identity of attractions. These are identified by the symbol \*.



### *Highlights:*

- *Free Admission attractions welcomed over twice as many visits in 2014 as Paid Admission Attractions, although there are slightly more paid attractions than free in Scotland.*
- *Over two thirds of all participating Greater Glasgow & Clyde Valley attractions are free admission attractions.*
- *Greater Glasgow & Clyde Valley's free attractions welcomed the highest number of visits at just under 16 million.*
- *Although attractions welcoming under 5,000 annual visits constitute just under one quarter of the sample, they welcomed less than 1% of reported visits.*
- *Free Attractions with 100,000 + annual visits welcomed just under two thirds of all reported visits to attractions in 2014.*
- *Distilleries/Breweries/Wineries, Castles/Forts, Other Historic Properties and Historic Houses/Palaces remain predominantly paid attractions whilst the reverse is true of Scottish Craft/Retail Attractions, Places of Worship/Spiritual Attractions and Outdoors/Nature attractions.*
- *Free Attractions in Large Urban Areas welcomed over three times as many visits as Paid Attractions in the equivalent areas.*
- *Free Attractions in Accessible Small Towns received over nine times as many visits as Paid Attractions in the corresponding areas.*
- *Inland Attractions were fairly evenly split between both Paid and Free Admission Attractions, however Free Admission Inland Attractions welcomed almost two thirds of all Free Admission visits, compared to Paid Admission Inland Attractions*

Table 6 Analysis of Visits 2014 by Former VS Area, Volume of Visits, Category, Urban/Rural & Location by Admission Policy

|                                  | Free Admission |                   | Paid Admission |                   | Total      |                   | % of         |              |
|----------------------------------|----------------|-------------------|----------------|-------------------|------------|-------------------|--------------|--------------|
|                                  | Sample         | Visits 2014       | Sample         | Visits 2014       | Sample     | Visits 2014       | Attractions  | Visits 2014  |
| <b>Total</b>                     | <b>338</b>     | <b>40,544,344</b> | <b>358</b>     | <b>15,689,756</b> | <b>696</b> | <b>56,234,100</b> | <b>100.0</b> | <b>100.0</b> |
| <b>Former VisitScotland Area</b> |                |                   |                |                   |            |                   |              |              |
| Aberdeen & Grampian              | 42             | 1,849,827         | 49             | 855,239           | 91         | 2,705,066         | 13.1         | 4.8          |
| ALLFV                            | 38             | 3,824,651         | 48             | 1,973,049         | 86         | 5,797,700         | 12.4         | 10.3         |
| Angus & City of Dundee           | 13             | 1,259,046         | 16             | 415,591           | 30         | 1,677,089         | 4.3          | 3.0          |
| Ayrshire & Arran                 | 15             | 1,859,784         | 14             | 888,027           | 29         | 2,747,811         | 4.2          | 4.9          |
| Dumfries & Galloway              | 26             | 1,749,371         | 29             | 391,712           | 55         | 2,141,083         | 7.9          | 3.8          |
| Edinburgh & Lothians             | 46             | 8,117,104         | 40             | 5,614,596         | 86         | 13,731,700        | 12.4         | 24.4         |
| Greater Glasgow & Clyde Valley   | 49             | 15,948,449        | 27             | 1,790,764         | 76         | 17,739,213        | 10.9         | 31.5         |
| Highlands of Scotland            | 37             | 2,220,132         | 46             | 1,882,060         | 83         | 4,102,192         | 11.9         | 7.3          |
| Kingdom of Fife                  | 18             | 1,171,647         | 16             | 499,496           | 34         | 1,671,143         | 4.9          | 3.0          |
| Orkney                           | 8              | 351,239           | 13             | 250,947           | 21         | 602,186           | 3.0          | 1.1          |
| Outer Hebrides                   | 4              | 255,102           | 7              | 77,307            | 11         | 332,409           | 1.6          | 0.6          |
| Perthshire                       | 17             | 978,448           | 21             | 656,618           | 37         | 1,632,614         | 5.3          | 2.9          |
| Scottish Borders                 | 18             | 846,538           | 23             | 337,744           | 41         | 1,184,282         | 5.9          | 2.1          |
| Shetland                         | 7              | 113,006           | 9              | 56,606            | 16         | 169,612           | 2.3          | 0.3          |
| <b>Volume of Visits</b>          |                |                   |                |                   |            |                   |              |              |
| 0 - 4,999                        | 71             | 150,585           | 102            | 243,578           | 173        | 394,163           | 24.9         | 0.7          |
| 5,000 - 9,999                    | 47             | 336,577           | 44             | 318,173           | 91         | 654,750           | 13.1         | 1.2          |
| 10,000 - 19,999                  | 44             | 603,278           | 70             | 995,078           | 114        | 1,598,356         | 16.4         | 2.8          |
| 20,000 - 49,999                  | 64             | 2,137,171         | 69             | 2,182,804         | 133        | 4,319,975         | 19.1         | 7.7          |
| 50,000 - 99,999                  | 35             | 2,385,466         | 44             | 3,100,622         | 79         | 5,486,088         | 11.4         | 9.8          |
| 100,000 +                        | 77             | 34,931,267        | 29             | 8,849,501         | 106        | 43,780,768        | 15.2         | 77.9         |



**Legend**

 Positive most important highlights  
 Negative most important highlights

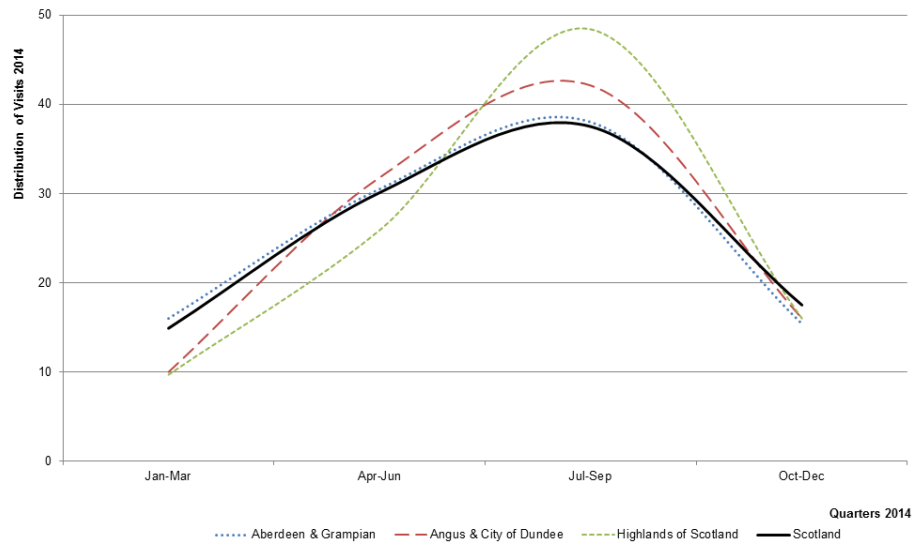
|   | Free Admission |                   | Paid Admission |                   | Total      |                   | % of         |              |
|---|----------------|-------------------|----------------|-------------------|------------|-------------------|--------------|--------------|
|   | Sample         | Visits 2014       | Sample         | Visits 2014       | Sample     | Visits 2014       | Attractions  | Visits 2014  |
| <b>Total</b>                            | <b>338</b>     | <b>40,544,344</b> | <b>358</b>     | <b>15,689,756</b> | <b>696</b> | <b>56,234,100</b> | <b>100.0</b> | <b>100.0</b> |
| <b>Category</b>                         |                |                   |                |                   |            |                   |              |              |
| Activity Attractions                    | 1              | 18,400            | 7              | 1,315,481         | 8          | 1,333,881         | 1.1          | 2.4          |
| Castles/Forts                           | 4              | 481,530           | 56             | 3,602,803         | 60         | 4,084,333         | 8.6          | 7.3          |
| Distilleries/Breweries/Wineries         | 4              | 136,675           | 38             | 1,100,943         | 42         | 1,237,618         | 6.0          | 2.2          |
| Gardens                                 | 9              | 1,747,493         | 25             | 440,459           | 34         | 2,187,952         | 4.9          | 3.9          |
| Heritage Centres                        | 9              | 959,365           | 13             | 574,585           | 22         | 1,533,950         | 3.2          | 2.7          |
| Historic Houses/Palaces                 | 2              | 51,980            | 45             | 1,455,872         | 47         | 1,507,852         | 6.8          | 2.7          |
| Industrial/Workplaces                   | 3              | 317,881           | 5              | 47,278            | 8          | 365,159           | 1.1          | 0.6          |
| Museums/Art Galleries                   | 165            | 12,451,303        | 79             | 2,030,727         | 244        | 14,482,030        | 35.1         | 25.8         |
| Other Historic Properties               | 10             | 502,925           | 47             | 1,248,120         | 57         | 1,751,045         | 8.2          | 3.1          |
| Outdoors/Nature Attractions             | 94             | 19,214,474        | 8              | 530,223           | 102        | 19,744,697        | 14.7         | 35.1         |
| Places of Worship/Spiritual Attractions | 17             | 1,744,858         | 2              | 35,150            | 19         | 1,780,008         | 2.7          | 3.2          |
| Scottish Crafts/Retail Attractions      | 9              | 1,981,600         | -              |                   | 9          | 1,981,600         | 1.3          | 3.5          |
| Transport-Related Attractions           | 2              | 514,803           | 6              | 701,604           | 8          | 1,216,407         | 3.5          | 1.3          |
| Wildlife/Animal Attractions             | 9              | 421,057           | 27             | 2,606,511         | 36         | 3,027,568         | 5.2          | 5.4          |
| <b>Urban/Rural</b>                      |                |                   |                |                   |            |                   |              |              |
| Large Urban Areas                       | 69             | 20,029,896        | 45             | 6,213,812         | 114        | 26,243,708        | 16.4         | 46.7         |
| Other Urban Areas                       | 64             | 7,325,373         | 41             | 2,238,867         | 105        | 9,564,240         | 15.1         | 17.0         |
| Accessible Small Towns                  | 33             | 1,667,936         | 12             | 185,184           | 45         | 1,853,120         | 6.5          | 3.3          |
| Remote Small Towns                      | 20             | 1,184,789         | 19             | 514,743           | 39         | 1,699,532         | 5.6          | 3.0          |
| Accessible Rural                        | 71             | 7,038,462         | 101            | 2,886,426         | 172        | 9,924,888         | 24.7         | 17.6         |
| Remote Rural                            | 81             | 3,297,888         | 140            | 3,650,724         | 221        | 6,948,612         | 31.8         | 12.4         |
| <b>Location</b>                         |                |                   |                |                   |            |                   |              |              |
| Coastal                                 | 127            | 9,824,153         | 127            | 4,820,795         | 254        | 14,644,948        | 36.5         | 26.0         |
| Inland                                  | 188            | 29,951,995        | 189            | 10,054,902        | 377        | 40,006,897        | 54.2         | 71.1         |
| Islands                                 | 23             | 768,196           | 42             | 814,059           | 65         | 1,582,255         | 9.3          | 2.8          |

\*sample size less than three

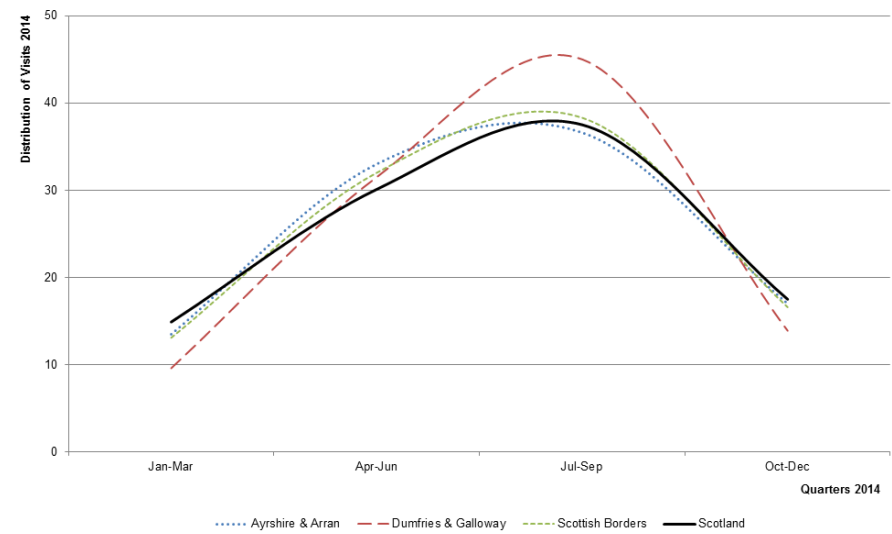
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 Positive most important highlights  
 Negative most important highlights

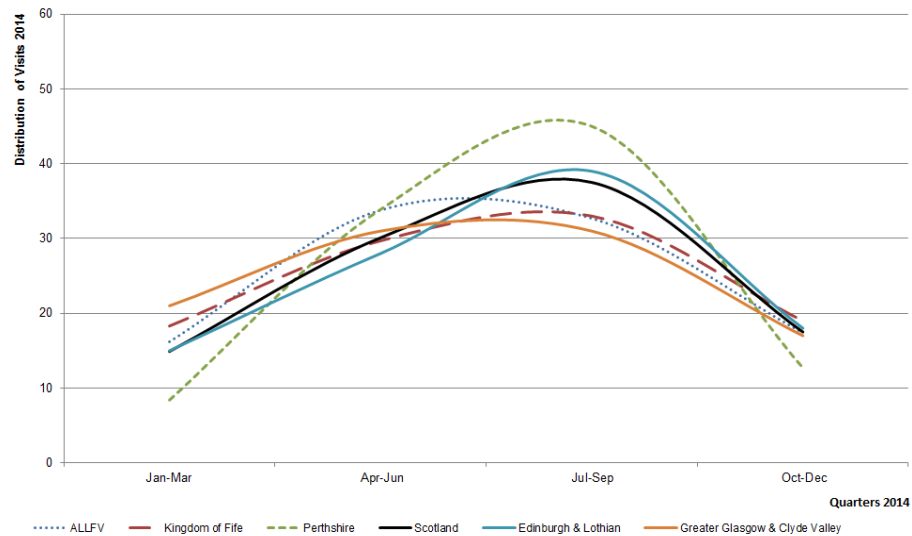
**Figure 3** Quarterly Visitation Patterns to Aberdeen & Grampian, Angus & the City of Dundee and the Highlands of Scotland and the Highlands of Scotland



**Figure 5** Quarterly Visitation Patterns to Ayrshire & Arran, Dumfries & Galloway and the Scottish Borders and the Scottish Borders



**Figure 4** Quarterly Visitation Patterns to Edinburgh & Lothians and Greater Glasgow & Clyde Valley, Kingdom of Fife, Perthshire and ALLFV



**Figure 6** Quarterly Visitation Patterns to Orkney, Shetland and the Outer Hebrides and the Outer Hebrides

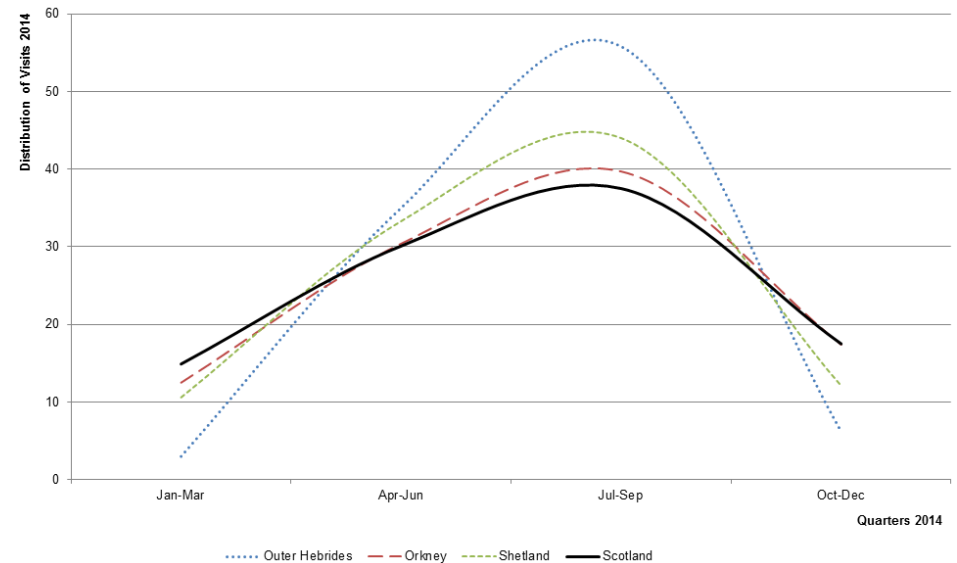


Figure 7 Quarterly Visitation Patterns to Heritage-Related Attractions

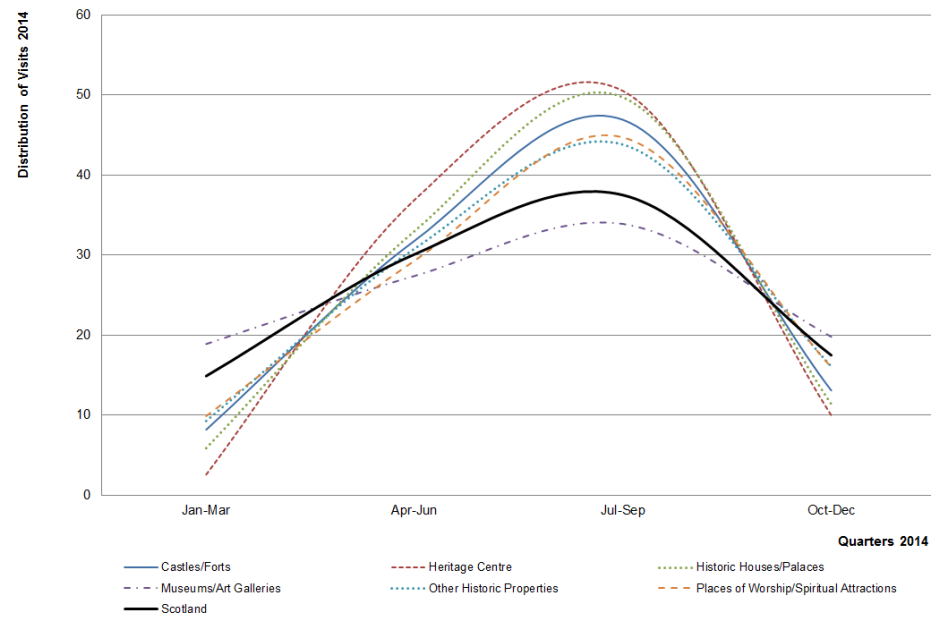


Figure 9 Quarterly Visitation Patterns to Workplaces, Retail-Oriented Attractions and Transport-Related Attractions

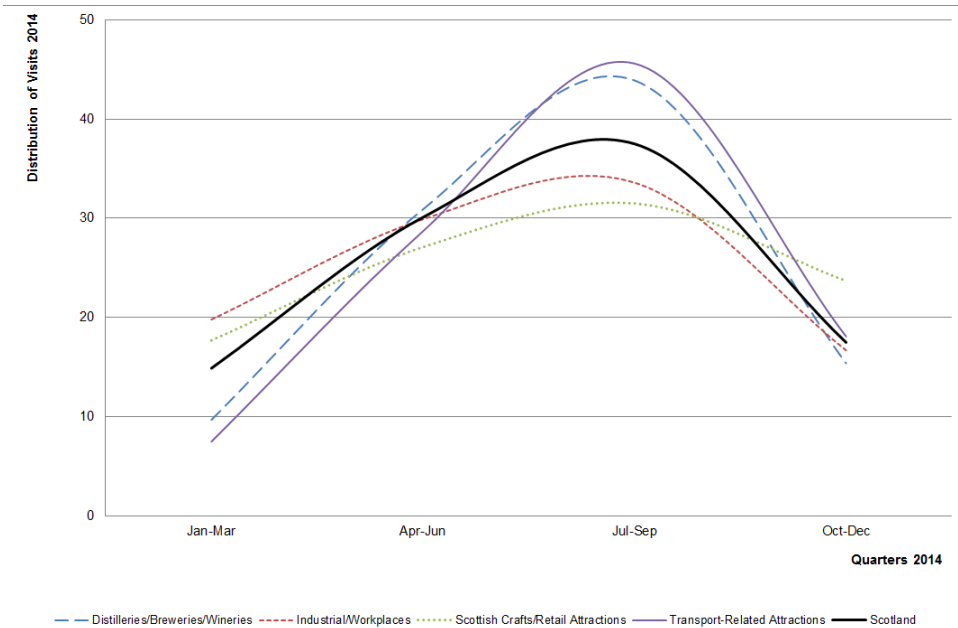
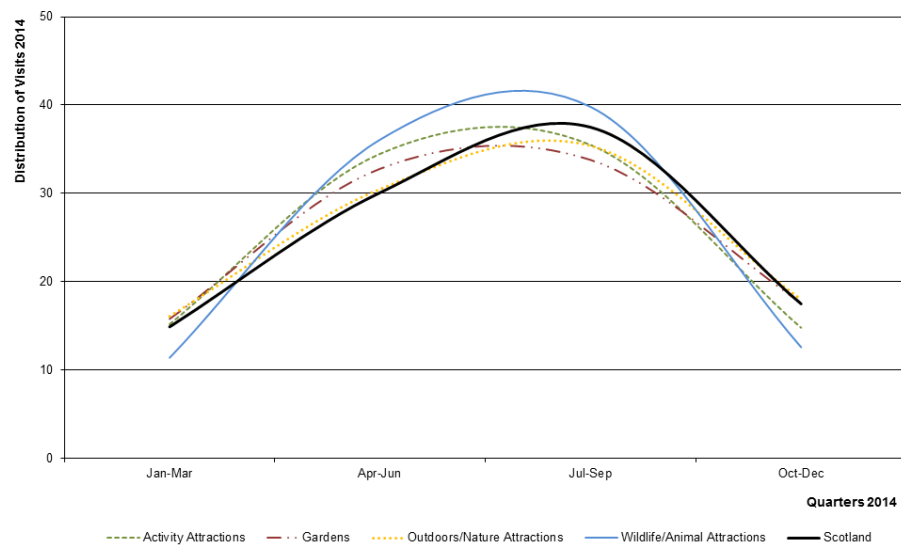


Figure 8 Quarterly Visitation Patterns to Outdoors Attractions





## 5 Visitor Profile Information 2014

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### Highlights:

- The ratio adult: children in Scotland in 2014 was just under 4:1 overall.
- Angus & City of Dundee welcomed the highest percentage of children in 2014, whilst Shetland Islands welcomed the highest proportion of adult visitors.
- Visits to Distilleries/Breweries/Wineries were made predominantly by adults (94.5%). Industrial/Workplaces Attractions saw over a 10% increase of visits made by children 2014.
- Overall, school visits made up 1.9% of all reported visits to Scottish visitor attractions in 2014.
- Greater Glasgow, Museums/Art Galleries, Large Urban Attractions, and those attracting over 100,000 visits recorded the greatest number of visits from schools in 2014.
- Attractions welcoming between 10,000 and 19,999 annual visits and Activity Attractions recorded the greatest proportion of school visits in 2014.
- ALLFV, Distilleries/Breweries/Wineries, Remote Small Towns and Islands-based Attractions welcomed the greatest proportion of Overseas visits in 2014.
- Greater Glasgow, Outdoors/Nature Attractions, Other Urban Areas and attractions welcoming more than 100,000 visits per year received most of their visits from Locals.
- Visitors from England, Northern Ireland and Wales constituted the biggest segment to attractions in Dumfries & Galloway and Remote Rural Attractions.

Some 318 Visitor Attraction Operators provided details on Adult & Child Visits to their attraction in 2014.

Table 7 Adult & Child Visitation 2014 by Admission, Former VS Area, Volume of Visits, Category, Urban/Rural & Location

|                                  | <i>Sample</i> | % Adults    | % Children  |
|----------------------------------|---------------|-------------|-------------|
| <b>Total</b>                     | <b>318</b>    | <b>79.0</b> | <b>21.0</b> |
| <b>Admission</b>                 |               |             |             |
| Free                             | 163           | 76.0        | 24.0        |
| Paid                             | 155           | 82.0        | 18.0        |
| <b>Former VisitScotland Area</b> |               |             |             |
| Aberdeen & Grampian              | 46            | 80.4        | 19.7        |
| ALLFV                            | 33            | 81.9        | 18.2        |
| Angus & City of Dundee           | 9             | 64.9        | 35.1        |
| Ayrshire & Arran                 | 13            | 65.7        | 34.3        |
| Dumfries & Galloway              | 20            | 80.2        | 19.9        |
| Edinburgh & Lothian              | 35            | 76.9        | 23.1        |
| Greater Glasgow                  | 34            | 71.1        | 28.9        |
| Highlands of Scotland            | 47            | 85.3        | 14.7        |
| Kingdom of Fife                  | 17            | 73.6        | 26.4        |
| Orkney                           | 13            | 83.2        | 16.9        |
| Outer Hebrides                   | 3             | 85.7        | 14.3        |
| Perthshire                       | 16            | 78.7        | 21.3        |
| Scottish Borders                 | 21            | 81.1        | 18.9        |
| Shetland Islands                 | 11            | 87.9        | 12.1        |
| <b>Volume of Visits</b>          |               |             |             |
| 0 - 4,999                        | 76            | 85.8        | 14.2        |
| 5,000 - 9,999                    | 52            | 81.0        | 19.0        |
| 10,000 - 19,999                  | 51            | 78.9        | 21.1        |
| 20,000 - 49,999                  | 56            | 78.2        | 21.8        |
| 50,000 - 99,999                  | 39            | 75.5        | 24.5        |
| 100,000 +                        | 44            | 68.0        | 32.0        |

|   | <i>Sample</i> | % Adults | % Children |
|---|---------------|----------|------------|
| <b>Category</b>                         |               |          |            |
| Activity Attractions                    | 5             | 68.0     | 32.0       |
| Castles/Forts                           | 12            | 88.4     | 11.6       |
| Distilleries/Breweries/Wineries         | 30            | 94.5     | 5.5        |
| Gardens                                 | 12            | 89.3     | 10.7       |
| Heritage Centres                        | 10            | 75.8     | 24.2       |
| Historic Houses/Palaces                 | 17            | 85.2     | 14.8       |
| Industrial/Workplaces                   | 3             | 78.3     | 21.7       |
| Museums/Art Galleries                   | 140           | 78.7     | 21.3       |
| Other Historic Properties               | 14            | 79.8     | 20.2       |
| Outdoors/Nature Attractions             | 31            | 63.5     | 36.6       |
| Places of Worship/Spiritual Attractions | 14            | 83.9     | 16.1       |
| Scottish Crafts/Retail Attractions      | 5             | 87.2     | 12.8       |
| Transport-Related Attractions           | 4             | 72.8     | 27.3       |
| Wildlife/Animal Attractions             | 21            | 63.1     | 36.9       |
| <b>Urban/Rural</b>                      |               |          |            |
| Large Urban Areas                       | 49            | 72.5     | 27.5       |
| Other Urban Areas                       | 42            | 69.3     | 30.7       |
| Accessible Small Towns                  | 21            | 77.1     | 22.9       |
| Remote Small Towns                      | 21            | 80.3     | 19.7       |
| Accessible Rural                        | 67            | 79.6     | 20.4       |
| Remote Rural                            | 118           | 84.5     | 15.5       |
| <b>Location</b>                         |               |          |            |
| Coastal                                 | 109           | 75.2     | 24.9       |
| Inland                                  | 169           | 78.7     | 21.3       |
| Islands                                 | 38            | 85.9     | 14.1       |

Some 291 Visitor Attraction Operators provided details on School visits to their attractions in 2014

Table 8 School Visits 2014 by Admission, Former VS Area, Volume of Visits, Category, Urban/Rural & Location

|                                  | Sample     | Total School Visits 2014 | Total Visits 2014 | % School Visits |
|----------------------------------|------------|--------------------------|-------------------|-----------------|
| <b>Total</b>                     | <b>291</b> | <b>589,162</b>           | <b>31,746,800</b> | <b>1.9</b>      |
| <b>Admission</b>                 |            |                          |                   |                 |
| Free                             | 162        | 249,680                  | 25,376,275        | 1.0             |
| Paid                             | 129        | 339,482                  | 6,370,525         | 5.3             |
| <b>Former VisitScotland Area</b> |            |                          |                   |                 |
| Aberdeen & Grampian              | 38         | 39,793                   | 1,393,819         | 2.9             |
| ALLFV                            | 25         | 15,664                   | 1,324,830         | 1.2             |
| Angus & City of Dundee           | 12         | 25,541                   | 943,308           | 2.7             |
| Ayrshire & Arran                 | 12         | 48,260                   | 1,927,768         | 2.5             |
| Dumfries & Galloway              | 20         | 11,921                   | 1,112,896         | 1.1             |
| Edinburgh & Lothian              | 47         | 176,943                  | 9,367,740         | 1.9             |
| Greater Glasgow                  | 34         | 214,473                  | 11,759,553        | 1.8             |
| Highlands of Scotland            | 36         | 13,427                   | 1,482,333         | 0.9             |
| Kingdom of Fife                  | 14         | 14,191                   | 1,010,817         | 1.4             |
| Orkney                           | 12         | 1,252                    | 251,491           | 0.5             |
| Outer Hebrides                   | 4          | 2,604                    | 248,674           | 1.0             |
| Perthshire                       | 12         | 14,033                   | 510,418           | 2.7             |
| Scottish Borders                 | 16         | 8,511                    | 289,890           | 2.9             |
| Shetland Islands                 | 9          | 2,549                    | 123,263           | 2.1             |
| <b>Volume of Visits</b>          |            |                          |                   |                 |
| 0 - 4,999                        | 56         | 6,265                    | 132,656           | 4.7             |
| 5,000 - 9,999                    | 45         | 13,119                   | 324,334           | 4.0             |
| 10,000 - 19,999                  | 40         | 35,196                   | 559,003           | 6.3             |
| 20,000 - 49,999                  | 56         | 66,651                   | 1,952,751         | 3.4             |
| 50,000 - 99,999                  | 41         | 76,092                   | 2,937,898         | 2.6             |
| 100,000 +                        | 53         | 391,839                  | 25,840,158        | 1.5             |

|   | Sample | Total School Visits 2014 | Total Visits 2014 | % School Visits |
|---|--------|--------------------------|-------------------|-----------------|
| <b>Category</b>                         |        |                          |                   |                 |
| Activity Attractions                    | 5      | 77,221                   | 1,156,840         | 6.7             |
| Castles/Forts                           | 6      | 2,625                    | 201,315           | 1.3             |
| Distilleries/Breweries/Wineries         | 17     | 18,432                   | 765,093           | 2.4             |
| Gardens                                 | 12     | 21,124                   | 1,746,430         | 1.2             |
| Heritage Centres                        | 12     | 12,821                   | 919,536           | 1.4             |
| Historic Houses/Palaces                 | 12     | 7,681                    | 645,885           | 1.2             |
| Industrial/Workplaces                   | 3      | 13,453                   | 346,957           | 3.9             |
| Museums/Art Galleries                   | 143    | 259,327                  | 9,326,748         | 2.8             |
| Other Historic Properties               | 11     | 18,563                   | 708,199           | 2.6             |
| Outdoors/Nature Attractions             | 33     | 61,647                   | 11,956,776        | 0.5             |
| Places of Worship/Spiritual Attractions | 9      | 10,136                   | 1,218,054         | 0.8             |
| Scottish Crafts/Retail Attractions      | 4      | 360                      | 218,609           | 0.2             |
| Transport-Related Attractions           | 3      | 2,802                    | 595,384           | 0.5             |
| Wildlife/Animal Attractions             | 21     | 82,970                   | 1,940,974         | 4.3             |
| <b>Urban/Rural</b>                      |        |                          |                   |                 |
| Large Urban Areas                       | 65     | 353,855                  | 17,925,531        | 2.0             |
| Other Urban Areas                       | 49     | 96,467                   | 4,748,289         | 2.0             |
| Accessible Small Towns                  | 21     | 23,660                   | 1,184,405         | 2.0             |
| Remote Small Towns                      | 21     | 14,353                   | 1,111,859         | 1.3             |
| Accessible Rural                        | 49     | 58,935                   | 3,928,922         | 1.5             |
| Remote Rural                            | 86     | 41,892                   | 2,847,794         | 1.5             |
| <b>Location</b>                         |        |                          |                   |                 |
| Coastal                                 | 111    | 173,740                  | 7,357,120         | 2.4             |
| Inland                                  | 149    | 408,305                  | 23,623,656        | 1.7             |
| Islands                                 | 31     | 7,117                    | 766,024           | 0.9             |

Some 259 Visitor Attraction Operators provided details of Origin of Visitors to their attraction in 2014.

Table 9 Origin of Visitors 2014 by Admission, Former VisitScotland Area, Volume of Visits, Category, Urban/Rural & Location

|                                  | Sample     | % Locals    | % Scotland  | % Other UK  | % Overseas  |
|----------------------------------|------------|-------------|-------------|-------------|-------------|
| <b>Total</b>                     | <b>259</b> | <b>32.0</b> | <b>25.8</b> | <b>21.8</b> | <b>20.3</b> |
| <b>Admission</b>                 |            |             |             |             |             |
| Free                             | 137        | 39.5        | 24.1        | 19.2        | 17.2        |
| Paid                             | 122        | 23.6        | 27.8        | 24.8        | 23.8        |
| <b>Former VisitScotland Area</b> |            |             |             |             |             |
| Aberdeen & Grampian              | 32         | 29.6        | 21.8        | 17.2        | 31.4        |
| ALLFV                            | 28         | 18.1        | 23.4        | 24.9        | 33.6        |
| Angus & City of Dundee           | 10         | 48.5        | 23.3        | 15.9        | 12.3        |
| Ayrshire & Arran                 | 11         | 51.3        | 28.6        | 14.1        | 6.0         |
| Dumfries & Galloway              | 13         | 22.8        | 33.1        | 35.5        | 8.6         |
| Edinburgh & Lothian              | 33         | 36.6        | 21.1        | 16.8        | 25.6        |
| Greater Glasgow                  | 34         | 55.9        | 25.3        | 11.4        | 7.4         |
| Highlands of Scotland            | 40         | 16.7        | 29.9        | 30.3        | 23.2        |
| Kingdom of Fife                  | 11         | 45.7        | 24.2        | 11.6        | 18.6        |
| Orkney                           | 9          | 18.6        | 31.6        | 31.7        | 18.2        |
| Outer Hebrides                   | 3          | 31.7        | 23.3        | 16.7        | 28.3        |
| Perthshire                       | 11         | 27.5        | 34.6        | 18.7        | 19.2        |
| Scottish Borders                 | 17         | 29.9        | 25.9        | 33.8        | 10.3        |
| Shetland Islands                 | 7          | 20.1        | 22.9        | 34.7        | 22.3        |
| <b>Range of Visits</b>           |            |             |             |             |             |
| 0 - 4,999                        | 63         | 26.4        | 28.4        | 26.6        | 18.5        |
| 5,000 - 9,999                    | 30         | 27.4        | 28.3        | 24.3        | 20.0        |
| 10,000 - 19,999                  | 36         | 29.6        | 24.7        | 20.3        | 25.5        |
| 20,000 - 49,999                  | 50         | 30.3        | 25.3        | 24.1        | 20.3        |
| 50,000 - 99,999                  | 36         | 30.5        | 26.6        | 20.0        | 22.9        |
| 100,000 +                        | 44         | 48.3        | 21.2        | 13.6        | 17.0        |

|   | Sample | % Locals | % Scotland | % Other UK | % Overseas |
|---|--------|----------|------------|------------|------------|
| <b>Category</b>                         |        |          |            |            |            |
| Activity Attractions                    | 4      | 48.3     | 43.3       | 8.3        | 0.3        |
| Castles/Forts                           | 7      | 16.0     | 25.1       | 20.6       | 38.3       |
| Distilleries/Breweries/Wineries         | 28     | 6.6      | 14.7       | 21.1       | 57.6       |
| Gardens                                 | 8      | 27.6     | 32.4       | 32.5       | 7.5        |
| Heritage Centres                        | 12     | 13.3     | 40.1       | 27.8       | 18.8       |
| Historic Houses/Palaces                 | 12     | 30.4     | 22.8       | 28.2       | 18.7       |
| Industrial/Workplaces                   | 2      | 45.0     | 30.0       | 20.0       | 5.0        |
| Museums/Art Galleries                   | 103    | 32.9     | 28.5       | 21.5       | 17.1       |
| Other Historic Properties               | 13     | 22.0     | 29.1       | 26.8       | 22.2       |
| Outdoors/Nature Attractions             | 32     | 62.2     | 17.5       | 13.2       | 7.2        |
| Places of Worship/Spiritual Attractions | 10     | 24.5     | 22.4       | 27.2       | 25.9       |
| Scottish Crafts/Retail Attractions      | 6      | 28.3     | 25.8       | 29.2       | 16.7       |
| Transport-Related Attractions           | 4      | 37.5     | 31.3       | 20.8       | 10.5       |
| Wildlife/Animal Attractions             | 18     | 40.8     | 26.6       | 22.3       | 10.3       |
| <b>Urban/Rural</b>                      |        |          |            |            |            |
| Large Urban Areas                       | 44     | 43.2     | 20.8       | 14.9       | 21.2       |
| Other Urban Areas                       | 37     | 53.0     | 25.5       | 11.6       | 10.0       |
| Accessible Small Towns                  | 16     | 38.4     | 22.6       | 19.3       | 19.6       |
| Remote Small Towns                      | 17     | 24.8     | 25.8       | 24.4       | 25.1       |
| Accessible Rural                        | 51     | 36.1     | 23.1       | 22.6       | 18.2       |
| Remote Rural                            | 94     | 16.5     | 30.3       | 28.7       | 24.4       |
| <b>Location</b>                         |        |          |            |            |            |
| Coastal                                 | 84     | 36.2     | 26.6       | 21.6       | 15.6       |
| Inland                                  | 146    | 32.8     | 25.5       | 20.7       | 21.0       |
| Islands                                 | 29     | 15.9     | 25.0       | 28.4       | 30.8       |

Note 1: % read horizontally.

Note 2: Locals are defined as being within one hour's drive of the attraction.

## 6 Revenue Trends 2014/2013

The 350 respondents reported gross revenue movements in 2014 compared with previous years.

Table 10 Gross Revenue Movement (2014/2013 and 2013/2012)

| Gross Revenue Movement | 2014/2013  |              | 2013/2012  |              |
|------------------------|------------|--------------|------------|--------------|
|                        | Sample     | %            | Sample     | %            |
| Down                   | 58         | 16.6         | 62         | 19.4         |
| Similar                | 68         | 19.4         | 55         | 17.2         |
| Up                     | 160        | 45.7         | 155        | 48.6         |
| N/A                    | 64         | 18.3         | 47         | 14.7         |
| <b>Total</b>           | <b>350</b> | <b>100.0</b> | <b>319</b> | <b>100.0</b> |

Figure 10 Revenue Trend Percentage Range 2014/2013

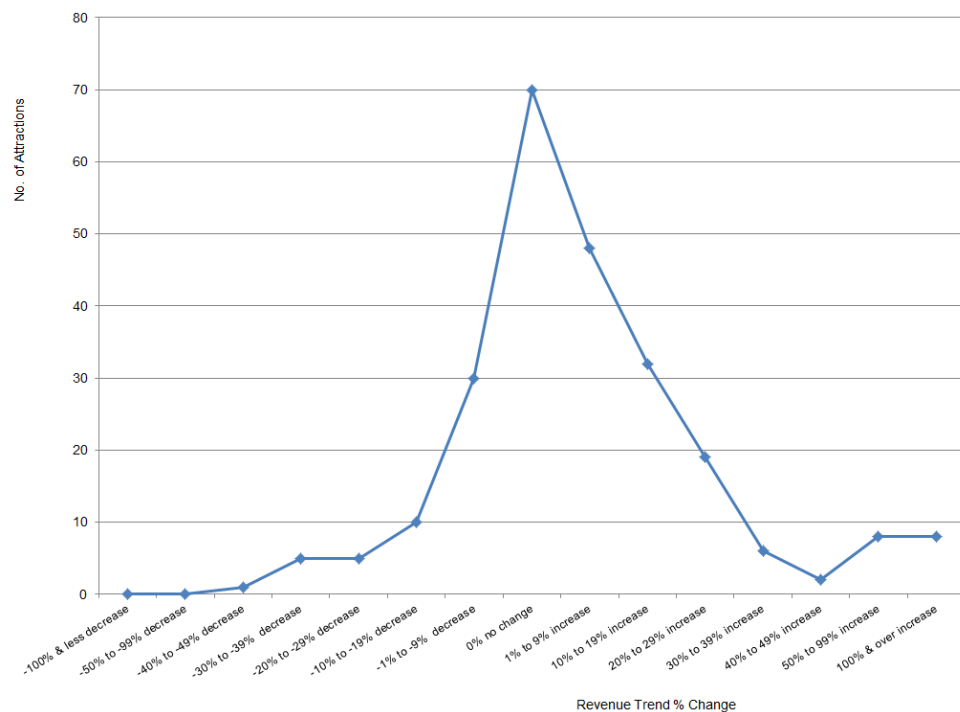


Table 11 Revenue Trend 2014/2013 by Former VS Area and Category

|   | Sample     | Average Trend % |
|---|------------|-----------------|
| <b>Former VisitScotland Area</b>        |            |                 |
| Aberdeen & Grampian                     | 28         | 21.5            |
| ALLFV                                   | 24         | 4.5             |
| Angus & City of Dundee                  | 11         | 11.5            |
| Ayrshire & Arran                        | 7          | 17.1            |
| Dumfries & Galloway                     | 20         | -2.1            |
| Edinburgh & Lothian                     | 25         | 10.0            |
| Greater Glasgow                         | 27         | 8.0             |
| Highlands of Scotland                   | 39         | 4.9             |
| Kingdom of Fife                         | 11         | 18.6            |
| Orkney                                  | 10         | 28.5            |
| Outer Hebrides                          | 5          | 30.0            |
| Perthshire                              | 14         | 19.5            |
| Scottish Borders                        | 15         | 3.3             |
| Shetland Islands                        | 8          | -4.5            |
| <b>Attraction Category</b>              |            |                 |
| Activity Attractions                    | 4          | 0.8             |
| Castles/Forts                           | 7          | 3.6             |
| Distilleries/Breweries/Wineries         | 17         | 9.7             |
| Gardens                                 | 11         | -0.3            |
| Heritage Centre                         | 8          | 8.3             |
| Historic Houses/Palaces                 | 14         | 9.2             |
| Industrial/Workplaces                   | 3          | 3.0             |
| Museums/Art Galleries                   | 115        | 12.8            |
| Other Historic Properties               | 14         | 9.0             |
| Outdoors/Nature Attractions             | 19         | 10.8            |
| Places of Worship/Spiritual Attractions | 5          | 7.2             |
| Scottish Crafts/Retail Attractions      | 5          | -2.2            |
| Transport-Related Attractions           | 6          | 10.8            |
| Wildlife/Animal Attractions             | 16         | 13.1            |
| <b>Total</b>                            | <b>244</b> | <b>+10.2%</b>   |

## 7 Revenue from Admissions 2014

Table 12 Comparative Analysis of Adult and Child Admission Charges 2014/2013

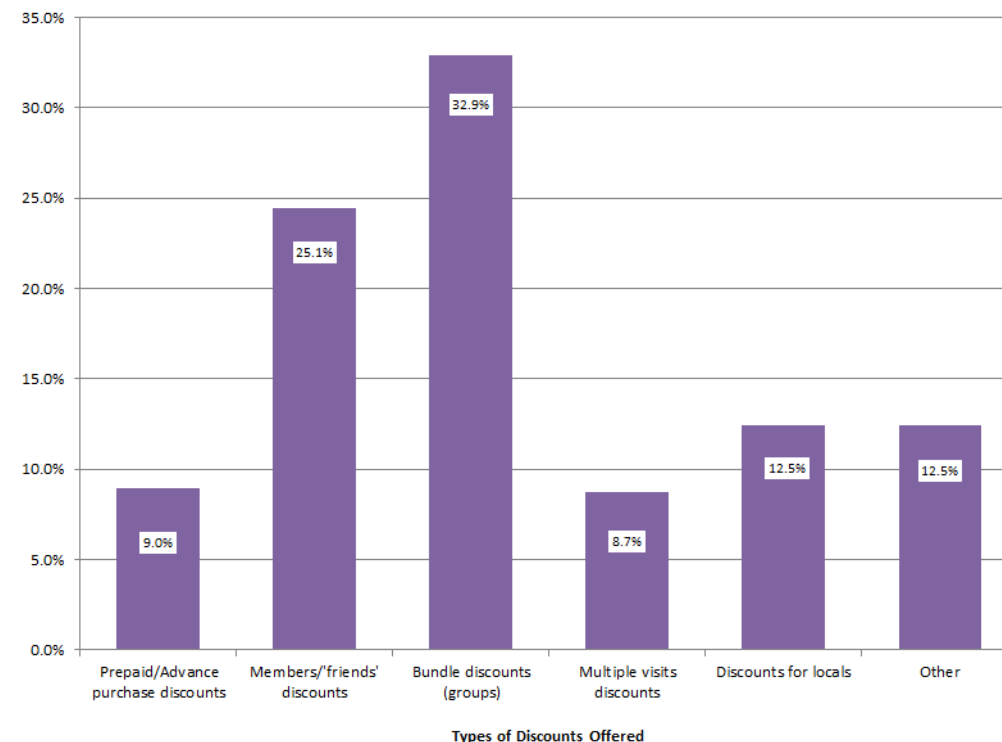
|                                | 2014       | 2013  | % 14/13 |
|--------------------------------|------------|-------|---------|
| <i>Common Sample</i>           | <i>364</i> |       |         |
| Average Adult Admission Charge | £6.67      | £6.49 | 2.8     |
| Average Child Admission Charge | £4.50      | £4.69 | -4.1    |

*\*Based on admission charge to the main element of the attraction. This does not include additional charges such as those for temporary exhibitions or special events.*

Table 13 Adult Admission Charges 2014/2013 by Admission Price Band

| Adult Admission Price Band | 2014<br>(No.) | 2013<br>(No.) | 2014<br>(%) | 2013<br>(%) |
|----------------------------|---------------|---------------|-------------|-------------|
| <i>Sample</i>              | <i>364</i>    | <i>331</i>    |             |             |
| Less than £1.00            | -             | -             | -           | -           |
| £1.00 - £1.99              | 9             | 8             | 2.5         | 2.4         |
| £2.00 - £2.99              | 17            | 13            | 4.7         | 3.9         |
| £3.00 - £3.99              | 40            | 36            | 11.0        | 10.9        |
| £4.00 - £4.99              | 60            | 56            | 16.5        | 16.9        |
| £5.00 - £5.99              | 53            | 51            | 14.6        | 15.4        |
| £6.00 - £6.99              | 57            | 53            | 15.7        | 16.0        |
| £7.00 - £7.99              | 27            | 23            | 7.4         | 6.9         |
| £8.00 - £8.99              | 25            | 18            | 6.9         | 5.4         |
| £9.00 - £9.99              | 12            | 11            | 3.3         | 3.3         |
| £10.00 & over              | 64            | 62            | 17.6        | 18.7        |

Figure 11 Discounts Offered on Admission Charges 2014



Note: respondents could select more than one answer, hence total % > 100%.

