

# **The 2007 Visitor Attraction Monitor**

Marina Martinolli  
Claire Bereziat  
Margaret Graham  
Moffat Centre for Travel and Tourism Business Development

VisitScotland 2008  
Produced by the Moffat Centre for Travel and Tourism Business Development  
Caledonian Business School  
Glasgow Caledonian University

ISBN

978-1-905866-25-0

£20.00

# ACKNOWLEDGEMENTS

---

The authors would like to acknowledge the support and assistance of commissioning staff at VisitScotland particularly Paul Buchanan, the Corporate Research Manager.

Further thanks and gratitude goes to all the representatives and operators in the attraction sector who completed the 2007 Survey of Visits to Visitor Attractions. This publication was only possible thanks to the valuable data contributed by representatives of the sector.

Cover Images:

Inverewe Gardens,  
The Graffiti Project on Kelburn Castle,  
Falkirk Wheel,  
Jedburgh Abbey,  
The British Golf Museum,  
Edinburgh Castle,  
The Highland Wildlife Park,  
St. Magnus Cathedral.

Pictures courtesy of P.Tomkins/VisitScotland/ScottishViewpoint

## **Note**

Statistics in this report are given in good faith on the basis of information provided in survey of visits questionnaires for 2007 and 2006 to the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University, by individual operators/managers of attractions. Neither the Moffat Centre nor VisitScotland can accept responsibility for errors or misrepresentations. All liability for loss, disappointment, negligence or other damage caused by the reliance on the information contained in this report is hereby excluded.

# CONTENTS

---

<b>Guide to Read the Tables .....</b>	<b>1</b>
<b>1. The Visitor Attraction Monitor: Summary Analysis for 2007 .....</b>	<b>3</b>
<b>2. Methodology .....</b>	<b>4</b>
<b>3. Comparative Analysis of Visits to Scottish Visitor Attractions 2007/2006 .....</b>	<b>6</b>
3.1. Comparative Analysis of Visits 2007/2006.....	6
3.1.1. Comparative Analysis of Visits 2007/2006 by Admission Policy.....	6
3.1.2. Comparative Analysis of Visits 2007/2006 by VS Region .....	6
3.1.3. Comparative Analysis of Visits 2007/2006 by Attraction Category .....	7
3.1.4. Comparative Analysis of Visits 2007/2006 by Geographic Location .....	7
3.2. Comparison of Monthly and Quarterly Distribution of Visits 2007/2006.....	8
3.2.1. Monthly and Quarterly Distribution of Visits 2007/2006 .....	8
3.2.2. Monthly and Quarterly Distribution of Visits 2007/2006 by Admission .....	8
3.3. Comparative Analysis OF Admission Charges 2007/2006.....	9
3.3.1. Comparative Analysis of Adult and Child Admission Charges 2007/2006.....	9
3.3.2. Adult Admission Charges 2007/2006 by Admission Price Band .....	9
<b>4. Analysis of Visitor Attraction Performance 2007.....</b>	<b>10</b>
4.1. Analysis of Visits 2007 .....	10
4.1.1. Analysis of Visits 2007 by VisitScotland Region and Admission Policy.....	10
4.1.2. Analysis of Visits 2007 by Attraction Category and Admission Policy .....	11
4.1.3. Analysis of Visits 2007 by Volume, Attendance and Admission Policy.....	11
4.2. Factors Affecting Visitor Numbers .....	12
4.3. Improvements and Upgrades to Attractions .....	13
4.4. Visitor Profile 2007.....	14
4.4.1. Adult & Child Visitation 2007 .....	14
4.4.2. Educational Visits to Attractions.....	14
4.4.3. Origin of Visitors .....	15
4.5. Gross Revenue Movement (2007/2006 Compared with 2006/2005) .....	16
4.6. Average Spend per Attraction per Visitor 2007 .....	17
4.6.1. Average Visitor Spend 2007 by Attraction Category and Admission Status .....	17
4.6.2. Average Visitor Spend 2007 by VS Region.....	19
4.6.3. Average Visitor Spend 2007 by Geographic Location.....	19
4.7. Average Dwell Time 2007 by Attraction Category.....	20
<b>5. Human Resources .....</b>	<b>21</b>
5.1. Employment in Visitor Attractions 2007 .....	21
5.2. Employment Issues within Visitor Attractions 2007.....	21
<b>6. Marketing .....</b>	<b>22</b>
6.1. Marketing Expenditure 2007.....	22
6.2. Marketing Expenditure with VisitScotland.....	22
6.3. Awards Received by Attractions.....	22
6.4. VisitScotland Quality Assurance Scheme .....	23
<b>7. Top 20 Paid &amp; Free Attractions .....</b>	<b>24</b>
<b>8. Listing by Admission Policy .....</b>	<b>26</b>
8.1. Paid Admission Attractions.....	26
8.2. Free Admission Attractions.....	33

