

## VISITOR ATTRACTION MONITOR 2012 Overview

The following table shows the total number of visits to 654 visitor attractions in Scotland in 2012 and shows the split between those who visited paid and free admission attractions.

Admissions	Visits 2012
Free	<b>34,472,807</b>
Paid	<b>13,656,380</b>
<b>Total Visits</b>	<b>48,129,187</b>

*Sample 654*

There were **48,129,187 visits** recorded by visitor attractions in 2012.

The following tables consider attraction operators who provided comparable visitor statistics for 2012 and 2011.

Admission	Sample	Visits 2012	Visits 2011	% 12/11
<b>Free</b>	<b>290</b>	<b>33,929,745</b>	<b>33,393,176</b>	<b>1.6</b>
<b>Paid</b>	<b>354</b>	<b>13,513,270</b>	<b>13,673,046</b>	<b>-1.2</b>
<b>Total</b>	<b>644</b>	<b>47,443,015</b>	<b>47,066,222</b>	<b>0.8</b>

During 2012, the Scottish Visitor Attraction sector experienced an overall increase in visits of 3.3% when comparing 2012 with 2011 data.

### TOP 20 PAID ADMISSION ATTRACTIONS

Owner	Attraction	2012	2011	%12/11	Category	Region	S
HS	Edinburgh Castle	1,230,177	1,302,825	-5.6	C	ED	
CT	Edinburgh Zoo	810,937	535,573	51.4	Z	ED	
P	Edinburgh Bus Tours	511,421	554,117	-7.7	T	ED	
HS	Stirling Castle	401,843	433,393	-7.3	C	AR	
NTS	Robert Burns Birthplace Museum	343,786	445,027	-22.7	HC	AY	
CT	Royal Yacht Britannia	300,665	282,984	6.2	OHP	ED	
HS	Urquhart Castle	296,498	315,911	-6.1	C	HI	
P	Scotch Whisky Heritage Centre	270,572	287,633	-5.9	D	ED	
CT	Scottish Seabird Centre	267,549	277,263	-3.5	Z	ED	
NTS	Culzean Castle and Country Park	163,078	170,781	-4.5	C	AY	
PLC	Nevis Range	139,900	137,339	1.9	AA	HI	
P	Heads of Ayr Farm Park	131,282	125,217	4.8	Z	AY	S
P	Landmark Forest Adventure Park	130,599	127,030	2.8	AA	HI	
CT	Almond Valley Heritage Centre	128,972	126,892	1.6	Z	ED	
CT	Rosslyn Chapel	128,114	139,888	-8.4	WS	ED	
CT	Highland Wildlife Park	121,382	97,516	24.5	Z	HI	
LA	National Wallace Monument	120,000	E 107,962	11.2	OHP	AR	
P	Dunvegan Castle	100,846	104,077	-3.1	C	HI	S
NTS	Culloden Visitor Centre	98,266	95,475	2.9	HC	HI	
P	Five Sisters Zoo	96,920	59,941	61.7	Z	ED	

**TOP 20 FREE ADMISSION ATTRACTIONS**

Owner	Attraction	2012	2011	%12/11	Category	Region	S
G	National Museum of Scotland	1,893,521	1,466,573	29.1	MAG	ED	
G	Loch Lomond Shores	1,125,496 E	1,097,445 E	2.6	CR	ALLFV	
LA	Kelvingrove Art Gallery & Museum	1,037,594	981,787	5.7	MAG	GG	
LA	Riverside Museum	1,008,092	1,068,986	-5.7	MAG	GG	
O	Scottish National Gallery	961,311	925,574	3.9	MAG	ED	
CT	St Giles' Cathedral	904,411	851,375	6.2	WS	ED	
P	Gretna Green Famous Blacksmith's Shop	722,269	723,576	-0.2	HC	DG	
CT	Royal Botanic Garden Edinburgh	704,642	770,202	-8.5	G	ED	
LA	Gallery of Modern Art	595,977	608,680	-2.1	MAG	GG	
G	National War Museum	492,743	504,086	-2.3	MAG	ED	
G	Falkirk Wheel	414,386	413,004	0.3	T	AR	
LA	Glasgow Botanic Gardens	400,000 E	400,000 E	0.0	G	GG	
O	Dundee Contemporary Arts	375,000 E	386,123 E	-2.9	MAG	AN	
G	Scottish Parliament Visitor Centre	345,111	366,522	-5.8	WP	ED	
O	Scottish National Portrait Gallery	327,980	Closed		MAG	ED	
CT	Eilean Donan Castle and Visitor Centre	319,527	323,572	-1.3	C	HI	S
O	Scottish National Gallery of Modern Art	314,814	301,344	4.5	MAG	ED	
CT	New Lanark Village and Visitor Centre	308,000 E	304,793 E	1.1	OHP	GG	
LA	David Welch Winter Gardens	300,651	308,661	-2.6	G	AB	
LA	People's Palace	289,977	232,657	24.6	MAG	GG	