Other included: special offers via organisations such as Groupon, Wowcher, Itison, LivingSocial etc.

**Highlights:**

- Attractions in Edinburgh & Lothian, attractions welcoming 100,000 + visits, Inland and Large Urban Area Attractions registered the highest Average Admission Spend per Visit within their category.

**Table 14 Average Visitor Spend on Admissions by Admission, Former VisitScotland Area, Volume of Visits, Category, Urban/Rural and Location**

|                                  | <i>Sample</i> | Avg. Admission spend per Visit | Avg. Total Admissions |   | <i>Sample</i> | Avg. Admission spend per Visit | Avg. Total Admissions |
|----------------------------------|---------------|--------------------------------|-----------------------|---|---------------|--------------------------------|-----------------------|
| <b>Total</b>                     | <b>176</b>    | <b>£4.40</b>                   | <b>£210,865</b>       | <b>Total</b>                            | <b>176</b>    | <b>£4.40</b>                   | <b>£210,865</b>       |
| <b>Admission</b>                 |               |                                |                       | <b>Category</b>                         |               |                                |                       |
| Free                             | 11            | £0.43**                        | £78,920               | Activity Attractions                    | 5             | £8.90                          | £782,092              |
| Paid                             | 165           | £5.66                          | £219,661              | Castles/Forts                           | 14            | £3.97                          | £124,703              |
| <b>Former VisitScotland Area</b> |               |                                |                       | Distilleries/Breweries/Wineries         | 12            | £5.44                          | £296,579              |
| Aberdeen & Grampian              | 23            | £4.88                          | £132,028              | Gardens                                 | 18            | £0.81                          | £49,241               |
| ALLFV                            | 21            | £5.31                          | £138,427              | Heritage Centres                        | 10            | £1.91                          | £102,784              |
| Angus & City of Dundee           | 13            | £2.53                          | £111,065              | Historic Houses/Palaces                 | 32            | £6.03                          | £218,553              |
| Ayrshire & Arran                 | 10            | £1.50                          | £79,591               | Industrial/Workplaces                   | 4             | £2.53                          | £29,829               |
| Dumfries & Galloway              | 11            | £2.25                          | £36,176               | Museums/Art Galleries                   | 47            | £1.77                          | £46,988               |
| Edinburgh & Lothian              | 17            | £6.58                          | £1,106,828            | Other Historic Properties               | 14            | £1.86                          | £62,514               |
| Greater Glasgow                  | 16            | £1.23                          | £99,528               | Outdoors/Nature Attractions             | 6             | £0.77                          | £81,958               |
| Highlands of Scotland            | 29            | £5.44                          | £184,055              | Places of Worship/Spiritual Attractions | *             |                                |                       |
| Kingdom of Fife                  | 5             | £2.78                          | £45,483               | Scottish Crafts/Retail Attractions      | *             |                                |                       |
| Orkney                           | 3             | £2.29                          | £53,357               | Transport-Related Attractions           | 3             | £10.68                         | £2,171,000            |
| Outer Hebrides                   | 4             | £0.52                          | £10,037               | Wildlife/Animal Attractions             | 11            | £8.00                          | £798,315              |
| Perthshire                       | 9             | £4.36                          | £188,181              | <b>Urban/Rural</b>                      |               |                                |                       |
| Scottish Borders                 | 10            | £3.17                          | £59,246               | Large Urban Areas                       | 29            | £5.67                          | £697,476              |
| Shetland Islands                 | 5             | £2.02                          | £14,239               | Other Urban Areas                       | 18            | £1.90                          | £114,064              |
| <b>Volume of Visits</b>          |               |                                |                       | Accessible Small Towns                  | 9             | £1.28                          | £59,584               |
| 0 - 4,999                        | 49            | £2.33                          | £5,521                | Remote Small Towns                      | 8             | £4.41                          | £57,655               |
| 5,000 - 9,999                    | 22            | £1.91                          | £13,826               | Accessible Rural                        | 44            | £3.71                          | £105,140              |
| 10,000 - 19,999                  | 27            | £2.73                          | £37,327               | Remote Rural                            | 68            | £4.59                          | £135,422              |
| 20,000 - 49,999                  | 32            | £2.76                          | £90,011               | <b>Location</b>                         |               |                                |                       |
| 50,000 - 99,999                  | 29            | £4.78                          | £332,626              | Coastal                                 | 68            | £2.34                          | £109,075              |
| 100,000 +                        | 16            | £4.88                          | £1,435,372            | Inland                                  | 92            | £5.87                          | £315,426              |
|                                  |               |                                |                       | Islands                                 | 16            | £2.19                          | £42,250               |

Average total spends for Admissions was calculated by adding spend data supplied by attraction operators across all sectors and then divided by the pan-Scottish total of respondents for each element. Only those attractions which supplied Admissions income are included in this analysis. An asterisk (\*) indicates where data cannot be published as samples are too low to be shown. A hyphen (-) indicates that no attraction in that category provided visitor spend data.

## 8 Revenue from Retail 2014

### Highlights:

- Attractions in Shetland Islands and Distilleries/Breweries/Wineries generated the highest Retail Spend per Visit as did Accessible Rural and Island attractions

Table 15 Average Visitor Spend on Retail by Admission, Former VisitScotland Region, Volume of Visits, Category, Urban/Rural and Geographic Location

|                                  | <i>Sample</i> | Avg. Retail Spend per Visit | Avg. Total Retail per Attraction |   | <i>Sample</i> | Avg. Retail Spend per Visit | Avg. Total Retail per Attraction |
|----------------------------------|---------------|-----------------------------|----------------------------------|---|---------------|-----------------------------|----------------------------------|
| <b>Total</b>                     | <b>192</b>    | <b>£2.07</b>                | <b>£156,614</b>                  | <b>Total</b>                            |               |                             |                                  |
| <b>Admission</b>                 |               |                             |                                  | <b>Category</b>                         |               |                             |                                  |
| Free                             | 92            | £1.19                       | £132,187                         | Activity Attractions                    | 3             | £1.01                       | £53,542                          |
| Paid                             | 100           | £4.16                       | £179,086                         | Castles/Forts                           | 5             | £2.19                       | £100,425                         |
| <b>Former VisitScotland Area</b> |               |                             |                                  | Distilleries/Breweries/Wineries         | 12            | £17.60                      | £884,799                         |
| Aberdeen & Grampian              | 21            | £5.79                       | £254,769                         | Gardens                                 | 5             | £1.37                       | £273,268                         |
| ALLFV                            | 17            | £6.08                       | £211,057                         | Heritage Centres                        | 9             | £3.23                       | £28,800                          |
| Angus & City of Dundee           | 11            | £1.22                       | £57,305                          | Historic Houses/Palaces                 | 12            | £3.07                       | £231,620                         |
| Ayrshire & Arran                 | 7             | £0.13                       | £31,667                          | Industrial/Workplaces                   | *             |                             |                                  |
| Dumfries & Galloway              | 17            | £2.81                       | £43,384                          | Museums/Art Galleries                   | 99            | £0.83                       | £49,752                          |
| Edinburgh & Lothian              | 16            | £1.72                       | £502,584                         | Other Historic Properties               | 8             | £1.45                       | £81,039                          |
| Greater Glasgow                  | 21            | £0.64                       | £87,044                          | Outdoors/Nature Attractions             | 13            | £0.28                       | £72,894                          |
| Highlands of Scotland            | 33            | £4.81                       | £184,733                         | Places of Worship/Spiritual Attractions | 5             | £1.95                       | £34,560                          |
| Kingdom of Fife                  | 7             | £0.31                       | £11,232                          | Scottish Crafts/Retail Attractions      | 4             | £9.17                       | £910,023                         |
| Orkney                           | 6             | £1.11                       | £22,763                          | Transport-Related Attractions           | *             |                             |                                  |
| Outer Hebrides                   | 4             | £1.10                       | £75,468                          | Wildlife/Animal Attractions             | 14            | £3.12                       | £275,685                         |
| Perthshire                       | 11            | £2.46                       | £96,899                          | <b>Urban/Rural</b>                      |               |                             |                                  |
| Scottish Borders                 | 13            | £2.71                       | £87,194                          | Large Urban Areas                       | 34            | £1.54                       | £294,332                         |
| Shetland Islands                 | 8             | £6.29                       | £107,527                         | Other Urban Areas                       | 28            | £1.05                       | £120,913                         |
| <b>Volume of Visits</b>          |               |                             |                                  | Accessible Small Towns                  | 12            | £1.53                       | £59,140                          |
| 0 - 4,999                        | 42            | £3.43                       | £8,691                           | Remote Small Towns                      | 12            | £2.53                       | £132,304                         |
| 5,000 - 9,999                    | 26            | £3.88                       | £28,713                          | Accessible Rural                        | 38            | £4.27                       | £184,110                         |
| 10,000 - 19,999                  | 26            | £10.63                      | £145,117                         | Remote Rural                            | 68            | £3.60                       | £108,581                         |
| 20,000 - 49,999                  | 41            | £2.47                       | £82,905                          | <b>Location</b>                         |               |                             |                                  |
| 50,000 - 99,999                  | 30            | £3.60                       | £253,946                         | Coastal                                 | 74            | £0.93                       | £51,265                          |
| 100,000 +                        | 27            | £1.37                       | £524,733                         | Inland                                  | 96            | £2.32                       | £237,502                         |
|                                  |               |                             |                                  | Islands                                 | 22            | £5.69                       | £158,002                         |

\* Sample size too small to be included

Average total spend for Retail was calculated from the addition of spend data supplied by attraction operators across all sectors and then divided by the pan-Scottish total of respondents for each element. Only those attractions which supplied Retail income are included in this analysis. An asterisk (\*) indicates where data cannot be published as samples are too low to be shown. A hyphen (-) indicates that no attraction in that category provided visitor spend data.



## 9 Revenue from Catering 2014

### Highlights:

- Attractions in Dumfries & Galloway, Heritage Centres and attractions welcoming between 10,000 and 19,999 visits per year generated the highest Average Catering spend per visit, as did Remote Rural and Island attractions.
- Attractions in the Edinburgh & Lothian and Activity Attractions generated the highest Catering Spend per Attraction.

97 Attraction operators provided total Catering income generated from visitors in 2014.

Table 16 Average Visitor Spend on Catering by Admission, Former VisitScotland Region, Volume of Visits, Category, Urban/Rural and Location

|                                  | Sample    | Avg. Catering Spend per Visit | Avg. Catering Spend per Attraction |   | Sample | Avg. Catering Spend per Visit | Avg. Catering Spend per Attraction |
|----------------------------------|-----------|-------------------------------|------------------------------------|---|--------|-------------------------------|------------------------------------|
| <b>Total</b>                     | <b>97</b> | <b>£1.18</b>                  | <b>£136,764</b>                    | <b>Total</b>                            |        |                               |                                    |
| <b>Admission</b>                 |           |                               |                                    | <b>Category</b>                         |        |                               |                                    |
| Free                             | 36        | £0.61                         | £125,519                           | Activity Attractions                    | 4      | £4.16                         | £422,381                           |
| Paid                             | 61        | £2.26                         | £143,401                           | Castles/Forts                           | 5      | £1.62                         | £74,084                            |
| <b>Former VisitScotland Area</b> |           |                               |                                    | Distilleries/Breweries/Wineries         | 4      | £2.36                         | £258,017                           |
| Aberdeen & Grampian              | 11        | £1.35                         | £77,618                            | Gardens                                 | 8      | £0.58                         | £78,451                            |
| ALLFV                            | 12        | £1.84                         | £76,979                            | Heritage Centres                        | 3      | £4.14                         | £73,659                            |
| Angus & City of Dundee           | 6         | £1.92                         | £73,136                            | Historic Houses/Palaces                 | 9      | £3.26                         | £270,993                           |
| Ayrshire & Arran                 | 4         | £0.45                         | £151,128                           | Industrial/Workplaces                   | *      |                               |                                    |
| Dumfries & Galloway              | 5         | £4.05                         | £128,539                           | Museums/Art Galleries                   | 35     | £1.00                         | £103,333                           |
| Edinburgh & Lothian              | 7         | £0.66                         | £371,108                           | Other Historic Properties               | 6      | £1.11                         | £71,122                            |
| Greater Glasgow                  | 14        | £0.97                         | £146,287                           | Outdoors/Nature Attractions             | 9      | £0.31                         | £97,955                            |
| Highlands of Scotland            | 15        | £2.07                         | £156,240                           | Places of Worship/Spiritual Attractions | *      |                               |                                    |
| Kingdom of Fife                  | 3         | £0.68                         | £39,847                            | Scottish Crafts/Retail Attractions      | *      |                               |                                    |
| Orkney                           | -         |                               |                                    | Transport-Related Attractions           | *      |                               |                                    |
| Outer Hebrides                   | 3         | £1.11                         | £100,682                           | Wildlife/Animal Attractions             | 7      | £1.11                         | £172,804                           |
| Perthshire                       | 7         | £2.73                         | £148,102                           | <b>Urban/Rural</b>                      |        |                               |                                    |
| Scottish Borders                 | 6         | £3.11                         | £162,900                           | Large Urban Areas                       | 21     | £0.79                         | £184,035                           |
| Shetland Islands                 | 4         | £3.49                         | £94,371                            | Other Urban Areas                       | 11     | £0.68                         | £148,788                           |
| <b>Volume of Visits</b>          |           |                               |                                    | Accessible Small Towns                  | 3      | £1.40                         | £172,853                           |
| 0 - 4,999                        | 9         | £2.49                         | £7,209                             | Remote Small Towns                      | 4      | £1.30                         | £125,501                           |
| 5,000 - 9,999                    | 10        | £2.19                         | £16,628                            | Accessible Rural                        | 22     | £1.54                         | £93,156                            |
| 10,000 - 19,999                  | 10        | £4.14                         | £54,436                            | Remote Rural                            | 36     | £2.46                         | £130,409                           |
| 20,000 - 49,999                  | 22        | £2.49                         | £87,084                            | <b>Location</b>                         |        |                               |                                    |
| 50,000 - 99,999                  | 23        | £2.05                         | £148,144                           | Coastal                                 | 38     | £1.55                         | £107,104                           |
| 100,000 +                        | 23        | £0.83                         | £311,629                           | Inland                                  | 52     | £1.03                         | £163,781                           |
|                                  |           |                               |                                    | Islands                                 | 7      | £1.79                         | £97,076                            |

\* Sample size too small to be included

Average total spends for Catering was calculated from the addition of spend data supplied by attraction operators across all sectors and then divided by the pan-Scottish total of respondents for each element. Only those attractions which supplied Catering income are included in this analysis. An asterisk (\*) indicates where data cannot be published as samples are too low to be shown.

## 10 Revenue from Marketing 2014

### Highlights:

- Attractions in Edinburgh & Lothian and Government Dept/Agency realised the greatest average spend in marketing activities per attraction, as did Large Urban and Distilleries/Breweries/Wineries.
- Attractions welcoming fewer than 5,000 annual visits, those located in Orkney and Remote Rural identified the highest average marketing spend per visit.

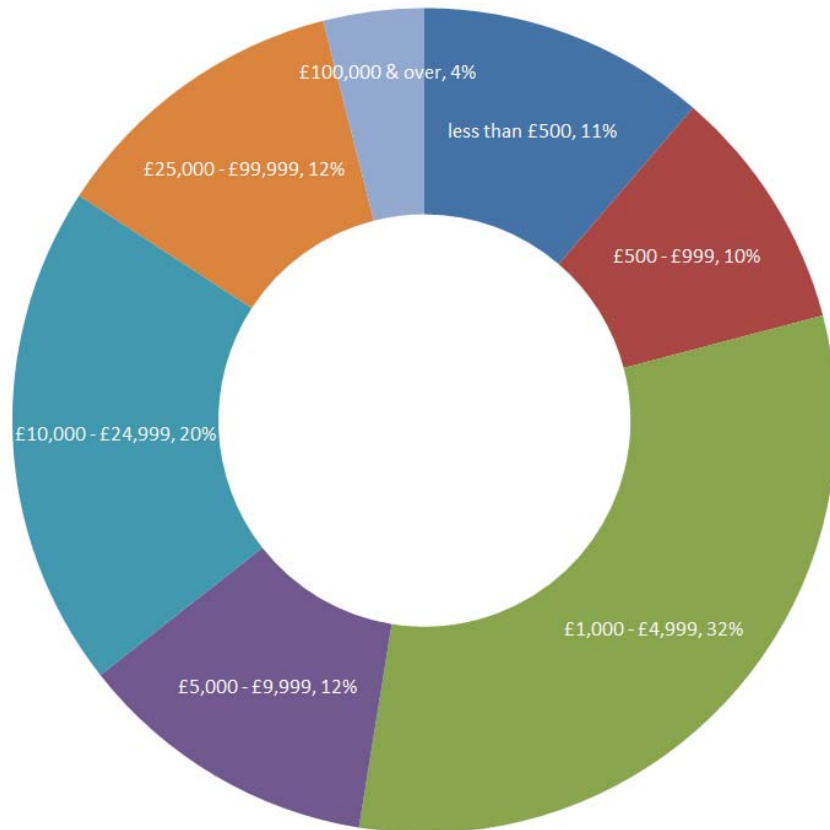
Table 17 Average Marketing Spend per Visitor Attraction by Admission, Former VS Region, Volume of Visits, Attraction Category, Urban/Rural, Location & Owner

|                                | Sample | Average Marketing Spend per Visit | Average Marketing Spend per Attraction |                                    | Sample | Average Marketing Spend per Visit | Average Marketing Spend per Attraction |
|--------------------------------|--------|-----------------------------------|--|------------------------------------|--------|-----------------------------------|--|
| <b>Total</b>                   | 177    | £0.16                             | £15,700                                | <b>Attraction Owner</b>            |        |                                   |  |
| <b>Admission</b>               |        |                                   |  | Charity or Trust                   | 73     | £0.18                             | £10,361                                |
| Free                           | 79     | £0.09                             | £14,857                                | Government Dept/Agency             | 6      | £0.08                             | £46,825                                |
| Paid                           | 98     | £0.35                             | £16,379                                | Local Authority                    | 33     | £0.07                             | £8,829                                 |
| <b>Former VS/Scotland Area</b> |        |                                   |  | Other                              | 8      | £0.25                             | £43,513                                |
| Aberdeen & Grampian            | 22     | £0.14                             | £6,884                                 | Privately Owned                    | 48     | £0.27                             | £21,037                                |
| ALLFV                          | 17     | £0.17                             | £18,349                                | Public Limited Company             | 3      | £0.17                             | £21,167                                |
| Angus & City of Dundee         | 10     | £0.42                             | £17,805                                | Religious Organisation             | 5      | £0.06                             | £1,770                                 |
| Ayrshire & Arran               | 7      | £0.06                             | £15,494                                | <b>Category</b>                    |        |                                   |  |
| Dumfries & Galloway            | 10     | £0.13                             | £12,761                                | Activity Attractions               | 4      | £0.17                             | £17,000                                |
| Edinburgh & Lothian            | 22     | £0.16                             | £49,586                                | Castles/Forts                      | 6      | £0.33                             | £12,417                                |
| Greater Glasgow                | 21     | £0.12                             | £14,301                                | Distilleries/Breweries/Wineries    | 5      | £0.57                             | £48,440                                |
| Highlands of Scotland          | 25     | £0.26                             | £7,990                                 | Gardens                            | 8      | £0.14                             | £20,006                                |
| Kingdom of Fife                | 6      | £0.10                             | £3,760                                 | Heritage Centres                   | 5      | £0.10                             | £16,602                                |
| Orkney                         | 5      | £0.64                             | £13,391                                | Historic Houses/Palaces            | 11     | £0.56                             | £20,923                                |
| Outer Hebrides                 | *      |                                   |  | Industrial/Workplaces              | 3      | £0.28                             | £5,100                                 |
| Perthshire                     | 12     | £0.25                             | £8,421                                 | Museums/Art Galleries              | 85     | £0.19                             | £15,238                                |
| Scottish Borders               | 16     | £0.20                             | £5,607                                 | Other Historic Properties          | 8      | £0.57                             | £21,322                                |
| Shetland Islands               | *      |                                   |  | Outdoors/Nature Attractions        | 14     | £0.02                             | £5,038                                 |
| <b>Volume of Visits</b>        |        |                                   |  | Places of Worship/Spiritual        | 6      | £0.01                             | £1,052                                 |
| 0 - 4,999                      | 34     | £1.19                             | £3,053                                 | Scottish Crafts/Retail Attractions | 4      | £0.09                             | £32,750                                |
| 5,000 - 9,999                  | 22     | £0.39                             | £2,807                                 | Transport-Related Attractions      | 4      | £0.23                             | £34,563                                |
| 10,000 - 19,999                | 27     | £0.45                             | £6,068                                 | Wildlife/Animal Attractions        | 14     | £0.14                             | £6,696                                 |
| 20,000 - 49,999                | 37     | £0.28                             | £9,777                                 | <b>Urban/Rural</b>                 |        |                                   |  |
| 50,000 - 99,999                | 27     | £0.34                             | £24,947                                | Large Urban Areas                  | 40     | £0.17                             | £35,724                                |
| 100,000 +                      | 30     | £0.10                             | £47,139                                | Other Urban Areas                  | 26     | £0.09                             | £13,460                                |
| <b>Location</b>                |        |                                   |  | Accessible Small Towns             | 7      | £0.18                             | £4,186                                 |
| Coastal                        | 71     | £0.20                             | £13,171.46                             | Remote Small Towns                 | 9      | £0.14                             | £6,720                                 |
| Inland                         | 95     | £0.14                             | £18,214.69                             | Accessible Rural                   | 42     | £0.14                             | £9,819                                 |
| Islands                        | 11     | £0.33                             | £10,298.36                             | Remote Rural                       | 53     | £0.28                             | £9,392                                 |

Table 18 Total Attractions that Undertook Marketing Activities in 2014

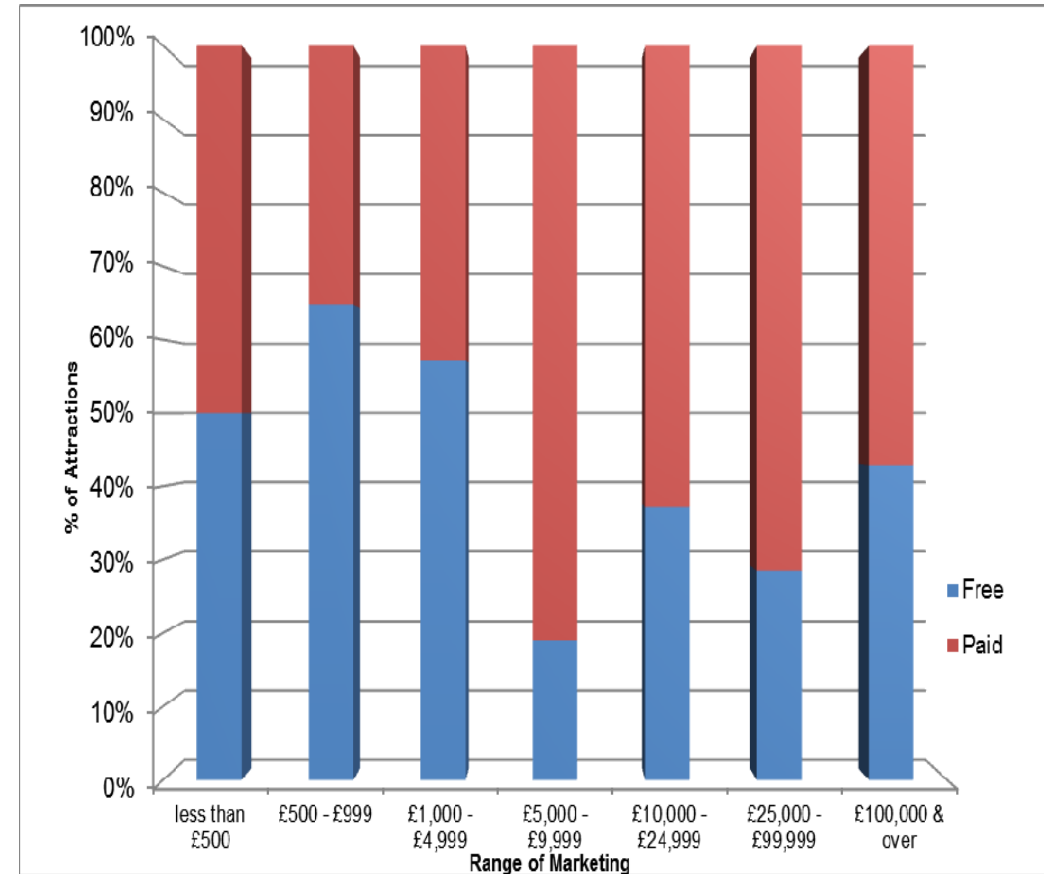
177 attraction operators provided us with their marketing budget for 2014; these are divided into budget ranges in the graph below.

Figure 12 Range of Marketing Budgets 2014 - All Responding Attractions



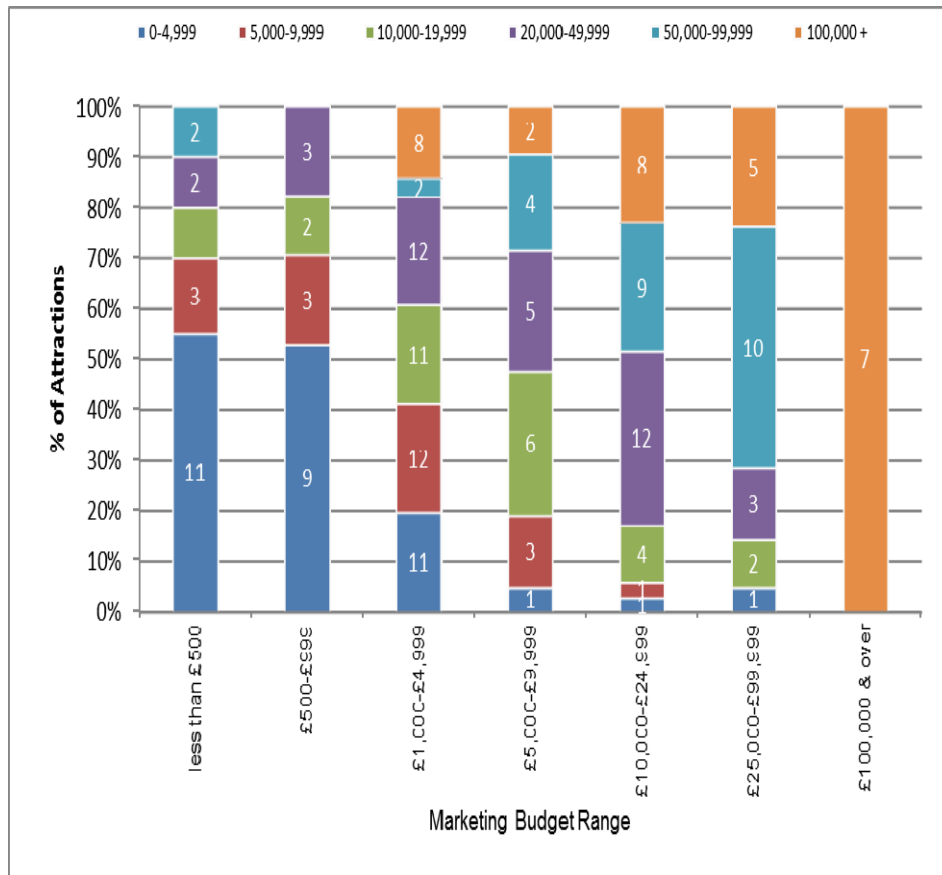
Just over half of attraction operators have a marketing budget of under £5,000; and just over one fifth of the operators have a marketing budget of between £10,000 and £24,999.

Figure 13 Range of Marketing Budgets by Admission 2014



Paid admission attractions tend to have higher marketing budgets than Free admission attractions.

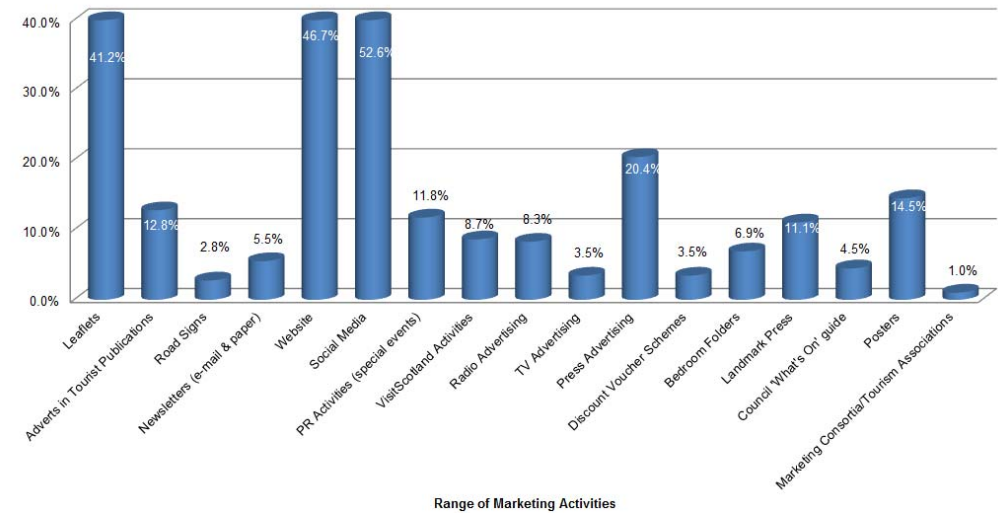
Figure 14 Range of Marketing Budgets 2014 by Volume of Visits



Those attraction operators welcoming fewer than 5,000 visits, spent on average less than £5,000 per annum on their marketing budgets. Whilst those attraction operators welcoming more than 50,000 visits per annum spent, on average more than £10,000 per annum on marketing budgets.

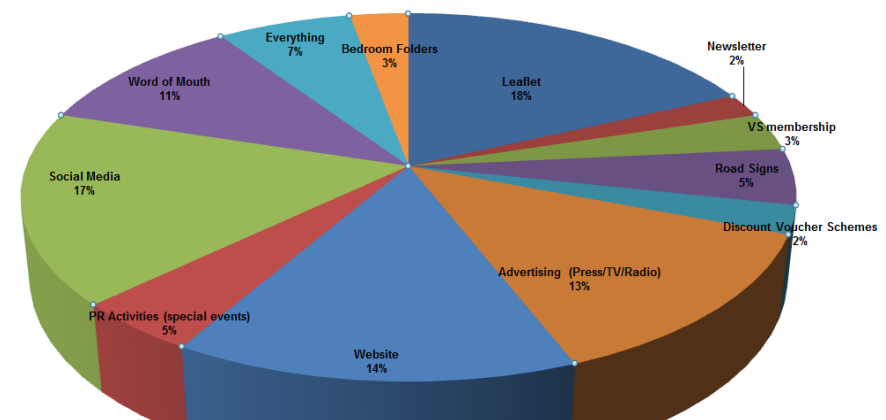
Some 289 attraction operators provided information on marketing activities carried out within their attraction in 2014, in addition to details of those marketing activities they considered to be most effective.

Figure 15 Range of Marketing Activities Undertaken in 2014



Based on 289 respondents' responses. As respondents could select more than one option, total > 100%

Figure 16 Most Effective Marketing Activities 2014



Operators reported Leaflets as the most effective marketing tool, followed by Social Media and their own Website.

## 10.1. Web & Social Media

Some 465 attraction operators indicated whether or nor they had a web-site and/or social media presence in 2014. The table below contrasts 2014 with the 2013 sample.

Table 19 Web Presence 2014/2013

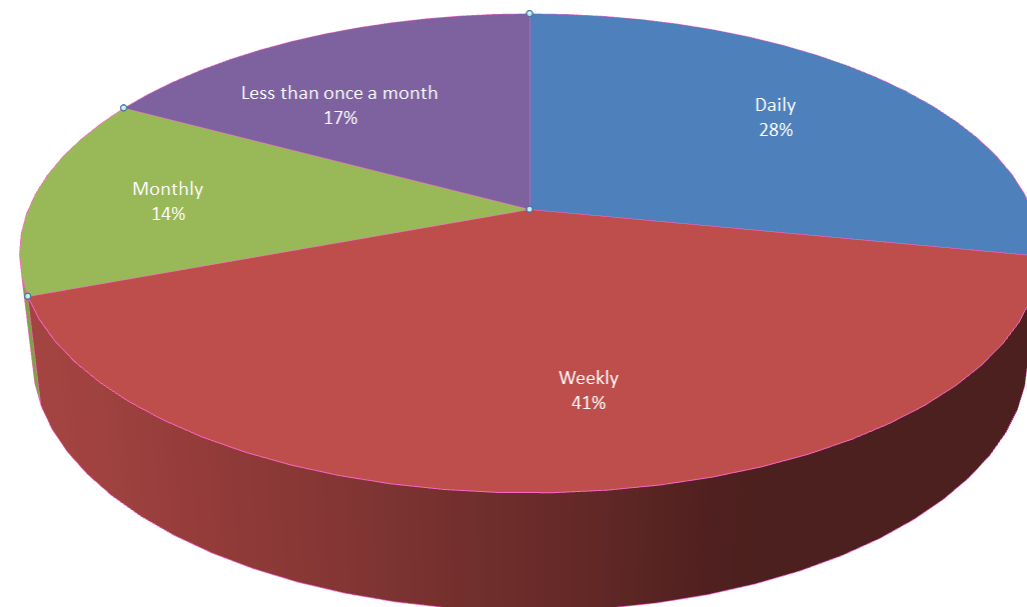
| Attractions with a web presence? | 2014   |     | 2013   |    |
|----------------------------------|--------|-----|--------|----|
|                                  | Sample | %   | Sample | %  |
| Website                          | 294    | 63% | 376    | 95 |
| Facebook                         | 436    | 94% | 339    | 85 |
| Flickr                           | 358    | 77% | 255    | 64 |
| Twitter                          | 408    | 88% | 298    | 75 |
| Youtube                          | 368    | 79% | 267    | 67 |
| Other                            | 36     | 8%  | 20     | 5  |

*Note: 2014 based on 465 responses, 2013 based on 397 respondents' responses. As respondents could select more than one option, total > 100%*

Almost all responding attractions have a social media presence, with either their own social media site, or presence on a Local Authority, local area or VisitScotland site. The presented table highlights the overall increase in use of social media sites from the responding sample between 2013 and 2014.

Some 345 attraction operators indicated how often they updated their web and social media pages. The results are detailed in the pie chart below:

Figure 17 Web & Social Media Frequency of Updates 2014



Just over 40% of respondents update their web and social media pages on a weekly basis whilst just less than one fifth updated them less than once a month.

## 11 Factors Affecting Visitation 2014

Attraction operators were asked to indicate which positive and negative factors they believed influenced visitation to their attractions in 2014 compared with previous years. Respondents were also asked to identify the most important factors.

The tables that follow show 'most important factors' and 'all factors' which includes both 'most important' and 'other' factors. Some 307 attraction operators responded to this question, reporting positive and/or negative factors. Some may have reported more than one factor. For this reason, percentages in each table are based on the total number of respondents (307) and not responses; hence the total percentage may exceed 100%.

### 11.1. Positive Factors

Table 20 Positive Factors 2014

| Most Important Positive Factors | No. Responses | %  | All Positive Factors            | No. Responses | %  |
|---------------------------------|---------------|----|---------------------------------|---------------|----|
| Weather                         | 68            | 22 | Weather                         | 93            | 30 |
| Popular exhibitions / events    | 45            | 15 | Popular exhibitions / events    | 64            | 21 |
| Commonwealth Games              | 21            | 7  | Local events                    | 28            | 9  |
| Local events                    | 19            | 6  | Commonwealth Games              | 27            | 9  |
| Press/TV Coverage               | 16            | 5  | New addition / refurbishment    | 19            | 6  |
| New addition / refurbishment    | 12            | 4  | Press/TV Coverage               | 17            | 6  |
| Location                        | 9             | 3  | Social Media presence           | 16            | 5  |
| Promotion / marketing           | 7             | 2  | Promotion / marketing           | 13            | 4  |
| Increase in cruise ships        | 7             | 2  | Economic upturn                 | 12            | 4  |
| The attraction itself           | 7             | 2  | The attraction itself           | 10            | 3  |
| Economic upturn                 | 6             | 2  | Location                        | 10            | 3  |
| Social Media presence           | 6             | 2  | Increase in cruise ships        | 9             | 3  |
| Extended season / opening hours | 5             | 2  | Extended season / opening hours | 8             | 3  |
| Homecoming 2014                 | 5             | 2  | Word of mouth recommendations   | 8             | 3  |
| New attraction                  | 4             | 1  | Homecoming 2014                 | 6             | 2  |

The weather, popular exhibitions/ events and the Commonwealth Games were quoted as the three most important positive factor affecting visitation in Scotland in 2014.

### 11.2. Negative Factors

Table 21 Negative Factors 2014

| Most Important Negative Factor                      | No. Responses | %  | All Negative Factors                               | No. Responses | %  |
|---|---------------|----|--|---------------|----|
| Weather   | 60            | 23 | Weather  | 60            | 20 |
| Commonwealth Games                                  | 25            | 9  | Commonwealth Games                                 | 35            | 11 |
| Location  | 12            | 5  | Location   | 12            | 4  |
| Transport costs / links etc                         | 11            | 4  | Transport costs / links etc                        | 11            | 4  |
| Closure / disruption due to refurbishment / changes | 9             | 3  | Weather  | 11            | 4  |
| Lack of disposable income                           | 8             | 3  | Lack of disposable income                          | 10            | 3  |
| Referendum  | 7             | 3  | closure / disrupted due to refurbishment / changes | 9             | 3  |
| Reduction in opening hours / days / season          | 7             | 3  | Referendum   | 7             | 3  |
| Access Issues                                       | 7             | 3  | Access Issues                                      | 7             | 3  |
| Competition   | 6             | 2  | Reduction in hours / days / season                 | 7             | 3  |
| Staff retirement / illness/ unavailable etc         | 5             | 2  | Competition  | 6             | 2  |
| Fewer school groups                                 | 4             | 2  | Staff - retirement / illness/ unavailable etc      | 5             | 2  |
| Parking issues                                      | 4             | 2  | Closure / disrupted due to refurbishment / changes | 5             | 2  |
| Unknown attraction                                  | 4             | 2  | Economy  | 4             | 2  |
| No special events                                   | 3             | 1  | Unknown attraction                                 | 4             | 2  |

The weather was by far the most important recorded negative factor, followed by the Commonwealth Games.

### 11.3. Notable Days 2014

Attraction operators were asked to note whether or not several notable days/holidays had an impact on their visits numbers in 2014. 395 operators responded to this question, giving either Yes or No responses.

Table 22 Notable Days 2014

| Notable Days     | Yes % | No % |
|------------------|-------|------|
| Mothering Sunday | 8.6   | 91.4 |
| Easter Sunday    | 50.6  | 49.4 |
| Fathers Day      | 7.6   | 92.4 |
| Halloween        | 15.4  | 84.6 |

Percentages read horizontally

In 2014, just over half of all respondents noted that **Easter Sunday** had the greatest positive impact on visits figures, with many operators organising special themed events, services and activities at this time. **Halloween** was also a popular time for some operators, who organised events such as: spooky walks and 'fright nights', during normal opening hours, to increase visits figures. A small number of respondents held special events on all of the notable days to increase visits figures.

### 11.4. Special Events 2014

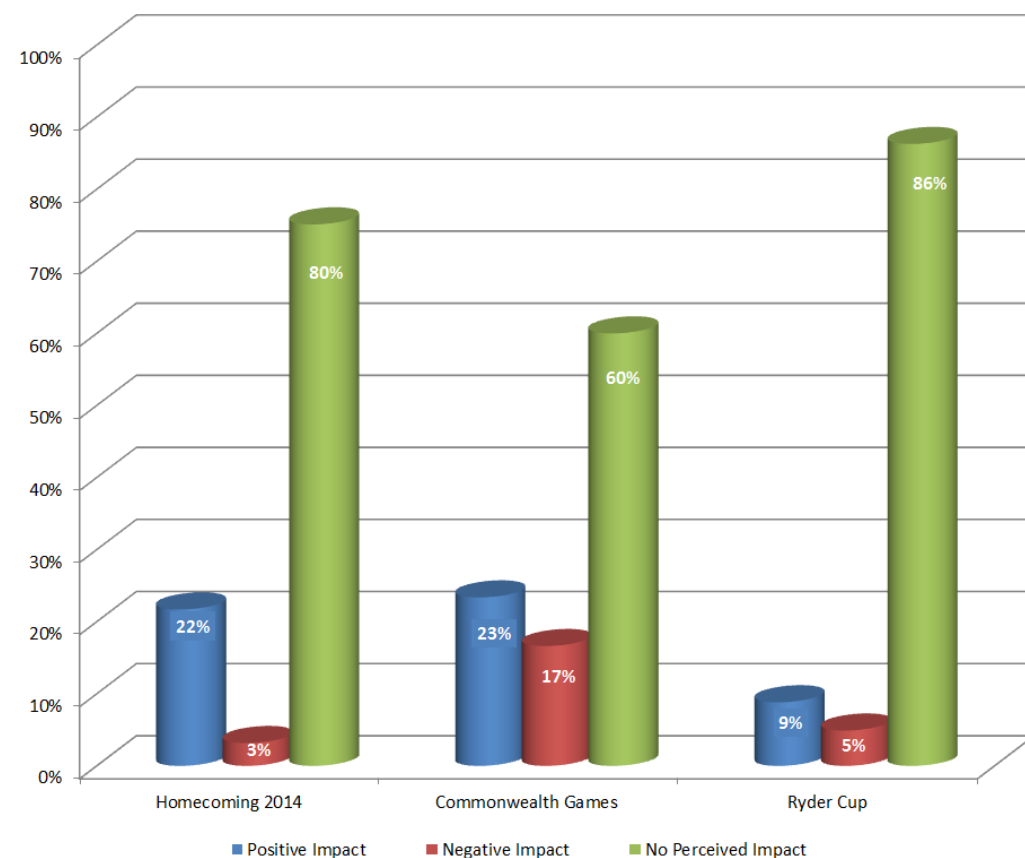
Attraction operators were asked to note the perceived impact on visits numbers of a number of special events which took place in 2014. Some 421 operators responded to this question.