<b>9.</b>	<b>Listing by VisitScotland Region .....</b>	<b>38</b>
9.1.	Quarterly Seasonality Analysis .....	38
9.2.	Quarterly Seasonality Curves by Area .....	39
9.3.	Attractions in Aberdeen & Grampian .....	42
9.4.	Attractions in Angus & City of Dundee.....	44
9.5.	Attractions in Argyll, Loch Lomond and Forth Valley .....	46
9.6.	Attractions in Ayrshire & Arran.....	48
9.7.	Attractions in Dumfries & Galloway .....	49
9.8.	Attractions in Edinburgh & Lothians .....	51
9.9.	Attractions in the Kingdom of Fife .....	53
9.10.	Attractions in Greater Glasgow & Clyde Valley.....	55
9.11.	Attractions in the Highlands of Scotland .....	57
9.12.	Attractions in Orkney .....	60
9.13.	Attractions in the Outer Hebrides.....	61
9.14.	Attractions in Perthshire.....	62
9.15.	Attractions in the Scottish Borders.....	64
9.16.	Attractions in Shetland.....	66
<b>10.</b>	<b>Listing by Attraction Category .....</b>	<b>67</b>
10.1.	Quarterly Visitation Analysis by Attraction Category .....	67
10.2.	Quarterly Visitation Patterns by Attraction Category .....	68
10.3.	Visits to Castles & Forts .....	71
10.4.	Visits to Country Parks & Forest Parks.....	73
10.5.	Visits to Distilleries, Vineyards & Breweries .....	75
10.6.	Visits to Museums & Art Galleries .....	77
10.7.	Visits to Gardens .....	81
10.8.	Visits to Heritage & Visitor Centres .....	83
10.9.	Visits to Historic Houses & Palaces.....	86
10.10.	Visits to Historic Monuments & Archaeological Sites .....	88
10.11.	Visits to Other Historic Properties .....	90
10.12.	Visits to Safari Parks, Zoos, Aquariums, Aviaries & Farms .....	91
10.13.	Visits to Nature Reserves, Wetlands, Wildlife Trips.....	92
10.14.	Visits to Steam & Heritage Railways.....	93
10.15.	Visits to Places of Worship.....	94
10.16.	Visits to Industrial & Craft Workplaces.....	95
10.17.	Visits to Other Attractions.....	96
	<b>APPENDIX 1: Survey of Visits 2007 &amp; Guidelines .....</b>	<b>97</b>
	<b>APPENDIX 2: End Notes .....</b>	<b>100</b>

# GUIDE TO READ THE TABLES

---

## **Confidentiality**

Visits figures are not published in the report if the visitor attraction operator/respondent indicated figures should remain confidential.

## **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 the attraction was not yet open to the public, so that no visits figures were available, then '0' replaces the visits figures.
- If the attraction was closed temporarily due to refurbishment, renovation, etc., then '0' 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 2007/2006 are rounded to a maximum of one decimal point.

## **Change in Methodology**

In 2007 Kelvingrove Art Gallery & Museum recorded 2,232,475 visits to become the most visited visitor attraction in Scotland.

Kelvingrove Art Gallery & Museum reopened in July 2006 following major refurbishment which resulted in atypical performance complicating trends analysis. For this reason year on year trends analysis comparing 2007 with 2006 data will continue to include aggregate calculations including and excluding Kelvingrove Art Gallery & Museum.

## **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 Sample**

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.

## Abbreviations

### Visitor Attraction Ownership

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

### VisitScotland Regions

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

### Category Abbreviations

<b>C</b>	Castle/Fort
<b>CP</b>	Country/Forest Park
<b>D</b>	Distillery/Vineyard/Brewery
<b>G</b>	Garden
<b>HH</b>	Historic House/Palace
<b>HM</b>	Historic Monument/Archaeological Site
<b>MAG</b>	Museum/Art Gallery (includes Science/Technology Centre)
<b>N</b>	Nature Reserve/Wetlands/Wildlife Trip
<b>OHP</b>	Other Historic Property
<b>R</b>	Steam/Heritage Railway
<b>VC</b>	Heritage/Visitor Centre
<b>WS</b>	Place of Worship
<b>WP</b>	Industrial/Craft Workplace
<b>Z</b>	Safari Park/Zoo/Aquarium/Aviary/Farm
<b>O</b>	Other

### Other Abbreviations

<b>MC</b>	Moffat Centre for Travel & Tourism Business Development
<b>VAB</b>	Visitor Attraction Barometer
<b>VAM</b>	Visitor Attraction Monitor
<b>VS</b>	VisitScotland

# 1. THE VISITOR ATTRACTION MONITOR: SUMMARY ANALYSIS FOR 2007

---

During 2007, the Scottish Visitor Attraction sector achieved a small increase in visits of 1.8%. The table below shows that visitor attraction performance continues to follow the positive upward trend experienced during 2006. Kelvingrove Art Gallery & Museum influenced this result but not as dramatically as it did in 2006 when it first reopened post-refurbishment in July 2006.

<b>Admission</b>	<b>Sample</b>	<b>Visits 2007</b>	<b>Visits 2006</b>	<b>% 07/06</b>
<b>Total (incl. Kelvingrove)</b>	<b>667</b>	<b>45,713,767</b>	<b>44,900,044</b>	<b>1.8</b>
<b>Total (excl. Kelvingrove)</b>	<b>666</b>	<b>43,481,292</b>	<b>43,019,088</b>	<b>1.1</b>

The free sector accounted for a slightly higher percentage increase of 2.4% (1.4% excluding Kelvingrove), paid attraction performance experienced a marginal increase in visits of 0.5%

Percentage increases in visits were particularly high in the Scottish Isles. Shetland's significant 41% increase in visits can be attributed to visits recorded for Shetland Museum and Archives from June 2007 following refurbishment and reopening of the new premises at Hay's Dock, Lerwick. A shift to a more accurate method of recording visits in St Magnus Cathedral shaped the 15.1% increase recorded for Orkney. Greater Glasgow & Clyde Valley influenced the national upward trend with highest concentration of number of visits, regardless of Kelvingrove Art Gallery & Museum. Aberdeen & Grampian experienced the highest downswing in visits in percentage terms (-2.1%) while Edinburgh & Lothians experienced the highest downswing in number of visits.