Table 23 Events Impact 2014

| Event Impact       | Positive % | Negative % | No Impact % |
|--------------------|------------|------------|-------------|
| Homecoming 2014    | 22         | 3          | 75          |
| Commonwealth Games | 23         | 17         | 60          |
| Ryder Cup          | 9          | 5          | 86          |

Percentages read horizontally

Figure 18 Events Impact 2014



Commonwealth Games had both the most positive and negative perceived impact on visits figures in 2014.

## 12 Human Resources 2014

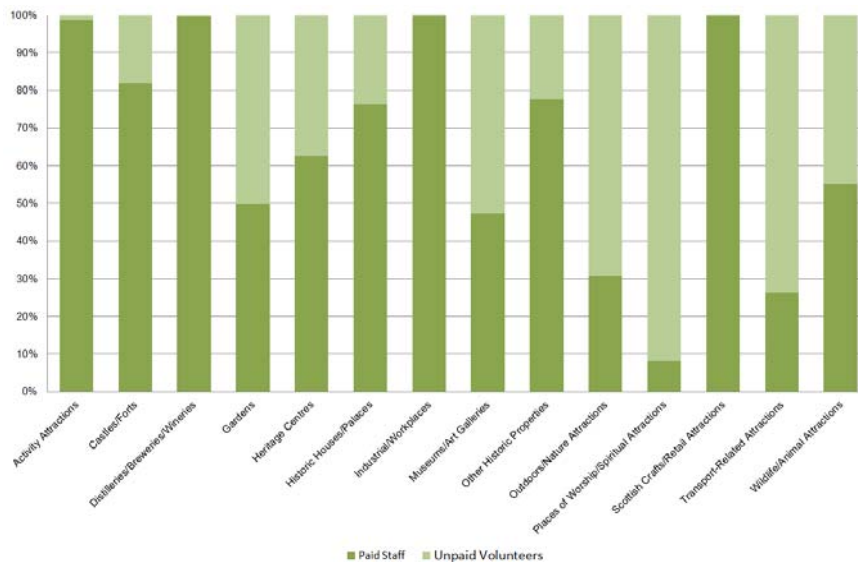
Some 404 attraction operators offered feedback on their staffing in 2014.

Table 24 Employment in Visitor Attractions for 2014

|                         | No.           | % of total workforce |
|-------------------------|---------------|----------------------|
| <i>Sample</i>           | <b>404</b>    |                      |
| Full-time Permanent     | 2 590         | 20.5                 |
| Part-time Permanent     | 1 696         | 13.4                 |
| Full-time Seasonal      | 817           | 6.5                  |
| Part-time Seasonal      | 1 281         | 10.1                 |
| <b>Total Paid Staff</b> | <b>6 384</b>  | <b>50.5</b>          |
| Unpaid Volunteers       | 6 248         | 49.5                 |
| <b>Total Staff</b>      | <b>12 632</b> | <b>100.0</b>         |

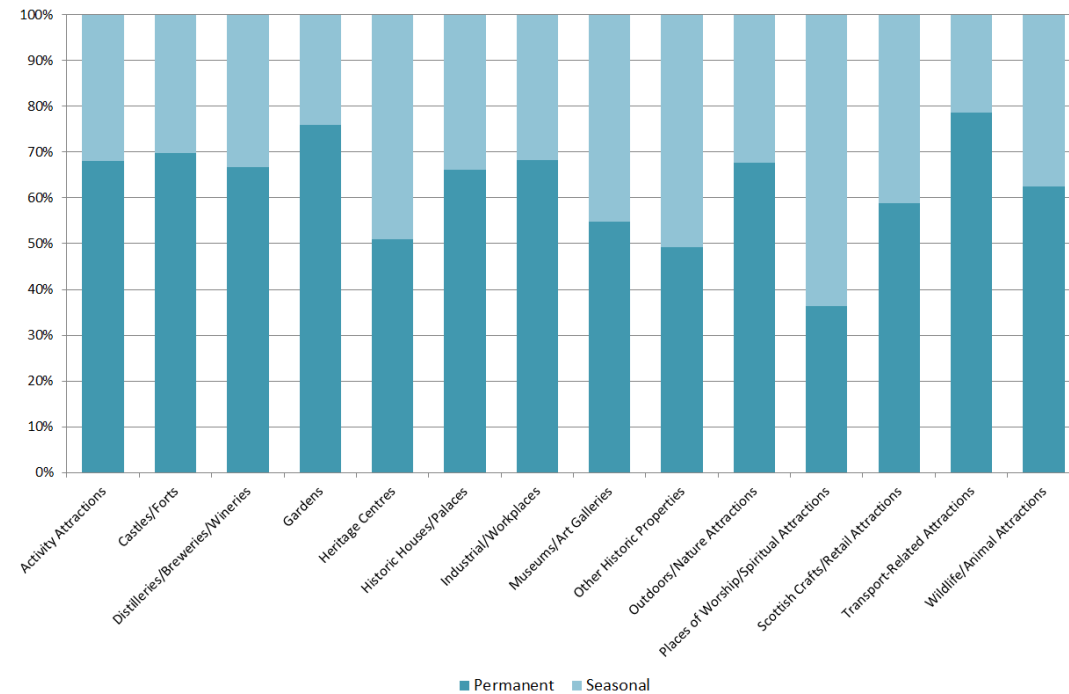
Unpaid Volunteers constituted a significant resource for the visitor attraction sector. Of the paid workforce, one third was employed on a seasonal basis.

Figure 19 Employment in 2014 by Attraction Category



Scottish Crafts/Retail Attractions only employed paid staff, with no unpaid volunteers. Places of Worship/Spiritual Attractions depended the most upon unpaid volunteers, compared with other participating attraction categories in 2014.

Figure 20 Employment 2014 by Permanent/Seasonal and Attraction Category



Seasonal staff were most evident in the Places of Worship/Spiritual Attractions

Transport-Related Attractions and Gardens employed more permanent staff than any other attraction category in 2014.



## 13 Top 20 Paid & Free Attractions 2014

From this section onwards, listings only include those attractions which permitted publication of visits figures. Those which requested their visits figures to remain confidential are not named and do not appear in the report.

Table 25 Top 20 Paid Admission Attractions

| Owner | Attraction                      | 2014      | 2013      | % 14/13 | Category | Region | S |
|-------|---------------------------------|-----------|-----------|---------|----------|--------|---|
| HS    | Edinburgh Castle                | 1 480 676 | 1 420 027 | 4.3     | C        | ED     |   |
| CT    | Edinburgh Zoo                   | 671 941   | 760 897   | -11.7   | Z        | ED     |   |
| P     | Edinburgh Bus Tours             | 528 887   | 555 422   | -4.8    | T        | ED     |   |
| HS    | Stirling Castle                 | 440 819   | 411 726   | 7.1     | C        | AR     |   |
| CT    | Glasgow Science Centre          | 352 886   | 384 199   | -8.2    | MAG      | GG     |   |
| HS    | Urquhart Castle                 | 330 489   | 310 446   | 6.5     | C        | HI     |   |
| P     | Scotch Whisky Heritage Centre   | 307 879   | 303 287   | 1.5     | D        | ED     |   |
| NTS   | Robert Burns Birthplace Museum  | 302 715   | 327 973   | -7.7    | HC       | AY     |   |
| CT    | Royal Yacht Britannia           | 300 399   | 299 484   | 0.3     | OHP      | ED     |   |
| CT    | Scottish Seabird Centre         | 273 507   | 271 443   | 0.8     | Z        | ED     |   |
| NTS   | Culzean Castle and Country Park | 207 116   | 218 949   | -5.4    | C        | AY     |   |
| PLC   | Nevis Range                     | 171 074 E | 150 842 E | 13.4    | AA       | HI     |   |
| CT    | Rosslyn Chapel                  | 161 112   | 154 028   | 4.6     | MAG      | ED     |   |
| P     | Heads of Ayr Farm Park          | 148 389   | 148 610   | -0.1    | Z        | AY     | S |
| P     | East Links Family Park          | 130 000 E | 101 000 E | 28.7    | Z        | ED     |   |
| P     | Landmark Forest Adventure Park  | 125 660   | 125 584   | 0.1     | AA       | HI     |   |
| CT    | Highland Wildlife Park          | 115 133   | 136 219   | -15.5   | Z        | HI     |   |
| P     | Dunvegan Castle                 | 113 741   | 111 782   | 1.8     | C        | HI     | S |
| P     | Funworld                        | 109 256   | 115 758   | -5.6    | AA       | GG     |   |
| CT    | Beacon Arts Centre              | 103 723   | 144 698   | -28.3   | MAG      | GG     |   |

Note 7 operators indicated they did not allow figures for publication.

Table 26 Top 20 Free Admission Attractions

| Owner | Attraction                             | 2014        | 2013        | %14/13 | Category | Region | S |
|-------|--|-------------|-------------|--------|----------|--------|---|
| G     | National Museum of Scotland            | 1 639 509   | 1 768 090   | -7.3   | MAG      | ED     |   |
| O     | Scottish National Gallery              | 1 295 015   | 933 269     | 38.8   | MAG      | ED     |   |
| G     | Loch Lomond Shores                     | 1 172 832 E | 1 140 119 E | 2.9    | CR       | AR     |   |
| LA    | Kelvingrove Art Gallery & Museum       | 1 121 995   | 1 044 067   | 7.5    | MAG      | GG     |   |
| LA    | Riverside Museum                       | 1 049 834   | 740 276     | 41.8   | MAG      | GG     |   |
| CT    | St Giles' Cathedral                    | 1 029 359   | 940 530     | 9.4    | WS       | ED     |   |
| P     | Gretna Green Famous Blacksmith's Shop  | 813 304     | 761 487     | 6.8    | HC       | DG     |   |
| LA    | The Helix                              | 800,000 E   | Not Open    |        | ON       | AR     |   |
| CT    | Royal Botanic Garden Edinburgh         | 766 250     | 664 407     | 15.3   | G        | ED     |   |
| LA    | Gallery of Modern Art                  | 622 284     | 572 152     | 8.8    | MAG      | GG     |   |
| G     | National War Museum                    | 593 639     | 572 361     | 3.7    | MAG      | ED     |   |
| G     | Falkirk Wheel                          | 514 170     | 406 693     | 26.4   | T        | AR     |   |
| LA    | Glasgow Botanic Gardens                | 440 000 E   | 430 000 E   | 2.3    | G        | GG     |   |
| LA    | People's Palace                        | 380 110     | 310 326     | 22.5   | MAG      | GG     |   |
| CT    | Eilean Donan Castle and Visitor Centre | 377 117     | 354 424     | 6.4    | C        | HI     |   |
| O     | Dundee Contemporary Arts               | 375 000 E   | 375 000 E   | 0.0    | MAG      | AN     |   |
| CT    | New Lanark Village and Visitor Centre  | 357 500 E   | 297 868 E   | 20.0   | OHP      | GG     |   |
| CT    | Centre for Contemporary Arts           | 326 271     | 296 233     | 10.1   | MAG      | GG     |   |
| G     | Scottish Parliament Visitor Centre     | 303 381 E   | 331 839     | -8.6   | WP       | ED     |   |
| LA    | David Welch Winter Gardens             | 300 083     | 303 406     | -1.1   | G        | AB     |   |

Top 20 Free Admission attractions table does not include Country Park Attractions

## 14 Listing by Admission Policy 2014

This section contains listings of attractions according to whether they have paid or free admission to the main element of the attraction. Attractions are arranged in alphabetical order.

Please note that the following tables do not include attractions that requested their data remain confidential.

Table 27 Paid Admission Attractions (in Alphabetical Order)

| Owner | Attraction (Paid Admission)                     | 2014     | 2013     | %14/13 | Category | Region | S |
|-------|---|----------|----------|--------|----------|--------|---|
| P     | Abbotsford, Melrose                             | 59 408 E | 50 400 E | 17.9   | HH       | SB     | S |
| HS    | Aberdour Castle, Aberdour                       | 13 184   | 12 518   | 5.3    | C        | FI     |   |
| PLC   | Aberlour Distillery Visitors Centre, Aberlour   | 11 631   | 8 693    | 33.8   | D        | AB     |   |
| P     | Abriachan Garden Nursery, Inverness             | 2 000 E  | 1 700 E  | 17.6   | G        | HI     | S |
| P     | Alford Heritage Museum, Alford                  | 1 632    | 598      | 172.9  | MAG      | AB     | S |
| NTS   | Alloa Tower, Alloa                              | 5 710    | 8 892    | -35.8  | OHP      | AR     | S |
| NTS   | Angus Folk Museum, Forfar                       | 2 470    | 356      | 593.8  | MAG      | AN     | S |
| HS    | Arbroath Abbey, Arbroath                        | 16 890   | 11 893   | 42.0   | OHP      | AN     |   |
| NTS   | Arduaine Garden, By Oban                        | 15 098   | 14 565   | 3.7    | G        | AR     |   |
| HS    | Argyll's Lodging, Stirling                      | 56 505   | 37 806   | 49.5   | HH       | AR     |   |
| P     | Arniston House, Gorebridge                      | 711      | 690      | 3.0    | HH       | ED     | S |
| CT    | Atholl Country Life Museum, Blair Atholl        | 1 357    | 2 112    | -35.7  | MAG      | PE     | S |
| P     | Attadale Gardens, Strathcarron                  | 5 639    | 5 077    | 11.1   | G        | HI     | S |
| CT    | Auchindrain Highland Farm Township, Inveraray   | 4 732    | 5 013    | -5.6   | OHP      | AR     |   |
| P     | Auchingarrich Wildlife Centre, Comrie           | 48 000 E | 45 000 E | 6.7    | Z        | PE     |   |
| NTS   | Bachelors Club, Tarbolton                       | 784      | 653      | 20.1   | HH       | AY     | S |
| P     | Balmoral Estates, Ballater                      | 58 614   | 57 548   | 1.9    | C        | AB     | S |
| HS    | Balvenie Castle, Keith                          | 3 851    | 4 874    | -21.0  | C        | AB     | S |
| NTS   | Bannockburn Heritage Centre, Stirling           | 60 753   | 7 816    | 677.3  | HC       | AR     |   |
| P     | Barra Heritage Centre, Barra                    | 1 630 E  | NA       |        | MAG      | OH     | S |
| NTS   | Barrie's Birthplace, Kirriemuir                 | 3 325    | 3 576    | -7.0   | OHP      | AN     | S |
| NTS   | Barry Mill, Carnoustie                          | 1 687    | 1 915    | -11.9  | WP       | AN     | S |
| CT    | Beacon Arts Centre, Greenock                    | 103 723  | 144 698  | -28.3  | MAG      | GG     |   |
| CT    | Benmore Botanic Garden, Dunoon                  | 46 920   | 45 405   | 3.3    | G        | AR     | S |
| HS    | Bishop's and Earl's Palaces, Kirkwall           | 13 571   | 12 498   | 8.6    | HH       | OR     | S |
| HS    | Black House Arnol, Bragar                       | 11 968   | 11 660   | 2.6    | HH       | OH     |   |
| HS    | Blackness Castle, Linlithgow                    | 16 559   | 15 197   | 9.0    | C        | AR     |   |
| PLC   | Blair Athol Distillery, Pitlochry               | 75 000 E | 53 637 E | 39.8   | D        | PE     |   |
| RO    | Blairs Museum Trust [St. Mary's Church], Blairs | 1 800 E  | 2 300 E  | -21.7  | MAG      | AB     |   |
| CT    | Bolfracks Garden, Aberfeldy                     | 1 469 E  | 1 543 E  | -4.8   | G        | PE     | S |
| HS    | Bonawe Iron Furnace, Taynult                    | 3 142    | 2 773    | 13.3   | OHP      | AR     | S |
| CT    | Bo'ness & Kinneil Railway, Bo'ness              | 68 935   | 68 306   | 0.9    | T        | AR     |   |

| Owner | Attraction (Paid Admission)                | 2014      | 2013     | %14/13 | Category | Region | S |
|-------|--|-----------|----------|--------|----------|--------|---|
| CT    | Bosta Iron Age House, Bernera              | 3 097     | 2 410    | 28.5   | OHP      | OH     | S |
| HS    | Bothwell Castle, Uddingston                | 10 194    | 11 632   | -12.4  | C        | GG     |   |
| P     | Braemar Castle, Braemar                    | 5 875 E   | 6 200 E  | -5.2   | C        | AB     | S |
| NTS   | Branklyn Garden, Perth                     | 7 488     | 10 169   | -26.4  | G        | PE     | S |
| P     | Briarlands Farm, Stirling                  | 45 905 E  | 41 910 E | 9.5    | Z        | AR     | S |
| HS    | Broch of Gurness, Evie                     | 10 838    | 9 914    | 9.3    | OHP      | OR     | S |
| NTS   | Brodick Castle, Brodick                    | 25 996    | 26 200   | -0.8   | C        | AY     | S |
| NTS   | Brodick Country Park, Brodick              | 41 303    | 40 793   | 1.3    | ON       | AY     |   |
| NTS   | Brodie Castle, Forres                      | 76 627    | 30 972   | 147.4  | C        | AB     | S |
| HS    | Brough of Birsay, Birsay                   | 4 620     | 5 215    | -11.4  | OHP      | OR     | S |
| NTS   | Broughton House & Garden, Kircudbright     | 10 932    | 9 881    | 10.6   | HH       | DG     | S |
| P     | Bunnahabhain Distillery, Port Askaig       | 10 630 E  | 8 390 E  | 26.7   | D        | AR     |   |
| HS    | Caerlaverock Castle, Dumfries              | 31 520    | 30 842   | 2.2    | C        | DG     |   |
| P     | Cairngorm Reindeer Centre, Aviemore        | 23 695 E  | 23 054 E | 2.8    | Z        | HI     |   |
| HS    | Cairnpapple Hill, Torphichen               | 1 597     | 1 449    | 10.2   | OHP      | ED     | S |
| LA    | Camperdown Wildlife Centre, Dundee         | 86 758    | 81 884   | 6.0    | Z        | AN     |   |
| PLC   | Caol Ila Distillery, Port Askaig           | 12 451    | 3 285 E  | 279.0  | D        | AR     |   |
| PLC   | Cardhu Distillery Visitor Centre, Aberlour | 8 152     | 9 960    | -18.2  | D        | AB     |   |
| HS    | Cardoness Castle, Castle Douglas           | 4 111     | 4 370    | -5.9   | C        | DG     | S |
| NTS   | Carlyle's Birthplace, Lockerbie            | 617       | 243      | 153.9  | HH       | DG     | S |
| HS    | Castle Campbell, Dollar                    | 13 184    | 13 266   | -0.6   | C        | AR     |   |
| NTS   | Castle Fraser, Inverurie                   | 12 624    | 12 775   | -1.2   | C        | AB     | S |
| P     | Cawdor Castle, Nairn                       | 77 315    | 77 561   | -0.3   | C        | HI     | S |
| CT    | Celtic Museum Trust, Glasgow               | 13 361    | 25 986   | -48.6  | MAG      | GG     |   |
| CT    | Clan Cameron Museum, Spean Bridge          | 1 907 E   | 2 116 E  | -9.9   | MAG      | HI     | S |
| CT    | Clan Donald Skye, Sleat                    | 45 115    | 44 969   | 0.3    | MAG      | HI     | S |
| PLC   | Clynesh Visitor Centre, Brora              | 6 097     | 5 895    | 3.4    | D        | HI     |   |
| HS    | Corgarff Castle, Strathdon                 | 1 825     | 3 085    | -40.8  | C        | AB     | S |
| NTS   | Craigievar Castle, Alford                  | 10 416    | 9 677    | 7.6    | C        | AB     | S |
| HS    | Craigmillar Castle, Edinburgh              | 20 971    | 18 639   | 12.5   | C        | ED     |   |
| HS    | Craignethan Castle, Lesmahagow             | 3 316     | 3 952    | -16.1  | C        | GG     | S |
| LA    | Craigtoun Country Park, St Andrews         | 150 000 E | 75 000 E | 100.0  | ON       | FI     | S |
| NTS   | Crarae Gardens, Inverary                   | 8 042     | 8 539    | -5.8   | G        | AR     | S |
| NTS   | Crathes Castle, Banchory                   | 37 975    | 52 099   | -27.1  | C        | AB     |   |
| RO    | Crathie Parish Church, Crathie             | 20 794 E  | 25 542 E | -18.6  | WS       | AB     | S |
| CT    | Crawfordjohn Heritage Venture, Biggar      | 223       | 342      | -34.8  | MAG      | GG     | S |
| P     | Cream o' Galloway, Castle Douglas          | 62 000 E  | 60 000 E | 3.3    | AA       | DG     | S |
| P     | Creetown Gem Rock Museum, Newton Stewart   | 30 497    | 29 815   | 2.3    | MAG      | DG     |   |
| CT    | Creetown Heritage Museum, Newtown Stewart  | 853 E     | 836 E    | 2.0    | MAG      | DG     | S |
| HS    | Crichton Castle, Pathhead                  | 3 258     | 3 222    | 1.1    | C        | ED     | S |
| HS    | Crossraguel Abbey, Maybole                 | 2 625     | 2 823    | -7.0   | OHP      | AY     | S |

| Owner | Attraction (Paid Admission)                         | 2014      | 2013      | %14/13 | Category | Region | S |
|-------|---|-----------|-----------|--------|----------|--------|---|
| P     | Cruachan Power Station, Dalmally                    | 41 076 E  | 40 564 E  | 1.3    | WP       | AR     |   |
| NTS   | Culloden Visitor Centre, Inverness                  | 98 780    | 109 063   | -9.4   | HC       | HI     |   |
| NTS   | Culross Palace, Culross                             | 10 669    | 10 446    | 2.1    | HH       | FI     | S |
| NTS   | Culzean Castle and Country Park, Maybole            | 207 116   | 218 949   | -5.4   | C        | AY     |   |
| HS    | Dallas Dhu, Forres                                  | 9 426     | 9 528     | -1.1   | D        | AB     |   |
| PLC   | Dalwhinnie Distillery, Dalwhinnie                   | 34 922 E  | 32 598 E  | 7.1    | D        | HI     |   |
| NTS   | David Livingstone Centre, Glasgow                   | 10 345    | 21 360    | -51.6  | MAG      | GG     |   |
| CT    | Dawyck Botanic Garden, nr Peebles                   | 34 465    | 28 843    | 19.5   | G        | SB     |   |
| CT    | Devil's Porridge Museum, Eastriggs                  | 11 161    | 5 500 E   | 102.9  | MAG      | DG     | S |
| PLC   | Dewar's World of Whisky, Aberfeldy                  | 28 971    | 31 120    | -6.9   | D        | PE     |   |
| HS    | Dirleton Castle, Dirleton                           | 26 124    | 24 136    | 8.2    | C        | ED     |   |
| CT    | Discovery Point, Dundee                             | 55 023    | 52 526    | 4.8    | MAG      | AN     |   |
| HS    | Doune Castle, Doune                                 | 47 069    | 38 081    | 23.6   | C        | AR     |   |
| NTS   | Drum Castle, Banchory                               | 17 151    | 13 290    | 29.1   | C        | AB     | S |
| CT    | Drummond Gardens, Muthill, Crieff                   | 12 436    | 12 286    | 1.2    | G        | PE     | S |
| HS    | Dryburgh Abbey, St Boswells                         | 20 092    | 19 459    | 3.3    | OHP      | SB     |   |
| G     | Duff House Gallery, Banff                           | 17 498    | 18 140    | -3.5   | MAG      | AB     |   |
| HS    | Dumbarton Castle, Dumbarton                         | 16 095    | 17 372    | -7.4   | C        | AR     |   |
| CT    | Dumfries and Galloway Aviation Museum, Dumfries     | 4 879     | 5 952     | -18.0  | MAG      | DG     |   |
| HS    | Dundrennan Abbey, Dundrennan                        | 2 801     | 2 478     | 13.0   | OHP      | DG     | S |
| HS    | Dunfermline Abbey and Palace, Dunfermline           | 14 356    | 13 933    | 3.0    | WS       | FI     |   |
| P     | Dunnottar Castle, by Stonehaven                     | 88 300 E  | 80 735 E  | 9.4    | C        | AB     |   |
| CT    | Dunrobin Castle, Golspie                            | 67 209    | 65 673    | 2.3    | HH       | HI     | S |
| HS    | Dunstaffnage Castle, by Oban                        | 17 551    | 16 098    | 9.0    | C        | AR     |   |
| P     | Dunvegan Castle, Dunvegan                           | 113 741   | 111 782   | 1.8    | C        | HI     | S |
| P     | East Links Family Park, Dunbar                      | 130 000 E | 101 000 E | 28.7   | Z        | ED     |   |
| P     | Edinburgh Bus Tours, Edinburgh                      | 528 887   | 555 422   | -4.8   | T        | ED     |   |
| P     | Edinburgh Butterfly & Insect World, Lasswade        | 85 924    | 82 314    | 4.4    | Z        | ED     |   |
| HS    | Edinburgh Castle, Edinburgh                         | 1 480 676 | 1 420 027 | 4.3    | C        | ED     |   |
| CT    | Edinburgh Zoo, Edinburgh                            | 671 941   | 760 897   | -11.7  | Z        | ED     |   |
| HS    | Edzell Castle, By Brechin                           | 6 285     | 5 558     | 13.1   | C        | AN     | S |
| HS    | Elcho Castle, Perth                                 | 5 141     | 5 495     | -6.4   | C        | PE     | S |
| HS    | Elgin Cathedral, Elgin                              | 22 298    | 22 891    | -2.6   | OHP      | AB     |   |
| CT    | Ellisland Farm, Dumfries                            | 1 944     | 2 454     | -20.8  | MAG      | DG     |   |
| CT    | Eyemouth Museum, Eyemouth                           | 18 800    | 17 932    | 4.8    | MAG      | SB     | S |
| NTS   | Falkland Palace, Cupar                              | 37 757    | 41 930    | -10.0  | HH       | FI     | S |
| P     | Fettercairn Distillery Visitor Centre, Laurencekirk | 4 257     | 3 895     | 9.3    | D        | AB     | S |
| CT    | Fife Folk Museum, Ceres                             | 8 014     | 3 015     | 165.8  | MAG      | FI     | S |
| P     | Finlaystone Country Estate, Langbank                | 79 485    | 63 858    | 24.5   | ON       | GG     |   |
| P     | Five Sisters Zoo, West Calder                       | 80 154    | 78 645    | 1.9    | Z        | ED     |   |
| P     | Floors Castle, Kelso                                | 23 152    | 25 986    | -10.9  | C        | SB     | S |

| Owner | Attraction (Paid Admission)                        | 2014     | 2013     | %14/13 | Category | Region | S |
|-------|--|----------|----------|--------|----------|--------|---|
| HS    | Fort George, Inverness                             | 55 240   | 55 826   | -1.0   | C        | HI     |   |
| CT    | Fraserburgh Heritage Centre, Fraserburgh           | 4 058    | 2 526    | 60.6   | MAG      | AB     | S |
| O     | Frigate Unicorn, Dundee                            | 6 614    | 6 638    | -0.4   | MAG      | AN     |   |
| P     | Funworld, Greenock                                 | 109 256  | 115 758  | -5.6   | AA       | GG     |   |
| NTS   | Fyvie Castle, Turriff                              | 16 164   | 16 949   | -4.6   | C        | AB     | S |
| CT    | Gairloch Heritage Museum, Gairloch                 | 6 124    | 4 911    | 24.7   | MAG      | HI     | S |
| CT    | Garrannan Blackhouse Village, Carloway             | 22 587   | 20 221   | 11.7   | OHP      | OH     | S |
| NTS   | Geilston House, Helensburgh                        | 9 932    | 9 155    | 8.5    | G        | AR     | S |
| NTS   | Georgian House, Edinburgh                          | 35 581   | 37 990   | -6.3   | HH       | ED     | S |
| P     | Gilnockie Tower, Canonbie                          | 176 E    | 148 E    | 18.9   | OHP      | DG     | S |
| NTS   | Gladstone's Land, Edinburgh                        | 27 216   | 35 747   | -23.9  | HH       | ED     | S |
| P     | Glamis Castle, Glamis                              | 84 901   | 90 524   | -6.2   | HH       | AN     |   |
| CT    | Glasgow Science Centre, Glasgow                    | 352 886  | 384 199  | -8.2   | MAG      | GG     |   |
| PLC   | Glen Ord Distillery, Muir of Ord                   | 20 711   | 20 340   | 1.8    | D        | HI     |   |
| CT    | Glencoe Folk Museum, Ballachulish                  | 4 284    | 3 106    | 37.9   | MAG      | HI     | S |
| NTS   | Glencoe Visitor Centre, Ballachulish               | 130 006  | 114 284  | 13.8   | ON       | HI     |   |
| P     | Glenfarclas Distillery, Ballindalloch              | 8 348    | 8 200    | 1.8    | D        | AB     |   |
| NTS   | Glenfinnan Monument, Glenfinnan                    | 20 491   | 22 423   | -8.6   | OHP      | HI     | S |
| CT    | Glenfinnan Station Museum, Glenfinnan              | 15 361 E | 14 103   | 8.9    | MAG      | HI     | S |
| P     | Glengoyne Distillery, nr Killlearn                 | 57 921   | 59 275   | -2.3   | D        | AR     |   |
| PLC   | Glenkinchie Distillery, Tranent                    | 35 856 E | 32 192 E | 11.4   | D        | ED     |   |
| HS    | Glenluce Abbey, Newton Stewart                     | 572      | 420      | 36.2   | OHP      | DG     | S |
| P     | Glenmorangie Distillery, Tain                      | 21 862   | 20 135   | 8.6    | D        | HI     |   |
| P     | Glenshee Ski Centre, Glenshee                      | 64 160   | 78 468   | -18.2  | AA       | AB     | S |
| P     | Glenwhan Gardens, by Stranraer                     | 5 000 E  | 4 500 E  | 11.1   | G        | DG     | S |
| CT    | Gordon Highlanders Museum, Aberdeen                | 5 789    | 4 898    | 18.2   | MAG      | AB     |   |
| P     | Gosford House, Longniddry                          | 1 500 E  | 1 023 E  | 46.6   | HH       | ED     | S |
| LA    | Gourock Outdoor Pool, Gourock                      | 32 981   | 40 030   | -17.6  | AA       | GG     | S |
| CT    | Grampian Transport Museum, Alford                  | 43 774   | 43 001   | 1.8    | MAG      | AB     | S |
| NTS   | Greenbank Gardens, Glasgow                         | 20 621   | 34 479   | -40.2  | G        | GG     |   |
| HS    | Hackness Battery & Martello Tower, Hoy             | 1 448    | 1 534    | -5.6   | OHP      | OR     | S |
| NTS   | Haddo House, Ellon                                 | 3 483    | 5 157    | -32.5  | HH       | AB     | S |
| LA    | Hamilton Mausoleum, Hamilton                       | 3 496 E  | 1 740 E  | 100.9  | OHP      | GG     | S |
| CT    | Hanseatic Booth, Whalsay                           | 177 E    | 300 E    | -41.0  | OHP      | SH     | S |
| P     | Heads of Ayr Farm Park, Ayr                        | 148 389  | 148 610  | -0.1   | Z        | AY     | S |
| HS    | Hermitage Castle, Newcastleton                     | 4 188    | 5 115    | -18.1  | C        | SB     | S |
| CT    | Hidden Treasures, Museum of Lead Mining, by Biggar | 7 187    | 6 625    | 8.5    | MAG      | DG     | S |
| P     | Highland Park Distillery, Kirkwall                 | 15 057   | 18 090   | -16.8  | D        | OR     |   |
| CT    | Highland Wildlife Park, Kingussie                  | 115 133  | 136 219  | -15.5  | Z        | HI     |   |
| NTS   | Hill House, Helensburgh                            | 23 345   | 21 641   | 7.9    | HH       | AR     |   |
| NTS   | Hill of Tarvit, Cupar                              | 7 604    | 7 435    | 2.3    | G        | FI     | S |

| Owner | Attraction (Paid Admission)                                | 2014     | 2013     | %14/13 | Category | Region | S |
|-------|--|----------|----------|--------|----------|--------|---|
| P     | Hirsel Estate and Museum, Coldstream                       | 5 166    | 4 200    | 23.0   | ON       | SB     |   |
| CT    | Historylinks Museum, Dornoch                               | 4 045    | 4 062    | -0.4   | MAG      | HI     | S |
| NTS   | Holmwood House, Glasgow                                    | 3 692    | 3 745    | -1.4   | HH       | GG     | S |
| CT    | House for an Art Lover, Glasgow                            | 10 100   | 10 219   | -1.2   | MAG      | GG     |   |
| NTS   | House of Binns, Edinburgh                                  | 3 055    | 3 225    | -5.3   | HH       | ED     | S |
| NTS   | House of Dun, Montrose                                     | 7 960    | 7 752    | 2.7    | HH       | AN     | S |
| NTS   | Hugh Miller's Cottage, Cromarty                            | 4 166    | 3 994    | 4.3    | HH       | HI     | S |
| HS    | Huntingtower Castle, by Perth                              | 7 680    | 9 535    | -19.5  | C        | PE     |   |
| HS    | Huntly Castle, Huntly                                      | 10 312   | 10 155   | 1.5    | C        | AB     |   |
| HS    | Inchcolm Abbey, Edinburgh                                  | 24 311   | 22 623   | 7.5    | OHP      | FI     | S |
| HS    | Inchmahome Priory, Stirling                                | 16 499   | 16 572   | -0.4   | OHP      | AR     | S |
| CT    | Innerpeffray Library, Crieff                               | 2 087    | 2 006    | 4.0    | OHP      | PE     | S |
| P     | Inveraray Castle, Inveraray                                | 88 972   | 84 168   | 5.7    | HH       | AR     | S |
| LA    | Inveraray Jail, Inveraray                                  | 52 402   | 52 267   | 0.3    | OHP      | AR     |   |
| NTS   | Inveresk Lodge Garden, Musselburgh                         | 1 369    | 1 294    | 5.8    | G        | ED     |   |
| NTS   | Inverewe Garden, Poolewe                                   | 62 734   | 62 734   | 0.0    | G        | HI     | S |
| HS    | Iona Abbey & St Columba Centre (Mull), Isle of Iona        | 58 674   | 59 439   | -1.3   | HC       | AR     |   |
| CT    | Iona Heritage Centre, Isle of Iona                         | 3 027    | 3 075    | -1.6   | HC       | AR     | S |
| G     | Island of Noss, Lerwick                                    | 1 492    | 1 659    | -10.1  | Z        | SH     | S |
| HS    | Jarlshof, Sumburgh   | 14 751   | 12 119   | 21.7   | OHP      | SH     |   |
| HS    | Jedburgh Abbey, Jedburgh                                   | 21 178   | 21 345   | -0.8   | OHP      | SB     |   |
| CT    | John Paul Jones Birthplace Museum and Cottage, by Dumfries | 1 919    | 1 652    | 16.2   | MAG      | DG     | S |
| P     | Kelburn Castle & Country Centre, Fairlie                   | 65 620   | 68 299   | -3.9   | ON       | AY     |   |
| NTS   | Kellie Castle, Pittenweem                                  | 13 252   | 12 898   | 2.7    | C        | FI     | S |
| HS    | Kildrummy Castle, by Alford                                | 3 973    | 3 460    | 14.8   | C        | AB     | S |
| P     | King Robert the Bruce's Cave, by Lockerbie                 | 242      | 272      | -11.0  | OHP      | DG     | S |
| P     | Kirkdale Sawmill, Carsluith                                | 90       | 103      | -12.6  | WP       | DG     | S |
| NTS   | Kirriemuir Camera Obscura, Forfar                          | 1 980    | 2 559    | -22.6  | OHP      | AN     | S |
| HS    | Kisimul Castle, Castlebray                                 | 6 177    | 5 732    | 7.8    | C        | OH     | S |
| P     | Lagavulin Distillery Visitor Centre, Port Ellen            | 10 497   | 8 935    | 17.5   | D        | AR     |   |
| P     | Landmark Forest Adventure Park, Nr Aviemore                | 125 660  | 125 584  | 0.1    | AA       | HI     |   |
| PLC   | Laphroaig Distillery, Islay                                | 21 174   | 19 242   | 10.0   | D        | AR     |   |
| CT    | Leadhills & Wanlockhead Railway, Leadhills                 | 2 561    | 2 353    | 8.8    | T        | GG     | S |
| P     | Legend of the Dew of Ben Nevis, Fort William               | 21 281   | 23 555   | -9.7   | D        | HI     |   |
| NTS   | Leith Hall, Huntly   | 3 526    | 2 276    | 54.9   | HH       | AB     | S |
| HS    | Linlithgow Palace, Linlithgow                              | 63 274   | 66 500   | -4.9   | HH       | ED     |   |
| CT    | Loch Garten Osprey Centre, Nethybridge                     | 26 197 E | 28 546 E | -8.2   | Z        | HI     | S |
| HS    | Loch Leven Castle, Kinross                                 | 17 169   | 19 442   | -11.7  | C        | PE     | S |
| CT    | Loch of the Lowes, Dunkeld                                 | 19 946   | 22 854   | -12.7  | Z        | PE     |   |
| CT    | Logan Botanic Garden, Port Logan                           | 21 165   | 19 365   | 9.3    | G        | DG     | S |
| P     | Mabie Farm Park, Dumfries                                  | 75 500 E | 74 523 E | 1.3    | Z        | DG     | S |

| Owner | Attraction (Paid Admission)                            | 2014      | 2013      | %14/13 | Category | Region | S |
|-------|--|-----------|-----------|--------|----------|--------|---|
| P     | Macallan Distillery, Craigellachie                     | 15 550    | 15 213    | 2.2    | D        | AB     |   |
| LA    | Macduff Marine Aquarium, Macduff                       | 47 832    | 45 825    | 4.4    | Z        | AB     |   |
| HS    | Maclellans Castle, Kirkcudbright                       | 4 625     | 4 692     | -1.4   | C        | DG     | S |
| NTS   | Malleny Garden, Edinburgh                              | 4 072     | 3 730     | 9.2    | G        | ED     |   |
| P     | Manderston, Duns                                       | 3 432     | 3 162     | 8.5    | HH       | SB     | S |
| HS    | Meikle Sculptured Stone Museum, Meikle                 | 2 452     | 2 758     | -11.1  | MAG      | PE     | S |
| HS    | Melrose Abbey, Melrose                                 | 44 423    | 47 010    | -5.5   | OHP      | SB     |   |
| CT    | Mertoun Gardens, Melrose                               | 304 E     | 282 E     | 7.8    | G        | SB     | S |
| NTS   | Moirannich Longhouse, Killin                           | 985       | 1 076     | -8.5   | HH       | AR     | S |
| CT    | Montrose Basin Wildlife Centre, Montrose               | 10 085    | 11 358    | -11.2  | Z        | AN     |   |
| P     | Moray Motor Museum, Elgin                              | 4 500 E   | 4 500 E   | 0.0    | MAG      | AB     | S |
| CT    | Museum of Scottish Lighthouses, Fraserburgh            | 27 052    | 29 090    | -7.0   | MAG      | AB     |   |
| CT    | Myreton Motor Museum, Aberlady                         | 2 513     | 2 176     | 15.5   | MAG      | ED     |   |
| CT    | Nairn Museum, Nairn                                    | 5 032     | 5 749     | -12.5  | MAG      | HI     |   |
| P     | National Mining Museum Scotland, Newtongrange          | 73 262    | 61 766    | 18.6   | MAG      | ED     |   |
| G     | National Museum of Flight, nr Haddington               | 72 992    | 70 116    | 4.1    | MAG      | ED     |   |
| G     | National Museum of Rural Life, East Kilbride           | 82 573    | 73 444    | 12.4   | MAG      | GG     |   |
| LA    | National Wallace Monument, Stirling                    | 97 163    | 106 172   | -8.5   | OHP      | AR     |   |
| LA    | Nelson Monument, Edinburgh                             | 26 829    | 26 608    | 0.8    | OHP      | ED     |   |
| PLC   | Nevis Range, Fort William                              | 171 074 E | 150 842 E | 13.4   | AA       | HI     |   |
| HS    | New Abbey Corn Mill, Dumfries                          | 4 167     | 4 436     | -6.1   | OHP      | DG     |   |
| HS    | Newark Castle, Port Glasgow                            | 4 432     | 4 207     | 5.3    | C        | GG     | S |
| NTS   | Newhailes, Musselburgh                                 | 4 831     | 4 307     | 12.2   | HH       | ED     | S |
| CT    | Newton Stewart Museum, Newton Stewart                  | 675       | 635       | 6.3    | MAG      | DG     | S |
| PLC   | Oban Distillery Visitor Centre, Oban                   | 42 348    | 42 348    | 0.0    | D        | AR     |   |
| P     | Old Byre Heritage Centre, Dervaig                      | 3 745 E   | 5 210 E   | -28.1  | HC       | AR     | S |
| CT    | Orkney Wireless Museum, Kirkwall                       | 1 857     | 1 531     | 21.3   | MAG      | OR     | S |
| LA    | Paxton House, nr Berwick                               | 16 822    | 10 148    | 65.8   | MAG      | SB     | S |
| NTS   | Pitmedden Garden & Museum of Farm Life, Ellon          | 17 920    | 22 974    | -22.0  | G        | AB     | S |
| NTS   | Pollok House, Glasgow                                  | 58 918    | 58 102    | 1.4    | HH       | GG     |   |
| NTS   | Preston Mill & Phantassie Doocot, East Linton          | 1 872     | 2 298     | -18.5  | WP       | ED     | S |
| NTS   | Priorwood Garden, Melrose                              | 6 448     | 8 183     | -21.2  | G        | SB     | S |
| P     | Pulteney Distillery Visitor Centre, Wick               | 9 624     | 6 596     | 45.9   | D        | HI     |   |
| CT    | Queen's Cross Church, Glasgow                          | 8 708     | 7 588     | 14.8   | OHP      | GG     |   |
| P     | Quendale Water Mill & Visitor Attraction, Dunrossness  | 3 091     | 3 304     | -6.4   | OHP      | SH     | S |
| NTS   | Robert Burns Birthplace Museum, Ayr                    | 302 715   | 327 973   | -7.7   | HC       | AY     |   |
| NTS   | Robert Smail's Printing Works, Innerleithen            | 2 553     | 3 046     | -16.2  | WP       | SB     | S |
| CT    | Rosslyn Chapel, Roslin                                 | 161 112   | 154 028   | 4.6    | MAG      | ED     |   |
| HS    | Rothsay Castle, Rothsay                                | 9 124     | 9 353     | -2.4   | C        | AR     |   |
| CT    | Royal Deeside Railway, Crathes                         | 12 279    | 11 348    | 8.2    | T        | AB     |   |
| PLC   | Royal Lochnagar Distillery Visitor Centre, nr Ballater | 15 831    | 13 938    | 13.6   | D        | AB     |   |

| Owner | Attraction (Paid Admission)                       | 2014     | 2013     | %14/13 | Category | Region | S |
|-------|---|----------|----------|--------|----------|--------|---|
| CT    | Royal Yacht Britannia, Edinburgh                  | 300 399  | 299 484  | 0.3    | OHP      | ED     |   |
| CT    | RSPB Loch Leven, Kinross                          | 69 757   | 60 051   | 16.2   | Z        | PE     |   |
| CT    | RSPB Lochwinnoch Nature Reserve, Lochwinnoch      | 29 973 E | 29 855 E | 0.4    | Z        | GG     |   |
| CT    | Scalloway Museum, Scalloway                       | 18 126   | 15 186   | 19.4   | MAG      | SH     |   |
| P     | Scone Palace, Perth                               | 98 559   | 106 475  | -7.4   | HH       | PE     | S |
| P     | Scotch Whisky Heritage Centre, Edinburgh          | 307 879  | 303 287  | 1.5    | D        | ED     |   |
| LA    | Scott Monument, Edinburgh                         | 74 760   | 63 381   | 18.0   | OHP      | ED     |   |
| CT    | Scottish Crannog Centre, Kenmore                  | 19 759   | 19 859   | -0.5   | HC       | PE     | S |
| CT    | Scottish Fisheries Museum, Anstruther             | 12 648   | 11 406   | 10.9   | MAG      | FI     |   |
| CT    | Scottish Maritime Museum - Denny Tank, Dumbarton  | 3 918    | 3 109    | 26.0   | MAG      | AR     |   |
| CT    | Scottish Maritime Museum, Irvine                  | 48 262   | 62 699   | -23.0  | MAG      | AY     |   |
| P     | Scottish Owl Centre, Whitburn                     | 17 318   | 15 414   | 12.4   | Z        | ED     |   |
| CT    | Scottish Seabird Centre, North Berwick            | 273 507  | 271 443  | 0.8    | Z        | ED     |   |
| CT    | Scottish Vintage Bus Museum, by Dunfermline       | 9 561 E  | 5 423 E  | 76.3   | MAG      | FI     | S |
| HS    | Seton Collegiate Church, Longniddry               | 1 741    | 2 529    | -31.2  | OHP      | ED     | S |
| P     | Skaill House, Sandwick                            | 59 684 E | 53 887 E | 10.8   | HH       | OR     | S |
| HS    | Skara Brae, Stromness                             | 81 258   | 74 471   | 9.1    | OHP      | OR     |   |
| HS    | Smailholm Tower, Kelso                            | 4 288    | 4 329    | -0.9   | OHP      | SB     | S |
| NTS   | Souter Johnnies Cottage, Kirkoswald               | 1 727    | 1 088    | 58.7   | HH       | AY     | S |
| P     | Springbank Distillery, Cambletown                 | 3 853    | 3 660    | 5.3    | D        | AR     |   |
| HS    | Spynie Palace, nr Elgin                           | 6 303    | 5 541    | 13.8   | HH       | AB     | S |
| O     | St Andrews Botanic Garden, St Andrews             | 28 000 E | 27 000 E | 3.7    | G        | FI     |   |
| HS    | St Andrews Castle, St Andrews                     | 66 073   | 62 670   | 5.4    | C        | FI     |   |
| HS    | St Andrews Cathedral, St Andrews                  | 37 408   | 35 277   | 6.0    | OHP      | FI     |   |
| CT    | St Peter's Heritage Centre, Peterculter           | 973      | 723      | 34.6   | MAG      | AB     | S |
| HS    | St Vigeans Museum, Arbroath                       | 304      | 499      | -39.1  | MAG      | AN     |   |
| HS    | Stanley Mills, by Perth                           | 7 460    | 7 983    | -6.6   | OHP      | PE     | S |
| HS    | Stirling Castle, Stirling                         | 440 819  | 411 726  | 7.1    | C        | AR     |   |
| CT    | Strachur Smiddy Museum, Strachur                  | 748      | 730      | 2.5    | MAG      | AR     | S |
| P     | Strathnaver Museum, Thurso                        | 3 996    | 3 202    | 24.8   | MAG      | HI     | S |
| CT    | Stromness Museum, Stromness                       | 8 370    | 10 660   | -21.5  | MAG      | OR     |   |
| HS    | Sweetheart Abbey, Dumfries                        | 6 955    | 6 697    | 3.9    | OHP      | DG     |   |
| CT    | Taigh Chearsabhagh Museum Arts Centre, North Uist | 28 974   | 24 193   | 19.8   | MAG      | OH     |   |
| P     | Talisker Distillery Visitor Centre, Carbost       | 55 606 E | 58 901 E | -5.6   | D        | HI     |   |
| HS    | Tantallon Castle, North Berwick                   | 39 224   | 35 370   | 10.9   | C        | ED     |   |
| CT    | Tarbat Discovery Centre, Tain                     | 3 411    | 2 738    | 24.6   | MAG      | HI     | S |
| NTS   | Tenement House, Glasgow                           | 14 610   | 14 667   | -0.4   | HH       | GG     |   |
| CT    | The Dundee Science Centre, Dundee                 | 57 797   | 61 973   | -6.7   | MAG      | AN     |   |
| P     | The Famous Grouse Experience, Crieff              | 69 997   | 84 877   | -17.5  | D        | PE     |   |
| LA    | The Kelpies Tour, Falkirk                         | 43 488   | Not Open |        | ON       | AR     | S |
| CT    | The Museum of The Black Watch, Perth              | 19 300 E | 11 348 E | 70.1   | MAG      | PE     |   |



| Owner | Attraction (Paid Admission)                    | 2014     | 2013     | %14/13 | Category | Region | S |
|-------|--|----------|----------|--------|----------|--------|---|
| CT    | The Three Hills Roman Heritage Centre, Melrose | 2 902    | 3 236    | -10.3  | MAG      | SB     |   |
| CT    | Thirlestane Castle, Lauder                     | 1 428    | Closed   |        | C        | SB     | S |
| HS    | Threave Castle, Castle Douglas                 | 12 953   | 9 765    | 32.6   | C        | DG     | S |
| NTS   | Threave Garden, Castle Douglas                 | 39 454   | 46 386   | -14.9  | G        | DG     |   |
| P     | Timespan Heritage Centre, Helmsdale            | 11 965 E | 11 138 E | 7.4    | MAG      | HI     |   |
| HS    | Tolquhon Castle, Tarves                        | 4 171    | 4 403    | -5.3   | C        | AB     | S |
| HS    | Tormiston Mill, Stromness                      | 24 741   | 23 787   | 4.0    | OHP      | OR     |   |
| P     | Traquair House, Innerleithen                   | 33 984 E | 40 730 E | -16.6  | HH       | SB     |   |
| P     | Tullibardine Distillery, Blackford             | 13 220   | NA       |        | D        | PE     |   |
| O     | Uig Heritage Centre, Isle of Lewis             | 2 874    | 2 389    | 20.3   | HC       | OH     | S |
| CT    | Ullapool Museum and Visitor Centre, Ullapool   | 6 676    | 1 209    | 452.2  | MAG      | HI     | S |
| O     | University of Dundee Botanic Garden, Dundee    | 61 604 E | 67 659 E | -8.9   | G        | AN     |   |
| CT    | Unst Boat Haven, Unst                          | 2 451 E  | 2 402 E  | 2.0    | MAG      | SH     | S |
| CT    | Unst Heritage Centre, Unst                     | 2 713 E  | 2 805 E  | -3.3   | MAG      | SH     | S |
| HS    | Urquhart Castle, Drumnadrochit                 | 330 489  | 310 446  | 6.5    | C        | HI     |   |
| CT    | Verdant Works, Dundee                          | 11 908   | 12 166   | -2.1   | MAG      | AN     |   |
| LA    | Vikingar, Largs                                | 13 527   | 14 287   | -5.3   | HC       | AY     |   |
| NTS   | Weaver's Cottage, Kilbarchan                   | 1 473    | 1 289    | 14.3   | HH       | GG     | S |
| PLC   | Westray Heritage Centre, Westray               | 2 598    | 2 445    | 6.3    | HC       | OR     | S |

**Table 28 Free Admission Attractions (in Alphabetical Order)**

| Owner | Attraction (Free Admission)                            | 2014      | 2013      | %14/13 | Category | Region | S |
|-------|--|-----------|-----------|--------|----------|--------|---|
| CT    | Abbot House Heritage Centre & Gardens, Dunfermline     | 45 450 E  | 46 070 E  | -1.3   | HH       | FI     |   |
| LA    | Aberdeen Art Gallery, Aberdeen                         | 194 592   | 148 278   | 31.2   | MAG      | AB     |   |
| LA    | Aberdeen Maritime Museum, Aberdeen                     | 78 132    | 64 707    | 20.7   | MAG      | AB     |   |
| LA    | Aberdeenshire Farming Museum, Mintlaw                  | 20 138    | 18 995    | 6.0    | MAG      | AB     | S |
| LA    | Aden Country Park, Mintlaw                             | 298 368 E | 246 139 E | 21.2   | ON       | AB     |   |
| P     | Aldouran Wetland Garden, Leswalt                       | 6 000 E   | 5 500 E   | 9.1    | G        | DG     |   |
| LA    | Alyth Museum, Perth                                    | 796 E     | 821 E     | -3.0   | MAG      | PE     | S |
| CT    | An Lanntair, Stornoway                                 | 200 000 E | 170 000 E | 17.6   | MAG      | OH     |   |
| CT    | Andrew Carnegie Birthplace Museum, Dunfermline         | 12 303    | 12 208    | 0.8    | MAG      | FI     |   |
| LA    | Annan Museum, Annan                                    | 4 400     | 4 490     | -2.0   | MAG      | DG     | S |
| CT    | Annet House Museum, Linlithgow                         | 4 027     | 3 938     | 2.3    | MAG      | ED     | S |
| LA    | Arbroath Museum, Arbroath                              | 11 872 E  | 9 855 E   | 20.5   | MAG      | AN     |   |
| LA    | Arbuthnot Museum, Peterhead                            | 3 459     | 9 816     | -64.8  | MAG      | AB     |   |
| LA    | Ardencraig Gardens, Rothesay                           | 7 500 E   | 8 500 E   | -11.8  | G        | AR     | S |
| G     | Argyll Forest Park, Arrochar                           | 144 400 E | 132 200 E | 9.2    | ON       | AR     |   |
| G     | Aros Park, by Tobermory                                | 16 206 E  | 15 700 E  | 3.2    | ON       | AR     |   |
| LA    | Auld Kirk Museum, Kirkintilloch                        | 22 691 E  | 19 029 E  | 19.2   | MAG      | GG     |   |
| LA    | Baird Institute Museum & Local History Centre, Cumnock | 2 003     | 1 912     | 4.8    | MAG      | AY     |   |
| G     | Balblair Forest, Bonar Bridge                          | 11 160 E  | 10 900 E  | 2.4    | ON       | HI     |   |
| NTS   | Balmacara Estate & Lochalsh Woodland Garden, Balmacara | 52 391    | 44 706    | 17.2   | ON       | HI     | S |
| LA    | Banchory Museum, Banchory                              | 3 322     | 3 598     | -7.7   | MAG      | AB     |   |
| LA    | Banff Museum, Banff                                    | 544       | 469       | 16.0   | MAG      | AB     |   |
| PLC   | Bank of Scotland Museum on the Mound, Edinburgh        | 42 381    | 43 562    | -2.7   | MAG      | ED     |   |
| G     | Barnluasgan, by Lochgilphead                           | 21 700 E  | 22 600 E  | -4.0   | ON       | AR     |   |
| NTS   | Ben Lawers Visitor Centre, Killin                      | 31 682    | 19 188    | 65.1   | ON       | PE     | S |
| NTS   | Ben Lomond, Balmaha                                    | 39 783    | 51 513    | -22.8  | ON       | AR     |   |
| G     | Bennachie Forest, Inverurie                            | 58 882 E  | 68 700 E  | -14.3  | ON       | AB     |   |
| CT    | Bennie Museum, Bathgate                                | 2 647     | 2 265     | 16.9   | MAG      | ED     |   |
| LA    | Biblical Garden, Elgin, Elgin                          | 40 000 E  | 40 000 E  | 0.0    | G        | AB     |   |
| CT    | Biggar Gas Works, Biggar                               | 1 039     | 1 030     | 0.9    | MAG      | GG     | S |
| CT    | Braeloine Visitor Centre, by Aboyne                    | 45 000 E  | 45 000 E  | 0.0    | ON       | AB     |   |
| CT    | Bressay Heritage Centre, Bressay                       | 1 014     | 965       | 5.1    | MAG      | DG     | S |
| HS    | Broughty Castle Museum, Dundee                         | 36 816    | 33 845    | 8.8    | MAG      | AN     |   |
| CT    | Brownsbank Cottage, Biggar                             | 40 E      | NA        |        | MAG      | GG     | S |
| LA    | Buckhaven Museum, Buckhaven                            | 216       | 227       | -4.8   | MAG      | FI     |   |
| LA    | Burns House Museum, Mauchline                          | 4 169     | 4 334     | -3.8   | MAG      | AY     |   |
| LA    | Burns Monument Centre, Kilmarnock                      | 15 412    | 13 383 E  | 15.2   | OHP      | AY     |   |
| LA    | Burns Monument, Edinburgh                              | 911       | 565       | 61.2   | OHP      | ED     | S |
| LA    | Burntisland Library and Museum, Burntisland            | 257 E     | NA        |        | MAG      | FI     |   |

| Owner | Attraction (Free Admission)                                       | 2014      | 2013      | %14/13 | Category | Region | S |
|-------|---|-----------|-----------|--------|----------|--------|---|
| P     | Caithness Horizons, Thurso  | 80 244    | 72 599    | 10.5   | MAG      | HI     |   |
| CT    | Calanais Visitor Centre, Calanais                                 | 42 703 E  | 41 728 E  | 2.3    | HC       | OH     |   |
| LA    | Calderglen Country Park, East Kilbride                            | 870 075 E | 948 164 E | -8.2   | ON       | GG     |   |
| G     | Caledonian Canal Visitor Centre, Fort Augustus                    | 21 521    | 23 945    | -10.1  | ON       | HI     | S |
| LA    | Callendar House, Falkirk  | 32 514    | 36 060    | -9.8   | MAG      | AR     |   |
| G     | Callendar Wood, Falkirk   | 110 500 E | 109 300 E | 1.1    | ON       | AR     |   |
| NTS   | Canna, Isle of Canna  | 5 697     | 5 746     | -0.9   | ON       | HI     |   |
| G     | Carron Valley, Denny  | 13 505 E  | 12 000 E  | 12.5   | ON       | AR     |   |
| LA    | Castle of St John, Stranraer                                      | 8 429     | 7 782     | 8.3    | C        | DG     | S |
| RO    | Cathedral Church of St Machar, Aberdeen                           | 21 149    | 20 186    | 4.8    | WS       | AB     |   |
| RO    | Cathedral Church of St. Andrew, Aberdeen                          | 2 326 E   | 2 321 E   | 0.2    | WS       | AB     | S |
| CT    | Centre for Contemporary Arts, Glasgow                             | 326 271   | 296 233   | 10.1   | MAG      | GG     |   |
| LA    | Chatelherault Country Park, Hamilton                              | 602 313 E | 644 163 E | -6.5   | ON       | GG     |   |
| LA    | City Art Centre, Edinburgh  | 79 801    | 91 749    | -13.0  | MAG      | ED     |   |
| LA    | Clyde Muirshiel Regional Park, Castle Semple Centre, Lochwinnoch  | 343 106 E | 348 106 E | -1.4   | ON       | GG     |   |
| LA    | Clyde Muirshiel Regional Park, Greenock Cut Centre, Greenock      | 66 478    | 60 866    | 9.2    | ON       | GG     |   |
| LA    | Clyde Muirshiel Regional Park, Lunderston Bay, Lochwinnoch        | 196 810 E | 204 485 E | -3.8   | ON       | GG     |   |
| LA    | Clyde Muirshiel Regional Park, Muirshiel Centre, nr Lochwinnoch   | 34 969    | 34 631    | 1.0    | ON       | GG     |   |
| LA    | Clydebank Museum, Clydebank                                       | 42 374    | 27 100    | 56.4   | MAG      | GG     |   |
| O     | Cockburn Museum of Geology and Geophysics, Edinburgh              | 486       | 340       | 42.9   | MAG      | ED     |   |
| LA    | Coldstream Museum, Coldstream                                     | 4 616     | 4 235     | 9.0    | MAG      | SB     | S |
| CT    | Comann Eachdraidh Lios M'Or (Lismore Historical Society), Lismore | 3 066     | 3 503     | -12.5  | MAG      | AR     | S |
| PLC   | Comar, Tobermory  | 21 564 E  | 16 000 E  | 34.8   | MAG      | AR     |   |
| P     | Cornice Museum of Ornamental Plasterwork, Peebles                 | 100 E     | 100 E     | 0.0    | MAG      | SB     | S |
| NTS   | Corrieshalloch Gorge, by ullapool                                 | 63 279    | 67 136    | -5.7   | ON       | HI     |   |
| LA    | Corrigall Farm Museum, Harray                                     | 4 286     | 4 025     | 6.5    | MAG      | OR     | S |
| CT    | Crail Museum, Crail   | 7 500 E   | 7 540 E   | -0.5   | MAG      | FI     | S |
| G     | Creag Meagaidh NNR, Newtonmore                                    | 20 690    | 20 672    | 0.1    | ON       | HI     |   |
| CT    | Cromarty Courthouse Museum, Cromarty                              | 6 892     | 4 584     | 50.3   | MAG      | HI     | S |
| LA    | Crombie Country Park, Broughty Ferry                              | 141 458 E | 164 029 E | -13.8  | ON       | AN     |   |
| G     | Culbin Forest and Shore, by Forres                                | 55 261 E  | 60 500 E  | -8.7   | ON       | AB     |   |
| LA    | Cumbernauld Museum, Cumbernauld                                   | 24 282    | 10 018    | 142.4  | MAG      | GG     |   |
| G     | Dalbeattie Forest, Dalbeattie                                     | 48 326 E  | 44 600 E  | 8.4    | ON       | DG     |   |
| LA    | David Welch Winter Gardens, Aberdeen                              | 300 083   | 303 406   | -1.1   | G        | AB     |   |
| LA    | Dean Castle, Kilmarnock   | 22 806    | 29 827    | -23.5  | C        | AY     |   |
| G     | Devilla Forest, by Kincardine                                     | 23 543 E  | 19 500 E  | 20.7   | ON       | AR     |   |
| LA    | Dick Institute Museum, Kilmarnock                                 | 122 993   | 127 738   | -3.7   | MAG      | AY     |   |
| LA    | Dolphin & Seal Centre at North Kessock, North Kessock             | 9 395 E   | 12 509 E  | -24.9  | Z        | AB     | S |
| LA    | Doon Valley Museum, Dalmellington                                 | 1 332     | 1 097     | 21.4   | MAG      | AY     |   |
| CT    | Douglas Heritage Museum, Douglas                                  | 539       | 493       | 9.3    | MAG      | GG     | S |
| LA    | Drumpellier Country Park, Motherwell                              | 937 428 E | 972 159 E | -3.6   | ON       | GG     |   |

| Owner | Attraction (Free Admission)                                    | 2014      | 2013      | %14/13 | Category | Region | S |
|-------|--|-----------|-----------|--------|----------|--------|---|
| CT    | Dufftown Whisky & Heritage Centre, Dufftown                    | 4 693     | 1 672     | 180.7  | MAG      | AB     | S |
| LA    | Dumfries Museum/Camera Obscura, Dumfries                       | 17 519    | 15 965    | 9.7    | MAG      | DG     |   |
| LA    | Dunbar Townhouse Museum, Dunbar                                | 5 603     | 7 681     | -27.1  | MAG      | ED     | S |
| HS    | Dunblane Cathedral, Dunblane                                   | 22 871    | 21 450    | 6.6    | WS       | AR     |   |
| O     | Dundee Contemporary Arts, Dundee                               | 375 000 E | 375 000 E | 0.0    | MAG      | AN     |   |
| RO    | Dunkeld Cathedral, Dunkeld                                     | 85 963    | 80 814    | 6.4    | WS       | PE     |   |
| G     | East Loch Lomond Forest, by Balmaha                            | 60 006 E  | 47 100 E  | 27.4   | ON       | AR     |   |
| LA    | Eglinton Country Park, Irvine                                  | 335 284 E | 32 367 E  | 935.9  | ON       | AY     |   |
| CT    | Eilean Donan Castle and Visitor Centre, by Kyle of Lochalsh    | 377 117   | 354 424   | 6.4    | C        | HI     |   |
| CT    | Elgin Museum, Elgin  | 11 124    | 12 307    | -9.6   | MAG      | AB     |   |
| NTS   | Ell House (Dunkeld), Dunkeld                                   | 18 166    | 19 980    | -9.1   | OHP      | PE     | S |
| NTS   | Fair Isle,   | 1 282     | 1 457     | -12.0  | ON       | SH     |   |
| G     | Fair Maid's House, Perth                                       | 1 453 E   | 2 375 E   | -38.8  | MAG      | PE     | S |
| LA    | Falconer Museum, Forres  | 7 557     | 9 831     | -23.1  | MAG      | AB     |   |
| G     | Falkirk Wheel, Falkirk   | 514 170 E | 406 693   | 26.4   | T        | AR     |   |
| CT    | Falls of Clyde Wildlife Reserve and Visitor Centre, New Lanark | 76 188 E  | 56 102 E  | 35.8   | Z        | GG     |   |
| LA    | Fergusson Gallery, Perth                                       | 9 821     | 11 983    | -18.0  | MAG      | PE     |   |
| CT    | Findhorn Heritage Centre & Ice House, Forres                   | 5 143     | 5 233     | -1.7   | WS       | AB     | S |
| CT    | Flag Heritage Centre, Athelstaneford                           | 1 900 E   | 1 700 E   | 11.8   | HC       | ED     | S |
| G     | Flanders Moss, By Stirling                                     | 7 000 E   | 7 000 E   | 0.0    | ON       | AR     |   |
| G     | Forest of Ae, Dumfries   | 11 452 E  | 20 700 E  | -44.7  | ON       | DG     |   |
| LA    | Forfar Loch Country Park, Forfar                               | 261 364 E | 273 508 E | -4.4   | ON       | AN     |   |
| PLC   | Fruitmarket Gallery, Edinburgh                                 | 162 246   | 155 626   | 4.3    | MAG      | ED     |   |
| LA    | Gallery of Modern Art, Glasgow                                 | 622 284   | 572 152   | 8.8    | MAG      | GG     |   |
| G     | Galloway Forest Park, by Newton Stewart                        | 441 307 E | 423 900 E | 4.1    | ON       | DG     |   |
| O     | Gateway Galleries, St Andrews                                  | 18 389 E  | 15 931 E  | 15.4   | MAG      | FI     |   |
| G     | Glasdrum Wood NNR, Creagan                                     | 6 061 E   | 2 600 E   | 133.1  | ON       | AR     | S |
| LA    | Glasgow Botanic Gardens, Glasgow                               | 440 000 E | 430 000 E | 2.3    | G        | GG     |   |
| HS    | Glasgow Cathedral, Glasgow                                     | 219 947   | 233 172   | -5.7   | WS       | GG     |   |
| LA    | Glasgow Museums Resource Centre, Glasgow                       | 14 205 E  | 15 264    | -6.9   | MAG      | GG     |   |
| CT    | Glasgow Police Museum, Glasgow                                 | 9 759     | 7 914     | 23.3   | MAG      | GG     |   |
| G     | Glen Affric, Cannich   | 100 302 E | 95 200 E  | 5.4    | ON       | HI     |   |
| G     | Glen Nevis Visitor Centre (Ionad Nibheis), nr Fort William     | 63 936    | 61 325    | 4.3    | ON       | HI     |   |
| CT    | Glenesk Folk Museum, Brechin                                   | 7 940     | 6 390     | 24.3   | MAG      | AN     | S |
| LA    | Gleniffer Braes Country Park, Paisley                          | 319 000 E | 319 000 E | 0.0    | ON       | GG     |   |
| PLC   | Glenlivet Distillery, Glenlivet                                | 50 513    | 44 788    | 12.8   | D        | HI     |   |
| G     | Glenmore Forest Park Visitor Centre, by Aviemore               | 67 768 E  | 85 089 E  | -20.4  | ON       | HI     |   |
| G     | Glenmore Forest Park, by Aviemore                              | 248 426 E | 256 800 E | -3.3   | ON       | HI     |   |
| NTS   | Goatfell, Brodick  | 35 199    | 16 951    | 107.7  | ON       | AY     |   |
| LA    | Gore Glen Woodland Park, Newtongrange                          | 100 000 E | 100 000 E | 0.0    | ON       | ED     |   |
| CT    | Gorgie City Farm, Edinburgh                                    | 159 446   | 70 000 E  | 127.8  | Z        | ED     |   |

| Owner | Attraction (Free Admission)                         | 2014        | 2013        | %14/13 | Category | Region | S |
|-------|---|-------------|-------------|--------|----------|--------|---|
| LA    | Gracefield Arts Centre, Dumfries                    | 33 551      | 35 448      | -5.4   | MAG      | DG     |   |
| CT    | Grangemouth Heritage Trust, Grangemouth             | 814 E       | 640 E       | 27.2   | MAG      | AR     |   |
| P     | Gretna Green Famous Blacksmith's Shop, Gretna Green | 813 304     | 761 487     | 6.8    | HC       | DG     |   |
| NTS   | Grey Mare's Tail, Peebles                           | 46 359      | 40 663      | 14.0   | ON       | DG     | S |
| RO    | Greyfriars' Kirk, Edinburgh                         | 34 924      | 40 072      | -12.8  | WS       | ED     | S |
| CT    | Groam House Museum, Rosemarkie                      | 5 533       | 5 258       | 5.2    | MAG      | HI     | S |
| LA    | Halliwell's House Museum & Robson Gallery, Selkirk  | 5 808 E     | 6 478 E     | -10.3  | MAG      | SB     | S |
| LA    | Harestanes Countryside Visitor Centre, Jedburgh     | 28 800 E    | 34 020 E    | -15.3  | ON       | SB     | S |
| LA    | Hawick Museum and the Scott Gallery, Hawick         | 14 054      | 12 138      | 15.8   | MAG      | SB     |   |
| LA    | Heart of Hawick, Hawick                             | 137 523     | 155 933     | -11.8  | MAG      | SB     |   |
| O     | Heriot Watt University Archive, Edinburgh           | 495         | 546         | -9.3   | MAG      | ED     |   |
| NTS   | Hermitage, by Blairgowrie                           | 194 436     | 131 899     | 47.4   | ON       | PE     |   |
| LA    | Highland Folk Museum, Newtonmore                    | 54 065 E    | 53 364 E    | 1.3    | MAG      | HI     | S |
| P     | Inshriach Nursery, Aviemore                         | 25 998 E    | 29 532 E    | -12.0  | G        | HI     |   |
| LA    | Inverness Museum and Art Gallery, Inverness         | 42 369 E    | 41 597 E    | 1.9    | MAG      | HI     |   |
| NTS   | Iona, Isle of Iona                                  | 2 496       | 17 275      | -85.6  | ON       | AR     | S |
| P     | Isle of Jura Distillery, Craighouse                 | 7 588       | 8 198       | -7.4   | D        | AR     |   |
| G     | Isle of May NNR,                                    | 10 676      | 10 809      | -1.2   | ON       | FI     | S |
| CT    | Isle of Mull Museum, Tobermory                      | 24 357 E    | 23 290 E    | 4.6    | MAG      | AR     | S |
| P     | Italian Chapel, Lambholm                            | 113 401 E   | 105 002 E   | 8.0    | WS       | OR     |   |
| LA    | James Hamilton Heritage Park, East Kilbride         | 154 242 E   | 149 581 E   | 3.1    | ON       | GG     |   |
| LA    | Jedburgh Castle Jail and Museum, Jedburgh           | 19 803      | 20 629      | -4.0   | MAG      | SB     | S |
| LA    | Jim Clark Room, Duns                                | 3 011       | 3 661       | -17.8  | MAG      | SB     | S |
| CT    | John Muir Birthplace, Dunbar                        | 14 318      | 12 496      | 14.6   | MAG      | ED     |   |
| LA    | John Muir Country Park, Dunbar                      | 425 000 E   | 410 000 E   | 3.7    | ON       | ED     |   |
| LA    | Kelvingrove Art Gallery & Museum, Glasgow           | 1 121 995   | 1 044 067   | 7.5    | MAG      | GG     |   |
| NTS   | Killiecrankie Visitor Centre, nr Pitlochry          | 109 266     | 83 083      | 31.5   | ON       | PE     | S |
| O     | King's Museum, Aberdeen                             | 13 523 E    | 13 000 E    | 4.0    | MAG      | FI     |   |
| LA    | Kinneil Museum, Bo'ness                             | 2 800       | 2 699       | 3.7    | MAG      | AR     |   |
| G     | Kinnoull Hill, by Perth                             | 65 000      | 58 000      | 12.1   | ON       | PE     |   |
| NTS   | Kintail Estate, by Kyle of Locchalsh                | 10 845      | 12 424      | -12.7  | ON       | HI     |   |
| LA    | Kirbuster Museum, Birsay                            | 5 110       | 4 769       | 7.2    | MAG      | OR     | S |
| LA    | Kirkcaldy Museum & Art Gallery, Kirkcaldy           | 146 992     | 107 965     | 36.1   | MAG      | FI     |   |
| LA    | Kirriemuir Gateway to the Glens Museum, Kirriemuir  | 8 366 E     | 7 241 E     | 15.5   | MAG      | AN     |   |
| G     | Knockan Crag Visitor Centre, Ullapool               | 11 763      | 11 701      | 0.5    | ON       | HI     |   |
| G     | Kylerhea Otter Hide, Isle of Skye                   | 10 512 E    | 10 300 E    | 2.1    | ON       | HI     |   |
| G     | Laggan Wolfrax, by Newtonmore                       | 39 542 E    | 43 300 E    | -8.7   | ON       | HI     |   |
| LA    | Lauriston Castle and Grounds, Edinburgh             | 73 178      | 71 443      | 2.4    | C        | ED     |   |
| CT    | Leighton Library, Dunblane                          | 1 233       | 1 197       | 3.0    | OHP      | AR     | S |
| LA    | Lillie Art Gallery, Glasgow                         | 12 453      | 10 819      | 15.1   | MAG      | GG     |   |
| G     | Loch Lomond Shores, Balloch                         | 1 172 832 E | 1 140 119 E | 2.9    | CR       | AR     |   |

| Owner | Attraction (Free Admission)                                  | 2014      | 2013      | %14/13 | Category | Region | S |
|-------|--|-----------|-----------|--------|----------|--------|---|
| P     | Loch Muick & Lochnagar Wildlife Reserve, by Ballater         | 38 509    | 47 172    | -18.4  | Z        | AB     |   |
| P     | Logie Steading Visitor Centre, Forres                        | 50 000 E  | 45 000 E  | 11.1   | ON       | AB     |   |
| CT    | Lybster Harbour Visitor Centre, Lybster                      | 6 963 E   | DK        |        | HC       | HI     | S |
| G     | Mabie Forest, Dumfries                                       | 70 737 E  | 70 500 E  | 0.3    | ON       | DG     |   |
| LA    | Maclaurin Galleries, Ayr                                     | 24 454    | 31 904    | -23.4  | MAG      | AY     |   |
| NTS   | Mar Lodge Estate, Braemar                                    | 33 694    | 50 407    | -33.2  | ON       | AB     | S |
| LA    | Mary Queen of Scot's Visitor Centre, Jedburgh                | 28 225    | 29 339    | -3.8   | MAG      | SB     | S |
| LA    | Maud Railway Museum, nr Peterhead                            | 633       | 700       | -9.6   | T        | AB     | S |
| LA    | McKechnie Institute, Girvan                                  | 6 047     | 5 391     | 12.2   | MAG      | AY     |   |
| LA    | McLean Museum and Art Gallery, Greenock                      | 40 701    | 40 420    | 0.7    | MAG      | GG     |   |
| LA    | Methil Heritage Centre, Methil                               | 4 488     | 4 611     | -2.7   | MAG      | FI     |   |
| CT    | Mill on the Fleet, Castle Douglas                            | 40 637    | 30 817    | 31.9   | HC       | DG     |   |
| LA    | Mills Observatory, Dundee                                    | 6 647     | 9 173     | -27.5  | OHP      | AN     |   |
| LA    | Montrose Museum, Montrose                                    | 10 133    | 12 713    | -20.3  | MAG      | AN     |   |
| LA    | Mugdock Country Park, Milngavie                              | 622 985 E | 616 330 E | 1.1    | ON       | GG     |   |
| G     | Muir of Dinnet Nature Reserve, Dinnet                        | 44 657 E  | 47 287 E  | -5.6   | ON       | AB     |   |
| O     | MUSA: The Museum of The University of St Andrews, St Andrews | 32 997 E  | 35 505 E  | -7.1   | MAG      | FI     |   |
| P     | Museum of Abernethy, Abernethy                               | 1 039     | 1 394     | -25.5  | MAG      | PE     | S |
| LA    | Museum of Childhood, Edinburgh                               | 212 687   | 214 618   | -0.9   | MAG      | ED     |   |
| LA    | Museum of Edinburgh, Edinburgh                               | 86 317    | 64 119    | 34.6   | MAG      | ED     |   |
| O     | Musical Instrument Museums, Edinburgh                        | 3 771 E   | 2 756 E   | 36.8   | MAG      | ED     |   |
| LA    | Musselburgh Museum, Musselburgh                              | 3 343     | 3 405     | -1.8   | MAG      | ED     | S |
| G     | National Museum of Scotland, Edinburgh                       | 1 639 509 | 1 768 090 | -7.3   | MAG      | ED     |   |
| G     | National War Museum, Edinburgh                               | 593 639   | 572 361   | 3.7    | MAG      | ED     |   |
| O     | Natural History Collections, Edinburgh                       | 800 E     | 700 E     | 14.3   | MAG      | ED     |   |
| CT    | New Lanark Village and Visitor Centre, Lanark                | 357 500 E | 297 868 E | 20.0   | OHP      | GG     |   |
| G     | Newcastleton Forest, by Newcastleton                         | 38 544 E  | 30 400 E  | 26.8   | ON       | SB     |   |
| CT    | North Ayrshire Heritage Centre, Saltcoats                    | 26 614    | 18 578    | 43.3   | MAG      | AY     |   |
| LA    | North Lanarkshire Heritage Centre, Motherwell                | 17 061 E  | 14 305 E  | 19.3   | MAG      | GG     |   |
| P     | Oban War and Peace Museum, Corran Esplanade, Oban            | 31 573    | 35 340    | -10.7  | MAG      | AR     | S |
| LA    | Old Bridge House Museum, Dumfries                            | 9 679     | 8 735     | 10.8   | MAG      | DG     | S |
| LA    | Old Gala House and Christopher Boyd Gallery, Galashiels      | 4 098 E   | 5 017 E   | -18.3  | MAG      | SB     | S |
| CT    | Old Haa, Yell  | 2 961 E   | 3 341 E   | -11.4  | MAG      | SH     | S |
| P     | Orcadian Stone Company Ltd, Golspie                          | 2 083     | 2 115     | -1.5   | HC       | HI     | S |
| LA    | Orkney Museum, Kirkwall                                      | 34 716    | 16 094    | 115.7  | MAG      | OR     |   |
| LA    | Paisley Museum and Art Gallery, Paisley                      | 71 694    | 52 594    | 36.3   | MAG      | GG     |   |
| LA    | Palacerigg Country Park, Cumbernauld                         | 609 183 E | 612 032 E | -0.5   | ON       | GG     |   |
| RO    | Parish Church of St. Cuthbert, Edinburgh                     | 9 362     | 11 600    | -19.3  | WS       | ED     |   |
| LA    | Park Gallery, Falkirk  | 18 208    | 19 078    | -4.6   | MAG      | AR     |   |
| LA    | People's Palace, Glasgow                                     | 380 110   | 310 326   | 22.5   | MAG      | GG     |   |
| LA    | People's Story Museum, Edinburgh                             | 63 152    | 61 294    | 3.0    | MAG      | ED     |   |

| Owner | Attraction (Free Admission)   | 2014      | 2013      | %14/13 | Category | Region | S |
|-------|---|-----------|-----------|--------|----------|--------|---|
| LA    | Perth Museum & Art Gallery, Perth                                     | 43 370    | 74 206    | -41.6  | MAG      | PE     |   |
| CT    | Pier Arts Centre, Stromness   | 38 378    | 52 374    | -26.7  | MAG      | OR     |   |
| LA    | Pittencrieff House Museum, Dunfermline                                | 32 064    | 30 657    | 4.6    | MAG      | FI     |   |
| RO    | Pluscarden Abbey, Elgin   | 11 277 E  | 15 804 E  | -28.6  | WS       | AB     |   |
| LA    | Prestongrange Museum, Prestongrange                                   | 6 340 E   | 6 424 E   | -1.3   | MAG      | ED     | S |
| LA    | Provan Hall, Glasgow  | 6 530     | 4 197     | 55.6   | HH       | GG     |   |
| CT    | Provand's Lordship, Glasgow   | 86 064    | 78 061    | 10.3   | OHP      | GG     |   |
| G     | Queen Elizabeth Forest Park, Aberfoyle                                | 278 109 E | 275 000 E | 1.1    | ON       | AR     |   |
| LA    | Queensferry Museum, South Queensferry                                 | 3 624     | 5 790     | -37.4  | MAG      | ED     |   |
| P     | Revack Estate, Grantown on Spey                                       | 18 400 E  | 23 200 E  | -20.7  | AA       | HI     |   |
| LA    | Riverside Museum, Glasgow   | 1 049 834 | 740 276   | 41.8   | MAG      | GG     |   |
| LA    | Robert Burns Centre, Dumfries   | 38 401    | 28 978    | 32.5   | MAG      | DG     |   |
| LA    | Robert Burns House, Dumfries  | 12 836    | 12 477    | 2.9    | MAG      | DG     |   |
| G     | Rogie Falls, by Strathpeffer  | 53 606 E  | 47 800 E  | 12.1   | ON       | HI     |   |
| LA    | Roslin Glen Country Park, Roslin                                      | 50 000 E  | 50 000 E  | 0.0    | ON       | ED     |   |
| CT    | Ross of Mull Historical Centre, Bunesan                               | 1 136     | 1 255     | -9.5   | MAG      | AR     | S |
| P     | Rothiemurchus Estate, by Aviemore                                     | 373 014 E | 381 696 E | -2.3   | ON       | HI     |   |
| CT    | Royal Botanic Garden Edinburgh, Edinburgh                             | 766 250   | 664 407   | 15.3   | G        | ED     |   |
| LA    | Rozelle House, Ayr  | 10 165    | 11 651    | -12.8  | MAG      | AY     |   |
| CT    | RSPB Forsinard Reserve, Forsinard                                     | 4 246 E   | 3 635 E   | 16.8   | Z        | HI     | S |
| CT    | Samye Ling Monastery, Langholm  | 37 798 E  | 38 412 E  | -1.6   | WS       | DG     |   |
| G     | Sands of Forvie National Nature Reserve, Collieston                   | 24 200 E  | 35 000 E  | -30.9  | ON       | AB     |   |
| LA    | Sanquhar Tolbooth Museum, Sanquar                                     | 2 524     | 2 931     | -13.9  | MAG      | DG     | S |
| LA    | Scapa Flow Visitor Centre and Museum, Lyness                          | 11 279    | 11 400    | -1.1   | MAG      | OR     | S |
| CT    | Scottish Dolphin Centre, Spey Bay                                     | 92 835    | 92 438    | 0.4    | Z        | AB     | S |
| LA    | Scottish Fire and Rescue Service Museum and Heritage Centre, Greenock | 5 059     | 5 012     | 0.9    | MAG      | GG     |   |
| O     | Scottish National Gallery of Modern Art One, Edinburgh                | 150 208   | 138 064   | 8.8    | MAG      | ED     |   |
| G     | Scottish National Gallery of Modern Art Two, Edinburgh                | 175 396   | 127 027   | 38.1   | MAG      | ED     |   |
| O     | Scottish National Gallery, Edinburgh                                  | 1 295 015 | 933 269   | 38.8   | MAG      | ED     |   |
| O     | Scottish National Portrait Gallery, Edinburgh                         | 294 157   | 261 937   | 12.3   | MAG      | ED     |   |
| G     | Scottish Parliament Visitor Centre, Edinburgh                         | 303 381 E | 331 839   | -8.6   | WP       | ED     |   |
| P     | Scottish Wool Centre, Aberfoyle                                       | 160 400 E | 167 303 E | -4.1   | CR       | AR     |   |
| LA    | Seadrift, Dunnet  | 2 952     | 2 999     | -1.6   | ON       | HI     | S |
| P     | Sheila Fleet Jewellery, Tankerness                                    | 4 591     | 3 665     | 25.3   | CR       | OR     |   |
| CT    | Shetland Croft House Museum, Dunrossness                              | 4 020     | 4 026     | -0.1   | MAG      | SH     | S |
| P     | Shetland Jewellery, Weisdale  | 9 118 E   | 8 728 E   | 4.5    | CR       | SH     |   |
| CT    | Shetland Museum and Archives, Lerwick                                 | 84 083    | 94 001    | -10.6  | MAG      | SH     |   |
| LA    | Shotts Heritage Centre, Shotts  | 600 E     | 600 E     | 0.0    | MAG      | GG     |   |
| LA    | Sir Walter Scotts Courtroom, Selkirk                                  | 3 686 E   | 3 876 E   | -4.9   | MAG      | SB     | S |
| P     | Skyeskyns, Waternish  | 16 188    | 17 818    | -9.1   | Z        | HI     |   |
| LA    | Speyside Visitor Centre, Aberlour                                     | 3 942     | Closed    |        | ON       | AB     | S |

| Owner | Attraction (Free Admission)                                | 2014        | 2013        | %14/13 | Category | Region | S |
|-------|--|-------------|-------------|--------|----------|--------|---|
| LA    | Springfield Mill, Polton                                   | 30 000 E    | 30 000 E    | 0.0    | ON       | DG     |   |
| NTS   | St Abb's Head, Eyemouth                                    | 35 739      | 46 815      | -23.7  | ON       | SB     | S |
| LA    | St Andrews Museum, St Andrews                              | 60 333      | 67 860      | -11.1  | MAG      | FI     |   |
| CT    | St Andrews Pres.Trust Museum, St Andrews                   | 10 282      | 8 700 E     | 18.2   | MAG      | FI     |   |
| RO    | St Athernase Norman Church, Leuchars                       | 986 E       | 370 E       | 166.5  | WS       | FI     | S |
| G     | St Cyrus Nature Reserve, nr Montrose                       | 40 309 E    | 48 671 E    | -17.2  | ON       | AB     |   |
| LA    | St Fergus Gallery, Wick                                    | 5 393 E     | 3 729 E     | 44.6   | MAG      | HI     |   |
| CT    | St Giles' Cathedral, Edinburgh                             | 1 029 359   | 940 530     | 9.4    | WS       | ED     |   |
| NTS   | St Kilda,  | 5 819       | 5 901       | -1.4   | OHP      | OH     | S |
| LA    | St Magnus Cathedral, Kirkwall                              | 139 478     | 131 606     | 6.0    | WS       | OR     |   |
| LA    | St Margaret's Cave, Dunfermline                            | 7 064       | 6 186       | 14.2   | OHP      | FI     | S |
| RO    | St Mary's Parish Church, Haddington                        | 2 176       | 2 333       | -6.7   | WS       | ED     | S |
| CT    | St Mungo Museum, Glasgow                                   | 137 816     | 120 976     | 13.9   | MAG      | GG     |   |
| LA    | St Ronan's Wells Visitor Centre, Innerleithen              | 7 319 E     | 7 156       | 2.3    | HC       | SB     |   |
| HS    | St Serfs, Dunning  | 4 109       | 3 933       | 4.5    | OHP      | PE     | S |
| NTS   | Staffa National Nature Reserve, Isle of Staff              | 12 612      | 65 221      | -80.7  | ON       | AR     | S |
| CT    | Stills Gallery, Edinburgh                                  | 16 647 E    | 13 885 E    | 19.9   | MAG      | ED     |   |
| LA    | Straiton Pond Local Nature Reserve,                        | 30 000 E    | 30 000 E    | 0.0    | ON       | ED     |   |
| LA    | Stranraer Museum, Stranraer                                | 12 190      | 10 653      | 14.4   | MAG      | DG     |   |
| LA    | Strathclyde Country Park, Motherwell                       | 5 305 960 E | 5 802 058 E | -8.6   | ON       | GG     |   |
| LA    | Summerlee - Museum of Scottish Industrial Life, Coatbridge | 158 100     | 140 562     | 12.5   | MAG      | GG     |   |
| G     | Sutherland's Grove, Bacaldine                              | 13 578 E    | 13 700 E    | -0.9   | ON       | AR     |   |
| CT    | Taigh Tasgaidh Chill Donnain, Sout Uist                    | 6 580 E     | 5 929 E     | 11.0   | MAG      | OH     | S |
| CT    | Tangwick Haa Museum, Northmavine                           | 5 542       | 4 682       | 18.4   | MAG      | SH     | S |
| G     | Tay Forest Park, by Dunkeld                                | 251 745 E   | 142 500 E   | 76.7   | ON       | PE     |   |
| P     | Taylor Bowls Visitor Centre, Glasgow                       | 2 500 E     | 1 580 E     | 58.2   | WP       | GG     |   |
| G     | Taynish NNR,   | 10 839 E    | 9 202 E     | 17.8   | ON       | AR     |   |
| G     | Tentsmuir Forest, by Tayport                               | 159 000 E   | 77 000 E    | 106.5  | ON       | FI     |   |
| G     | Tentsmuir National Nature Reserve, by Tayport              | 22 650 E    | 24 000 E    | -5.6   | ON       | FI     |   |
| P     | Teviot Watergardens, Kelso                                 | 160 662     | 155 737     | 3.2    | G        | SB     |   |
| CT    | The Auld Post Office Museum, Turriff                       | 1 152 E     | 1 875 E     | -38.6  | MAG      | AB     |   |
| CT    | The Birnam Institute, Birnam                               | 106 000 E   | 102 000 E   | 3.9    | CR       | PE     |   |
| LA    | The Burrell Collection, Glasgow                            | 172 420     | 193 472     | -10.9  | MAG      | GG     |   |
| LA    | The Helix, Falkirk   | 800 000 E   | Not Open    |        | ON       | AR     |   |
| CT    | The Highlanders' Museum, by Inverness                      | 49 685      | 50 243      | -1.1   | MAG      | HI     |   |
| G     | The Lodge Forest Visitor Centre, Aberfoyle                 | 71 688 E    | 29 785 E    | 140.7  | ON       | AR     | S |
| LA    | The McManus: Dundee's Art Gallery & Museum, Dundee         | 149 004     | 153 444     | -2.9   | MAG      | AN     |   |
| LA    | The Meffan [Forfar Museum], Forfar                         | 9 882       | 10 088      | -2.0   | MAG      | AN     |   |
| P     | The Salmon Bothy, Banff                                    | 6 476 E     | 2 202 E     | 194.1  | MAG      | AB     |   |
| LA    | Tolbooth Museum, Aberdeen                                  | 23 406      | 17 987      | 30.1   | MAG      | AB     |   |
| LA    | Tolbooth Museum, Stonehaven                                | 20 626      | 17 063      | 20.9   | MAG      | AB     |   |



| Owner | Attraction (Free Admission)                     | 2014      | 2013      | %14/13 | Category | Region | S |
|-------|---|-----------|-----------|--------|----------|--------|---|
| LA    | Tomintoul Museum & Visitor Centre, Tomintoul    | 5 256     | 9 992     | -47.4  | MAG      | AB     | S |
| NTS   | Torrison Countryside Centre, Achnasheen         | 53 496    | 36 334    | 47.2   | ON       | HI     |   |
| LA    | Travelling Gallery, Edinburgh                   | 14 337    | 17 349    | -17.4  | MAG      | ED     | S |
| HS    | Trinity House Maritime Museum, Edinburgh        | 1 115     | 2 096     | -46.8  | MAG      | ED     |   |
| P     | Trossachs Woollen Mill, by Callander            | 138 000 E | 144 458 E | -4.5   | CR       | AR     |   |
| CT    | Turriff Session Cottage Museum, Turriff         | 65 E      | 65 E      | 0.0    | MAG      | AB     | S |
| G     | Tweed Valley Forest Park, by Peebles            | 344 198 E | 361 000 E | -4.7   | ON       | SB     |   |
| LA    | Tweeddale Museum, Peebles                       | 9 352     | 7 770 E   | 20.4   | MAG      | SB     |   |
| G     | University of Aberdeen Zoology Museum, Aberdeen | 6 432     | 7 210     | -10.8  | MAG      | AB     |   |
| LA    | Vogrie Country Park, Gorebridge                 | 170 000 E | 170 000 E | 0.0    | ON       | ED     |   |
| CT    | Water of Leith Visitor Centre, Edinburgh        | 18 071    | 18 173    | -0.6   | ON       | ED     |   |
| CT    | West Highland Museum, Fort William              | 46 004    | 44 444    | 3.5    | MAG      | HI     |   |
| CT    | West Kilbride Museum, West Kilbride             | 1 187 E   | 1 106 E   | 7.3    | MAG      | AY     |   |
| LA    | Wigtown Museum, Wigtown                         | 21 661    | 21 096    | 2.7    | MAG      | DG     |   |
| LA    | William Lamb Sculpture Studio, Montrose         | 472       | 518       | -8.9   | MAG      | AN     | S |
| G     | Wilsontown Forest, by Lanark                    | 23 000 E  | 22 800 E  | 0.9    | ON       | GG     |   |
| CT    | World Horse Welfare, Aboyne                     | 6 832     | 12 297    | -44.4  | Z        | AB     |   |
| LA    | Writers' Museum, Edinburgh                      | 49 372    | 42 650    | 15.8   | MAG      | ED     |   |

## 15 Listing by Former VisitScotland Area 2014

Please note that the following tables do not include attractions that requested their data remain confidential.