Places of Worship recorded the highest percentage increase in visits, followed by the Steam/ Heritage Railway category. The Museum/Art Gallery attraction category recorded the highest increase in actual number of visits, both including and excluding Kelvingrove. Other Historic Properties experienced the highest percentage loss of visits in 2007.

Attractions located in all areas realised increases in visits when 2007 figures were compared with those for 2006. However, visitor attractions located in urban and seaside locations performed more favourably.

Distribution of admission charges continued to increase, particularly in the £5.00-£5.99 price range. However, there was a marginal reduction of 1.3% in admission charges over £8.00, comparing 2007 with 2006.

Popular exhibitions/events were the most important factor having a positive impact on the performance of visitor attractions. This is the first year that the weather has not been quoted as the most important factor. As in previous years, the weather continues to be the most important negative factor deemed to discourage visits to Scottish visitor attractions

As in previous years, adult visitors dominated visitation to all types of visitor attractions, particularly Distillery/Vineyard/Brewery attractions. Safari Park/Zoo/Aquarium/Aviary/Farm and Steam/Heritage Railway attractions are the most popular with children.

Museums/Art Gallery, Heritage/Visitor Centre and Safari Park/Zoo/Aquarium/Aviary/Farm visitor attractions welcomed the most children who were part of a school group when compared to all other attraction types. School visits were particularly important to Safari Park/Zoo/Aquarium/Aviary/Farm attractions as they accounted for 8.9% of all visits

The overseas and domestic tourist market was the most important market for most attraction categories with the overseas market being particularly important for Distillery/Vineyard/Brewery type attractions. Local visitors dominated visitation to Country/Forest Park, Safari Park/Zoo/Aquarium/Aviary/Farm and Museum/Art Gallery.

The national average spend per visit during 2006 was £6.08, which represented £6.79 for paid admission attractions and £4.72 for free admission attractions.

## 2. METHODOLOGY

---

VisitScotland (formerly the Scottish Tourist Board) conducted an annual postal survey of Scottish Visitor Attractions from 1982 until 1997. From 1998 onwards, the Visitor Attraction Monitor (VAM) surveys have been undertaken by the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University and published on behalf of VisitScotland.

The following definition of a visitor attraction for the purposes of this Visitor Attraction Monitor is:

*'...an attraction where the main purpose is sightseeing. The attraction must be a permanent established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education; 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.'*

This report provides valuable performance and employment related information of visitor attractions in Scotland for 2007. Since 1999 the Moffat Centre has also been commissioned to undertake a regular monthly Visitor Attraction Barometer (VAB). The VAB is a monthly review of attractions' performance data which is representative of paid and free admission attractions across VisitScotland's designated regions. By monitoring visits month on month with the previous year, the VAB provides an early indication of seasonal and sectoral visitation fluctuations. Visitor trends are analysed by geographic location, category and other key variables. The VAB is published separately and is available free of charge on VisitScotland's website ([www.visitscotland.org](http://www.visitscotland.org)) and begins with the early season report covering January to April and then on a monthly basis from May until October. All year results are published in this VAM report.

Attractions included in the 2007 VAM are those that can reasonably and accurately record attendance. The questionnaire was distributed both by email and post in a staggered approach from September 2007 until December 2007. This approach takes into account attractions with seasonal opening to encourage an increase in completion rates. A reminder questionnaire was issued in February 2008 to all of those attraction operators who had not responded by the set deadline of the 15<sup>th</sup> February 2008. Further reminders were undertaken by telephone, e-mail and fax between February 2008 and the end of March 2008, when books were finally closed.

Survey questionnaires were distributed to 938 visitor attractions across Scotland. Some 731 responses were received, providing an overall response rate of 77.9%. The breakdown of responses is outlined below:

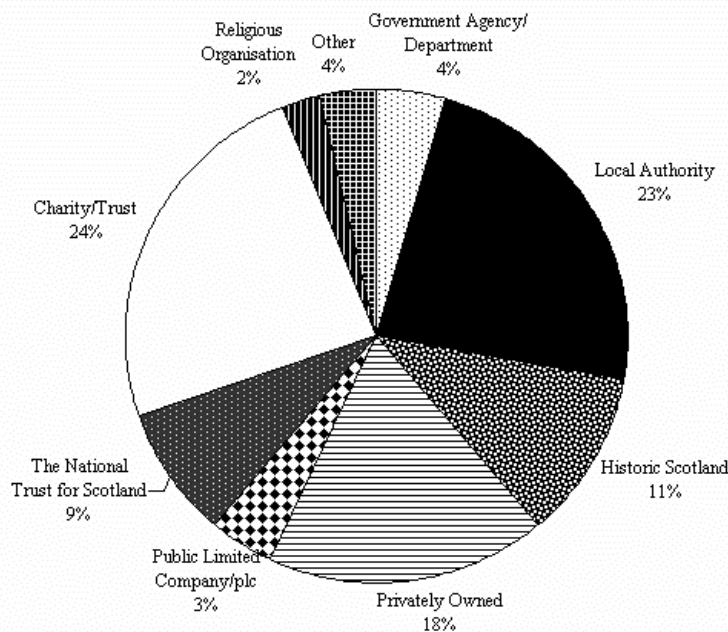
<b>Response type</b>	<b>No.</b>	<b>% of total (938)</b>
Completed	694	74%
Cannot (do not record figures; unable to provide figures)	17	2%
Operations unwilling to provide data	9	1%
Permanently closed 2007	5	0.5%
Temporarily closed in 2007	6	0.6%
<b>Total</b>	<b>731</b>	<b>77.9%</b>

Some 65 attractions asked for their data to be kept confidential. This request is respected and at no point are such attractions individually identified.