Table 29 Attractions in Aberdeen & Grampian (in Decreasing Order of Visits)

| Owner | Attraction (Aberdeen & Grampian)                      | 2014      | 2013      | %14/13 | Category | F | S |
|-------|---|-----------|-----------|--------|----------|---|---|
| LA    | Aberdeen Art Gallery, Aberdeen                        | 194 592   | 148 278   | 31.2   | MAG      | F |   |
| LA    | Aberdeen Maritime Museum, Aberdeen                    | 78 132    | 64 707    | 20.7   | MAG      | F |   |
| LA    | Aberdeenshire Farming Museum, Mintlaw                 | 20 138    | 18 995    | 6.0    | MAG      | F | S |
| PLC   | Aberlour Distillery Visitors Centre, Aberlour         | 11 631    | 8 693     | 33.8   | D        |   |   |
| LA    | Aden Country Park, Mintlaw                            | 298 368 E | 246 139 E | 21.2   | ON       | F |   |
| P     | Alford Heritage Museum, Alford                        | 1 632     | 598       | 172.9  | MAG      |   | S |
| LA    | Arbuthnot Museum, Peterhead                           | 3 459     | 9 816     | -64.8  | MAG      | F |   |
| P     | Balmoral Estates, Ballater                            | 58 614    | 57 548    | 1.9    | C        |   | S |
| HS    | Balvenie Castle, Keith                                | 3 851     | 4 874     | -21.0  | C        |   | S |
| LA    | Banchory Museum, Banchory                             | 3 322     | 3 598     | -7.7   | MAG      | F |   |
| LA    | Banff Museum, Banff                                   | 544       | 469       | 16.0   | MAG      | F |   |
| G     | Bennachie Forest, Inverurie                           | 58 882 E  | 68 700 E  | -14.3  | ON       | F |   |
| LA    | Biblical Garden, Elgin, Elgin                         | 40 000 E  | 40 000 E  | 0.0    | G        | F |   |
| RO    | Blairs Museum Trust [St. Mary's Church], Blairs       | 1 800 E   | 2 300 E   | -21.7  | MAG      |   |   |
| CT    | Braeolaine Visitor Centre, by Aboyne                  | 45 000 E  | 45 000 E  | 0.0    | ON       | F |   |
| P     | Braemar Castle, Braemar                               | 5 875 E   | 6 200 E   | -5.2   | C        |   | S |
| NTS   | Brodie Castle, Forres                                 | 76 627    | 30 972    | 147.4  | C        |   | S |
| PLC   | Cardhu Distillery Visitor Centre, Aberlour            | 8 152     | 9 960     | -18.2  | D        |   |   |
| NTS   | Castle Fraser, Inverurie                              | 12 624    | 12 775    | -1.2   | C        |   | S |
| RO    | Cathedral Church of St Machar, Aberdeen               | 21 149    | 20 186    | 4.8    | WS       | F |   |
| RO    | Cathedral Church of St. Andrew, Aberdeen              | 2 326 E   | 2 321 E   | 0.2    | WS       | F | S |
| HS    | Corgarff Castle, Strathdon                            | 1 825     | 3 085     | -40.8  | C        |   | S |
| NTS   | Craigievar Castle, Alford                             | 10 416    | 9 677     | 7.6    | C        |   | S |
| NTS   | Crathes Castle, Banchory                              | 37 975    | 52 099    | -27.1  | C        |   |   |
| RO    | Crathie Parish Church, Crathie                        | 20 794 E  | 25 542 E  | -18.6  | WS       |   | S |
| G     | Culbin Forest and Shore, by Forres                    | 55 261 E  | 60 500 E  | -8.7   | ON       | F |   |
| HS    | Dallas Dhu, Forres                                    | 9 426     | 9 528     | -1.1   | D        |   |   |
| LA    | David Welch Winter Gardens, Aberdeen                  | 300 083   | 303 406   | -1.1   | G        | F |   |
| LA    | Dolphin & Seal Centre at North Kessock, North Kessock | 9 395 E   | 12 509 E  | -24.9  | Z        | F | S |
| NTS   | Drum Castle, Banchory                                 | 17 151    | 13 290    | 29.1   | C        |   | S |
| G     | Duff House Gallery, Banff                             | 17 498    | 18 140    | -3.5   | MAG      |   |   |
| CT    | Dufftown Whisky & Heritage Centre, Dufftown           | 4 693     | 1 672     | 180.7  | MAG      | F | S |
| P     | Dunnottar Castle, by Stonehaven                       | 88 300 E  | 80 735 E  | 9.4    | C        |   |   |
| HS    | Elgin Cathedral, Elgin                                | 22 298    | 22 891    | -2.6   | OHP      |   |   |

| Owner | Attraction (Aberdeen & Grampian)                       | 2014     | 2013     | %14/13 | Category | F | S |
|-------|--|----------|----------|--------|----------|---|---|
| CT    | Elgin Museum, Elgin                                    | 11 124   | 12 307   | -9.6   | MAG      | F |   |
| LA    | Falconer Museum, Forres                                | 7 557    | 9 831    | -23.1  | MAG      | F |   |
| P     | Fettercairn Distillery Visitor Centre, Laurencekirk    | 4 257    | 3 895    | 9.3    | D        |   | S |
| CT    | Findhorn Heritage Centre & Ice House, Forres           | 5 143    | 5 233    | -1.7   | WS       | F | S |
| CT    | Fraserburgh Heritage Centre, Fraserburgh               | 4 058    | 2 526    | 60.6   | MAG      |   | S |
| NTS   | Fyvie Castle, Turriff                                  | 16 164   | 16 949   | -4.6   | C        |   | S |
| P     | Glenfarclas Distillery, Ballindalloch                  | 8 348    | 8 200    | 1.8    | D        |   |   |
| P     | Glenshee Ski Centre, Glenshee                          | 64 160   | 78 468   | -18.2  | AA       |   | S |
| CT    | Gordon Highlanders Museum, Aberdeen                    | 5 789    | 4 898    | 18.2   | MAG      |   |   |
| CT    | Grampian Transport Museum, Alford                      | 43 774   | 43 001   | 1.8    | MAG      |   | S |
| NTS   | Haddo House, Ellon                                     | 3 483    | 5 157    | -32.5  | HH       |   | S |
| HS    | Huntly Castle, Huntly                                  | 10 312   | 10 155   | 1.5    | C        |   |   |
| HS    | Kildrummy Castle, by Alford                            | 3 973    | 3 460    | 14.8   | C        |   | S |
| NTS   | Leith Hall, Huntly                                     | 3 526    | 2 276    | 54.9   | HH       |   | S |
| P     | Loch Muick & Lochnagar Wildlife Reserve, by Ballater   | 38 509   | 47 172   | -18.4  | Z        | F |   |
| P     | Logie Steading Visitor Centre, Forres                  | 50 000 E | 45 000 E | 11.1   | ON       | F |   |
| P     | Macallan Distillery, Craigellachie                     | 15 550   | 15 213   | 2.2    | D        |   |   |
| LA    | Macduff Marine Aquarium, Macduff                       | 47 832   | 45 825   | 4.4    | Z        |   |   |
| NTS   | Mar Lodge Estate, Braemar                              | 33 694   | 50 407   | -33.2  | ON       | F | S |
| LA    | Maud Railway Museum, nr Peterhead                      | 633      | 700      | -9.6   | T        | F | S |
| P     | Moray Motor Museum, Elgin                              | 4 500 E  | 4 500 E  | 0.0    | MAG      |   | S |
| G     | Muir of Dinnet Nature Reserve, Dinnet                  | 44 657 E | 47 287 E | -5.6   | ON       | F |   |
| CT    | Museum of Scottish Lighthouses, Fraserburgh            | 27 052   | 29 090   | -7.0   | MAG      |   |   |
| NTS   | Pitmedden Garden & Museum of Farm Life, Ellon          | 17 920   | 22 974   | -22.0  | G        |   | S |
| RO    | Pluscarden Abbey, Elgin                                | 11 277 E | 15 804 E | -28.6  | WS       | F |   |
| CT    | Royal Deeside Railway, Crathes                         | 12 279   | 11 348   | 8.2    | T        |   |   |
| PLC   | Royal Lochnagar Distillery Visitor Centre, nr Ballater | 15 831   | 13 938   | 13.6   | D        |   |   |
| G     | Sands of Forvie National Nature Reserve, Collieston    | 24 200 E | 35 000 E | -30.9  | ON       | F |   |
| CT    | Scottish Dolphin Centre, Spey Bay                      | 92 835   | 92 438   | 0.4    | Z        | F | S |
| LA    | Speyside Visitor Centre, Aberlour                      | 3 942    | Closed   |        | ON       | F | S |
| HS    | Spynie Palace, nr Elgin                                | 6 303    | 5 541    | 13.8   | HH       |   | S |
| G     | St Cyrus Nature Reserve, nr Montrose                   | 40 309 E | 48 671 E | -17.2  | ON       | F |   |
| CT    | St Peter's Heritage Centre, Peterculter                | 973      | 723      | 34.6   | MAG      |   | S |
| CT    | The Auld Post Office Museum, Turriff                   | 1 152 E  | 1 875 E  | -38.6  | MAG      | F |   |
| P     | The Salmon Bothy, Banff                                | 6 476 E  | 2 202 E  | 194.1  | MAG      | F |   |
| LA    | Tolbooth Museum, Aberdeen                              | 23 406   | 17 987   | 30.1   | MAG      | F |   |
| LA    | Tolbooth Museum, Stonehaven                            | 20 626   | 17 063   | 20.9   | MAG      | F |   |
| HS    | Tolquhon Castle, Tarves                                | 4 171    | 4 403    | -5.3   | C        |   | S |
| LA    | Tomintoul Museum & Visitor Centre, Tomintoul           | 5 256    | 9 992    | -47.4  | MAG      | F | S |
| CT    | Turriff Session Cottage Museum, Turriff                | 65 E     | 65 E     | 0.0    | MAG      | F | S |
| G     | University of Aberdeen Zoology Museum, Aberdeen        | 6 432    | 7 210    | -10.8  | MAG      | F |   |

| Owner | Attraction (Aberdeen & Grampian) | 2014  | 2013   | %14/13 | Category | F | S |
|-------|----------------------------------|-------|--------|--------|----------|---|---|
| CT    | World Horse Welfare, Aboyne      | 6 832 | 12 297 | -44.4  | Z        | F |   |

Table 30 Attractions in Angus & City of Dundee (in Decreasing Order of Visits 2014)

| Owner | Attraction (Angus & City of Dundee)                | 2014      | 2013      | %14/13 | Category | F | S |
|-------|--|-----------|-----------|--------|----------|---|---|
| O     | Dundee Contemporary Arts, Dundee                   | 375 000 E | 375 000 E | 0.0    | MAG      | F |   |
| LA    | Forfar Loch Country Park, Forfar                   | 261 364 E | 273 508 E | -4.4   | ON       | F |   |
| LA    | The McManus: Dundee's Art Gallery & Museum, Dundee | 149 004   | 153 444   | -2.9   | MAG      | F |   |
| LA    | Crombie Country Park, Broughty Ferry               | 141 458 E | 164 029 E | -13.8  | ON       | F |   |
| LA    | Camperdown Wildlife Centre, Dundee                 | 86 758    | 81 884    | 6.0    | Z        |   |   |
| P     | Glamis Castle, Glamis                              | 84 901    | 90 524    | -6.2   | HH       |   |   |
| O     | University of Dundee Botanic Garden, Dundee        | 61 604 E  | 67 659 E  | -8.9   | G        |   |   |
| CT    | The Dundee Science Centre, Dundee                  | 57 797    | 61 973    | -6.7   | MAG      |   |   |
| CT    | Discovery Point, Dundee                            | 55 023    | 52 526    | 4.8    | MAG      |   |   |
| HS    | Broughty Castle Museum, Dundee                     | 36 816    | 33 845    | 8.8    | MAG      | F |   |
| HS    | Arbroath Abbey, Arbroath                           | 16 890    | 11 893    | 42.0   | OHP      |   |   |
| CT    | Verdant Works, Dundee                              | 11 908    | 12 166    | -2.1   | MAG      |   |   |
| LA    | Arbroath Museum, Arbroath                          | 11 872 E  | 9 855 E   | 20.5   | MAG      | F |   |
| LA    | Montrose Museum, Montrose                          | 10 133    | 12 713    | -20.3  | MAG      | F |   |
| CT    | Montrose Basin Wildlife Centre, Montrose           | 10 085    | 11 358    | -11.2  | Z        |   |   |
| LA    | The Meffan [Forfar Museum], Forfar                 | 9 882     | 10 088    | -2.0   | MAG      | F |   |
| LA    | Kirriemuir Gateway to the Glens Museum, Kirriemuir | 8 366 E   | 7 241 E   | 15.5   | MAG      | F |   |
| NTS   | House of Dun, Montrose                             | 7 960     | 7 752     | 2.7    | HH       |   | S |
| CT    | Glensk Folk Museum, Brechin                        | 7 940     | 6 390     | 24.3   | MAG      | F | S |
| LA    | Mills Observatory, Dundee                          | 6 647     | 9 173     | -27.5  | OHP      | F |   |
| O     | Frigate Unicorn, Dundee                            | 6 614     | 6 638     | -0.4   | MAG      |   |   |
| HS    | Edzell Castle, By Brechin                          | 6 285     | 5 558     | 13.1   | C        |   | S |
| NTS   | Barrie's Birthplace, Kirriemuir                    | 3 325     | 3 576     | -7.0   | OHP      |   | S |
| NTS   | Angus Folk Museum, Forfar                          | 2 470     | 356       | 593.8  | MAG      |   | S |
| NTS   | Kirriemuir Camera Obscura, Forfar                  | 1 980     | 2 559     | -22.6  | OHP      |   | S |
| NTS   | Barry Mill, Carnoustie                             | 1 687     | 1 915     | -11.9  | WP       |   | S |
| LA    | William Lamb Sculpture Studio, Montrose            | 472       | 518       | -8.9   | MAG      | F | S |
| HS    | St Vigeans Museum, Arbroath                        | 304       | 499       | -39.1  | MAG      |   |   |

**Table 31 Attractions in Argyll, Loch Lomond and Forth Valley (in Decreasing Order of Visits)**

| Owner | Attraction (Argyll, Loch Lomond and Forth Valley)   | 2014        | 2013        | %14/13 | Category | F | S |
|-------|---|-------------|-------------|--------|----------|---|---|
| G     | Loch Lomond Shores, Balloch                         | 1 172 832 E | 1 140 119 E | 2.9    | CR       | F |   |
| LA    | The Helix, Falkirk                                  | 800 000 E   | Not Open    |        | ON       | F |   |
| G     | Falkirk Wheel, Falkirk                              | 514 170     | 406 693     | 26.4   | T        | F |   |
| HS    | Stirling Castle, Stirling                           | 440 819     | 411 726     | 7.1    | C        |   |   |
| G     | Queen Elizabeth Forest Park, Aberfoyle              | 278 109 E   | 275 000 E   | 1.1    | ON       | F |   |
| P     | Scottish Wool Centre, Aberfoyle                     | 160 400 E   | 167 303 E   | -4.1   | CR       | F |   |
| G     | Argyll Forest Park, Arrochar                        | 144 400 E   | 132 200 E   | 9.2    | ON       | F |   |
| P     | Trossachs Woollen Mill, by Callander                | 138 000 E   | 144 458 E   | -4.5   | CR       | F |   |
| G     | Callendar Wood, Falkirk                             | 110 500 E   | 109 300 E   | 1.1    | ON       | F |   |
| LA    | National Wallace Monument, Stirling                 | 97 163      | 106 172     | -8.5   | OHP      |   |   |
| P     | Inveraray Castle, Inveraray                         | 88 972      | 84 168      | 5.7    | HH       |   | S |
| G     | The Lodge Forest Visitor Centre, Aberfoyle          | 71 688 E    | 29 785 E    | 140.7  | ON       | F | S |
| CT    | Bo'ness & Kinneil Railway, Bo'ness                  | 68 935      | 68 306      | 0.9    | T        |   |   |
| NTS   | Bannockburn Heritage Centre, Stirling               | 60 753      | 7 816       | 677.3  | HC       |   |   |
| G     | East Loch Lomond Forest, by Balmaha                 | 60 006 E    | 47 100 E    | 27.4   | ON       | F |   |
| HS    | Iona Abbey & St Columba Centre (Mull), Isle of Iona | 58 674      | 59 439      | -1.3   | HC       |   |   |
| P     | Glengoyne Distillery, nr Killearn                   | 57 921      | 59 275      | -2.3   | D        |   |   |
| HS    | Argyll's Lodging, Stirling                          | 56 505      | 37 806      | 49.5   | HH       |   |   |
| LA    | Inveraray Jail, Inveraray                           | 52 402      | 52 267      | 0.3    | OHP      |   |   |
| HS    | Doune Castle, Doune                                 | 47 069      | 38 081      | 23.6   | C        |   |   |
| CT    | Benmore Botanic Garden, Dunoon                      | 46 920      | 45 405      | 3.3    | G        |   | S |
| P     | Briarlands Farm, Stirling                           | 45 905 E    | 41 910 E    | 9.5    | Z        |   | S |
| LA    | The Kelpies Tour, Falkirk                           | 43 488      | Not Open    |        | ON       |   | S |
| PLC   | Oban Distillery Visitor Centre, Oban                | 42 348      | 42 348      | 0.0    | D        |   |   |
| P     | Cruachan Power Station, Dalmally                    | 41 076 E    | 40 564 E    | 1.3    | WP       |   |   |
| NTS   | Ben Lomond, Balmaha                                 | 39 783      | 51 513      | -22.8  | ON       | F |   |
| LA    | Callendar House, Falkirk                            | 32 514      | 36 060      | -9.8   | MAG      | F |   |
| P     | Oban War and Peace Museum, Corran Esplanade, Oban   | 31 573      | 35 340      | -10.7  | MAG      | F | S |
| G     | Devilla Forest, by Kincardine                       | 23 543 E    | 19 500 E    | 20.7   | ON       | F |   |
| CT    | Isle of Mull Museum, Tobermory                      | 24 357 E    | 23 290 E    | 4.6    | MAG      | F | S |
| NTS   | Hill House, Helensburgh                             | 23 345      | 21 641      | 7.9    | HH       |   |   |
| HS    | Dunblane Cathedral, Dunblane                        | 22 871      | 21 450      | 6.6    | WS       | F |   |
| G     | Barnluasgan, by Lochgilphead                        | 21 700 E    | 22 600 E    | -4.0   | ON       | F |   |
| PLC   | Comar, Tobermory                                    | 21 564 E    | 16 000 E    | 34.8   | MAG      | F |   |
| PLC   | Laphroaig Distillery, Islay                         | 21 174      | 19 242      | 10.0   | D        |   |   |
| LA    | Park Gallery, Falkirk                               | 18 208      | 19 078      | -4.6   | MAG      | F |   |
| HS    | Dunstaffnage Castle, by Oban                        | 17 551      | 16 098      | 9.0    | C        |   |   |
| HS    | Blackness Castle, Linlithgow                        | 16 559      | 15 197      | 9.0    | C        |   |   |
| HS    | Inchmahome Priory, Stirling                         | 16 499      | 16 572      | -0.4   | OHP      |   | S |
| G     | Aros Park, by Tobermory                             | 16 206 E    | 15 700 E    | 3.2    | ON       | F |   |

| Owner | Attraction (Argyll, Loch Lomond and Forth Valley)         | 2014     | 2013     | %14/13 | Category | F | S |
|-------|---|----------|----------|--------|----------|---|---|
| HS    | Dumbarton Castle, Dumbarton                               | 16 095   | 17 372   | -7.4   | C        |   |   |
| NTS   | Arduaine Garden, By Oban                                  | 15 098   | 14 565   | 3.7    | G        |   |   |
| G     | Sutherland's Grove, Bacaldine                             | 13 578 E | 13 700 E | -0.9   | ON       | F |   |
| G     | Carron Valley, Denny                                      | 13 505 E | 12 000 E | 12.5   | ON       | F |   |
| HS    | Castle Campbell, Dollar                                   | 13 184   | 13 266   | -0.6   | C        |   |   |
| NTS   | Staffa National Nature Reserve, Isle of Staff             | 12 612   | 65 221   | -80.7  | ON       | F | S |
| PLC   | Caol Ila Distillery, Port Askaig                          | 12 451   | 3 285 E  | 279.0  | D        |   |   |
| G     | Taynish NNR,  | 10 839 E | 9 202 E  | 17.8   | ON       | F |   |
| P     | Bunnahabhain Distillery, Port Askaig                      | 10 630 E | 8 390 E  | 26.7   | D        |   |   |
| P     | Lagavulin Distillery Visitor Centre, Port Ellen           | 10 497   | 8 935    | 17.5   | D        |   |   |
| NTS   | Geilston House, Helensburgh                               | 9 932    | 9 155    | 8.5    | G        |   | S |
| HS    | Rothesay Castle, Rothesay                                 | 9 124    | 9 353    | -2.4   | C        |   |   |
| NTS   | Crarae Gardens, Inverary                                  | 8 042    | 8 539    | -5.8   | G        |   | S |
| P     | Isle of Jura Distillery, Craighouse                       | 7 588    | 8 198    | -7.4   | D        | F |   |
| LA    | Ardencraig Gardens, Rothesay                              | 7 500 E  | 8 500 E  | -11.8  | G        | F | S |
| G     | Flanders Moss, By Stirling                                | 7 000 E  | 7 000 E  | 0.0    | ON       | F |   |
| G     | Glasdrum Wood NNR, Creagan                                | 6 061 E  | 2 600 E  | 133.1  | ON       | F | S |
| NTS   | Alloa Tower, Alloa  | 5 710    | 8 892    | -35.8  | OHP      |   | S |
| CT    | Auchindrain Highland Farm Township, Inveraray             | 4 732    | 5 013    | -5.6   | OHP      |   |   |
| CT    | Scottish Maritime Museum - Denny Tank, Dumbarton          | 3 918    | 3 109    | 26.0   | MAG      |   |   |
| P     | Springbank Distillery, Cambletown                         | 3 853    | 3 660    | 5.3    | D        |   |   |
| P     | Old Byre Heritage Centre, Dervaig                         | 3 745 E  | 5 210 E  | -28.1  | HC       |   | S |
| HS    | Bonawe Iron Furnace, Taynuilt                             | 3 142    | 2 773    | 13.3   | OHP      |   | S |
| CT    | Comann Eachdraidh Lios M'Or (Lismore Historical Society), | 3 066    | 3 503    | -12.5  | MAG      | F | S |
| CT    | Iona Heritage Centre, Isle of Iona                        | 3 027    | 3 075    | -1.6   | HC       |   | S |
| LA    | Kinneil Museum, Bo'ness                                   | 2 800    | 2 699    | 3.7    | MAG      | F |   |
| NTS   | Iona, Isle of Iona  | 2 496    | 17 275   | -85.6  | ON       | F | S |
| CT    | Leighton Library, Dunblane                                | 1 233    | 1 197    | 3.0    | OHP      | F | S |
| CT    | Ross of Mull Historical Centre, Bunesan                   | 1 136    | 1 255    | -9.5   | MAG      | F | S |
| NTS   | Moirannich Longhouse, Killin                              | 985      | 1 076    | -8.5   | HH       |   | S |
| CT    | Grangemouth Heritage Trust, Grangemouth                   | 814 E    | 640 E    | 27.2   | MAG      | F |   |
| CT    | Strachur Smiddy Museum, Strachur                          | 748      | 730      | 2.5    | MAG      |   | S |

**Table 32 Attractions in Ayrshire & Arran (in Decreasing Order of Visits)**

| Owner | Attraction (Ayrshire & Arran)                          | 2014      | 2013     | %10/09 | Category | F | S |
|-------|--|-----------|----------|--------|----------|---|---|
| LA    | Eglinton Country Park, Irvine                          | 335 284 E | 32 367 E | 935.9  | ON       | F |   |
| NTS   | Robert Burns Birthplace Museum, Ayr                    | 302 715   | 327 973  | -7.7   | HC       |   |   |
| NTS   | Culzean Castle and Country Park, Maybole               | 207 116   | 218 949  | -5.4   | C        |   |   |
| P     | Heads of Ayr Farm Park, Ayr                            | 148 389   | 148 610  | -0.1   | Z        |   | S |
| LA    | Dick Institute Museum, Kilmarnock                      | 122 993   | 127 738  | -3.7   | MAG      | F |   |
| P     | Kelburn Castle & Country Centre, Fairlie               | 65 620    | 68 299   | -3.9   | ON       |   |   |
| CT    | Scottish Maritime Museum, Irvine                       | 48 262    | 62 699   | -23.0  | MAG      |   |   |
| NTS   | Brodick Country Park, Brodick                          | 41 303    | 40 793   | 1.3    | ON       |   |   |
| NTS   | Goatfell, Brodick                                      | 35 199    | 16 951   | 107.7  | ON       | F |   |
| CT    | North Ayrshire Heritage Centre, Saltcoats              | 26 614    | 18 578   | 43.3   | MAG      | F |   |
| NTS   | Brodick Castle, Brodick                                | 25 996    | 26 200   | -0.8   | C        |   | S |
| LA    | Maclaurin Galleries, Ayr                               | 24 454    | 31 904   | -23.4  | MAG      | F |   |
| LA    | Dean Castle, Kilmarnock                                | 22 806    | 29 827   | -23.5  | C        | F |   |
| LA    | Burns Monument Centre, Kilmarnock                      | 15 412    | 13 383 E | 15.2   | OHP      | F |   |
| LA    | Vikingar, Largs  | 13 527    | 14 287   | -5.3   | HC       |   |   |
| LA    | Rozelle House, Ayr                                     | 10 165    | 11 651   | -12.8  | MAG      | F |   |
| LA    | McKechnie Institute, Girvan                            | 6 047     | 5 391    | 12.2   | MAG      | F |   |
| LA    | Burns House Museum, Mauchline                          | 4 169     | 4 334    | -3.8   | MAG      | F |   |
| HS    | Crossraguel Abbey, Maybole                             | 2 625     | 2 823    | -7.0   | OHP      |   | S |
| LA    | Baird Institute Museum & Local History Centre, Cumnock | 2 003     | 1 912    | 4.8    | MAG      | F |   |
| NTS   | Souter Johnnies Cottage, Kirkoswald                    | 1 727     | 1 088    | 58.7   | HH       |   | S |
| LA    | Doon Valley Museum, Dalmellington                      | 1 332     | 1 097    | 21.4   | MAG      | F |   |
| CT    | West Kilbride Museum, West Kilbride                    | 1 187 E   | 1 106 E  | 7.3    | MAG      | F |   |
| NTS   | Bachelors Club, Tarbolton                              | 784       | 653      | 20.1   | HH       |   | S |



**Table 33 Attractions in Dumfries & Galloway (in Decreasing Order of Visits)**

| Owner | Attraction (Dumfries & Galloway)                           | 2014      | 2013      | %14/13 | Category | F | S |
|-------|--|-----------|-----------|--------|----------|---|---|
| P     | Gretna Green Famous Blacksmith's Shop, Gretna Green        | 813 304   | 761 487   | 6.8    | HC       | F |   |
| G     | Galloway Forest Park, by Newton Stewart                    | 441 307 E | 423 900 E | 4.1    | ON       | F |   |
| P     | Mabie Farm Park, Dumfries                                  | 75 500 E  | 74 523 E  | 1.3    | Z        |   | S |
| G     | Mabie Forest, Dumfries                                     | 70 737 E  | 70 500 E  | 0.3    | ON       | F |   |
| P     | Cream o' Galloway, Castle Douglas                          | 62 000 E  | 60 000 E  | 3.3    | AA       |   | S |
| G     | Dalbeattie Forest, Dalbeattie                              | 48 326 E  | 44 600 E  | 8.4    | ON       | F |   |
| NTS   | Grey Mare's Tail, Peebles                                  | 46 359    | 40 663    | 14.0   | ON       | F | S |
| CT    | Mill on the Fleet, Castle Douglas                          | 40 637    | 30 817    | 31.9   | HC       | F |   |
| NTS   | Threave Garden, Castle Douglas                             | 39 454    | 46 386    | -14.9  | G        |   |   |
| LA    | Robert Burns Centre, Dumfries                              | 38 401    | 28 978    | 32.5   | MAG      | F |   |
| CT    | Samye Ling Monastery, Langholm                             | 37 798 E  | 38 412 E  | -1.6   | WS       | F |   |
| LA    | Gracefield Arts Centre, Dumfries                           | 33 551    | 35 448    | -5.4   | MAG      | F |   |
| HS    | Caerlaverock Castle, Dumfries                              | 31 520    | 30 842    | 2.2    | C        |   |   |
| P     | Creetown Gem Rock Museum, Newton Stewart                   | 30 497    | 29 815    | 2.3    | MAG      |   |   |
| LA    | Springfield Mill, Polton                                   | 30 000 E  | 30 000 E  | 0.0    | ON       | F |   |
| LA    | Wigtown Museum, Wigtown                                    | 21 661    | 21 096    | 2.7    | MAG      | F |   |
| CT    | Logan Botanic Garden, Port Logan                           | 21 165    | 19 365    | 9.3    | G        |   | S |
| LA    | Dumfries Museum/Camera Obscura, Dumfries                   | 17 519    | 15 965    | 9.7    | MAG      | F |   |
| HS    | Threave Castle, Castle Douglas                             | 12 953    | 9 765     | 32.6   | C        |   | S |
| LA    | Robert Burns House, Dumfries                               | 12 836    | 12 477    | 2.9    | MAG      | F |   |
| LA    | Stranraer Museum, Stranraer                                | 12 190    | 10 653    | 14.4   | MAG      | F |   |
| G     | Forest of Ae, Dumfries                                     | 11 452 E  | 20 700 E  | -44.7  | ON       | F |   |
| CT    | Devil's Porridge Museum, Eastriggs                         | 11 161    | 5 500 E   | 102.9  | MAG      |   | S |
| NTS   | Broughton House & Garden, Kirkcudbright                    | 10 932    | 9 881     | 10.6   | HH       |   | S |
| LA    | Old Bridge House Museum, Dumfries                          | 9 679     | 8 735     | 10.8   | MAG      | F | S |
| LA    | Castle of St John, Stranraer                               | 8 429     | 7 782     | 8.3    | C        | F | S |
| CT    | Hidden Treasures, Museum of Lead Mining, by Biggar         | 7 187     | 6 625     | 8.5    | MAG      |   | S |
| HS    | Sweetheart Abbey, Dumfries                                 | 6 955     | 6 697     | 3.9    | OHP      |   |   |
| P     | Aldouran Wetland Garden, Leswalt                           | 6 000 E   | 5 500 E   | 9.1    | G        | F |   |
| P     | Glenwhan Gardens, by Stranraer                             | 5 000 E   | 4 500 E   | 11.1   | G        |   | S |
| CT    | Dumfries and Galloway Aviation Museum, Dumfries            | 4 879     | 5 952     | -18.0  | MAG      |   |   |
| HS    | Maclellans Castle, Kirkcudbright                           | 4 625     | 4 692     | -1.4   | C        |   | S |
| LA    | Annan Museum, Annan  | 4 400     | 4 490     | -2.0   | MAG      | F | S |
| HS    | New Abbey Corn Mill, Dumfries                              | 4 167     | 4 436     | -6.1   | OHP      |   |   |
| HS    | Cardoness Castle, Castle Douglas                           | 4 111     | 4 370     | -5.9   | C        |   | S |
| HS    | Dundrennan Abbey, Dundrennan                               | 2 801     | 2 478     | 13.0   | OHP      |   | S |
| LA    | Sanquhar Tolbooth Museum, Sanquhar                         | 2 524     | 2 931     | -13.9  | MAG      | F | S |
| CT    | Ellisland Farm, Dumfries                                   | 1 944     | 2 454     | -20.8  | MAG      |   |   |
| CT    | John Paul Jones Birthplace Museum and Cottage, by Dumfries | 1 919     | 1 652     | 16.2   | MAG      |   | S |
| CT    | Bressay Heritage Centre, Bressay                           | 1 014     | 965       | 5.1    | MAG      | F | S |

| Owner | Attraction (Dumfries & Galloway)           | 2014  | 2013  | %14/13 | Category | F | S |
|-------|--|-------|-------|--------|----------|---|---|
| CT    | Creetown Heritage Museum, Newtown Stewart  | 853 E | 836 E | 2.0    | MAG      |   | S |
| CT    | Newton Stewart Museum, Newton Stewart      | 675   | 635   | 6.3    | MAG      |   | S |
| NTS   | Carlyle's Birthplace, Lockerbie            | 617   | 243   | 153.9  | HH       |   | S |
| HS    | Glenluce Abbey, Newton Stewart             | 572   | 420   | 36.2   | OHP      |   | S |
| P     | King Robert the Bruce's Cave, by Lockerbie | 242   | 272   | -11.0  | OHP      |   | S |
| P     | Gilnockie Tower, Canonbie                  | 176 E | 148 E | 18.9   | OHP      |   | S |
| P     | Kirkdale Sawmill, Carsluith                | 90    | 103   | -12.6  | WP       |   | S |

Table 34 Attractions in Edinburgh & Lothians (in Decreasing Order of Visits)

| Owner | Attraction (Edinburgh & Lothians)                      | 2014      | 2013      | %14/13 | Category | F | S |
|-------|--|-----------|-----------|--------|----------|---|---|
| G     | National Museum of Scotland, Edinburgh                 | 1 639 509 | 1 768 090 | -7.3   | MAG      | F |   |
| HS    | Edinburgh Castle, Edinburgh                            | 1 480 676 | 1 420 027 | 4.3    | C        |   |   |
| O     | Scottish National Gallery, Edinburgh                   | 1 295 015 | 933 269   | 38.8   | MAG      | F |   |
| CT    | St Giles' Cathedral, Edinburgh                         | 1 029 359 | 940 530   | 9.4    | WS       | F |   |
| CT    | Royal Botanic Garden Edinburgh, Edinburgh              | 766 250   | 664 407   | 15.3   | G        | F |   |
| CT    | Edinburgh Zoo, Edinburgh                               | 671 941   | 760 897   | -11.7  | Z        |   |   |
| G     | National War Museum, Edinburgh                         | 593 639   | 572 361   | 3.7    | MAG      | F |   |
| P     | Edinburgh Bus Tours, Edinburgh                         | 528 887   | 555 422   | -4.8   | T        |   |   |
| LA    | John Muir Country Park, Dunbar                         | 425 000 E | 410 000 E | 3.7    | ON       | F |   |
| P     | Scotch Whisky Heritage Centre, Edinburgh               | 307 879   | 303 287   | 1.5    | D        |   |   |
| G     | Scottish Parliament Visitor Centre, Edinburgh          | 303 381 E | 331 839   | -8.6   | WP       | F |   |
| CT    | Royal Yacht Britannia, Edinburgh                       | 300 399   | 299 484   | 0.3    | OHP      |   |   |
| O     | Scottish National Portrait Gallery, Edinburgh          | 294 157   | 261 937   | 12.3   | MAG      | F |   |
| CT    | Scottish Seabird Centre, North Berwick                 | 273 507   | 271 443   | 0.8    | Z        |   |   |
| LA    | Museum of Childhood, Edinburgh                         | 212 687   | 214 618   | -0.9   | MAG      | F |   |
| G     | Scottish National Gallery of Modern Art Two, Edinburgh | 175 396   | 127 027   | 38.1   | MAG      | F |   |
| LA    | Vogrie Country Park, Gorebridge                        | 170 000 E | 170 000 E | 0.0    | ON       | F |   |
| PLC   | Fruitmarket Gallery, Edinburgh                         | 162 246   | 155 626   | 4.3    | MAG      | F |   |
| CT    | Rosslyn Chapel, Roslin                                 | 161 112   | 154 028   | 4.6    | MAG      |   |   |
| CT    | Gorgie City Farm, Edinburgh                            | 159 446   | 70 000 E  | 127.8  | Z        | F |   |
| O     | Scottish National Gallery of Modern Art One, Edinburgh | 150 208   | 138 064   | 8.8    | MAG      | F |   |
| P     | East Links Family Park, Dunbar                         | 130 000 E | 101 000 E | 28.7   | Z        |   |   |
| LA    | Gore Glen Woodland Park, Newtongrange                  | 100 000 E | 100 000 E | 0.0    | ON       | F |   |
| LA    | Museum of Edinburgh, Edinburgh                         | 86 317    | 64 119    | 34.6   | MAG      | F |   |
| P     | Edinburgh Butterfly & Insect World, Lasswade           | 85 924    | 82 314    | 4.4    | Z        |   |   |
| P     | Five Sisters Zoo, West Calder                          | 80 154    | 78 645    | 1.9    | Z        |   |   |
| LA    | City Art Centre, Edinburgh                             | 79 801    | 91 749    | -13.0  | MAG      | F |   |
| LA    | Scott Monument, Edinburgh                              | 74 760    | 63 381    | 18.0   | OHP      |   |   |
| P     | National Mining Museum Scotland, Newtongrange          | 73 262    | 61 766    | 18.6   | MAG      |   |   |
| LA    | Lauriston Castle and Grounds, Edinburgh                | 73 178    | 71 443    | 2.4    | C        | F |   |

| Owner | Attraction (Edinburgh & Lothians)               | 2014     | 2013     | %14/13 | Category | F | S |
|-------|---|----------|----------|--------|----------|---|---|
| G     | National Museum of Flight, nr Haddington        | 72 992   | 70 116   | 4.1    | MAG      |   |   |
| HS    | Linlithgow Palace, Linlithgow                   | 63 274   | 66 500   | -4.9   | HH       |   |   |
| LA    | People's Story Museum, Edinburgh                | 63 152   | 61 294   | 3.0    | MAG      | F |   |
| LA    | Roslin Glen Country Park, Roslin                | 50 000 E | 50 000 E | 0.0    | ON       | F |   |
| LA    | Writers' Museum, Edinburgh                      | 49 372   | 42 650   | 15.8   | MAG      | F |   |
| PLC   | Bank of Scotland Museum on the Mound, Edinburgh | 42 381   | 43 562   | -2.7   | MAG      | F |   |
| HS    | Tantallon Castle, North Berwick                 | 39 224   | 35 370   | 10.9   | C        |   |   |
| PLC   | Glenkinchie Distillery, Tranent                 | 35 856 E | 32 192 E | 11.4   | D        |   |   |
| NTS   | Georgian House, Edinburgh                       | 35 581   | 37 990   | -6.3   | HH       |   | S |
| RO    | Greyfriars' Kirk, Edinburgh                     | 34 924   | 40 072   | -12.8  | WS       | F | S |
| LA    | Straiton Pond Local Nature Reserve,             | 30 000 E | 30 000 E | 0.0    | ON       | F |   |
| NTS   | Gladstone's Land, Edinburgh                     | 27 216   | 35 747   | -23.9  | HH       |   | S |
| LA    | Nelson Monument, Edinburgh                      | 26 829   | 26 608   | 0.8    | OHP      |   |   |
| HS    | Dirleton Castle, Dirleton                       | 26 124   | 24 136   | 8.2    | C        |   |   |
| HS    | Craigmillar Castle, Edinburgh                   | 20 971   | 18 639   | 12.5   | C        |   |   |
| CT    | Water of Leith Visitor Centre, Edinburgh        | 18 071   | 18 173   | -0.6   | ON       | F |   |
| P     | Scottish Owl Centre, Whitburn                   | 17 318   | 15 414   | 12.4   | Z        |   |   |
| CT    | Stills Gallery, Edinburgh                       | 16 647 E | 13 885 E | 19.9   | MAG      | F |   |
| LA    | Travelling Gallery, Edinburgh                   | 14 337   | 17 349   | -17.4  | MAG      | F | S |
| CT    | John Muir Birthplace, Dunbar                    | 14 318   | 12 496   | 14.6   | MAG      | F |   |
| RO    | Parish Church of St. Cuthbert, Edinburgh        | 9 362    | 11 600   | -19.3  | WS       | F |   |
| LA    | Prestongrange Museum, Prestongrange             | 6 340 E  | 6 424 E  | -1.3   | MAG      | F | S |
| LA    | Dunbar Townhouse Museum, Dunbar                 | 5 603    | 7 681    | -27.1  | MAG      | F | S |
| NTS   | Newhailes, Musselburgh                          | 4 831    | 4 307    | 12.2   | HH       |   | S |
| NTS   | Malleny Garden, Edinburgh                       | 4 072    | 3 730    | 9.2    | G        |   |   |
| CT    | Annet House Museum, Linlithgow                  | 4 027    | 3 938    | 2.3    | MAG      | F | S |
| O     | Musical Instrument Museums, Edinburgh           | 3 771 E  | 2 756 E  | 36.8   | MAG      | F |   |
| LA    | Queensferry Museum, South Queensferry           | 3 624    | 5 790    | -37.4  | MAG      | F |   |
| LA    | Musselburgh Museum, Musselburgh                 | 3 343    | 3 405    | -1.8   | MAG      | F | S |
| HS    | Crichton Castle, Pathhead                       | 3 258    | 3 222    | 1.1    | C        |   | S |
| NTS   | House of Binns, Edinburgh                       | 3 055    | 3 225    | -5.3   | HH       |   | S |
| CT    | Bennie Museum, Bathgate                         | 2 647    | 2 265    | 16.9   | MAG      | F |   |
| CT    | Myreton Motor Museum, Aberlady                  | 2 513    | 2 176    | 15.5   | MAG      |   |   |
| RO    | St Mary's Parish Church, Haddington             | 2 176    | 2 333    | -6.7   | WS       | F | S |
| CT    | Flag Heritage Centre, Athelstaneford            | 1 900 E  | 1 700 E  | 11.8   | HC       | F | S |
| NTS   | Preston Mill & Phantassie Doocot, East Linton   | 1 872    | 2 298    | -18.5  | WP       |   | S |
| HS    | Seton Collegiate Church, Longniddry             | 1 741    | 2 529    | -31.2  | OHP      |   | S |
| HS    | Cairnpapple Hill, Torphichen                    | 1 597    | 1 449    | 10.2   | OHP      |   | S |
| P     | Gosford House, Longniddry                       | 1 500 E  | 1 023 E  | 46.6   | HH       |   | S |
| NTS   | Inveresk Lodge Garden, Musselburgh              | 1 369    | 1 294    | 5.8    | G        |   |   |
| HS    | Trinity House Maritime Museum, Edinburgh        | 1 115    | 2 096    | -46.8  | MAG      | F |   |

| Owner | Attraction (Edinburgh & Lothians)                    | 2014  | 2013  | %14/13 | Category | F | S |
|-------|--|-------|-------|--------|----------|---|---|
| LA    | Burns Monument, Edinburgh                            | 911   | 565   | 61.2   | OHP      | F | S |
| O     | Natural History Collections, Edinburgh               | 800 E | 700 E | 14.3   | MAG      | F |   |
| P     | Arniston House, Gorebridge                           | 711   | 690   | 3.0    | HH       |   | S |
| O     | Heriot Watt University Archive, Edinburgh            | 495   | 546   | -9.3   | MAG      | F |   |
| O     | Cockburn Museum of Geology and Geophysics, Edinburgh | 486   | 340   | 42.9   | MAG      | F |   |