Ownership of responding attractions is illustrated in the graph opposite.

The attraction sector is dominated by the not-for-profit sector. Charitable organisations (24%) and local authorities (23%) account for almost half of ownership.



Operators who provided highest visits figures in Scotland were asked to confirm accuracy of the visits figures they submitted prior to publication. The following table presents a breakdown of methods used to record visits as reported by individual operators, and clearly identifies ticket sales and/or group sales as the most popular methods to record visitation in 2007. Please note that operators could choose more than one method of recording visits, hence the total percentage exceeds 100%.

Recording Method	No.	%
<b>Sample</b>	<b>666</b>	
Ticket sales and/or group sales	350	52.6
Mechanical or electronic method of counting	107	16.1
Manual method of counting	217	32.6
Estimate made on basis of sample count	25	3.8
Estimate only	49	7.4
Other (visitor books, honesty boxes, etc)	22	3.3

As stated in previous VAM reports, the effectiveness of the results generated depends on the quality of the information supplied by visitor attraction operators. Although there are continuing concerns about the reliability of estimated visit numbers provided by some types of attraction it is worth mentioning that this issue continues to be raised with the operators concerned. Year 2007 did witness some attraction operators attempting to address this by reviewing their method of calculating figures. However, estimated figures still account for 7.4% of recording methods.

Other data requests from the survey do rely on estimates and a "feeling" for the performance of the attraction, and though anecdotal, this data has been found to provide an acceptable picture of the attraction industry. What remains clear is that management information systems remain at an early stage of development for many attraction operators. For this reason improving data collection and systems should remain a priority for tourism and enterprise agencies.

**VisitScotland and the Moffat Centre for Travel and Tourism Business Development at Glasgow Caledonian University wish to thank all attraction owners/managers and staff for their continued support in compiling this important and valuable report.**

### 3. COMPARATIVE ANALYSIS OF VISITS TO SCOTTISH VISITOR ATTRACTIONS 2007/2006

Some 667 attraction operators provided total visits figures for **both** years 2007 and 2006. The following tables compare visits statistics for both years.

The following table presents analysis including and excluding visits figures for Kelvingrove Art Gallery & Museum for comparison purposes as explained in the *Change in Methodology* paragraph included in page 1.

#### 3.1. COMPARATIVE ANALYSIS OF VISITS 2007/2006

##### 3.1.1. Comparative Analysis of Visits 2007/2006 by Admission Policy

Admission	Sample	Visits 2007	Visits 2006	% 07/06
Free (incl. Kelvingrove)	288	31,280,504	30,535,711	2.4
Free (excl. Kelvingrove)	287	29,048,029	28,654,755	1.4
Paid	379	14,433,263	14,364,333	0.5
<b>Total (incl. Kelvingrove)</b>	<b>667</b>	<b>45,713,767</b>	<b>44,900,044</b>	<b>1.8</b>
<b>Total (excl. Kelvingrove)</b>	<b>666</b>	<b>43,481,292</b>	<b>43,019,088</b>	<b>1.1</b>

Visitor attraction performance continues to follow the positive upward trend experienced during 2006. Kelvingrove Art Gallery & Museum influenced this result but not as dramatically as it did in 2006 when it reopened post-refurbishment.

##### 3.1.2. Comparative Analysis of Visits 2007/2006 by VS Region

VS Region	Sample	Visits 2007	Visits 2006	% 07/06
Aberdeen & Grampian	82	2,156,669	2,202,160	-2.1
ALLFV	79	3,264,804	3,274,380	-0.3
Angus & City of Dundee	30	1,250,061	1,266,206	-1.3
Ayrshire & Arran	22	1,341,853	1,252,234	7.2
Dumfries & Galloway	49	1,480,366	1,496,976	-1.1
Edinburgh & Lothians	81	11,253,069	11,304,363	-0.5
Greater Glasgow & Clyde Valley (incl. Kelvingrove)	80	17,850,268	17,215,829	3.7
Greater Glasgow & Clyde Valley (excl. Kelvingrove)	79	15,617,793	15,334,873	1.8
Highlands of Scotland	89	3,291,557	3,247,869	1.3
Kingdom of Fife	29	677,603	684,286	-1.0
Orkney	22	452,322	393,020	15.1
Outer Hebrides	9	274,641	273,139	0.5
Perthshire	34	1,379,167	1,320,961	4.4
Scottish Borders	40	869,837	846,916	2.7
Shetland	21	171,550	121,705	41.0
<b>Total (incl. Kelvingrove)</b>	<b>667</b>	<b>45,713,767</b>	<b>44,900,044</b>	<b>1.8</b>
<b>Total (excl. Kelvingrove)</b>	<b>666</b>	<b>43,481,292</b>	<b>43,019,088</b>	<b>1.1</b>

Percentage increases in visits were particularly high in the Scottish Isles. Shetland's significant 41% increase in visits can be attributed to visits recorded for Shetland Museum and Archives from June 2007 following refurbishment and reopening of the new premises at Hay's Dock, Lerwick. A shift to a more accurate method of recording visits at St Magnus Cathedral shaped the 15.1% increase recorded for Orkney.