Table 35 Attractions in the Kingdom of Fife (in Decreasing Order of Visits)

| Owner | Attraction (Kingdom of Fife)                                 | 2014      | 2013     | %14/13 | Category | F | S |
|-------|--|-----------|----------|--------|----------|---|---|
| G     | Tentsmuir Forest, by Tayport                                 | 159 000 E | 77 000 E | 106.5  | ON       | F |   |
| LA    | Craigtoun Country Park, St Andrews                           | 150 000 E | 75 000 E | 100.0  | ON       |   | S |
| LA    | Kirkcaldy Museum & Art Gallery, Kirkcaldy                    | 146 992   | 107 965  | 36.1   | MAG      | F |   |
| HS    | St Andrews Castle, St Andrews                                | 66 073    | 62 670   | 5.4    | C        |   |   |
| LA    | St Andrews Museum, St Andrews                                | 60 333    | 67 860   | -11.1  | MAG      | F |   |
| CT    | Abbot House Heritage Centre & Gardens, Dunfermline           | 45 450 E  | 46 070 E | -1.3   | HH       | F |   |
| NTS   | Falkland Palace, Cupar                                       | 37 757    | 41 930   | -10.0  | HH       |   | S |
| HS    | St Andrews Cathedral, St Andrews                             | 37 408    | 35 277   | 6.0    | OHP      |   |   |
| O     | MUSA: The Museum of The University of St Andrews, St Andrews | 32 997 E  | 35 505 E | -7.1   | MAG      | F |   |
| LA    | Pittencrieff House Museum, Dunfermline                       | 32 064    | 30 657   | 4.6    | MAG      | F |   |
| O     | St Andrews Botanic Garden, St Andrews                        | 28 000 E  | 27 000 E | 3.7    | G        |   |   |
| HS    | Inchcolm Abbey, Edinburgh                                    | 24 311    | 22 623   | 7.5    | OHP      |   | S |
| G     | Tentsmuir National Nature Reserve, by Tayport                | 22 650 E  | 24 000 E | -5.6   | ON       | F |   |
| O     | Gateway Galleries, St Andrews                                | 18 389 E  | 15 931 E | 15.4   | MAG      | F |   |
| HS    | Dunfermline Abbey and Palace, Dunfermline                    | 14 356    | 13 933   | 3.0    | WS       |   |   |
| O     | King's Museum, Aberdeen                                      | 13 523 E  | 13 000 E | 4.0    | MAG      | F |   |
| NTS   | Kellie Castle, Pittenweem                                    | 13 252    | 12 898   | 2.7    | C        |   | S |
| HS    | Aberdour Castle, Aberdour                                    | 13 184    | 12 518   | 5.3    | C        |   |   |
| CT    | Scottish Fisheries Museum, Anstruther                        | 12 648    | 11 406   | 10.9   | MAG      |   |   |
| CT    | Andrew Carnegie Birthplace Museum, Dunfermline               | 12 303    | 12 208   | 0.8    | MAG      | F |   |
| G     | Isle of May NNR,   | 10 676    | 10 809   | -1.2   | ON       | F | S |
| NTS   | Culross Palace, Culross                                      | 10 669    | 10 446   | 2.1    | HH       |   | S |
| CT    | St Andrews Pres.Trust Museum, St Andrews                     | 10 282    | 8 700 E  | 18.2   | MAG      | F |   |
| CT    | Scottish Vintage Bus Museum, by Dunfermline                  | 9 561 E   | 5 423 E  | 76.3   | MAG      |   | S |
| CT    | Fife Folk Museum, Ceres                                      | 8 014     | 3 015    | 165.8  | MAG      |   | S |
| NTS   | Hill of Tarvit, Cupar  | 7 604     | 7 435    | 2.3    | G        |   | S |
| CT    | Crail Museum, Crail  | 7 500 E   | 7 540 E  | -0.5   | MAG      | F | S |
| LA    | St Margaret's Cave, Dunfermline                              | 7 064     | 6 186    | 14.2   | OHP      | F | S |
| LA    | Methil Heritage Centre, Methil                               | 4 488     | 4 611    | -2.7   | MAG      | F |   |
| RO    | St Athernase Norman Church, Leuchars                         | 986 E     | 370 E    | 166.5  | WS       | F | S |
| LA    | Burntisland Library and Museum, Burntisland                  | 257       |          |        | MAG      | F |   |

| Owner | Attraction (Kingdom of Fife) | 2014 | 2013 | %14/13 | Category | F | S |
|-------|------------------------------|------|------|--------|----------|---|---|
| LA    | Buckhaven Museum, Buckhaven  | 216  | 227  | -4.8   | MAG      | F |   |

Table 36 Attractions in Greater Glasgow & Clyde Valley (in Decreasing Order of Visits)

| Owner | Attraction (Greater Glasgow & Clyde Valley)                      | 2014        | 2013        | %14/13 | Category | F | S |
|-------|--|-------------|-------------|--------|----------|---|---|
| LA    | Strathclyde Country Park, Motherwell                             | 5 305 960 E | 5 802 058 E | -8.6   | ON       | F |   |
| LA    | Kelvingrove Art Gallery & Museum, Glasgow                        | 1 121 995   | 1 044 067   | 7.5    | MAG      | F |   |
| LA    | Riverside Museum, Glasgow  | 1 049 834   | 740 276     | 41.8   | MAG      | F |   |
| LA    | Drumpellier Country Park, Motherwell                             | 937 428 E   | 972 159 E   | -3.6   | ON       | F |   |
| LA    | Calderglen Country Park, East Kilbride                           | 870 075 E   | 948 164 E   | -8.2   | ON       | F |   |
| LA    | Mugdock Country Park, Milngavie                                  | 622 985 E   | 616 330 E   | 1.1    | ON       | F |   |
| LA    | Gallery of Modern Art, Glasgow                                   | 622 284     | 572 152     | 8.8    | MAG      | F |   |
| LA    | Palacerigg Country Park, Cumbernauld                             | 609 183 E   | 612 032 E   | -0.5   | ON       | F |   |
| LA    | Chatelherault Country Park, Hamilton                             | 602 313 E   | 644 163 E   | -6.5   | ON       | F |   |
| LA    | Glasgow Botanic Gardens, Glasgow                                 | 440 000 E   | 430 000 E   | 2.3    | G        | F |   |
| LA    | People's Palace, Glasgow   | 380 110     | 310 326     | 22.5   | MAG      | F |   |
| CT    | New Lanark Village and Visitor Centre, Lanark                    | 357 500 E   | 297 868 E   | 20.0   | OHP      | F |   |
| CT    | Glasgow Science Centre, Glasgow                                  | 352 886     | 384 199     | -8.2   | MAG      |   |   |
| LA    | Clyde Muirshiel Regional Park, Castle Semple Centre, Lochwinnoch | 343 106 E   | 348 106 E   | -1.4   | ON       | F |   |
| CT    | Centre for Contemporary Arts, Glasgow                            | 326 271     | 296 233     | 10.1   | MAG      | F |   |
| LA    | Gleniffer Braes Country Park, Paisley                            | 319 000 E   | 319 000 E   | 0.0    | ON       | F |   |
| HS    | Glasgow Cathedral, Glasgow                                       | 219 947     | 233 172     | -5.7   | WS       | F |   |
| LA    | Clyde Muirshiel Regional Park, Lunderston Bay, Lochwinnoch       | 196 810 E   | 204 485 E   | -3.8   | ON       | F |   |
| LA    | The Burrell Collection, Glasgow                                  | 172 420     | 193 472     | -10.9  | MAG      | F |   |
| LA    | Summerlee - Museum of Scottish Industrial Life, Coatbridge       | 158 100     | 140 562     | 12.5   | MAG      | F |   |
| LA    | James Hamilton Heritage Park, East Kilbride                      | 154 242 E   | 149 581 E   | 3.1    | ON       | F |   |
| CT    | St Mungo Museum, Glasgow   | 137 816     | 120 976     | 13.9   | MAG      | F |   |
| P     | Funworld, Greenock   | 109 256     | 115 758     | -5.6   | AA       |   |   |
| CT    | Beacon Arts Centre, Greenock                                     | 103 723     | 144 698     | -28.3  | MAG      |   |   |
| CT    | Provand's Lordship, Glasgow                                      | 86 064      | 78 061      | 10.3   | OHP      | F |   |
| G     | National Museum of Rural Life, East Kilbride                     | 82 573      | 73 444      | 12.4   | MAG      |   |   |
| P     | Finlaystone Country Estate, Langbank                             | 79 485      | 63 858      | 24.5   | ON       |   |   |
| CT    | Falls of Clyde Wildlife Reserve and Visitor Centre, New Lanark   | 76 188 E    | 56 102 E    | 35.8   | Z        | F |   |
| LA    | Paisley Museum and Art Gallery, Paisley                          | 71 694      | 52 594      | 36.3   | MAG      | F |   |
| LA    | Clyde Muirshiel Regional Park, Greenock Cut Centre, Greenock     | 66 478      | 60 866      | 9.2    | ON       | F |   |
| NTS   | Pollok House, Glasgow  | 58 918      | 58 102      | 1.4    | HH       |   |   |
| LA    | Clydebank Museum, Clydebank                                      | 42 374      | 27 100      | 56.4   | MAG      | F |   |
| LA    | McLean Museum and Art Gallery, Greenock                          | 40 701      | 40 420      | 0.7    | MAG      | F |   |
| LA    | Clyde Muirshiel Regional Park, Muirshiel Centre, nr Lochwinnoch  | 34 969      | 34 631      | 1.0    | ON       | F |   |

| Owner | Attraction (Greater Glasgow & Clyde Valley)                           | 2014     | 2013     | %14/13 | Category | F | S |
|-------|---|----------|----------|--------|----------|---|---|
| LA    | Gourock Outdoor Pool, Gourock   | 32 981   | 40 030   | -17.6  | AA       |   | S |
| CT    | RSPB Lochwinnoch Nature Reserve, Lochwinnoch                          | 29 973 E | 29 855 E | 0.4    | Z        |   |   |
| LA    | Cumbernauld Museum, Cumbernauld                                       | 24 282   | 10 018   | 142.4  | MAG      | F |   |
| G     | Wilsontown Forest, by Lanark  | 23 000 E | 22 800 E | 0.9    | ON       | F |   |
| LA    | Auld Kirk Museum, Kirkintilloch                                       | 22 691 E | 19 029 E | 19.2   | MAG      | F |   |
| NTS   | Greenbank Gardens, Glasgow  | 20 621   | 34 479   | -40.2  | G        |   |   |
| LA    | North Lanarkshire Heritage Centre, Motherwell                         | 17 061 E | 14 305 E | 19.3   | MAG      | F |   |
| NTS   | Tenement House, Glasgow   | 14 610   | 14 667   | -0.4   | HH       |   |   |
| LA    | Glasgow Museums Resource Centre, Glasgow                              | 14 205 E | 15 264   | -6.9   | MAG      | F |   |
| CT    | Celtic Museum Trust, Glasgow  | 13 361   | 25 986   | -48.6  | MAG      |   |   |
| LA    | Lillie Art Gallery, Glasgow   | 12 453   | 10 819   | 15.1   | MAG      | F |   |
| NTS   | David Livingstone Centre, Glasgow                                     | 10 345   | 21 360   | -51.6  | MAG      |   |   |
| HS    | Bothwell Castle, Uddingston   | 10 194   | 11 632   | -12.4  | C        |   |   |
| CT    | House for an Art Lover, Glasgow                                       | 10 100   | 10 219   | -1.2   | MAG      |   |   |
| CT    | Glasgow Police Museum, Glasgow  | 9 759    | 7 914    | 23.3   | MAG      | F |   |
| CT    | Queen's Cross Church, Glasgow   | 8 708    | 7 588    | 14.8   | OHP      |   |   |
| LA    | Provan Hall, Glasgow  | 6 530    | 4 197    | 55.6   | HH       | F |   |
| LA    | Scottish Fire and Rescue Service Museum and Heritage Centre, Greenock | 5 059    | 5 012    | 0.9    | MAG      | F |   |
| HS    | Newark Castle, Port Glasgow   | 4 432    | 4 207    | 5.3    | C        |   | S |
| NTS   | Holmwood House, Glasgow   | 3 692    | 3 745    | -1.4   | HH       |   | S |
| LA    | Hamilton Mausoleum, Hamilton  | 3 496 E  | 1 740 E  | 100.9  | OHP      |   | S |
| HS    | Craignethan Castle, Lesmahagow  | 3 316    | 3 952    | -16.1  | C        |   | S |
| CT    | Leadhills & Wanlockhead Railway, Leadhills                            | 2 561    | 2 353    | 8.8    | T        |   | S |
| P     | Taylor Bowls Visitor Centre, Glasgow                                  | 2 500 E  | 1 580 E  | 58.2   | WP       | F |   |
| NTS   | Weaver's Cottage, Kilbarchan  | 1 473    | 1 289    | 14.3   | HH       |   | S |
| CT    | Biggar Gas Works, Biggar  | 1 039    | 1 030    | 0.9    | MAG      | F | S |
| LA    | Shotts Heritage Centre, Shotts  | 600 E    | 600 E    | 0.0    | MAG      | F |   |
| CT    | Douglas Heritage Museum, Douglas                                      | 539      | 493      | 9.3    | MAG      | F | S |
| CT    | Crawfordjohn Heritage Venture, Biggar                                 | 223      | 342      | -34.8  | MAG      |   | S |
| CT    | Brownsbank Cottage, Biggar  | 40 E     | NA       |        | MAG      | F | S |

**Table 37 Attractions in the Highlands of Scotland (in Decreasing Order of Visits)**

| Owner | Attraction (Highlands of Scotland)                          | 2014      | 2013      | %14/13 | Category | F | S |
|-------|---|-----------|-----------|--------|----------|---|---|
| CT    | Eilean Donan Castle and Visitor Centre, by Kyle of Lochalsh | 377 117   | 354 424   | 6.4    | C        | F |   |
| P     | Rothiemurchus Estate, by Aviemore                           | 373 014 E | 381 696 E | -2.3   | ON       | F |   |
| HS    | Urquhart Castle, Drumnadrochit                              | 330 489   | 310 446   | 6.5    | C        |   |   |
| G     | Glenmore Forest Park, by Aviemore                           | 248 426 E | 256 800 E | -3.3   | ON       | F |   |
| PLC   | Nevis Range, Fort William                                   | 171 074 E | 150 842 E | 13.4   | AA       |   |   |
| NTS   | Glencoe Visitor Centre, Ballachulish                        | 130 006   | 114 284   | 13.8   | ON       |   |   |
| P     | Landmark Forest Adventure Park, Nr Aviemore                 | 125 660   | 125 584   | 0.1    | AA       |   |   |
| CT    | Highland Wildlife Park, Kingussie                           | 115 133   | 136 219   | -15.5  | Z        |   |   |
| P     | Dunvegan Castle, Dunvegan                                   | 113 741   | 111 782   | 1.8    | C        |   | S |
| G     | Glen Affric, Cannich  | 100 302 E | 95 200 E  | 5.4    | ON       | F |   |
| NTS   | Culloden Visitor Centre, Inverness                          | 98 780    | 109 063   | -9.4   | HC       |   |   |
| P     | Caithness Horizons, Thurso                                  | 80 244    | 72 599    | 10.5   | MAG      | F |   |
| P     | Cawdor Castle, Nairn  | 77 315    | 77 561    | -0.3   | C        |   | S |
| G     | Glenmore Forest Park Visitor Centre, by Aviemore            | 67 768 E  | 85 089 E  | -20.4  | ON       | F |   |
| CT    | Dunrobin Castle, Golspie                                    | 67 209    | 65 673    | 2.3    | HH       |   | S |
| G     | Glen Nevis Visitor Centre (Ionad Nibheis), nr Fort William  | 63 936    | 61 325    | 4.3    | ON       | F |   |
| NTS   | Corrieshalloch Gorge, by ullapool                           | 63 279    | 67 136    | -5.7   | ON       | F |   |
| NTS   | Inverewe Garden, Poolewe                                    | 62 734    | 62 734    | 0.0    | G        |   | S |
| P     | Talisker Distillery Visitor Centre, Carbost                 | 55 606 E  | 58 901 E  | -5.6   | D        |   |   |
| HS    | Fort George, Inverness                                      | 55 240    | 55 826    | -1.0   | C        |   |   |
| LA    | Highland Folk Museum, Newtonmore                            | 54 065 E  | 53 364 E  | 1.3    | MAG      | F | S |
| G     | Rogie Falls, by Strathpeffer                                | 53 606 E  | 47 800 E  | 12.1   | ON       | F |   |
| NTS   | Torridon Countryside Centre, Achnasheen                     | 53 496    | 36 334    | 47.2   | ON       | F |   |
| NTS   | Balmacara Estate & Lochalsh Woodland Garden, Balmacara      | 52 391    | 44 706    | 17.2   | ON       | F | S |
| PLC   | Glenlivet Distillery, Glenlivet                             | 50 513    | 44 788    | 12.8   | D        | F |   |
| CT    | The Highlanders' Museum, by Inverness                       | 49 685    | 50 243    | -1.1   | MAG      | F |   |
| CT    | West Highland Museum, Fort William                          | 46 004    | 44 444    | 3.5    | MAG      | F |   |
| CT    | Clan Donald Skye, Sleat                                     | 45 115    | 44 969    | 0.3    | MAG      |   | S |
| LA    | Inverness Museum and Art Gallery, Inverness                 | 42 369 E  | 41 597 E  | 1.9    | MAG      | F |   |
| G     | Laggan Wolftrax, by Newtonmore                              | 39 542 E  | 43 300 E  | -8.7   | ON       | F |   |
| PLC   | Dalwhinnie Distillery, Dalwhinnie                           | 34 922 E  | 32 598 E  | 7.1    | D        |   |   |
| CT    | Loch Garten Osprey Centre, Nethybridge                      | 26 197 E  | 28 546 E  | -8.2   | Z        |   | S |
| P     | Inshriach Nursery, Aviemore                                 | 25 998 E  | 29 532 E  | -12.0  | G        | F |   |
| P     | Cairngorm Reindeer Centre, Aviemore                         | 23 695 E  | 23 054 E  | 2.8    | Z        |   |   |
| P     | Glenmorangie Distillery, Tain                               | 21 862    | 20 135    | 8.6    | D        |   |   |
| G     | Caledonian Canal Visitor Centre, Fort Augustus              | 21 521    | 23 945    | -10.1  | ON       | F | S |
| P     | Legend of the Dew of Ben Nevis, Fort William                | 21 281    | 23 555    | -9.7   | D        |   |   |
| PLC   | Glen Ord Distillery, Muir of Ord                            | 20 711    | 20 340    | 1.8    | D        |   |   |
| G     | Creag Meagaidh NNR, Newtonmore                              | 20 690    | 20 672    | 0.1    | ON       | F |   |
| NTS   | Glenfinnan Monument, Glenfinnan                             | 20 491    | 22 423    | -8.6   | OHP      |   | S |

| Owner | Attraction (Highlands of Scotland)           | 2014     | 2013     | %14/13 | Category | F | S |
|-------|--|----------|----------|--------|----------|---|---|
| P     | Revack Estate, Grantown on Spey              | 18 400 E | 23 200 E | -20.7  | AA       | F |   |
| P     | Skyeskyns, Waternish                         | 16 188   | 17 818   | -9.1   | Z        | F |   |
| CT    | Glenfinnan Station Museum, Glenfinnan        | 15 361 E | 14 103   | 8.9    | MAG      |   | S |
| P     | Timespan Heritage Centre, Helmsdale          | 11 965 E | 11 138 E | 7.4    | MAG      |   |   |
| G     | Knockan Crag Visitor Centre, Ullapool        | 11 763   | 11 701   | 0.5    | ON       | F |   |
| G     | Balblair Forest, Bonar Bridge                | 11 160 E | 10 900 E | 2.4    | ON       | F |   |
| NTS   | Kintail Estate, by Kyle of Locchalsh         | 10 845   | 12 424   | -12.7  | ON       | F |   |
| G     | Kylerhea Otter Hide, Isle of Skye            | 10 512 E | 10 300 E | 2.1    | ON       | F |   |
| P     | Pulteney Distillery Visitor Centre, Wick     | 9 624    | 6 596    | 45.9   | D        |   |   |
| CT    | Lybster Harbour Visitor Centre, Lybster      | 6 963 2  | NA       |        | HC       | F | S |
| CT    | Cromarty Courthouse Museum, Cromarty         | 6 892    | 4 584    | 50.3   | MAG      | F | S |
| CT    | Ullapool Museum and Visitor Centre, Ullapool | 6 676    | 1 209    | 452.2  | MAG      |   | S |
| CT    | Gairloch Heritage Museum, Gairloch           | 6 124    | 4 911    | 24.7   | MAG      |   | S |
| PLC   | Clynelish Visitor Centre, Brora              | 6 097    | 5 895    | 3.4    | D        |   |   |
| NTS   | Canna, Isle of Canna                         | 5 697    | 5 746    | -0.9   | ON       | F |   |
| P     | Attadale Gardens, Strathcarron               | 5 639    | 5 077    | 11.1   | G        |   | S |
| CT    | Groam House Museum, Rosemarkie               | 5 533    | 5 258    | 5.2    | MAG      | F | S |
| LA    | St Fergus Gallery, Wick                      | 5 393 E  | 3 729 E  | 44.6   | MAG      | F |   |
| CT    | Nairn Museum, Nairn                          | 5 032    | 5 749    | -12.5  | MAG      |   |   |
| CT    | Glencoe Folk Museum, Ballachulish            | 4 284    | 3 106    | 37.9   | MAG      |   | S |
| CT    | RSPB Forsinard Reserve, Forsinard            | 4 246 E  | 3 635 E  | 16.8   | Z        | F | S |
| NTS   | Hugh Miller's Cottage, Cromarty              | 4 166    | 3 994    | 4.3    | HH       |   | S |
| CT    | Historylinks Museum, Dornoch                 | 4 045    | 4 062    | -0.4   | MAG      |   | S |
| P     | Strathnaver Museum, Thurso                   | 3 996    | 3 202    | 24.8   | MAG      |   | S |
| CT    | Tarbat Discovery Centre, Tain                | 3 411    | 2 738    | 24.6   | MAG      |   | S |
| LA    | Seadrift, Dunnet                             | 2 952    | 2 999    | -1.6   | ON       | F | S |
| P     | Orcadian Stone Company Ltd, Golspie          | 2 083    | 2 115    | -1.5   | HC       | F | S |
| P     | Abriachan Garden Nursery, Inverness          | 2 000 E  | 1 700 E  | 17.6   | G        |   | S |
| CT    | Clan Cameron Museum, Spean Bridge            | 1 907 E  | 2 116 E  | -9.9   | MAG      |   | S |



**Table 38 Attractions in Orkney (in Decreasing Order of Visits)**

| Owner | Attraction (Orkney)                          | 2014      | 2013      | %14/13 | Category | F | S |
|-------|--|-----------|-----------|--------|----------|---|---|
| LA    | St Magnus Cathedral, Kirkwall                | 139 478   | 131 606   | 6.0    | WS       | F |   |
| P     | Italian Chapel, Lambholm                     | 113 401 E | 105 002 E | 8.0    | WS       | F |   |
| HS    | Skara Brae, Stromness                        | 81 258    | 74 471    | 9.1    | OHP      |   |   |
| P     | Skaill House, Sandwick                       | 59 684 E  | 53 887 E  | 10.8   | HH       |   | S |
| CT    | Pier Arts Centre, Stromness                  | 38 378    | 52 374    | -26.7  | MAG      | F |   |
| LA    | Orkney Museum, Kirkwall                      | 34 716    | 16 094    | 115.7  | MAG      | F |   |
| HS    | Tormiston Mill, Stromness                    | 24 741    | 23 787    | 4.0    | OHP      |   |   |
| P     | Highland Park Distillery, Kirkwall           | 15 057    | 18 090    | -16.8  | D        |   |   |
| HS    | Bishop's and Earl's Palaces, Kirkwall        | 13 571    | 12 498    | 8.6    | HH       |   | S |
| LA    | Scapa Flow Visitor Centre and Museum, Lyness | 11 279    | 11 400    | -1.1   | MAG      | F | S |
| HS    | Broch of Gurness, Evie                       | 10 838    | 9 914     | 9.3    | OHP      |   | S |
| CT    | Stromness Museum, Stromness                  | 8 370     | 10 660    | -21.5  | MAG      |   |   |
| LA    | Kirbuster Museum, Birsay                     | 5 110     | 4 769     | 7.2    | MAG      | F | S |
| HS    | Brough of Birsay, Birsay                     | 4 620     | 5 215     | -11.4  | OHP      |   | S |
| P     | Sheila Fleet Jewellery, Tankerness           | 4 591     | 3 665     | 25.3   | CR       | F |   |
| LA    | Corrigall Farm Museum, Harray                | 4 286     | 4 025     | 6.5    | MAG      | F | S |
| PLC   | Westray Heritage Centre, Westray             | 2 598     | 2 445     | 6.3    | HC       |   | S |
| CT    | Orkney Wireless Museum, Kirkwall             | 1 857     | 1 531     | 21.3   | MAG      |   | S |
| HS    | Hackness Battery & Martello Tower, Hoy       | 1 448     | 1 534     | -5.6   | OHP      |   | S |

**Table 39 Attractions in the Outer Hebrides (in Decreasing Order of Visits)**

| Owner | Attraction (Outer Hebrides)                       | 2014      | 2013      | %14/13 | Category | F | S |
|-------|---|-----------|-----------|--------|----------|---|---|
| CT    | An Lanntair, Stornoway                            | 200 000 E | 170 000 E | 17.6   | MAG      | F |   |
| CT    | Calanais Visitor Centre, Calanais                 | 42 703 E  | 41 728 E  | 2.3    | HC       | F |   |
| CT    | Taigh Chearsabhair Museum Arts Centre, North Uist | 28 974    | 24 193    | 19.8   | MAG      |   |   |
| CT    | Garrannan Blackhouse Village, Carloway            | 22 587    | 20 221    | 11.7   | OHP      |   | S |
| HS    | Black House Arnol, Bragar                         | 11 968    | 11 660    | 2.6    | HH       |   |   |
| CT    | Taigh Tasgaidh Chill Donnain, Sout Uist           | 6 580 E   | 5 929 E   | 11.0   | MAG      | F | S |
| HS    | Kisimul Castle, Castlebray                        | 6 177     | 5 732     | 7.8    | C        |   | S |
| NTS   | St Kilda,   | 5 819     | 5 901     | -1.4   | OHP      | F | S |
| CT    | Bosta Iron Age House, Bernera                     | 3 097     | 2 410     | 28.5   | OHP      |   | S |
| O     | Uig Heritage Centre, Isle of Lewis                | 2 874     | 2 389     | 20.3   | HC       |   | S |
| P     | Barra Heritage Centre, Barra                      | 1 630     | NA        |        | MAG      |   | S |

**Table 40 Attractions in Perthshire (in Decreasing Order of Visits)**

| Owner | Attraction (Perthshire)                    | 2014      | 2013      | %14/13 | Category | F | S |
|-------|--|-----------|-----------|--------|----------|---|---|
| G     | Tay Forest Park, by Dunkeld                | 251 745 E | 142 500 E | 76.7   | ON       | F |   |
| NTS   | Hermitage, by Blairgowrie                  | 194 436   | 131 899   | 47.4   | ON       | F |   |
| NTS   | Killiecrankie Visitor Centre, nr Pitlochry | 109 266   | 83 083    | 31.5   | ON       | F | S |
| CT    | The Birnam Institute, Birnam               | 106 000 E | 102 000 E | 3.9    | CR       | F |   |
| P     | Scone Palace, Perth                        | 98 559    | 106 475   | -7.4   | HH       |   | S |
| RO    | Dunkeld Cathedral, Dunkeld                 | 85 963    | 80 814    | 6.4    | WS       | F |   |
| PLC   | Blair Athol Distillery, Pitlochry          | 75 000 E  | 53 637 E  | 39.8   | D        |   |   |
| P     | The Famous Grouse Experience, Crieff       | 69 997    | 84 877    | -17.5  | D        |   |   |
| CT    | RSPB Loch Leven, Kinross                   | 69 757    | 60 051    | 16.2   | Z        |   |   |
| G     | Kinnoull Hill, by Perth                    | 65 000    | 58 000    | 12.1   | ON       | F |   |
| P     | Auchingarrich Wildlife Centre, Comrie      | 48 000 E  | 45 000 E  | 6.7    | Z        |   |   |
| LA    | Perth Museum & Art Gallery, Perth          | 43 370    | 74 206    | -41.6  | MAG      | F |   |
| NTS   | Ben Lawers Visitor Centre, Killin          | 31 682    | 19 188    | 65.1   | ON       | F | S |
| PLC   | Dewar's World of Whisky, Aberfeldy         | 28 971    | 31 120    | -6.9   | D        |   |   |
| CT    | Loch of the Lowes, Dunkeld                 | 19 946    | 22 854    | -12.7  | Z        |   |   |
| CT    | Scottish Crannog Centre, Kenmore           | 19 759    | 19 859    | -0.5   | HC       |   | S |
| CT    | The Museum of The Black Watch, Perth       | 19 300 E  | 11 348 E  | 70.1   | MAG      |   |   |
| NTS   | Ell House (Dunkeld), Dunkeld               | 18 166    | 19 980    | -9.1   | OHP      | F | S |
| HS    | Loch Leven Castle, Kinross                 | 17 169    | 19 442    | -11.7  | C        |   | S |
| P     | Tullibardine Distillery, Blackford         | 13 220    | NA        |        | D        |   |   |
| CT    | Drummond Gardens, Muthill, Crieff          | 12 436    | 12 286    | 1.2    | G        |   | S |
| LA    | Fergusson Gallery, Perth                   | 9 821     | 11 983    | -18.0  | MAG      | F |   |
| HS    | Huntingtower Castle, by Perth              | 7 680     | 9 535     | -19.5  | C        |   |   |
| NTS   | Branklyn Garden, Perth                     | 7 488     | 10 169    | -26.4  | G        |   | S |
| HS    | Stanley Mills, by Perth                    | 7 460     | 7 983     | -6.6   | OHP      |   | S |
| HS    | Elcho Castle, Perth                        | 5 141     | 5 495     | -6.4   | C        |   | S |
| HS    | St Serfs, Dunning                          | 4 109     | 3 933     | 4.5    | OHP      | F | S |
| CT    | Innerpeffray Library, Crieff               | 2 087     | 2 006     | 4.0    | OHP      |   | S |
| HS    | Meikle Sculptured Stone Museum, Meikle     | 2 452     | 2 758     | -11.1  | MAG      |   | S |
| CT    | Bolfracks Garden, Aberfeldy                | 1 469 E   | 1 543 E   | -4.8   | G        |   | S |
| G     | Fair Maid's House, Perth                   | 1 453 E   | 2 375 E   | -38.8  | MAG      | F | S |
| CT    | Atholl Country Life Museum, Blair Atholl   | 1 357     | 2 112     | -35.7  | MAG      |   | S |
| P     | Museum of Abernethy, Abernethy             | 1 039     | 1 394     | -25.5  | MAG      | F | S |
| LA    | Alyth Museum, Perth                        | 796 E     | 821 E     | -3.0   | MAG      | F | S |

Table 41 Attractions in the Scottish Borders (in Decreasing Order of Visits)

| Owner | Attraction (Scottish Borders)                           | 2014      | 2013      | %14/13 | Category | F | S |
|-------|---|-----------|-----------|--------|----------|---|---|
| G     | Tweed Valley Forest Park, by Peebles                    | 344 198 E | 361 000 E | -4.7   | ON       | F |   |
| P     | Teviot Watergardens, Kelso                              | 160 662   | 155 737   | 3.2    | G        | F |   |
| LA    | Heart of Hawick, Hawick                                 | 137 523   | 155 933   | -11.8  | MAG      | F |   |
| P     | Abbotsford, Melrose                                     | 59 408 E  | 50 400 E  | 17.9   | HH       |   | S |
| HS    | Melrose Abbey, Melrose                                  | 44 423    | 47 010    | -5.5   | OHP      |   |   |
| G     | Newcastleton Forest, by Newcastleton                    | 38 544 E  | 30 400 E  | 26.8   | ON       | F |   |
| NTS   | St Abb's Head, Eyemouth                                 | 35 739    | 46 815    | -23.7  | ON       | F | S |
| CT    | Dawyck Botanic Garden, nr Peebles                       | 34 465    | 28 843    | 19.5   | G        |   |   |
| P     | Traquair House, Innerleithen                            | 33 984 E  | 40 730 E  | -16.6  | HH       |   |   |
| LA    | Harestanes Countryside Visitor Centre, Jedburgh         | 28 800 E  | 34 020 E  | -15.3  | ON       | F | S |
| LA    | Mary Queen of Scot's Visitor Centre, Jedburgh           | 28 225    | 29 339    | -3.8   | MAG      | F | S |
| P     | Floors Castle, Kelso                                    | 23 152    | 25 986    | -10.9  | C        |   | S |
| HS    | Jedburgh Abbey, Jedburgh                                | 21 178    | 21 345    | -0.8   | OHP      |   |   |
| HS    | Dryburgh Abbey, St Boswells                             | 20 092    | 19 459    | 3.3    | OHP      |   |   |
| LA    | Jedburgh Castle Jail and Museum, Jedburgh               | 19 803    | 20 629    | -4.0   | MAG      | F | S |
| CT    | Eyemouth Museum, Eyemouth                               | 18 800    | 17 932    | 4.8    | MAG      |   | S |
| LA    | Paxton House, nr Berwick                                | 16 822    | 10 148    | 65.8   | MAG      |   | S |
| LA    | Hawick Museum and the Scott Gallery, Hawick             | 14 054    | 12 138    | 15.8   | MAG      | F |   |
| LA    | Tweeddale Museum, Peebles                               | 9 352     | 7 770 E   | 20.4   | MAG      | F |   |
| LA    | St Ronan's Wells Visitor Centre, Innerleithen           | 7 319 E   | 7 156     | 2.3    | HC       | F |   |
| NTS   | Priorwood Garden, Melrose                               | 6 448     | 8 183     | -21.2  | G        |   | S |
| LA    | Halliwell's House Museum & Robson Gallery, Selkirk      | 5 808 E   | 6 478 E   | -10.3  | MAG      | F | S |
| P     | Hirsel Estate and Museum, Coldstream                    | 5 166     | 4 200     | 23.0   | ON       |   |   |
| LA    | Coldstream Museum, Coldstream                           | 4 616     | 4 235     | 9.0    | MAG      | F | S |
| HS    | Smailholm Tower, Kelso                                  | 4 288     | 4 329     | -0.9   | OHP      |   | S |
| HS    | Hermitage Castle, Newcastleton                          | 4 188     | 5 115     | -18.1  | C        |   |   |
| LA    | Old Gala House and Christopher Boyd Gallery, Galashiels | 4 098 E   | 5 017 E   | -18.3  | MAG      | F | S |
| LA    | Sir Walter Scotts Courtroom, Selkirk                    | 3 686 E   | 3 876 E   | -4.9   | MAG      | F | S |
| P     | Manderston, Duns  | 3 432     | 3 162     | 8.5    | HH       |   | S |
| LA    | Jim Clark Room, Duns                                    | 3 011     | 3 661     | -17.8  | MAG      | F | S |
| CT    | The Three Hills Roman Heritage Centre, Melrose          | 2 902     | 3 236     | -10.3  | MAG      |   |   |
| NTS   | Robert Smail's Printing Works, Innerleithen             | 2 553     | 3 046     | -16.2  | WP       |   | S |
| CT    | Thirlestane Castle, Lauder                              | 1 428 1   | Closed    |        | C        |   | S |
| CT    | Mertoun Gardens, Melrose                                | 304 E     | 282 E     | 7.8    | G        |   | S |
| P     | Cornice Museum of Ornamental Plasterwork, Peebles       | 100 E     | 100 E     | 0.0    | MAG      | F | S |

Table 42 Attractions in Shetland (in Decreasing Order of Visits)

| Owner | Attraction (Shetland)                                 | 2014    | 2013    | %14/13 | Category | F | S |
|-------|---|---------|---------|--------|----------|---|---|
| CT    | Shetland Museum and Archives, Lerwick                 | 84 083  | 94 001  | -10.6  | MAG      | F |   |
| CT    | Scalloway Museum, Scalloway                           | 18 126  | 15 186  | 19.4   | MAG      |   |   |
| HS    | Jarlshof, Sumburgh                                    | 14 751  | 12 119  | 21.7   | OHP      |   |   |
| P     | Shetland Jewellery, Weisdale                          | 9 118 E | 8 728 E | 4.5    | CR       | F |   |
| CT    | Tangwick Haa Museum, Northmavine                      | 5 542   | 4 682   | 18.4   | MAG      | F | S |
| CT    | Shetland Croft House Museum, Dunrossness              | 4 020   | 4 026   | -0.1   | MAG      | F | S |
| P     | Quendale Water Mill & Visitor Attraction, Dunrossness | 3 091   | 3 304   | -6.4   | OHP      |   | S |
| CT    | Old Haa, Yell   | 2 961 E | 3 341 E | -11.4  | MAG      | F | S |
| CT    | Unst Heritage Centre, Unst                            | 2 713 E | 2 805 E | -3.3   | MAG      |   | S |
| CT    | Unst Boat Haven, Unst                                 | 2 451 E | 2 402 E | 2.0    | MAG      |   | S |
| G     | Island of Noss, Lerwick                               | 1 492   | 1 659   | -10.1  | Z        |   | S |
| NTS   | Fair Isle,  | 1 282   | 1 457   | -12.0  | ON       | F |   |
| CT    | Hanseatic Booth, Whalsay                              | 177 E   | 300 E   | -41.0  | OHP      |   | S |

## 16 Listing by Attraction Category 2014

Please note that the following tables do not include attractions that requested their data remain confidential.

Table 43 Visits to Activity Attractions (in Decreasing Order of Visits)

| Owner | Attraction (Activity Attractions)           | 2014      | 2013      | %14/13 | Region | F | S |
|-------|---|-----------|-----------|--------|--------|---|---|
| PLC   | Nevis Range, Fort William                   | 171 074 E | 150 842 E | 13.4   | HI     |   |   |
| P     | Landmark Forest Adventure Park, Nr Aviemore | 125 660   | 125 584   | 0.1    | HI     |   |   |
| P     | Funworld, Greenock                          | 109 256   | 115 758   | -5.6   | GG     |   |   |
| P     | Glenshee Ski Centre, Glenshee               | 64 160    | 78 468    | -18.2  | AB     |   | S |
| P     | Cream o' Galloway, Castle Douglas           | 62 000 E  | 60 000 E  | 3.3    | DG     |   | S |
| LA    | Gourock Outdoor Pool, Gourock               | 32 981    | 40 030    | -17.6  | GG     |   | S |
| P     | Revack Estate, Grantown on Spey             | 18 400 E  | 23 200 E  | -20.7  | HI     | F |   |

Table 44 Visits to Castles/Forts (in Decreasing Order of Visits)

| Owner | Attraction (Castles/Forts)                                  | 2014      | 2013      | %14/13 | Region | F | S |
|-------|---|-----------|-----------|--------|--------|---|---|
| HS    | Edinburgh Castle, Edinburgh                                 | 1 480 676 | 1 420 027 | 4.3    | ED     |   |   |
| HS    | Stirling Castle, Stirling                                   | 440 819   | 411 726   | 7.1    | AR     |   |   |
| CT    | Eilean Donan Castle and Visitor Centre, by Kyle of Lochalsh | 377 117   | 354 424   | 6.4    | HI     | F |   |
| HS    | Urquhart Castle, Drumnadrochit                              | 330 489   | 310 446   | 6.5    | HI     |   |   |
| NTS   | Culzean Castle and Country Park, Maybole                    | 207 116   | 218 949   | -5.4   | AY     |   |   |
| P     | Dunvegan Castle, Dunvegan                                   | 113 741   | 111 782   | 1.8    | HI     |   | S |
| P     | Dunnottar Castle, by Stonehaven                             | 88 300 E  | 80 735 E  | 9.4    | AB     |   |   |
| P     | Cawdor Castle, Nairn  | 77 315    | 77 561    | -0.3   | HI     |   | S |
| NTS   | Brodie Castle, Forres                                       | 76 627    | 30 972    | 147.4  | AB     |   | S |
| LA    | Lauriston Castle and Grounds, Edinburgh                     | 73 178    | 71 443    | 2.4    | ED     | F |   |
| HS    | St Andrews Castle, St Andrews                               | 66 073    | 62 670    | 5.4    | FI     |   |   |
| P     | Balmoral Estates, Ballater                                  | 58 614    | 57 548    | 1.9    | AB     |   | S |
| HS    | Fort George, Inverness                                      | 55 240    | 55 826    | -1.0   | HI     |   |   |
| HS    | Doune Castle, Doune   | 47 069    | 38 081    | 23.6   | AR     |   |   |
| HS    | Tantallon Castle, North Berwick                             | 39 224    | 35 370    | 10.9   | ED     |   |   |
| NTS   | Crathes Castle, Banchory                                    | 37 975    | 52 099    | -27.1  | AB     |   |   |
| HS    | Caerlaverock Castle, Dumfries                               | 31 520    | 30 842    | 2.2    | DG     |   |   |
| HS    | Dirlerton Castle, Dirlerton                                 | 26 124    | 24 136    | 8.2    | ED     |   |   |
| NTS   | Brodick Castle, Brodick                                     | 25 996    | 26 200    | -0.8   | AY     |   | S |
| P     | Floors Castle, Kelso  | 23 152    | 25 986    | -10.9  | SB     |   | S |
| LA    | Dean Castle, Kilmarnock                                     | 22 806    | 29 827    | -23.5  | AY     | F |   |
| HS    | Craigmillar Castle, Edinburgh                               | 20 971    | 18 639    | 12.5   | ED     |   |   |
| HS    | Dunstaffnage Castle, by Oban                                | 17 551    | 16 098    | 9.0    | AR     |   |   |
| HS    | Loch Leven Castle, Kinross                                  | 17 169    | 19 442    | -11.7  | PE     |   | S |

| Owner | Attraction (Castles/Forts)       | 2014    | 2013    | %14/13 | Region | F | S |
|-------|----------------------------------|---------|---------|--------|--------|---|---|
| NTS   | Drum Castle, Banchory            | 17 151  | 13 290  | 29.1   | AB     |   | S |
| HS    | Blackness Castle, Linlithgow     | 16 559  | 15 197  | 9.0    | AR     |   |   |
| NTS   | Fyvie Castle, Turriff            | 16 164  | 16 949  | -4.6   | AB     |   | S |
| HS    | Dumbarton Castle, Dumbarton      | 16 095  | 17 372  | -7.4   | AR     |   |   |
| NTS   | Kellie Castle, Pittenweem        | 13 252  | 12 898  | 2.7    | FI     |   | S |
| HS    | Castle Campbell, Dollar          | 13 184  | 13 266  | -0.6   | AR     |   |   |
| HS    | Aberdour Castle, Aberdour        | 13 184  | 12 518  | 5.3    | FI     |   |   |
| HS    | Threave Castle, Castle Douglas   | 12 953  | 9 765   | 32.6   | DG     |   | S |
| NTS   | Castle Fraser, Inverurie         | 12 624  | 12 775  | -1.2   | AB     |   | S |
| NTS   | Craigievar Castle, Alford        | 10 416  | 9 677   | 7.6    | AB     |   | S |
| HS    | Huntly Castle, Huntly            | 10 312  | 10 155  | 1.5    | AB     |   |   |
| HS    | Bothwell Castle, Uddingston      | 10 194  | 11 632  | -12.4  | GG     |   |   |
| HS    | Rothesay Castle, Rothesay        | 9 124   | 9 353   | -2.4   | AR     |   |   |
| LA    | Castle of St John, Stranraer     | 8 429   | 7 782   | 8.3    | DG     | F | S |
| HS    | Huntingtower Castle, by Perth    | 7 680   | 9 535   | -19.5  | PE     |   |   |
| HS    | Edzell Castle, By Brechin        | 6 285   | 5 558   | 13.1   | AN     |   | S |
| HS    | Kisimul Castle, Castlebray       | 6 177   | 5 732   | 7.8    | OH     |   | S |
| P     | Braemar Castle, Braemar          | 5 875 E | 6 200 E | -5.2   | AB     |   | S |
| HS    | Elcho Castle, Perth              | 5 141   | 5 495   | -6.4   | PE     |   | S |
| HS    | Maclellans Castle, Kirkcudbright | 4 625   | 4 692   | -1.4   | DG     |   | S |
| HS    | Newark Castle, Port Glasgow      | 4 432   | 4 207   | 5.3    | GG     |   | S |
| HS    | Hermitage Castle, Newcastleton   | 4 188   | 5 115   | -18.1  | SB     |   | S |
| HS    | Tolquhon Castle, Tarves          | 4 171   | 4 403   | -5.3   | AB     |   | S |
| HS    | Cardoness Castle, Castle Douglas | 4 111   | 4 370   | -5.9   | DG     |   | S |
| HS    | Kildrummy Castle, by Alford      | 3 973   | 3 460   | 14.8   | AB     |   | S |
| HS    | Balvenie Castle, Keith           | 3 851   | 4 874   | -21.0  | AB     |   | S |
| HS    | Craignethan Castle, Lesmahagow   | 3 316   | 3 952   | -16.1  | GG     |   | S |
| HS    | Crichton Castle, Pathhead        | 3 258   | 3 222   | 1.1    | ED     |   | S |
| HS    | Corgarff Castle, Strathdon       | 1 825   | 3 085   | -40.8  | AB     |   | S |
| CT    | Thirlestane Castle, Lauder       | 1 428   | Closed  |        | SB     |   | S |

Table 45 Visits to Scottish Crafts/Retail Attractions (in Decreasing Order of Visits)

| Owner | Attraction (Scottish Crafts/Retail Attractions) | 2014        | 2013        | %14/13 | Region | F | S |
|-------|---|-------------|-------------|--------|--------|---|---|
| G     | Loch Lomond Shores, Balloch                     | 1 172 832 E | 1 140 119 E | 2.9    | AR     | F |   |
| P     | Scottish Wool Centre, Aberfoyle                 | 160 400 E   | 167 303 E   | -4.1   | AR     | F |   |
| P     | Trossachs Woollen Mill, by Callander            | 138 000 E   | 144 458 E   | -4.5   | AR     | F |   |
| CT    | The Birnam Institute, Birnam                    | 106 000 E   | 102 000 E   | 3.9    | PE     | F |   |
| P     | Shetland Jewellery, Weisdale                    | 9 118 E     | 8 728 E     | 4.5    | SH     | F |   |
| P     | Sheila Fleet Jewellery, Tankerness              | 4 591       | 3 665       | 25.3   | OR     | F |   |

**Table 46 Visits to Distilleries, Vineyards & Breweries (in Decreasing Order of Visits)**

| Owner | Attraction (Distilleries, Vineyards & Breweries)       | 2014     | 2013     | %14/13 | Region | F | S |
|-------|--|----------|----------|--------|--------|---|---|
| P     | Scotch Whisky Heritage Centre, Edinburgh               | 307 879  | 303 287  | 1.5    | ED     |   |   |
| PLC   | Blair Athol Distillery, Pitlochry                      | 75 000 E | 53 637 E | 39.8   | PE     |   |   |
| P     | The Famous Grouse Experience, Crieff                   | 69 997   | 84 877   | -17.5  | PE     |   |   |
| P     | Glengoyne Distillery, nr Killearn                      | 57 921   | 59 275   | -2.3   | AR     |   |   |
| P     | Talisker Distillery Visitor Centre, Carbost            | 55 606 E | 58 901 E | -5.6   | HI     |   |   |
| PLC   | Glenlivet Distillery, Glenlivet                        | 50 513   | 44 788   | 12.8   | HI     | F |   |
| PLC   | Oban Distillery Visitor Centre, Oban                   | 42 348   | 42 348   | 0.0    | AR     |   |   |
| PLC   | Glenkinchie Distillery, Tranent                        | 35 856 E | 32 192 E | 11.4   | ED     |   |   |
| PLC   | Dalwhinnie Distillery, Dalwhinnie                      | 34 922 E | 32 598 E | 7.1    | HI     |   |   |
| PLC   | Dewar's World of Whisky, Aberfeldy                     | 28 971   | 31 120   | -6.9   | PE     |   |   |
| P     | Glenmorangie Distillery, Tain                          | 21 862   | 20 135   | 8.6    | HI     |   |   |
| P     | Legend of the Dew of Ben Nevis, Fort William           | 21 281   | 23 555   | -9.7   | HI     |   |   |
| PLC   | Laphroaig Distillery, Islay                            | 21 174   | 19 242   | 10.0   | AR     |   |   |
| PLC   | Glen Ord Distillery, Muir of Ord                       | 20 711   | 20 340   | 1.8    | HI     |   |   |
| PLC   | Royal Lochnagar Distillery Visitor Centre, nr Ballater | 15 831   | 13 938   | 13.6   | AB     |   |   |
| P     | Macallan Distillery, Craigellachie                     | 15 550   | 15 213   | 2.2    | AB     |   |   |
| P     | Highland Park Distillery, Kirkwall                     | 15 057   | 18 090   | -16.8  | OR     |   |   |
| P     | Tullibardine Distillery, Blackford                     | 13 220   | NA       |        | PE     |   |   |
| PLC   | Caol Ila Distillery, Port Askaig                       | 12 451   | 3 285 E  | 279.0  | AR     |   |   |
| PLC   | Aberlour Distillery Visitors Centre, Aberlour          | 11 631   | 8 693    | 33.8   | AB     |   |   |
| P     | Bunnahabhain Distillery, Port Askaig                   | 10 630 E | 8 390 E  | 26.7   | AR     |   |   |
| P     | Lagavulin Distillery Visitor Centre, Port Ellen        | 10 497   | 8 935    | 17.5   | AR     |   |   |
| P     | Pulteney Distillery Visitor Centre, Wick               | 9 624    | 6 596    | 45.9   | HI     |   |   |
| HS    | Dallas Dhu, Forres                                     | 9 426    | 9 528    | -1.1   | AB     |   |   |
| P     | Glenfarclas Distillery, Ballindalloch                  | 8 348    | 8 200    | 1.8    | AB     |   |   |
| PLC   | Cardhu Distillery Visitor Centre, Aberlour             | 8 152    | 9 960    | -18.2  | AB     |   |   |
| P     | Isle of Jura Distillery, Craighouse                    | 7 588    | 8 198    | -7.4   | AR     | F |   |
| PLC   | Clynelish Visitor Centre, Brora                        | 6 097    | 5 895    | 3.4    | HI     |   |   |
| P     | Fettercairn Distillery Visitor Centre, Laurencekirk    | 4 257    | 3 895    | 9.3    | AB     |   | S |
| P     | Springbank Distillery, Cambeltown                      | 3 853    | 3 660    | 5.3    | AR     |   |   |

**Table 47 Visits to Gardens (in Decreasing Order of Visits)**

| Owner | Attraction (Gardens)                          | 2014      | 2013      | %14/13 | Region | F | S |
|-------|---|-----------|-----------|--------|--------|---|---|
| CT    | Royal Botanic Garden Edinburgh, Edinburgh     | 766 250   | 664 407   | 15.3   | ED     | F |   |
| LA    | Glasgow Botanic Gardens, Glasgow              | 440 000 E | 430 000 E | 2.3    | GG     | F |   |
| LA    | David Welch Winter Gardens, Aberdeen          | 300 083   | 303 406   | -1.1   | AB     | F |   |
| P     | Teviot Watergardens, Kelso                    | 160 662   | 155 737   | 3.2    | SB     | F |   |
| NTS   | Inverewe Garden, Poolewe                      | 62 734    | 62 734    | 0.0    | HI     |   | S |
| O     | University of Dundee Botanic Garden, Dundee   | 61 604 E  | 67 659 E  | -8.9   | AN     |   |   |
| CT    | Benmore Botanic Garden, Dunoon                | 46 920    | 45 405    | 3.3    | AR     |   | S |
| LA    | Biblical Garden, Elgin, Elgin                 | 40 000 E  | 40 000 E  | 0.0    | AB     | F |   |
| NTS   | Threave Garden, Castle Douglas                | 39 454    | 46 386    | -14.9  | DG     |   |   |
| CT    | Dawyck Botanic Garden, nr Peebles             | 34 465    | 28 843    | 19.5   | SB     |   |   |
| O     | St Andrews Botanic Garden, St Andrews         | 28 000 E  | 27 000 E  | 3.7    | FI     |   |   |
| P     | Inshriach Nursery, Aviemore                   | 25 998 E  | 29 532 E  | -12.0  | HI     | F |   |
| CT    | Logan Botanic Garden, Port Logan              | 21 165    | 19 365    | 9.3    | DG     |   | S |
| NTS   | Greenbank Gardens, Glasgow                    | 20 621    | 34 479    | -40.2  | GG     |   |   |
| NTS   | Pitmedden Garden & Museum of Farm Life, Ellon | 17 920    | 22 974    | -22.0  | AB     |   | S |
| NTS   | Arduaine Garden, By Oban                      | 15 098    | 14 565    | 3.7    | AR     |   |   |
| CT    | Drummond Gardens, Muthill, Crieff             | 12 436    | 12 286    | 1.2    | PE     |   | S |
| NTS   | Geilston House, Helensburgh                   | 9 932     | 9 155     | 8.5    | AR     |   | S |
| NTS   | Crarae Gardens, Inverary                      | 8 042     | 8 539     | -5.8   | AR     |   | S |
| NTS   | Hill of Tarvit, Cupar                         | 7 604     | 7 435     | 2.3    | FI     |   | S |
| LA    | Ardencraig Gardens, Rothesay                  | 7 500 E   | 8 500 E   | -11.8  | AR     | F | S |
| NTS   | Branklyn Garden, Perth                        | 7 488     | 10 169    | -26.4  | PE     |   | S |
| NTS   | Priorwood Garden, Melrose                     | 6 448     | 8 183     | -21.2  | SB     |   | S |
| P     | Aldouran Wetland Garden, Leswalt              | 6 000 E   | 5 500 E   | 9.1    | DG     | F |   |
| P     | Attadale Gardens, Strathcarron                | 5 639     | 5 077     | 11.1   | HI     |   | S |
| P     | Glenwhan Gardens, by Stranraer                | 5 000 E   | 4 500 E   | 11.1   | DG     |   | S |
| NTS   | Malleny Garden, Edinburgh                     | 4 072     | 3 730     | 9.2    | ED     |   |   |
| P     | Abriachan Garden Nursery, Inverness           | 2 000 E   | 1 700 E   | 17.6   | HI     |   | S |
| CT    | Bolfracks Garden, Aberfeldy                   | 1 469 E   | 1 543 E   | -4.8   | PE     |   | S |
| NTS   | Inveresk Lodge Garden, Musselburgh            | 1 369     | 1 294     | 5.8    | ED     |   |   |
| CT    | Mertoun Gardens, Melrose                      | 304 E     | 282 E     | 7.8    | SB     |   | S |



**Table 48 Visits to Heritage Centres (in Decreasing Order of Visits)**

| Owner | Attraction (Heritage Centres)                       | 2014     | 2013     | %14/13 | Region | F | S |
|-------|---|----------|----------|--------|--------|---|---|
| P     | Gretna Green Famous Blacksmith's Shop, Gretna Green | 813 304  | 761 487  | 6.8    | DG     | F |   |
| NTS   | Robert Burns Birthplace Museum, Ayr                 | 302 715  | 327 973  | -7.7   | AY     |   |   |
| NTS   | Culloden Visitor Centre, Inverness                  | 98 780   | 109 063  | -9.4   | HI     |   |   |
| NTS   | Bannockburn Heritage Centre, Stirling               | 60 753   | 7 816    | 677.3  | AR     |   |   |
| HS    | Iona Abbey & St Columba Centre (Mull), Isle of Iona | 58 674   | 59 439   | -1.3   | AR     |   |   |
| CT    | Calanais Visitor Centre, Calanais                   | 42 703 E | 41 728 E | 2.3    | OH     | F |   |
| CT    | Mill on the Fleet, Castle Douglas                   | 40 637   | 30 817   | 31.9   | DG     | F |   |
| CT    | Scottish Crannog Centre, Kenmore                    | 19 759   | 19 859   | -0.5   | PE     |   | S |
| LA    | Vikingar, Largs                                     | 13 527   | 14 287   | -5.3   | AY     |   |   |
| LA    | St Ronan's Wells Visitor Centre, Innerleithen       | 7 319 E  | 7 156    | 2.3    | SB     | F |   |
| CT    | Lybster Harbour Visitor Centre, Lybster             | 6 963 2  | DK       |        | HI     | F | S |
| P     | Old Byre Heritage Centre, Dervaig                   | 3 745 E  | 5 210 E  | -28.1  | AR     |   | S |
| CT    | Iona Heritage Centre, Isle of Iona                  | 3 027    | 3 075    | -1.6   | AR     |   | S |
| O     | Uig Heritage Centre, Isle of Lewis                  | 2 874    | 2 389    | 20.3   | OH     |   | S |
| PLC   | Westray Heritage Centre, Westray                    | 2 598    | 2 445    | 6.3    | OR     |   | S |
| P     | Orcadian Stone Company Ltd, Golspie                 | 2 083    | 2 115    | -1.5   | HI     | F | S |
| CT    | Flag Heritage Centre, Athelstaneford                | 1 900 E  | 1 700 E  | 11.8   | ED     | F | S |

**Table 49 Visits to Historic Houses and Palaces (in Decreasing Order of Visits)**

| Owner | Attraction (Historic Houses and Palaces)           | 2014     | 2013     | %14/13 | Region | F | S |
|-------|--|----------|----------|--------|--------|---|---|
| P     | Scone Palace, Perth                                | 98 559   | 106 475  | -7.4   | PE     |   | S |
| P     | Inveraray Castle, Inveraray                        | 88 972   | 84 168   | 5.7    | AR     |   | S |
| P     | Glamis Castle, Glamis                              | 84 901   | 90 524   | -6.2   | AN     |   |   |
| CT    | Dunrobin Castle, Golspie                           | 67 209   | 65 673   | 2.3    | HI     |   | S |
| HS    | Linlithgow Palace, Linlithgow                      | 63 274   | 66 500   | -4.9   | ED     |   |   |
| P     | Skaill House, Sandwick                             | 59 684 E | 53 887 E | 10.8   | OR     |   | S |
| P     | Abbotsford, Melrose                                | 59 408 E | 50 400 E | 17.9   | SB     |   | S |
| NTS   | Pollok House, Glasgow                              | 58 918   | 58 102   | 1.4    | GG     |   |   |
| HS    | Argyll's Lodging, Stirling                         | 56 505   | 37 806   | 49.5   | AR     |   |   |
| CT    | Abbot House Heritage Centre & Gardens, Dunfermline | 45 450 E | 46 070 E | -1.3   | FI     | F |   |
| NTS   | Falkland Palace, Cupar                             | 37 757   | 41 930   | -10.0  | FI     |   | S |
| NTS   | Georgian House, Edinburgh                          | 35 581   | 37 990   | -6.3   | ED     |   | S |
| P     | Traquair House, Innerleithen                       | 33 984 E | 40 730 E | -16.6  | SB     |   |   |
| NTS   | Gladstone's Land, Edinburgh                        | 27 216   | 35 747   | -23.9  | ED     |   | S |
| NTS   | Hill House, Helensburgh                            | 23 345   | 21 641   | 7.9    | AR     |   |   |
| NTS   | Tenement House, Glasgow                            | 14 610   | 14 667   | -0.4   | GG     |   |   |
| HS    | Bishop's and Earl's Palaces, Kirkwall              | 13 571   | 12 498   | 8.6    | OR     |   | S |

| Owner | Attraction (Historic Houses and Palaces) | 2014    | 2013    | %14/13 | Region | F | S |
|-------|--|---------|---------|--------|--------|---|---|
| HS    | Black House Arnol, Bragar                | 11 968  | 11 660  | 2.6    | OH     |   |   |
| NTS   | Broughton House & Garden, Kircudbright   | 10 932  | 9 881   | 10.6   | DG     |   | S |
| NTS   | Culross Palace, Culross                  | 10 669  | 10 446  | 2.1    | FI     |   | S |
| NTS   | House of Dun, Montrose                   | 7 960   | 7 752   | 2.7    | AN     |   | S |
| LA    | Provan Hall, Glasgow                     | 6 530   | 4 197   | 55.6   | GG     | F |   |
| HS    | Spynie Palace, nr Elgin                  | 6 303   | 5 541   | 13.8   | AB     |   | S |
| NTS   | Newhailes, Musselburgh                   | 4 831   | 4 307   | 12.2   | ED     |   | S |
| NTS   | Hugh Miller's Cottage, Cromarty          | 4 166   | 3 994   | 4.3    | HI     |   | S |
| NTS   | Holmwood House, Glasgow                  | 3 692   | 3 745   | -1.4   | GG     |   | S |
| NTS   | Leith Hall, Huntly                       | 3 526   | 2 276   | 54.9   | AB     |   | S |
| NTS   | Haddo House, Ellon                       | 3 483   | 5 157   | -32.5  | AB     |   | S |
| P     | Manderston, Duns                         | 3 432   | 3 162   | 8.5    | SB     |   | S |
| NTS   | House of Binns, Edinburgh                | 3 055   | 3 225   | -5.3   | ED     |   | S |
| NTS   | Souter Johnnies Cottage, Kirkoswald      | 1 727   | 1 088   | 58.7   | AY     |   | S |
| P     | Gosford House, Longniddry                | 1 500 E | 1 023 E | 46.6   | ED     |   | S |
| NTS   | Weaver's Cottage, Kilbarchan             | 1 473   | 1 289   | 14.3   | GG     |   | S |
| NTS   | Moirlannich Longhouse, Killin            | 985     | 1 076   | -8.5   | AR     |   | S |
| NTS   | Bachelors Club, Tarbolton                | 784     | 653     | 20.1   | AY     |   | S |
| P     | Arniston House, Gorebridge               | 711     | 690     | 3.0    | ED     |   | S |
| NTS   | Carlyle's Birthplace, Lockerbie          | 617     | 243     | 153.9  | DG     |   | S |

**Table 50 Visits to Museums and Art Galleries (in Decreasing Order of Visits)**

| Owner | Attraction (Museums and Art Galleries)                 | 2014      | 2013      | %14/13 | Region | F | S |
|-------|--|-----------|-----------|--------|--------|---|---|
| G     | National Museum of Scotland, Edinburgh                 | 1 639 509 | 1 768 090 | -7.3   | ED     | F |   |
| O     | Scottish National Gallery, Edinburgh                   | 1 295 015 | 933 269   | 38.8   | ED     | F |   |
| LA    | Kelvingrove Art Gallery & Museum, Glasgow              | 1 121 995 | 1 044 067 | 7.5    | GG     | F |   |
| LA    | Riverside Museum, Glasgow                              | 1 049 834 | 740 276   | 41.8   | GG     | F |   |
| LA    | Gallery of Modern Art, Glasgow                         | 622 284   | 572 152   | 8.8    | GG     | F |   |
| G     | National War Museum, Edinburgh                         | 593 639   | 572 361   | 3.7    | ED     | F |   |
| LA    | People's Palace, Glasgow                               | 380 110   | 310 326   | 22.5   | GG     | F |   |
| O     | Dundee Contemporary Arts, Dundee                       | 375 000 E | 375 000 E | 0.0    | AN     | F |   |
| CT    | Glasgow Science Centre, Glasgow                        | 352 886   | 384 199   | -8.2   | GG     |   |   |
| CT    | Centre for Contemporary Arts, Glasgow                  | 326 271   | 296 233   | 10.1   | GG     | F |   |
| O     | Scottish National Portrait Gallery, Edinburgh          | 294 157   | 261 937   | 12.3   | ED     | F |   |
| LA    | Museum of Childhood, Edinburgh                         | 212 687   | 214 618   | -0.9   | ED     | F |   |
| CT    | An Lanntair, Stornoway                                 | 200 000 E | 170 000 E | 17.6   | OH     | F |   |
| LA    | Aberdeen Art Gallery, Aberdeen                         | 194 592   | 148 278   | 31.2   | AB     | F |   |
| G     | Scottish National Gallery of Modern Art Two, Edinburgh | 175 396   | 127 027   | 38.1   | ED     | F |   |
| LA    | The Burrell Collection, Glasgow                        | 172 420   | 193 472   | -10.9  | GG     | F |   |
| PLC   | Fruitmarket Gallery, Edinburgh                         | 162 246   | 155 626   | 4.3    | ED     | F |   |
| CT    | Rosslyn Chapel, Roslin                                 | 161 112   | 154 028   | 4.6    | ED     |   |   |

| Owner | Attraction (Museums and Art Galleries)                       | 2014     | 2013     | %14/13 | Region | F | S |
|-------|--|----------|----------|--------|--------|---|---|
| LA    | Summerlee - Museum of Scottish Industrial Life, Coatbridge   | 158 100  | 140 562  | 12.5   | GG     | F |   |
| O     | Scottish National Gallery of Modern Art One, Edinburgh       | 150 208  | 138 064  | 8.8    | ED     | F |   |
| LA    | The McManus: Dundee's Art Gallery & Museum, Dundee           | 149 004  | 153 444  | -2.9   | AN     | F |   |
| LA    | Kirkcaldy Museum & Art Gallery, Kirkcaldy                    | 146 992  | 107 965  | 36.1   | FI     | F |   |
| CT    | St Mungo Museum, Glasgow                                     | 137 816  | 120 976  | 13.9   | GG     | F |   |
| LA    | Heart of Hawick, Hawick                                      | 137 523  | 155 933  | -11.8  | SB     | F |   |
| LA    | Dick Institute Museum, Kilmarnock                            | 122 993  | 127 738  | -3.7   | AY     | F |   |
| CT    | Beacon Arts Centre, Greenock                                 | 103 723  | 144 698  | -28.3  | GG     |   |   |
| LA    | Museum of Edinburgh, Edinburgh                               | 86 317   | 64 119   | 34.6   | ED     | F |   |
| CT    | Shetland Museum and Archives, Lerwick                        | 84 083   | 94 001   | -10.6  | SH     | F |   |
| G     | National Museum of Rural Life, East Kilbride                 | 82 573   | 73 444   | 12.4   | GG     |   |   |
| P     | Caithness Horizons, Thurso                                   | 80 244   | 72 599   | 10.5   | HI     | F |   |
| LA    | City Art Centre, Edinburgh                                   | 79 801   | 91 749   | -13.0  | ED     | F |   |
| LA    | Aberdeen Maritime Museum, Aberdeen                           | 78 132   | 64 707   | 20.7   | AB     | F |   |
| P     | National Mining Museum Scotland, Newtongrange                | 73 262   | 61 766   | 18.6   | ED     |   |   |
| G     | National Museum of Flight, nr Haddington                     | 72 992   | 70 116   | 4.1    | ED     |   |   |
| LA    | Paisley Museum and Art Gallery, Paisley                      | 71 694   | 52 594   | 36.3   | GG     | F |   |
| LA    | People's Story Museum, Edinburgh                             | 63 152   | 61 294   | 3.0    | ED     | F |   |
| LA    | St Andrews Museum, St Andrews                                | 60 333   | 67 860   | -11.1  | FI     | F |   |
| CT    | The Dundee Science Centre, Dundee                            | 57 797   | 61 973   | -6.7   | AN     |   |   |
| CT    | Discovery Point, Dundee                                      | 55 023   | 52 526   | 4.8    | AN     |   |   |
| LA    | Highland Folk Museum, Newtonmore                             | 54 065 E | 53 364 E | 1.3    | HI     | F | S |
| CT    | The Highlanders' Museum, by Inverness                        | 49 685   | 50 243   | -1.1   | HI     | F |   |
| LA    | Writers' Museum, Edinburgh                                   | 49 372   | 42 650   | 15.8   | ED     | F |   |
| CT    | Scottish Maritime Museum, Irvine                             | 48 262   | 62 699   | -23.0  | AY     |   |   |
| CT    | West Highland Museum, Fort William                           | 46 004   | 44 444   | 3.5    | HI     | F |   |
| CT    | Clan Donald Skye, Sleat                                      | 45 115   | 44 969   | 0.3    | HI     |   | S |
| CT    | Grampian Transport Museum, Alford                            | 43 774   | 43 001   | 1.8    | AB     |   | S |
| LA    | Perth Museum & Art Gallery, Perth                            | 43 370   | 74 206   | -41.6  | PE     | F |   |
| PLC   | Bank of Scotland Museum on the Mound, Edinburgh              | 42 381   | 43 562   | -2.7   | ED     | F |   |
| LA    | Clydebank Museum, Clydebank                                  | 42 374   | 27 100   | 56.4   | GG     | F |   |
| LA    | Inverness Museum and Art Gallery, Inverness                  | 42 369 E | 41 597 E | 1.9    | HI     | F |   |
| LA    | McLean Museum and Art Gallery, Greenock                      | 40 701   | 40 420   | 0.7    | GG     | F |   |
| LA    | Robert Burns Centre, Dumfries                                | 38 401   | 28 978   | 32.5   | DG     | F |   |
| CT    | Pier Arts Centre, Stromness                                  | 38 378   | 52 374   | -26.7  | OR     | F |   |
| HS    | Broughty Castle Museum, Dundee                               | 36 816   | 33 845   | 8.8    | AN     | F |   |
| LA    | Orkney Museum, Kirkwall                                      | 34 716   | 16 094   | 115.7  | OR     | F |   |
| LA    | Gracefield Arts Centre, Dumfries                             | 33 551   | 35 448   | -5.4   | DG     | F |   |
| O     | MUSA: The Museum of The University of St Andrews, St Andrews | 32 997 E | 35 505 E | -7.1   | FI     | F |   |
| LA    | Callendar House, Falkirk                                     | 32 514   | 36 060   | -9.8   | AR     | F |   |
| LA    | Pittencrieff House Museum, Dunfermline                       | 32 064   | 30 657   | 4.6    | FI     | F |   |

| Owner | Attraction (Museums and Art Galleries)             | 2014     | 2013     | %14/13 | Region | F | S |
|-------|--|----------|----------|--------|--------|---|---|
| P     | Oban War and Peace Museum, Corran Esplanade, Oban  | 31 573   | 35 340   | -10.7  | AR     | F | S |
| P     | Creetown Gem Rock Museum, Newton Stewart           | 30 497   | 29 815   | 2.3    | DG     |   |   |
| CT    | Taigh Chearsabhaigh Museum Arts Centre, North Uist | 28 974   | 24 193   | 19.8   | OH     |   |   |
| LA    | Mary Queen of Scot's Visitor Centre, Jedburgh      | 28 225   | 29 339   | -3.8   | SB     | F | S |
| CT    | Museum of Scottish Lighthouses, Fraserburgh        | 27 052   | 29 090   | -7.0   | AB     |   |   |
| CT    | North Ayrshire Heritage Centre, Saltcoats          | 26 614   | 18 578   | 43.3   | AY     | F |   |
| LA    | Maclaurin Galleries, Ayr                           | 24 454   | 31 904   | -23.4  | AY     | F |   |
| CT    | Isle of Mull Museum, Tobermory                     | 24 357 E | 23 290 E | 4.6    | AR     | F | S |
| LA    | Cumbernauld Museum, Cumbernauld                    | 24 282   | 10 018   | 142.4  | GG     | F |   |
| LA    | Tolbooth Museum, Aberdeen                          | 23 406   | 17 987   | 30.1   | AB     | F |   |
| LA    | Auld Kirk Museum, Kirkintilloch                    | 22 691 E | 19 029 E | 19.2   | GG     | F |   |
| LA    | Wigtown Museum, Wigtown                            | 21 661   | 21 096   | 2.7    | DG     | F |   |
| PLC   | Comar, Tobermory                                   | 21 564 E | 16 000 E | 34.8   | AR     | F |   |
| LA    | Tolbooth Museum, Stonehaven                        | 20 626   | 17 063   | 20.9   | AB     | F |   |
| LA    | Aberdeenshire Farming Museum, Mintlaw              | 20 138   | 18 995   | 6.0    | AB     | F | S |
| LA    | Jedburgh Castle Jail and Museum, Jedburgh          | 19 803   | 20 629   | -4.0   | SB     | F | S |
| CT    | The Museum of The Black Watch, Perth               | 19 300 E | 11 348 E | 70.1   | PE     |   |   |
| CT    | Eyemouth Museum, Eyemouth                          | 18 800   | 17 932   | 4.8    | SB     |   | S |
| O     | Gateway Galleries, St Andrews                      | 18 389 E | 15 931 E | 15.4   | FI     | F |   |
| LA    | Park Gallery, Falkirk                              | 18 208   | 19 078   | -4.6   | AR     | F |   |
| CT    | Scalloway Museum, Scalloway                        | 18 126   | 15 186   | 19.4   | SH     |   |   |
| LA    | Dumfries Museum/Camera Obscura, Dumfries           | 17 519   | 15 965   | 9.7    | DG     | F |   |
| G     | Duff House Gallery, Banff                          | 17 498   | 18 140   | -3.5   | AB     |   |   |
| LA    | North Lanarkshire Heritage Centre, Motherwell      | 17 061 E | 14 305 E | 19.3   | GG     | F |   |
| LA    | Paxton House, nr Berwick                           | 16 822   | 10 148   | 65.8   | SB     |   | S |
| CT    | Stills Gallery, Edinburgh                          | 16 647 E | 13 885 E | 19.9   | ED     | F |   |
| CT    | Glenfinnan Station Museum, Glenfinnan              | 15 361 E | 14 103   | 8.9    | HI     |   | S |
| LA    | Travelling Gallery, Edinburgh                      | 14 337   | 17 349   | -17.4  | ED     | F | S |
| CT    | John Muir Birthplace, Dunbar                       | 14 318   | 12 496   | 14.6   | ED     | F |   |
| LA    | Glasgow Museums Resource Centre, Glasgow           | 14 205 E | 15 264   | -6.9   | GG     | F |   |
| LA    | Hawick Museum and the Scott Gallery, Hawick        | 14 054   | 12 138   | 15.8   | SB     | F |   |
| O     | King's Museum, Aberdeen                            | 13 523 E | 13 000 E | 4.0    | FI     | F |   |
| CT    | Celtic Museum Trust, Glasgow                       | 13 361   | 25 986   | -48.6  | GG     |   |   |
| LA    | Robert Burns House, Dumfries                       | 12 836   | 12 477   | 2.9    | DG     | F |   |
| CT    | Scottish Fisheries Museum, Anstruther              | 12 648   | 11 406   | 10.9   | FI     |   |   |
| LA    | Lillie Art Gallery, Glasgow                        | 12 453   | 10 819   | 15.1   | GG     | F |   |
| CT    | Andrew Carnegie Birthplace Museum, Dunfermline     | 12 303   | 12 208   | 0.8    | FI     | F |   |
| LA    | Stranraer Museum, Stranraer                        | 12 190   | 10 653   | 14.4   | DG     | F |   |
| P     | Timespan Heritage Centre, Helmsdale                | 11 965 E | 11 138 E | 7.4    | HI     |   |   |
| CT    | Verdant Works, Dundee                              | 11 908   | 12 166   | -2.1   | AN     |   |   |
| LA    | Arbroath Museum, Arbroath                          | 11 872 E | 9 855 E  | 20.5   | AN     | F |   |

| Owner | Attraction (Museums and Art Galleries)                       | 2014    | 2013    | %14/13 | Region | F | S |
|-------|--|---------|---------|--------|--------|---|---|
| LA    | Scapa Flow Visitor Centre and Museum, Lyness                 | 11 279  | 11 400  | -1.1   | OR     | F | S |
| CT    | Devil's Porridge Museum, Eastriggs                           | 11 161  | 5 500 E | 102.9  | DG     |   | S |
| CT    | Elgin Museum, Elgin  | 11 124  | 12 307  | -9.6   | AB     | F |   |
| NTS   | David Livingstone Centre, Glasgow                            | 10 345  | 21 360  | -51.6  | GG     |   |   |
| CT    | St Andrews Pres.Trust Museum, St Andrews                     | 10 282  | 8 700 E | 18.2   | FI     | F |   |
| LA    | Rozelle House, Ayr   | 10 165  | 11 651  | -12.8  | AY     | F |   |
| LA    | Montrose Museum, Montrose                                    | 10 133  | 12 713  | -20.3  | AN     | F |   |
| CT    | House for an Art Lover, Glasgow                              | 10 100  | 10 219  | -1.2   | GG     |   |   |
| LA    | The Meffan [Forfar Museum], Forfar                           | 9 882   | 10 088  | -2.0   | AN     | F |   |
| LA    | Fergusson Gallery, Perth                                     | 9 821   | 11 983  | -18.0  | PE     | F |   |
| CT    | Glasgow Police Museum, Glasgow                               | 9 759   | 7 914   | 23.3   | GG     | F |   |
| LA    | Old Bridge House Museum, Dumfries                            | 9 679   | 8 735   | 10.8   | DG     | F | S |
| CT    | Scottish Vintage Bus Museum, by Dunfermline                  | 9 561 E | 5 423 E | 76.3   | FI     |   | S |
| LA    | Tweeddale Museum, Peebles                                    | 9 352   | 7 770 E | 20.4   | SB     | F |   |
| CT    | Stromness Museum, Stromness                                  | 8 370   | 10 660  | -21.5  | OR     |   |   |
| LA    | Kirriemuir Gateway to the Glens Museum, Kirriemuir           | 8 366 E | 7 241 E | 15.5   | AN     | F |   |
| CT    | Fife Folk Museum, Ceres                                      | 8 014   | 3 015   | 165.8  | FI     |   | S |
| CT    | Glenesk Folk Museum, Brechin                                 | 7 940   | 6 390   | 24.3   | AN     | F | S |
| LA    | Falconer Museum, Forres                                      | 7 557   | 9 831   | -23.1  | AB     | F |   |
| CT    | Crail Museum, Crail  | 7 500 E | 7 540 E | -0.5   | FI     | F | S |
| CT    | Hidden Treasures, Museum of Lead Mining, by Biggar           | 7 187   | 6 625   | 8.5    | DG     |   | S |
| CT    | Cromarty Courthouse Museum, Cromarty                         | 6 892   | 4 584   | 50.3   | HI     | F | S |
| CT    | Ullapool Museum and Visitor Centre, Ullapool                 | 6 676   | 1 209   | 452.2  | HI     |   | S |
| O     | Frigate Unicorn, Dundee                                      | 6 614   | 6 638   | -0.4   | AN     |   |   |
| CT    | Taigh Tasgaidh Chill Donnain, Sout Uist                      | 6 580 E | 5 929 E | 11.0   | OH     | F | S |
| P     | The Salmon Bothy, Banff                                      | 6 476 E | 2 202 E | 194.1  | AB     | F |   |
| G     | University of Aberdeen Zoology Museum, Aberdeen              | 6 432   | 7 210   | -10.8  | AB     | F |   |
| LA    | Prestongrange Museum, Prestongrange                          | 6 340 E | 6 424 E | -1.3   | ED     | F | S |
| CT    | Gairloch Heritage Museum, Gairloch                           | 6 124   | 4 911   | 24.7   | HI     |   | S |
| LA    | McKechnie Institute, Girvan                                  | 6 047   | 5 391   | 12.2   | AY     | F |   |
| LA    | Halliwell's House Museum & Robson Gallery, Selkirk           | 5 808 E | 6 478 E | -10.3  | SB     | F | S |
| CT    | Gordon Highlanders Museum, Aberdeen                          | 5 789   | 4 898   | 18.2   | AB     |   |   |
| LA    | Dunbar Townhouse Museum, Dunbar                              | 5 603   | 7 681   | -27.1  | ED     | F | S |
| CT    | Tangwick Haa Museum, Northmavine                             | 5 542   | 4 682   | 18.4   | SH     | F | S |
| CT    | Groam House Museum, Rosemarkie                               | 5 533   | 5 258   | 5.2    | HI     | F | S |
| LA    | St Fergus Gallery, Wick                                      | 5 393 E | 3 729 E | 44.6   | HI     | F |   |
| LA    | Tomintoul Museum & Visitor Centre, Tomintoul                 | 5 256   | 9 992   | -47.4  | AB     | F | S |
| LA    | Kirbuster Museum, Birsay                                     | 5 110   | 4 769   | 7.2    | OR     | F | S |
| LA    | Scottish Fire and Rescue Service Museum and Heritage Centre, | 5 059   | 5 012   | 0.9    | GG     | F |   |
| CT    | Nairn Museum, Nairn  | 5 032   | 5 749   | -12.5  | HI     |   |   |
| CT    | Dumfries and Galloway Aviation Museum, Dumfries              | 4 879   | 5 952   | -18.0  | DG     |   |   |

| Owner | Attraction (Museums and Art Galleries)                            | 2014    | 2013    | %14/13 | Region | F | S |
|-------|---|---------|---------|--------|--------|---|---|
| CT    | Dufftown Whisky & Heritage Centre, Dufftown                       | 4 693   | 1 672   | 180.7  | AB     | F | S |
| LA    | Coldstream Museum, Coldstream                                     | 4 616   | 4 235   | 9.0    | SB     | F | S |
| P     | Moray Motor Museum, Elgin   | 4 500 E | 4 500 E | 0.0    | AB     |   | S |
| LA    | Methil Heritage Centre, Methil                                    | 4 488   | 4 611   | -2.7   | FI     | F |   |
| LA    | Annan Museum, Annan   | 4 400   | 4 490   | -2.0   | DG     | F | S |
| LA    | Corrigall Farm Museum, Harray                                     | 4 286   | 4 025   | 6.5    | OR     | F | S |
| CT    | Glencoe Folk Museum, Ballachulish                                 | 4 284   | 3 106   | 37.9   | HI     |   | S |
| LA    | Burns House Museum, Mauchline                                     | 4 169   | 4 334   | -3.8   | AY     | F |   |
| LA    | Old Gala House and Christopher Boyd Gallery, Galashiels           | 4 098 E | 5 017 E | -18.3  | SB     | F | S |
| CT    | Fraserburgh Heritage Centre, Fraserburgh                          | 4 058   | 2 526   | 60.6   | AB     |   | S |
| CT    | Historylinks Museum, Dornoch                                      | 4 045   | 4 062   | -0.4   | HI     |   | S |
| CT    | Annet House Museum, Linlithgow                                    | 4 027   | 3 938   | 2.3    | ED     | F | S |
| CT    | Shetland Croft House Museum, Dunrossness                          | 4 020   | 4 026   | -0.1   | SH     | F | S |
| P     | Strathnaver Museum, Thurso  | 3 996   | 3 202   | 24.8   | HI     |   | S |
| CT    | Scottish Maritime Museum - Denny Tank, Dumbarton                  | 3 918   | 3 109   | 26.0   | AR     |   |   |
| O     | Musical Instrument Museums, Edinburgh                             | 3 771 E | 2 756 E | 36.8   | ED     | F |   |
| LA    | Sir Walter Scotts Courtroom, Selkirk                              | 3 686 E | 3 876 E | -4.9   | SB     | F | S |
| LA    | Queensferry Museum, South Queensferry                             | 3 624   | 5 790   | -37.4  | ED     | F |   |
| LA    | Arbuthnot Museum, Peterhead                                       | 3 459   | 9 816   | -64.8  | AB     | F |   |
| CT    | Tarbat Discovery Centre, Tain                                     | 3 411   | 2 738   | 24.6   | HI     |   | S |
| LA    | Musselburgh Museum, Musselburgh                                   | 3 343   | 3 405   | -1.8   | ED     | F | S |
| LA    | Banchory Museum, Banchory   | 3 322   | 3 598   | -7.7   | AB     | F |   |
| CT    | Comann Eachdraidh Lios M'Or (Lismore Historical Society), Lismore | 3 066   | 3 503   | -12.5  | AR     | F | S |
| LA    | Jim Clark Room, Duns  | 3 011   | 3 661   | -17.8  | SB     | F | S |
| CT    | Old Haa, Yell   | 2 961 E | 3 341 E | -11.4  | SH     | F | S |
| CT    | The Three Hills Roman Heritage Centre, Melrose                    | 2 902   | 3 236   | -10.3  | SB     |   |   |
| LA    | Kinneil Museum, Bo'ness   | 2 800   | 2 699   | 3.7    | AR     | F |   |
| CT    | Unst Heritage Centre, Unst  | 2 713 E | 2 805 E | -3.3   | SH     |   | S |
| CT    | Bennie Museum, Bathgate   | 2 647   | 2 265   | 16.9   | ED     | F |   |
| LA    | Sanquhar Tolbooth Museum, Sanquhar                                | 2 524   | 2 931   | -13.9  | DG     | F | S |
| CT    | Myreton Motor Museum, Aberlady                                    | 2 513   | 2 176   | 15.5   | ED     |   |   |
| NTS   | Angus Folk Museum, Forfar   | 2 470   | 356     | 593.8  | AN     |   | S |
| HS    | Meikle Sculptured Stone Museum, Meikle                            | 2 452   | 2 758   | -11.1  | PE     |   | S |
| CT    | Unst Boat Haven, Unst   | 2 451 E | 2 402 E | 2.0    | SH     |   | S |
| LA    | Baird Institute Museum & Local History Centre, Cumnock            | 2 003   | 1 912   | 4.8    | AY     | F |   |
| CT    | Ellisland Farm, Dumfries  | 1 944   | 2 454   | -20.8  | DG     |   |   |
| CT    | John Paul Jones Birthplace Museum and Cottage, by Dumfries        | 1 919   | 1 652   | 16.2   | DG     |   | S |
| CT    | Clan Cameron Museum, Spean Bridge                                 | 1 907 E | 2 116 E | -9.9   | HI     |   | S |
| CT    | Orkney Wireless Museum, Kirkwall                                  | 1 857   | 1 531   | 21.3   | OR     |   | S |
| RO    | Blairs Museum Trust [St. Mary's Church], Blairs                   | 1 800 E | 2 300 E | -21.7  | AB     |   |   |
| P     | Alford Heritage Museum, Alford                                    | 1 632   | 598     | 172.9  | AB     |   | S |

| Owner | Attraction (Museums and Art Galleries)               | 2014    | 2013    | %14/13 | Region | F | S |
|-------|--|---------|---------|--------|--------|---|---|
| P     | Barra Heritage Centre, Barra                         | 1 630 1 | NA      |        | OH     |   | S |
| G     | Fair Maid's House, Perth                             | 1 453 E | 2 375 E | -38.8  | PE     | F | S |
| CT    | Atholl Country Life Museum, Blair Atholl             | 1 357   | 2 112   | -35.7  | PE     |   | S |
| LA    | Doon Valley Museum, Dalmellington                    | 1 332   | 1 097   | 21.4   | AY     | F |   |
| CT    | West Kilbride Museum, West Kilbride                  | 1 187 E | 1 106 E | 7.3    | AY     | F |   |
| CT    | The Auld Post Office Museum, Turriff                 | 1 152 E | 1 875 E | -38.6  | AB     | F |   |
| CT    | Ross of Mull Historical Centre, Bunesan              | 1 136   | 1 255   | -9.5   | AR     | F | S |
| HS    | Trinity House Maritime Museum, Edinburgh             | 1 115   | 2 096   | -46.8  | ED     | F |   |
| CT    | Biggar Gas Works, Biggar                             | 1 039   | 1 030   | 0.9    | GG     | F | S |
| P     | Museum of Abernethy, Abernethy                       | 1 039   | 1 394   | -25.5  | PE     | F | S |
| CT    | Bressay Heritage Centre, Bressay                     | 1 014   | 965     | 5.1    | DG     | F | S |
| CT    | St Peter's Heritage Centre, Peterculter              | 973     | 723     | 34.6   | AB     |   | S |
| CT    | Creetown Heritage Museum, Newtown Stewart            | 853 E   | 836 E   | 2.0    | DG     |   | S |
| CT    | Grangemouth Heritage Trust, Grangemouth              | 814 E   | 640 E   | 27.2   | AR     | F |   |
| O     | Natural History Collections, Edinburgh               | 800 E   | 700 E   | 14.3   | ED     | F |   |
| LA    | Alyth Museum, Perth                                  | 796 E   | 821 E   | -3.0   | PE     | F | S |
| CT    | Strachur Smiddy Museum, Strachur                     | 748     | 730     | 2.5    | AR     |   | S |
| CT    | Newton Stewart Museum, Newton Stewart                | 675     | 635     | 6.3    | DG     |   | S |
| LA    | Shotts Heritage Centre, Shotts                       | 600 E   | 600 E   | 0.0    | GG     | F |   |
| LA    | Banff Museum, Banff                                  | 544     | 469     | 16.0   | AB     | F |   |
| CT    | Douglas Heritage Museum, Douglas                     | 539     | 493     | 9.3    | GG     | F | S |
| O     | Heriot Watt University Archive, Edinburgh            | 495     | 546     | -9.3   | ED     | F |   |
| O     | Cockburn Museum of Geology and Geophysics, Edinburgh | 486     | 340     | 42.9   | ED     | F |   |
| LA    | William Lamb Sculpture Studio, Montrose              | 472     | 518     | -8.9   | AN     | F | S |
| HS    | St Vigeans Museum, Arbroath                          | 304     | 499     | -39.1  | AN     |   |   |
| LA    | Burntisland Library and Museum, Burntisland          | 257 1   | NA      |        | FI     | F |   |
| CT    | Crawfordjohn Heritage Venture, Biggar                | 223     | 342     | -34.8  | GG     |   | S |
| LA    | Buckhaven Museum, Buckhaven                          | 216     | 227     | -4.8   | FI     | F |   |
| P     | Cornice Museum of Ornamental Plasterwork, Peebles    | 100 E   | 100 E   | 0.0    | SB     | F | S |
| CT    | Turriff Session Cottage Museum, Turriff              | 65 E    | 65 E    | 0.0    | AB     | F | S |
| CT    | Brownsbank Cottage, Biggar                           | 40 E    | NA      |        | GG     | F | S |