Greater Glasgow and Clyde Valley influenced the national upward trend with highest concentration of number of visits, regardless of Kelvingrove Art Gallery & Museum.

Aberdeen & Grampian experienced the highest downswing in visits in percentage terms (-2.1%) while Edinburgh & Lothians experienced the highest downswing in number of visits.

### 3.1.3. Comparative Analysis of Visits 2007/2006 by Attraction Category

Category	Sample	Visits 2007	Visits 2006	% 07/06
Castle/Fort	60	3,545,850	3,457,913	3
Country/Forest Park	29	12,830,388	12,761,671	0.5
Distillery/Vineyard/Brewery	41	982,470	949,851	3.4
Garden	40	2,039,512	2,047,452	-0.4
Heritage/Visitor Centre	108	6,452,790	6,434,378	0.3
Historic House/Palace	47	1,375,356	1,354,063	1.6
Historic Monument/Archaeological Site	32	646,091	641,857	0.7
Industrial/Craft Workplace	12	76,673	73,702	4.0
Museum/Art Gallery (incl. Kelvingrove)	212	12,399,781	11,936,609	3.9
<i>Museum/Art Gallery (excl. Kelvingrove)</i>	<i>211</i>	<i>10,167,306</i>	<i>10,055,653</i>	<i>1.1</i>
Nature Reserve/Wetland/Wildlife Trips	20	625,153	579,792	7.8
Other Historic Property	14	470,782	502,389	-6.3
Place of Worship	23	1,265,969	1,148,050	10.3
Safari Park/Zoo/Aquarium/Aviary/Farm	16	1,672,971	1,664,456	0.5
Steam/Heritage Railway	4	172,106	157,978	8.9
Other	9	1,157,875	1,189,883	-2.7
<b>Total (incl. Kelvingrove)</b>	<b>667</b>	<b>45,713,767</b>	<b>44,900,044</b>	<b>1.8</b>
<b>Total (excl. Kelvingrove)</b>	<b>666</b>	<b>43,481,292</b>	<b>43,019,088</b>	<b>1.1</b>

Place of Worship recorded the highest percentage increase in visits, followed by the Steam/Heritage Railway category. The Museum/Art Gallery category recorded the highest increase in actual visits.

Other Historic Properties experienced the highest percentage loss of visits in 2007.

### 3.1.4. Comparative Analysis of Visits 2007/2006 by Geographic Location

Location	Sample	Visits 2007	Visits 2006	% 07/06
Rural	304	16,841,568	16,785,417	0.3
Seaside	84	2,339,590	2,298,178	1.8
Urban (incl. Kelvingrove)	279	26,532,609	25,816,449	2.8
<i>Urban (excl. Kelvingrove)</i>	<i>278</i>	<i>24,300,134</i>	<i>23,935,493</i>	<i>1.5</i>
<b>Total (incl. Kelvingrove)</b>	<b>667</b>	<b>45,713,767</b>	<b>44,900,044</b>	<b>1.8</b>
<b>Total (excl. Kelvingrove)</b>	<b>666</b>	<b>43,481,292</b>	<b>43,019,088</b>	<b>1.1</b>

All locations realised increases in visits when 2007 figures are compared with those for 2006. However, visitor attractions located in urban and seaside locations performed more favourably.

### 3.2. COMPARISON OF MONTHLY AND QUARTERLY DISTRIBUTION OF VISITS 2007/2006

#### 3.2.1. Monthly and Quarterly Distribution of Visits 2007/2006

Months	2007 (%)	2006 (%)	Quarters	2007 (%)	2006 (%)
<i>Common Sample</i>	<b>482</b>				
January	4	5	Q1. Jan-Mar	15	15
February	5	5			
March	6	5			
April	10	10	Q2. Apr-Jun	30	31
May	10	10			
June	10	11			
July	14	14	Q3. Jul-Sep	37	37
August	14	14			
September	9	9			
October	8	8	Q4. Oct-Dec	18	17
November	5	5			
December	5	4			
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>100</b>

There is little difference in the distribution of monthly or quarterly visits when results for 2007 are compared with those for 2006.

#### 3.2.2. Monthly and Quarterly Distribution of Visits 2007/2006 by Admission

Months	Free Admission Attractions		Paid Admission Attractions	
	2007 (%)	2006 (%)	2007 (%)	2006 (%)
<i>Common Sample</i>	<b>199</b>		<b>291</b>	
January	5	6	3	3
February	6	6	4	3
March	7	6	4	4
April	10	10	10	11
May	10	10	10	10
June	9	10	11	12
July	13	13	16	16
August	12	12	17	18
September	9	8	10	10
October	8	8	8	8
November	6	5	4	3
December	5	5	4	3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Free admission attractions evidenced a marginally weaker seasonal decrease in visits in the shoulder months compared with paid admission attractions. Concentration of visits continued to peak as expected in high summer season during the months of July and August.

### 3.3. COMPARATIVE ANALYSIS OF ADMISSION CHARGES 2007/2006

#### 3.3.1. Comparative Analysis of Adult and Child Admission Charges 2007/2006

Some 276 operators which charged for admission to the main element of their attraction in both 2007 and 2006 provided their adult and child admission charges during high season. This does not include additional charges such as those for temporary exhibitions or special events.