**Table 51 Visits to Other Historic Properties (in Decreasing Order of Visits)**

| Owner | Attraction (Other Historic Properties)                | 2014      | 2013      | %14/13 | Region | F | S |
|-------|---|-----------|-----------|--------|--------|---|---|
| CT    | New Lanark Village and Visitor Centre, Lanark         | 357 500 E | 297 868 E | 20.0   | GG     | F |   |
| CT    | Royal Yacht Britannia, Edinburgh                      | 300 399   | 299 484   | 0.3    | ED     |   |   |
| LA    | National Wallace Monument, Stirling                   | 97 163    | 106 172   | -8.5   | AR     |   |   |
| CT    | Provand's Lordship, Glasgow                           | 86 064    | 78 061    | 10.3   | GG     | F |   |
| HS    | Skara Brae, Stromness                                 | 81 258    | 74 471    | 9.1    | OR     |   |   |
| LA    | Scott Monument, Edinburgh                             | 74 760    | 63 381    | 18.0   | ED     |   |   |
| LA    | Inveraray Jail, Inveraray                             | 52 402    | 52 267    | 0.3    | AR     |   |   |
| HS    | Melrose Abbey, Melrose                                | 44 423    | 47 010    | -5.5   | SB     |   |   |
| HS    | St Andrews Cathedral, St Andrews                      | 37 408    | 35 277    | 6.0    | FI     |   |   |
| LA    | Nelson Monument, Edinburgh                            | 26 829    | 26 608    | 0.8    | ED     |   |   |
| HS    | Tormiston Mill, Stromness                             | 24 741    | 23 787    | 4.0    | OR     |   |   |
| HS    | Inchcolm Abbey, Edinburgh                             | 24 311    | 22 623    | 7.5    | FI     |   | S |
| CT    | Garrannan Blackhouse Village, Carloway                | 22 587    | 20 221    | 11.7   | OH     |   | S |
| HS    | Elgin Cathedral, Elgin                                | 22 298    | 22 891    | -2.6   | AB     |   |   |
| HS    | Jedburgh Abbey, Jedburgh                              | 21 178    | 21 345    | -0.8   | SB     |   |   |
| NTS   | Glenfinnan Monument, Glenfinnan                       | 20 491    | 22 423    | -8.6   | HI     |   | S |
| HS    | Dryburgh Abbey, St Boswells                           | 20 092    | 19 459    | 3.3    | SB     |   |   |
| NTS   | Ell House (Dunkeld), Dunkeld                          | 18 166    | 19 980    | -9.1   | PE     | F | S |
| HS    | Arbroath Abbey, Arbroath                              | 16 890    | 11 893    | 42.0   | AN     |   |   |
| HS    | Inchmahome Priory, Stirling                           | 16 499    | 16 572    | -0.4   | AR     |   | S |
| LA    | Burns Monument Centre, Kilmarnock                     | 15 412    | 13 383 E  | 15.2   | AY     | F |   |
| HS    | Jarlshof, Sumburgh                                    | 14 751    | 12 119    | 21.7   | SH     |   |   |
| HS    | Broch of Gurness, Evie                                | 10 838    | 9 914     | 9.3    | OR     |   | S |
| CT    | Queen's Cross Church, Glasgow                         | 8 708     | 7 588     | 14.8   | GG     |   |   |
| HS    | Stanley Mills, by Perth                               | 7 460     | 7 983     | -6.6   | PE     |   | S |
| LA    | St Margaret's Cave, Dunfermline                       | 7 064     | 6 186     | 14.2   | FI     | F | S |
| HS    | Sweetheart Abbey, Dumfries                            | 6 955     | 6 697     | 3.9    | DG     |   |   |
| LA    | Mills Observatory, Dundee                             | 6 647     | 9 173     | -27.5  | AN     | F |   |
| NTS   | St Kilda,   | 5 819     | 5 901     | -1.4   | OH     | F | S |
| NTS   | Alloa Tower, Alloa                                    | 5 710     | 8 892     | -35.8  | AR     |   | S |
| CT    | Auchindrain Highland Farm Township, Inveraray         | 4 732     | 5 013     | -5.6   | AR     |   |   |
| HS    | Brough of Birsay, Birsay                              | 4 620     | 5 215     | -11.4  | OR     |   | S |
| HS    | Smailholm Tower, Kelso                                | 4 288     | 4 329     | -0.9   | SB     |   | S |
| HS    | New Abbey Corn Mill, Dumfries                         | 4 167     | 4 436     | -6.1   | DG     |   |   |
| HS    | St Serfs, Dunning                                     | 4 109     | 3 933     | 4.5    | PE     | F | S |
| LA    | Hamilton Mausoleum, Hamilton                          | 3 496 E   | 1 740 E   | 100.9  | GG     |   | S |
| NTS   | Barrie's Birthplace, Kirriemuir                       | 3 325     | 3 576     | -7.0   | AN     |   | S |
| HS    | Bonawe Iron Furnace, Taynuilt                         | 3 142     | 2 773     | 13.3   | AR     |   | S |
| CT    | Bosta Iron Age House, Bernera                         | 3 097     | 2 410     | 28.5   | OH     |   | S |
| P     | Quendale Water Mill & Visitor Attraction, Dunrossness | 3 091     | 3 304     | -6.4   | SH     |   | S |



| Owner | Attraction (Other Historic Properties)     | 2014  | 2013  | %14/13 | Region | F | S |
|-------|--|-------|-------|--------|--------|---|---|
| HS    | Dundrennan Abbey, Dundrennan               | 2 801 | 2 478 | 13.0   | DG     |   | S |
| HS    | Crossraguel Abbey, Maybole                 | 2 625 | 2 823 | -7.0   | AY     |   | S |
| CT    | Innerpeffray Library, Crieff               | 2 087 | 2 006 | 4.0    | PE     |   | S |
| NTS   | Kirriemuir Camera Obscura, Forfar          | 1 980 | 2 559 | -22.6  | AN     |   | S |
| HS    | Seton Collegiate Church, Longniddry        | 1 741 | 2 529 | -31.2  | ED     |   | S |
| HS    | Cairnpapple Hill, Torphichen               | 1 597 | 1 449 | 10.2   | ED     |   | S |
| HS    | Hackness Battery & Martello Tower, Hoy     | 1 448 | 1 534 | -5.6   | OR     |   | S |
| CT    | Leighton Library, Dunblane                 | 1 233 | 1 197 | 3.0    | AR     | F | S |
| LA    | Burns Monument, Edinburgh                  | 911   | 565   | 61.2   | ED     | F | S |
| HS    | Glenluce Abbey, Newton Stewart             | 572   | 420   | 36.2   | DG     |   | S |
| P     | King Robert the Bruce's Cave, by Lockerbie | 242   | 272   | -11.0  | DG     |   | S |
| CT    | Hanseatic Booth, Whalsay                   | 177 E | 300 E | -41.0  | SH     |   | S |
| P     | Gilnockie Tower, Canonbie                  | 176 E | 148 E | 18.9   | DG     |   | S |

Table 52 Visits to Outdoors/Nature Attractions (in Decreasing Order of Visits)

| Owner | Attraction (Outdoors/Nature Attractions)                         | 2014        | 2013        | %14/13 | Region | F | S |
|-------|--|-------------|-------------|--------|--------|---|---|
| LA    | Strathclyde Country Park, Motherwell                             | 5 305 960 E | 5 802 058 E | -8.6   | GG     | F |   |
| LA    | Drumpellier Country Park, Motherwell                             | 937 428 E   | 972 159 E   | -3.6   | GG     | F |   |
| LA    | Calderglen Country Park, East Kilbride                           | 870 075 E   | 948 164 E   | -8.2   | GG     | F |   |
| LA    | The Helix, Falkirk   | 800 000 E   | Not Open    |        | AR     | F |   |
| LA    | Mugdock Country Park, Milngavie                                  | 622 985 E   | 616 330 E   | 1.1    | GG     | F |   |
| LA    | Palacerigg Country Park, Cumbernauld                             | 609 183 E   | 612 032 E   | -0.5   | GG     | F |   |
| LA    | Chatelherault Country Park, Hamilton                             | 602 313 E   | 644 163 E   | -6.5   | GG     | F |   |
| G     | Galloway Forest Park, by Newton Stewart                          | 441 307 E   | 423 900 E   | 4.1    | DG     | F |   |
| LA    | John Muir Country Park, Dunbar                                   | 425 000 E   | 410 000 E   | 3.7    | ED     | F |   |
| P     | Rothiemurchus Estate, by Aviemore                                | 373 014 E   | 381 696 E   | -2.3   | HI     | F |   |
| G     | Tweed Valley Forest Park, by Peebles                             | 344 198 E   | 361 000 E   | -4.7   | SB     | F |   |
| LA    | Clyde Muirshiel Regional Park, Castle Semple Centre, Lochwinnoch | 343 106 E   | 348 106 E   | -1.4   | GG     | F |   |
| LA    | Eglington Country Park, Irvine                                   | 335 284 E   | 32 367 E    | 935.9  | AY     | F |   |
| LA    | Gleniffer Braes Country Park, Paisley                            | 319 000 E   | 319 000 E   | 0.0    | GG     | F |   |
| LA    | Aden Country Park, Mintlaw                                       | 298 368 E   | 246 139 E   | 21.2   | AB     | F |   |
| G     | Queen Elizabeth Forest Park, Aberfoyle                           | 278 109 E   | 275 000 E   | 1.1    | AR     | F |   |
| LA    | Forfar Loch Country Park, Forfar                                 | 261 364 E   | 273 508 E   | -4.4   | AN     | F |   |
| G     | Tay Forest Park, by Dunkeld                                      | 251 745 E   | 142 500 E   | 76.7   | PE     | F |   |
| G     | Glenmore Forest Park, by Aviemore                                | 248 426 E   | 256 800 E   | -3.3   | HI     | F |   |
| LA    | Clyde Muirshiel Regional Park, Lunderston Bay, Lochwinnoch       | 196 810 E   | 204 485 E   | -3.8   | GG     | F |   |
| NTS   | Hermitage, by Blairgowrie  | 194 436     | 131 899     | 47.4   | PE     | F |   |
| LA    | Vogrie Country Park, Gorebridge                                  | 170 000 E   | 170 000 E   | 0.0    | ED     | F |   |
| G     | Tentsmuir Forest, by Tayport                                     | 159 000 E   | 77 000 E    | 106.5  | FI     | F |   |
| LA    | James Hamilton Heritage Park, East Kilbride                      | 154 242 E   | 149 581 E   | 3.1    | GG     | F |   |
| LA    | Craigtoun Country Park, St Andrews                               | 150 000 E   | 75 000 E    | 100.0  | FI     |   | S |

| Owner | Attraction (Outdoors/Nature Attractions)                        | 2014      | 2013      | %14/13 | Region | F | S |
|-------|---|-----------|-----------|--------|--------|---|---|
| G     | Argyll Forest Park, Arrochar                                    | 144 400 E | 132 200 E | 9.2    | AR     | F |   |
| LA    | Crombie Country Park, Broughty Ferry                            | 141 458 E | 164 029 E | -13.8  | AN     | F |   |
| NTS   | Glencoe Visitor Centre, Ballachulish                            | 130 006   | 114 284   | 13.8   | HI     |   |   |
| G     | Callendar Wood, Falkirk   | 110 500 E | 109 300 E | 1.1    | AR     | F |   |
| NTS   | Killiecrankie Visitor Centre, nr Pitlochry                      | 109 266   | 83 083    | 31.5   | PE     | F | S |
| G     | Glen Affric, Cannich  | 100 302 E | 95 200 E  | 5.4    | HI     | F |   |
| LA    | Gore Glen Woodland Park, Newtongrange                           | 100 000 E | 100 000 E | 0.0    | ED     | F |   |
| P     | Finlaystone Country Estate, Langbank                            | 79 485    | 63 858    | 24.5   | GG     |   |   |
| G     | The Lodge Forest Visitor Centre, Aberfoyle                      | 71 688 E  | 29 785 E  | 140.7  | AR     | F | S |
| G     | Mabie Forest, Dumfries  | 70 737 E  | 70 500 E  | 0.3    | DG     | F |   |
| G     | Glenmore Forest Park Visitor Centre, by Aviemore                | 67 768 E  | 85 089 E  | -20.4  | HI     | F |   |
| LA    | Clyde Muirshiel Regional Park, Greenock Cut Centre, Greenock    | 66 478    | 60 866    | 9.2    | GG     | F |   |
| P     | Kelburn Castle & Country Centre, Fairlie                        | 65 620    | 68 299    | -3.9   | AY     |   |   |
| G     | Kinnoull Hill, by Perth   | 65 000    | 58 000    | 12.1   | PE     | F |   |
| G     | Glen Nevis Visitor Centre (Ionad Nibheis), nr Fort William      | 63 936    | 61 325    | 4.3    | HI     | F |   |
| NTS   | Corrieshalloch Gorge, by ullapool                               | 63 279    | 67 136    | -5.7   | HI     | F |   |
| G     | East Loch Lomond Forest, by Balmaha                             | 60 006 E  | 47 100 E  | 27.4   | AR     | F |   |
| G     | Bennachie Forest, Inverurie                                     | 58 882 E  | 68 700 E  | -14.3  | AB     | F |   |
| G     | Culbin Forest and Shore, by Forres                              | 55 261 E  | 60 500 E  | -8.7   | AB     | F |   |
| G     | Rogie Falls, by Strathpeffer                                    | 53 606 E  | 47 800 E  | 12.1   | HI     | F |   |
| NTS   | Torridon Countryside Centre, Achnasheen                         | 53 496    | 36 334    | 47.2   | HI     | F |   |
| NTS   | Balmacara Estate & Lochalsh Woodland Garden, Balmacara          | 52 391    | 44 706    | 17.2   | HI     | F | S |
| P     | Logie Steading Visitor Centre, Forres                           | 50 000 E  | 45 000 E  | 11.1   | AB     | F |   |
| LA    | Roslin Glen Country Park, Roslin                                | 50 000 E  | 50 000 E  | 0.0    | ED     | F |   |
| G     | Dalbeattie Forest, Dalbeattie                                   | 48 326 E  | 44 600 E  | 8.4    | DG     | F |   |
| NTS   | Grey Mare's Tail, Peebles                                       | 46 359    | 40 663    | 14.0   | DG     | F | S |
| CT    | Braeloine Visitor Centre, by Aboyne                             | 45 000 E  | 45 000 E  | 0.0    | AB     | F |   |
| G     | Muir of Dinnet Nature Reserve, Dinnet                           | 44 657 E  | 47 287 E  | -5.6   | AB     | F |   |
| LA    | The Kelpies Tour, Falkirk                                       | 43 488    | Not Open  |        | AR     |   | S |
| NTS   | Brodick Country Park, Brodick                                   | 41 303    | 40 793    | 1.3    | AY     |   |   |
| G     | St Cyrus Nature Reserve, nr Montrose                            | 40 309 E  | 48 671 E  | -17.2  | AB     | F |   |
| NTS   | Ben Lomond, Balmaha   | 39 783    | 51 513    | -22.8  | AR     | F |   |
| G     | Laggan Wolfrax, by Newtonmore                                   | 39 542 E  | 43 300 E  | -8.7   | HI     | F |   |
| G     | Newcastleton Forest, by Newcastleton                            | 38 544 E  | 30 400 E  | 26.8   | SB     | F |   |
| NTS   | St Abb's Head, Eyemouth   | 35 739    | 46 815    | -23.7  | SB     | F | S |
| NTS   | Goatfell, Brodick   | 35 199    | 16 951    | 107.7  | AY     | F |   |
| LA    | Clyde Muirshiel Regional Park, Muirshiel Centre, nr Lochwinnoch | 34 969    | 34 631    | 1.0    | GG     | F |   |
| NTS   | Mar Lodge Estate, Braemar                                       | 33 694    | 50 407    | -33.2  | AB     | F | S |
| NTS   | Ben Lawers Visitor Centre, Killin                               | 31 682    | 19 188    | 65.1   | PE     | F | S |
| LA    | Springfield Mill, Polton  | 30 000 E  | 30 000 E  | 0.0    | DG     | F |   |
| LA    | Straiton Pond Local Nature Reserve,                             | 30 000 E  | 30 000 E  | 0.0    | ED     | F |   |

| Owner | Attraction (Outdoors/Nature Attractions)            | 2014     | 2013     | %14/13 | Region | F | S |
|-------|---|----------|----------|--------|--------|---|---|
| LA    | Harestanes Countryside Visitor Centre, Jedburgh     | 28 800 E | 34 020 E | -15.3  | SB     | F | S |
| G     | Sands of Forvie National Nature Reserve, Collieston | 24 200 E | 35 000 E | -30.9  | AB     | F |   |
| G     | Devilla Forest, by Kincardine                       | 23 543 E | 19 500 E | 20.7   | AR     | F |   |
| G     | Wilsontown Forest, by Lanark                        | 23 000 E | 22 800 E | 0.9    | GG     | F |   |
| G     | Tentsmuir National Nature Reserve, by Tayport       | 22 650 E | 24 000 E | -5.6   | FI     | F |   |
| G     | Barnluasgan, by Lochgilphead                        | 21 700 E | 22 600 E | -4.0   | AR     | F |   |
| G     | Caledonian Canal Visitor Centre, Fort Augustus      | 21 521   | 23 945   | -10.1  | HI     | F | S |
| G     | Creag Meagaidh NNR, Newtonmore                      | 20 690   | 20 672   | 0.1    | HI     | F |   |
| CT    | Water of Leith Visitor Centre, Edinburgh            | 18 071   | 18 173   | -0.6   | ED     | F |   |
| G     | Aros Park, by Tobermory                             | 16 206 E | 15 700 E | 3.2    | AR     | F |   |
| G     | Sutherland's Grove, Bacaldine                       | 13 578 E | 13 700 E | -0.9   | AR     | F |   |
| G     | Carron Valley, Denny                                | 13 505 E | 12 000 E | 12.5   | AR     | F |   |
| NTS   | Staffa National Nature Reserve, Isle of Staff       | 12 612   | 65 221   | -80.7  | AR     | F | S |
| G     | Knockan Crag Visitor Centre, Ullapool               | 11 763   | 11 701   | 0.5    | HI     | F |   |
| G     | Forest of Ae, Dumfries                              | 11 452 E | 20 700 E | -44.7  | DG     | F |   |
| G     | Balblair Forest, Bonar Bridge                       | 11 160 E | 10 900 E | 2.4    | HI     | F |   |
| NTS   | Kintail Estate, by Kyle of Locchalsh                | 10 845   | 12 424   | -12.7  | HI     | F |   |
| G     | Taynish NNR,  | 10 839 E | 9 202 E  | 17.8   | AR     | F |   |
| G     | Isle of May NNR,                                    | 10 676   | 10 809   | -1.2   | FI     | F | S |
| G     | Kylerhea Otter Hide, Isle of Skye                   | 10 512 E | 10 300 E | 2.1    | HI     | F |   |
| G     | Flanders Moss, By Stirling                          | 7 000 E  | 7 000 E  | 0.0    | AR     | F |   |
| G     | Glasdrum Wood NNR, Creagan                          | 6 061 E  | 2 600 E  | 133.1  | AR     | F | S |
| NTS   | Canna, Isle of Canna                                | 5 697    | 5 746    | -0.9   | HI     | F |   |
| P     | Hirsel Estate and Museum, Coldstream                | 5 166    | 4 200    | 23.0   | SB     |   |   |
| LA    | Speyside Visitor Centre, Aberlour                   | 3 942    | Closed   |        | AB     | F | S |
| LA    | Seadrift, Dunnet                                    | 2 952    | 2 999    | -1.6   | HI     | F | S |
| NTS   | Iona, Isle of Iona                                  | 2 496    | 17 275   | -85.6  | AR     | F | S |
| NTS   | Fair Isle,  | 1 282    | 1 457    | -12.0  | SH     | F |   |

Table 53 Visits to Transport Related Attractions (in Decreasing Order of Visits)

| Owner | Attraction (Transport Related Attractions) | 2014      | 2013    | %14/13 | Region | F | S |
|-------|--|-----------|---------|--------|--------|---|---|
| P     | Edinburgh Bus Tours, Edinburgh             | 528 887   | 555 422 | -4.8   | ED     |   |   |
| G     | Falkirk Wheel, Falkirk                     | 514 170 1 | 406 693 | 26.4   | AR     | F |   |
| CT    | Bo'ness & Kinneil Railway, Bo'ness         | 68 935    | 68 306  | 0.9    | AR     |   |   |
| CT    | Royal Deeside Railway, Crathes             | 12 279    | 11 348  | 8.2    | AB     |   |   |
| CT    | Leadhills & Wanlockhead Railway, Leadhills | 2 561     | 2 353   | 8.8    | GG     |   | S |
| LA    | Maud Railway Museum, nr Peterhead          | 633       | 700     | -9.6   | AB     | F | S |

Table 54 Visits to Places of Worship/Spiritual Attractions (in Decreasing Order of Visits)

| Owner | Attraction (Places of Worship/Spiritual Attractions) | 2014      | 2013      | %14/13 | Region | F | S |
|-------|--|-----------|-----------|--------|--------|---|---|
| CT    | St Giles' Cathedral, Edinburgh                       | 1 029 359 | 940 530   | 9.4    | ED     | F |   |
| HS    | Glasgow Cathedral, Glasgow                           | 219 947   | 233 172   | -5.7   | GG     | F |   |
| LA    | St Magnus Cathedral, Kirkwall                        | 139 478   | 131 606   | 6.0    | OR     | F |   |
| P     | Italian Chapel, Lambholm                             | 113 401 E | 105 002 E | 8.0    | OR     | F |   |
| RO    | Dunkeld Cathedral, Dunkeld                           | 85 963    | 80 814    | 6.4    | PE     | F |   |
| CT    | Samye Ling Monastery, Langholm                       | 37 798 E  | 38 412 E  | -1.6   | DG     | F |   |
| RO    | Greyfriars' Kirk, Edinburgh                          | 34 924    | 40 072    | -12.8  | ED     | F | S |
| HS    | Dunblane Cathedral, Dunblane                         | 22 871    | 21 450    | 6.6    | AR     | F |   |
| RO    | Cathedral Church of St Machar, Aberdeen              | 21 149    | 20 186    | 4.8    | AB     | F |   |
| RO    | Crathie Parish Church, Crathie                       | 20 794 E  | 25 542 E  | -18.6  | AB     |   | S |
| HS    | Dunfermline Abbey and Palace, Dunfermline            | 14 356    | 13 933    | 3.0    | FI     |   |   |
| RO    | Pluscarden Abbey, Elgin                              | 11 277 E  | 15 804 E  | -28.6  | AB     | F |   |
| RO    | Parish Church of St. Cuthbert, Edinburgh             | 9 362     | 11 600    | -19.3  | ED     | F |   |
| CT    | Findhorn Heritage Centre & Ice House, Forres         | 5 143     | 5 233     | -1.7   | AB     | F | S |
| RO    | Cathedral Church of St. Andrew, Aberdeen             | 2 326 E   | 2 321 E   | 0.2    | AB     | F | S |
| RO    | St Mary's Parish Church, Haddington                  | 2 176     | 2 333     | -6.7   | ED     | F | S |
| RO    | St Athernase Norman Church, Leuchars                 | 986 E     | 370 E     | 166.5  | FI     | F | S |

Table 55 Visits to Industrial/Craft Workplaces (in Decreasing Order of Visits)

| Owner | Attraction (Industrial/Craft Workplaces)      | 2014      | 2013     | %14/13 | Region | F | S |
|-------|---|-----------|----------|--------|--------|---|---|
| G     | Scottish Parliament Visitor Centre, Edinburgh | 303 381 E | 331 839  | -8.6   | ED     | F |   |
| P     | Cruachan Power Station, Dalmally              | 41 076 E  | 40 564 E | 1.3    | AR     |   |   |
| NTS   | Robert Smail's Printing Works, Innerleithen   | 2 553     | 3 046    | -16.2  | SB     |   | S |
| P     | Taylor Bowls Visitor Centre, Glasgow          | 2 500 E   | 1 580 E  | 58.2   | GG     | F |   |
| NTS   | Preston Mill & Phantassie Doocot, East Linton | 1 872     | 2 298    | -18.5  | ED     |   | S |
| NTS   | Barry Mill, Carnoustie                        | 1 687     | 1 915    | -11.9  | AN     |   | S |
| P     | Kirkdale Sawmill, Carsluith                   | 90        | 103      | -12.6  | DG     |   | S |

Table 56 Visits to Wildlife/Animal Attractions (in Decreasing Order of Visits)

| Owner | Attraction (Wildlife/Animal Attractions)                       | 2014      | 2013      | %14/13 | Region | F | S |
|-------|--|-----------|-----------|--------|--------|---|---|
| CT    | Edinburgh Zoo, Edinburgh                                       | 671 941   | 760 897   | -11.7  | ED     |   |   |
| CT    | Scottish Seabird Centre, North Berwick                         | 273 507   | 271 443   | 0.8    | ED     |   |   |
| CT    | Gorgie City Farm, Edinburgh                                    | 159 446   | 70 000 E  | 127.8  | ED     | F |   |
| P     | Heads of Ayr Farm Park, Ayr                                    | 148 389   | 148 610   | -0.1   | AY     |   | S |
| P     | East Links Family Park, Dunbar                                 | 130 000 E | 101 000 E | 28.7   | ED     |   |   |
| CT    | Highland Wildlife Park, Kingussie                              | 115 133   | 136 219   | -15.5  | HI     |   |   |
| CT    | Scottish Dolphin Centre, Spey Bay                              | 92 835    | 92 438    | 0.4    | AB     | F | S |
| LA    | Camperdown Wildlife Centre, Dundee                             | 86 758    | 81 884    | 6.0    | AN     |   |   |
| P     | Edinburgh Butterfly & Insect World, Lasswade                   | 85 924    | 82 314    | 4.4    | ED     |   |   |
| P     | Five Sisters Zoo, West Calder                                  | 80 154    | 78 645    | 1.9    | ED     |   |   |
| CT    | Falls of Clyde Wildlife Reserve and Visitor Centre, New Lanark | 76 188 E  | 56 102 E  | 35.8   | GG     | F |   |
| P     | Mabie Farm Park, Dumfries                                      | 75 500 E  | 74 523 E  | 1.3    | DG     |   | S |
| CT    | RSPB Loch Leven, Kinross                                       | 69 757    | 60 051    | 16.2   | PE     |   |   |
| P     | Auchingarrich Wildlife Centre, Comrie                          | 48 000 E  | 45 000 E  | 6.7    | PE     |   |   |
| LA    | Macduff Marine Aquarium, Macduff                               | 47 832    | 45 825    | 4.4    | AB     |   |   |
| P     | Briarlands Farm, Stirling                                      | 45 905 E  | 41 910 E  | 9.5    | AR     |   | S |
| P     | Loch Muick & Lochnagar Wildlife Reserve, by Ballater           | 38 509    | 47 172    | -18.4  | AB     | F |   |
| CT    | RSPB Lochwinnoch Nature Reserve, Lochwinnoch                   | 29 973 E  | 29 855 E  | 0.4    | GG     |   |   |
| CT    | Loch Garten Osprey Centre, Nethybridge                         | 26 197 E  | 28 546 E  | -8.2   | HI     |   | S |
| P     | Cairngorm Reindeer Centre, Aviemore                            | 23 695 E  | 23 054 E  | 2.8    | HI     |   |   |
| CT    | Loch of the Lowes, Dunkeld                                     | 19 946    | 22 854    | -12.7  | PE     |   |   |
| P     | Scottish Owl Centre, Whitburn                                  | 17 318    | 15 414    | 12.4   | ED     |   |   |
| P     | Skyeskyns, Waternish   | 16 188    | 17 818    | -9.1   | HI     | F |   |
| CT    | Montrose Basin Wildlife Centre, Montrose                       | 10 085    | 11 358    | -11.2  | AN     |   |   |
| LA    | Dolphin & Seal Centre at North Kessock, North Kessock          | 9 395 E   | 12 509 E  | -24.9  | AB     | F | S |
| CT    | World Horse Welfare, Aboyne                                    | 6 832     | 12 297    | -44.4  | AB     | F |   |
| CT    | RSPB Forsinard Reserve, Forsinard                              | 4 246 E   | 3 635 E   | 16.8   | HI     | F | S |
| G     | Island of Noss, Lerwick  | 1 492     | 1 659     | -10.1  | SH     |   | S |

## Visitor Attraction Survey 2014

This survey is conducted by the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University. Please return the completed questionnaire in the Freepost envelope provided by **Friday 23rd January 2015**.  
If any of the information printed is incorrect or missing, please write in correct details.

Contact Name

Position  Tel

Name of Attraction

Address  Email

Town  Website

Postcode

Thank you for participating in this survey. Please return the completed questionnaire in the Freepost envelope provided to: FREEPOST RTRL-ZXJR-HXJT, Glasgow Caledonian University, The Moffat Centre, GLASGOW, G4 0BA. Please contact Marina Martinoli with any questions or queries on the survey at mm34@gcal.ac.uk or tel: 0141 331 8404.

### SECTION ONE - VISITORS

1.1 Please indicate visitor numbers (including school visits) your attraction received during 2014 (Calendar Year). Please exclude special events outside normal opening hours or any private hire.

a) Total visits numbers (paid and free)           Is this number Exact?  An Estimate?

b) Total number of paid visits only           Is this number Exact?  An Estimate?

1.2 Please write in below the total number of visits (paid and free) by month in 2014 and tick whether open or closed.

| Month    | Total number         |                      | Please tick if           |                          | Month     | Total number         |                      | Please tick if           |                          |
|----------|----------------------|----------------------|--------------------------|--------------------------|-----------|----------------------|----------------------|--------------------------|--------------------------|
|          | Open allpart month   | Closed               | Open allpart month       | Closed                   |           | Open allpart month   | Closed               |                          |                          |
| January  | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> | July      | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| February | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> | August    | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| March    | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> | September | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| April    | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> | October   | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| May      | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> | November  | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| June     | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> | December  | <input type="text"/> | <input type="text"/> | <input type="checkbox"/> | <input type="checkbox"/> |

1.3 Total visits provided for the previous year (2013) were:           Is this correct? Yes  No

If No or missing, please indicate the correct 2013 visits figure:           Is this number Exact?  An Estimate?

1.4 Did you charge for admission to the main attraction in 2014? Yes  No  If no go to Q.1.7

1.5 Please provide the standard admission charge (in high season/summer) per person for the main attraction in 2014 (including VAT):  
Adult: £    p Child: £    p

1.6 Did you offer any of the following entrance charge discounts in 2014?

Pre-paid/Advance purchase discounts:  Multiple visit discounts:

Members'/friends' discounts:  Discounts for locals:

Bundle discounts (family/group discounts):  Other (please specify)

In 2014, did you offer the option of on-line ticket purchase? Yes  No

1.7 What percentage of visitors in 2014 (paid and free) fell into each category?  
Adults:  % Children:  % Are these percentages: Exact?  An Estimate?

1.8 Approximately how many school children visited your attraction as part of an organised group in 2014?

Number of school children:           Is this number Exact?  An Estimate?

1.9 Please indicate if any of the following notable days have impacted positively on your visits numbers for 2014?

Mothers' Day:  Yes  No  Easter Sunday:  Yes  No  Father's Day:  Yes  No  Halloween:  Yes  No

Please give additional details:

1.10 How do you perceive the following impacted on visitor numbers to your attraction in 2014?

Year of Homecoming 2014:  Positively impacted  Negatively impacted  No impact

Commonwealth Games 2014:  Positively impacted  Negatively impacted  No impact

1.10 How do you perceive the following impacted on visitor numbers to your attraction in 2014?

Ryder Cup 2014:  Positively impacted  Negatively impacted  No impact

1.11 Origin of Visitors - please indicate what percentage of your visitors in 2014 were:

Local:  % Other Scotland:  % England, Wales & NI:  % Total 100%

(living within one hour's drive of the attraction)

Overseas:  % Please provide breakdown where available:

1.12 Please indicate positive and negative factors you believe have influenced your visitor numbers in 2014 compared with previous years.

**Positive Factors:**

Most Important Factor:

Other Factors:

**Negative Factors:**

Most Important Factor:

Other Factors:

### SECTION TWO - OPERATIONS

NONE OF THIS INFORMATION WILL BE PROVIDED TO ANY THIRD PARTY

2.1 Gross revenue

How did the attraction's gross revenue in 2014 compare with 2013? Up  Down  Similar  Not Applicable \*

What was the percentage increase/decrease?  % \* No revenue generating facilities/activities

2.2 Please provide the total annual income/ revenue (including VAT) to your visitor attraction in 2014 (i.e. total spend for each category) - excluding revenue from special events outside normal opening hours or private hire.

Admissions: £           Catering: £           Retail: £

Donations: £           Other: £

In 2014, did your attraction receive revenue from any of the following sources? Please give details:

Grants: Yes  No  Filming Fees: Yes  No

Lottery funding: Yes  No  Events' Income: Yes  No

### SECTION THREE - MARKETING & EVENTS

3.1 In 2014, did you undertake any marketing activities? Yes  No

If Yes, which marketing activities did you undertake?

3.2 What was your marketing budget in 2014? £

3.3 In 2014, which marketing activity was most effective in attracting visitors to your attraction?

3.4 In 2014, did your attraction have a:

Website: Yes  No  Facebook Page: Yes  No  Flickr Account: Yes  No

Twitter Account: Yes  No  Youtube Account: Yes  No  Other:

If Yes to any of the above, are these updated: Daily  Weekly  Monthly  Less than one month

### SECTION FOUR - HUMAN RESOURCES

4.1 How many people were employed in any tourism-related activities in the attraction in 2014, including yourself, working owners, self-employed and/or any volunteers? (Please enter numbers)

Full-time permanent     Full-time seasonal     Unpaid volunteers

Part-time permanent     Part-time seasonal

The information from this survey will be used to assess trends in the attractions sector and to inform economic impact models, regional development and planning work. In any publication, individual attractions will be identified against corresponding visits figures, unless indication is made that these should remain confidential. All other data will be used in calculating aggregate figures only. Data will be held by the Moffat Centre. If you wish your visits numbers not to be published, please tick this box

I declare that the information provided on this form is true to the best of my knowledge

Signature  Job Title

Name (BLOCK CAPITALS)  Date   /   /

Email  Telephone



## Appendix 2: Analysis Variables 2014

### Attraction Categories

The VisitScotland Visitor Attraction Monitor 2009 (VAM) and Barometer (VAB) utilised slightly different categories. We changed those in 2010 to enhance coherence and understanding of the data. The table below shows Former Categories and new Categories The later are now used throughout the report.

Table 57 Changes in Attraction Categories

| Former VAM Categories                               | New Categories  |
|---|---|
| Castles/Forts                                       | Castles/Forts   |
| Places of Worship                                   | Places of Worship/Spiritual Attractions                                   |
| Distilleries/Vineyards/Breweries                    | Distilleries/Breweries/Wineries   |
| Industrial/Craft Workplaces                         | Industrial/Workplaces   |
|   | Distilleries/Breweries/Wineries   |
|   | Scottish Crafts/Retail Attractions  |
| Gardens   | Gardens   |
| Historic Houses/Palaces                             | Historic Houses/Palaces   |
| Museums/Art Galleries                               | Museums/Art Galleries   |
| Historic Monuments/Archaeological Sites             | Other Historic Properties   |
| Other Historic Properties                           |   |
| Country/Forest Parks                                | Outdoors/Nature Attractions   |
| Heritage/Visitor Centres                            | Outdoors/Nature Attractions   |
|   | Heritage Centres  |
|   | Scottish Crafts/Retail Attractions  |
| Steam/Heritage Railways                             | Transport-Related Attractions   |
| Safari Parks/Zoos/Aquaria/Aviaries/Farms            | Wildlife/Animal Attractions   |
| Nature Centres/Reserves/Wetlands/<br>Wildlife Trips | Wildlife/Animal Attractions   |
|   | Outdoors/Nature Attractions   |
|   | Activity Attractions  |
| Other   | Not applicable any longer - attractions distributed within new categories |

*The category Outdoors/Nature Attractions now includes:*

- Country Parks
- Forest Parks
- National Nature Reserves (NNRs) (previously included in Nature Reserve/Wetlands/Wildlife Trips)
- Wetlands (previously included in Nature Reserve/Wetlands/Wildlife Trips)
- Visitor Centres with Ranger Service, located within Country Park/NNRs, etc (previously included in Country/Forest Parks or Heritage/Visitor Centre)

*The category Wildlife/Animal includes:*

- Safari Parks
- Zoos
- Aquarium
- Farms
- RSPB Reserves
- Wildlife Trips (previously included in Nature Reserve/Wetlands/Wildlife Trips)

*The new category Transport-Related Attractions includes:*

- Steam/Heritage Railways
- Sightseeing Buses
- Boat Trips (not for wildlife sighting)
- Any other transport related attraction - eg Falkirk Wheel

*The category Heritage Centres now only includes built/cultural heritage centres:*

- Country Park/NNR Visitor Centres are now included within the new category Outdoors/Nature Attractions
- Visitor Centres within workplaces are included within the Distilleries/Breweries/Wineries or the Industrial/Workplaces categories
- A new category has been created for Retail Visitor Centres, now included within Scottish Crafts/Retail Attractions
- Those Visitor Centres that have Museums Galleries Scotland accreditation are classified under Museums/Art Galleries
- Only those that are Heritage Visitor Centres - and are not a Heritage House/Castle/Other Historic Property/Museum Collection remain in this category

## Changes in Geographic Location Analysis

Up to 2010 attractions were analysed according to whether they were Urban/Rural/Seaside. This classification was problematic as some attractions could be located in both a Seaside area and an Urban area for example (e.g attractions in Aberdeen)

Two new sets of variables were introduced in 2010 to improve analysis:

- **Geographic Location**, dividing attractions into three categories:
  - o Island based attractions
  - o Coastal attractions (located within approximately one mile of the coast)
  - o Inland attractions (encompassing the remainder of attractions).
  
- Location according to the Scottish Government's 2007-2008 **Urban Rural Classification**, dividing attractions into the six categories shown in the following table.

**Table 58 Urban Rural Classification**

| Category               | Description   |
|------------------------|---|
| Large Urban Areas      | Settlements of over 125,000 people.   |
| Other Urban Areas      | Settlements of 10,000 to 124,999 people.  |
| Accessible Small Towns | Settlements of 3,000 and 9,999 people and within 30 minutes drive of a settlement of 10,000 or more.              |
| Remote Small Towns     | Settlements of 3,000 and 9,999 people and with a drive time of over 30 minutes to settlement of 10,000 or more.   |
| Accessible Rural       | Settlements of less than 3,000 people and within 30 minutes drive of a settlement of 10,000 or more.              |
| Remote Rural           | Settlements of less than 3,000 people and with a drive time of over 30 minutes to a settlement of 10,000 or more. |

For more information, consult the Scottish Government's website at:  
[www.gov.scot/Topics/Statistics/About/Methodology/UrbanRuralClassification](http://www.gov.scot/Topics/Statistics/About/Methodology/UrbanRuralClassification)



## Appendix 3: End Notes 2014

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1. Dundee Contemporary Arts continues to be a popular place for the people of the city and beyond to discover all aspects of contemporary visual culture. Over the past year we have sustained record numbers of visitors in our Cinema plus a further increase in visitors to our Gallery and Print Studio. Once again due to a technical problem with the mechanical counters the building wide entry figures do not reflect this. This is a situation which will be resolved in 2015. It is for this reason that we have chosen to report the estimate figure of 375,000 as this reflects the sustained level of activity that has been experienced in 2014.
2. Abbot House Heritage Centre & Gardens, Dundee Contemporary Arts, Eilean Donan Castle and Visitor Centre, Gretna Green Famous Blacksmith's Shop, Heart of Hawick, New Lanark Village and Visitor Centre, Calanais Visitor Centre, Glenlivet Distillery, An Lantair, Falkirk Wheel, James Hamilton Heritage Park are free attractions with Paid elements.
3. Bannockburn Heritage Centre, Ullapool Museum and Visitor Centre, The Lodge Forest Visitor Centre, Glencoe Folk Museum, Orkney Museum, Angus Folk Museum, Carlyle's Birthplace, Glenuce Abbey and Tay Forest Park (Queens Visitor Centre) experienced reduced opening times and closures during 2013 positively impacting on 2014 visits figures.
4. Museum of Edinburgh, Craigtoun Country Park and The Devil's Porridge Museum opened upgraded and/or refurbished facilities in 2014 which positively impacted in visits figures.
5. Celtic Museum Trust, Dunbar Townhouse Museum, partial closure in 2014 negatively impacted on visits figures.
6. Gordon Highlanders Museum, 2014 visits figures are for the paid element of the Museum only and do not include visits to the redeveloped tea room.
7. Museum of the Black Watch, Abbotsford, Cumbernauld Museum and Kirkcaldy Museum & Art Gallery opened refurbished attractions in 2013 positively impacting on 2014 visits figures.
8. Falls of Clyde Wildlife Reserve and Visitor Centre offered free entry admission in 2014 positively impacting on visits figures.
9. Eglinton Country Park visits in 2014 include visits to the country park in addition to visits to the visitor centre, used in previous analysis.
10. Gorgie City Farm and Tenstmuir Forest installed new electronic counters, more accurately collating visits figures, positively impacting on visits figures in 2014.
11. Seton Collegiate Church, MacLaurin Galleries, Gourrock Outdoor Pool undertook more robust counting of visits figures in 2014, contributing to a perceived decrease in visits figures.
12. Clyde Muirshiel Regional Park - Castle Semple Centre, Sands of Forvie National Nature Reserve, Roslin Glen Country Park, Gore Glen Woodland Park, Straiton Pond Local Nature Reserve and Springfield Mill all experienced counter issues in 2014 resulting in estimated or lower than expected visits figures.
13. Discovery Point 2014 visits figures include only visitors who pay to enter the main exhibitions and galleries and excludes the free temporary exhibitions and other areas of the venue.
14. Royal Botanic Garden Edinburgh 2014 visits figures excludes those out of hours visitors and those visitors attending special events.