	2007	2006	% 07/06
<b>Common Sample</b>	<b>276</b>		
Average Adult Admission Charge	£4.96	£4.83	2.8
Average Child Admission Charge	£2.86	£2.67	7.0

Children's admission charges have increased twice as much as adult admission charges in 2007 compared with 2006.

#### 3.3.2. Adult Admission Charges 2007/2006 by Admission Price Band

Adult Admission Price Band	2007 (No.)	2006 (No.)	2007 (%)	2006 (%)
<b>Sample</b>	<b>389</b>	<b>348</b>		
Less than £1.00	1	1	0.3	0.3
£1.00 - £1.99	22	23	5.7	6.6
£2.00 - £2.99	58	50	14.9	14.4
£3.00 - £3.99	78	86	20.1	24.7
£4.00 - £4.99	62	54	15.9	15.5
£5.00 - £5.99	81	55	20.8	15.8
£6.00 - £6.99	18	15	4.6	4.3
£7.00 - £7.99	18	14	4.6	4.0
£8.00 & over	51	50	13.1	14.4

Distribution of admission charges continues to increase, particularly in the £5.00-£5.99 price range. However, there was a marginal reduction of 1.3% in admission charges over £8.00, comparing 2007 with 2006.

## 4. ANALYSIS OF VISITOR ATTRACTION PERFORMANCE 2007

This section analyses key areas of operation using the data supplied by attractions that submitted statistics for 2007. Some 694 operators provided visits figures for 2007. However, response rates for other key performance indicators are variable. Attention should be paid to the responding samples; in particular when it is low, as this may indicate that data presented are not representative of the whole category or region analysed.

### 4.1. ANALYSIS OF VISITS 2007

The following section analyses visits to visitor attractions by admission policy, attraction category, region and location in 2007.

#### 4.1.1. Analysis of Visits 2007 by VisitScotland Region and Admission Policy

VS Region	Free Admission		Paid Admission		Total		% of	% of
	Sample	Visits 2007	Sample	Visits 2007	Sample	Visits 2007	Attractions	Visits 2007
Aberdeen & Grampian	37	1,431,305	46	725,664	83	2,156,969	12.0	4.6
ALLFV	24	1,210,606	59	2,096,127	83	3,306,733	12.0	7.1
Angus & City of Dundee	14	892,679	19	456,285	33	1,348,964	4.8	2.9
Ayrshire & Arran	9	511,606	14	834,287	23	1,345,893	3.3	2.9
Dumfries & Galloway	22	1,323,237	33	530,902	55	1,854,139	7.9	4.0
Edinburgh & Lothians	42	6,552,457	42	4,737,140	84	11,289,597	12.1	24.3
Greater Glasgow & Clyde Valley (incl. Kelvingrove)	51	16,442,259	31	1,440,184	82	17,882,443	11.8	38.5
Greater Glasgow & Clyde Valley (excl. Kelvingrove)	50	14,209,784	31	1,440,184	81	15,649,968	11.7	
Highlands of Scotland	31	1,293,077	64	2,123,795	95	3,416,872	13.7	7.4
Kingdom of Fife	13	263,980	16	413,623	29	677,603	4.2	1.5
Orkney	9	246,132	13	206,190	22	452,322	3.2	1.0
Outer Hebrides	5	214,476	5	63,690	10	278,166	1.4	0.6
Perthshire	15	641,340	19	737,827	34	1,379,167	4.9	3.0
Scottish Borders	15	561,545	25	308,292	40	869,837	5.8	1.9
Shetland	13	141,587	8	29,963	21	171,550	3.0	0.4
<b>Total (incl. Kelvingrove)</b>	<b>300</b>	<b>31,726,286</b>	<b>394</b>	<b>14,703,969</b>	<b>694</b>	<b>46,430,255</b>	<b>100.0</b>	<b>100.0</b>
<b>Total (excl. Kelvingrove)</b>	<b>299</b>	<b>29,493,811</b>	<b>394</b>	<b>14,703,969</b>	<b>693</b>	<b>44,197,780</b>	<b>100.0</b>	<b>100.0</b>

Note: admission is that to the main element of the attraction.

Two regions; Greater Glasgow & Clyde Valley and Edinburgh & Lothians welcomed almost two thirds of recorded visits. Free admission attractions in Greater Glasgow & Clyde Valley noted a particularly high performance, with over 16 million visits recorded in 2007.

The Highlands of Scotland noted the highest concentration of attractions with paid admission.

#### 4.1.2. Analysis of Visits 2007 by Attraction Category and Admission Policy

Attraction Category	Free Admission		Paid Admission		Total		% of	% of
	Sample	Visits 2007	Sample	Visits 2007	Sample	Visits 2007	Attractions	Visits 2007
Castle/Fort	3	297,817	58	3,343,297	61	3,641,114	8.8	7.8
Country/Forest Park	31	13,051,835	1	53,553	32	13,105,388	4.6	28.2
Distillery/Vineyard/Brewery	8	271,774	38	765,106	46	1,036,880	6.6	2.2
Garden	9	1,566,419	32	568,553	41	2,134,972	5.9	4.6
Heritage/Visitor Centre	56	4,125,878	58	2,451,481	114	6,577,359	16.4	14.2
Historic House/Palace	2	68,060	47	1,308,446	49	1,376,506	7.1	3.0
Historic Monument/Archaeological Site	1	3,984	31	642,107	32	646,091	4.6	1.4
Industrial/Craft Workplace	10	79,440	3	11,233	13	90,673	1.9	0.2
Museum/Art Gallery (incl. Kelvingrove)	142	10,412,655	77	2,038,805	219	12,451,460	31.6	26.8
Museum/Art Gallery (excl. Kelvingrove)	141	8,180,180	77	2,038,805	218	10,218,985	31.5	
Nature Reserve/Wetlands/Wildlife Trips	11	447,381	9	177,772	20	625,153	2.9	1.3
Other Historic Property	2	6,636	12	464,146	14	470,782	2.0	1.0
Place of Worship	22	1,104,935	1	161,034	23	1,265,969	3.3	2.7
Safari Park/Zoo/Aquarium/Aviary/Farm	2	102,700	14	1,570,271	16	1,672,971	2.3	3.6
Steam/Heritage Railway			4	172,106	4	172,106	0.6	0.4
Other	1	186,772	9	976,059	10	1,162,831	1.4	2.5
<b>Total (incl. Kelvingrove)</b>	<b>300</b>	<b>31,726,286</b>	<b>394</b>	<b>14,703,969</b>	<b>694</b>	<b>46,430,255</b>	<b>100.0</b>	<b>100.0</b>
<b>Total (excl. Kelvingrove)</b>	<b>299</b>	<b>29,493,811</b>	<b>394</b>	<b>14,703,969</b>	<b>693</b>	<b>44,197,780</b>	<b>100.0</b>	<b>100.0</b>

Note: admission is that to the main element of the attraction

Museums and Galleries had the strongest presence in terms of number of attractions and concentration of visits.

Country/Forest Parks and Heritage/Visitor Centres also attracted a high proportion of visits with 28.2% and 14.2% respectively.

#### 4.1.3. Analysis of Visits 2007 by Volume, Attendance and Admission Policy

Volume of Attendance	Free Admission		Paid Admission		Total		% of	% of
	Sample	Visits 2007	Sample	Visits 2007	Sample	Visits 2007	Attractions	Visits 2007
0 - 1,999	37	33,549	44	42,563	81	76,112	11.7	0.2
2,000 - 4,999	39	142,560	69	243,824	108	386,384	15.6	0.8
5,000 - 9,999	39	275,301	68	484,311	107	759,612	15.4	1.6
10,000 - 19,999	53	758,829	77	1,090,442	130	1,849,271	18.7	4.0
20,000 - 49,999	43	1,456,870	63	1,979,077	106	3,435,947	15.3	7.4
50,000 - 99,999	27	1,939,876	45	3,062,961	72	5,002,837	10.4	10.8
100,000 - 149,999	12	1,378,418	10	1,280,241	22	2,658,659	3.2	5.7
150,000 - 249,999	20	3,606,007	7	1,374,591	27	4,980,598	3.9	10.7
250,000 - 499,999	17	5,614,354	8	2,803,902	25	8,418,256	3.6	18.1
500,000 - 999,999	10	6,591,037	2	1,112,345	12	7,703,382	1.7	17.4
1,000,000 and over (incl. Kelvingrove)	3	9,929,485	1	1,229,712	4	11,159,197	0.6	24.0
1,000,000 and over (excl. Kelvingrove)	2	7,697,010	1	1,229,712	3	8,926,722	0.4	
<b>Total (incl. Kelvingrove)</b>	<b>300</b>	<b>31,726,286</b>	<b>394</b>	<b>14,703,969</b>	<b>694</b>	<b>46,430,255</b>	<b>100.0</b>	<b>100.0</b>
<b>Total (excl. Kelvingrove)</b>	<b>299</b>	<b>29,493,811</b>	<b>394</b>	<b>14,703,969</b>	<b>693</b>	<b>44,197,780</b>	<b>100.0</b>	<b>100.0</b>

The Scottish Visitor Attraction sector continued to be dominated by organisations recording less than 50,000 visits overall. However these only account for one quarter of recorded visits. Conversely, the 23.4% of attractions with over 50,000 visits, welcomed three quarters of all visits recorded in 2007.

## 4.2. FACTORS AFFECTING VISITOR NUMBERS

Attraction operators were asked to indicate which positive and negative factors they believed influenced visitation to their attractions in 2007 compared with 2006. Respondents were also asked to identify most important factors.

The tables that follow show 'most important factors' and 'all factors' (includes both 'most important' and 'other') factors. Some 331 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 (331) and not responses; hence the total percentage may exceed 100%.

### *Positive Factors*

The following tables present the most important positive factors reported by operators for 2007.

<b>Most Important Positive Factor</b>	<b>No. Responses</b>	<b>%</b>	<b>All Positive Factors</b>	<b>No. Responses</b>	<b>%</b>
popular exhibitions / events	55	17	popular exhibitions / events	72	22
weather	38	11	weather	49	15
new addition / refurbishment	32	10	new addition / refurbishment	45	14
promotion / marketing	29	9	promotion / marketing	44	13
the attraction itself	14	4	the attraction itself	21	6
school / education	10	3	school / education	13	4
increase of group visits	10	3	increased profile	13	4
increased profile	9	3	increase of group visits	12	4
location	6	2	location	11	3
free admission	5	2	word of mouth recommendations	10	3
word of mouth recommendations	5	2	friendly / supportive / helpful staff	8	2
extended season / opening hours	4	1	increase in European visitors	8	2
Highland 2007	4	1	local support	8	2

Popular exhibitions/events were the most important factor having a positive impact on the performance of visitor attractions. This is the first year that the weather has not been quoted as the most important factor.

### *Negative Factors*

The following tables present the most reported negative factors identified by operators for 2007.

<b>Most Important Negative Factors</b>	<b>No. Responses</b>	<b>%</b>	<b>All Negative Factors</b>	<b>No. Responses</b>	<b>%</b>
weather	143	43	weather	166	50
generally less visitors	13	4	generally less visitors	24	7
closure/ disrupted due to refurbishment/ changes	12	4	exchange rates	17	5
location	10	3	roadworks nearby - disruptive	15	5
roadworks nearby - disruptive	9	3	location	14	4
transport costs / links etc	8	2	closure/ disrupted due to refurbishment/ changes	13	4
exchange rates	8	2	decline in promotions/advertising	12	4
lack of local support	6	2	competition	11	3
competition	6	2	transport costs / links etc	11	3
staff: retirement, illness, unavailable etc	4	1	lack of local support	10	3
decline in promotions/advertising	4	1	cost of fuel	9	3
fewer coach groups	4	1	lack of funding	8	2
less US visitors	4	1	fewer coach groups	7	2
lack of funding	4	1	security issues at airports	6	2

As in previous years, the weather continues to be the most important negative factor deemed to discourage visits to Scottish visitor attractions.



### 4.3. IMPROVEMENTS AND UPGRADES TO ATTRACTIONS

Upgrade/improvements in 2007	No.	%
No	292	70
Yes	127	30
<b>Total</b>	<b>419</b>	<b>100</b>

Some 30% of responding operators indicated that they had carried out upgrades and improvements to their attractions in 2007. Of these 103 included information on the value of the upgrades/ improvements carried out, this is presented below.

Range of Upgrade Spend	Sample	Total investment (£)	Average investment (£)	Proportion of attractions (%)	Proportion of total investment (%)
£5,000 & under	37	£75,375	£2,037	36	1
£5,001 - £10,000	15	£118,517	£7,901	15	2
£10,001 - £20,000	12	£179,690	£14,974	12	3
£20,001 - £50,000	23	£885,550	£38,502	22	14
£50,001 - £100,000	6	£495,000	£82,500	6	8
£100,001 - £200,000	3	£400,053	£133,351	3	6
£200,001 - £999,999	5	£1,804,689	£360,938	5	28
£1 million & over	2	£2,481,726	£1,240,863	2	39
<b>Total</b>	<b>103</b>	<b>£6,440,600</b>	<b>£62,530</b>	<b>100</b>	<b>100</b>

Some 85% of upgrade investment involved spends of £50,000 or less, while only 2% involved upgrade investment of £1million and over.

## 4.4. VISITOR PROFILE 2007

### 4.4.1. Adult & Child Visitation 2007

Attraction Category	Sample	% Adults	% Children
Castle/Fort	44	84.2	15.8
Country/Forest Park	10	72.3	27.7
Distillery/Vineyard/Brewery	31	91.3	8.7
Garden	22	85.3	14.7
Heritage/Visitor Centre	77	77.7	22.3
Historic House/Palace	19	87.3	12.7
Historic Monument/Archaeological Site	28	86.9	13.1
Industrial/Craft Workplace	5	86.4	13.6
Museum/Art Gallery	122	74.7	26.1
Nature Reserve/Wetlands/Wildlife Trips	13	74.4	25.6
Other Historic Property	10	83.8	16.2
Place of Worship	18	89.4	10.6
Safari Park/Zoo/Aquarium/Aviary/Farm	13	58.5	41.5
Steam/Heritage Railway	4	59.0	41.0
Other	7	77.1	22.9
<b>Total</b>	<b>423</b>	<b>79.7</b>	<b>20.6</b>

*Note: Percentages read horizontally*

Adult visitors dominated visitation to all types of visitor attractions, particularly Distillery/Vineyard/Brewery attractions. Safari Park/Zoo/Aquarium/Aviary/Farm and Steam/Heritage Railway attractions are the most popular with children.

### 4.4.2. School Visits to Attractions

Attraction Category	Sample	Total School Visits 2007	Total Visits 2007	% School Visits
Castle/Fort	43	61,826	2,776,672	2.2
Country/Forest Park	11	24,631	1,863,640	1.3
Distillery/Vineyard/Brewery	23	10,877	702,898	1.5
Garden	14	6,541	1,068,239	0.6
Heritage/Visitor Centre	71	122,470	4,410,787	2.8
Historic House/Palace	20	16,895	804,093	2.1
Historic Monument/Archaeological Site	28	20,360	567,188	3.6
Industrial/Craft Workplace	4	180	16,321	1.1
Museum/Art Gallery	121	243,075	5,605,621	4.3
Nature Reserve/Wetlands/Wildlife Trips	14	19,873	493,963	4.0
Other Historic Property	10	2,165	202,608	1.1
Place of Worship	17	9,620	1,093,376	0.9
Safari Park/Zoo/Aquarium/Aviary/Farm	13	107,603	1,204,415	8.9
Steam/Heritage Railway	1	436	65,690	0.7
Other	7	40,186	825,721	4.9
<b>Total</b>	<b>397</b>	<b>686,738</b>	<b>21,701,232</b>	<b>3.2</b>

Museums/Art Galleries, Heritage/Visitor Centre and Safari Park/Zoo/Aquarium/Aviary/Farm visitor attractions welcomed the most children who were part of a school group when compared to all other attraction types. School visits were particularly important to Safari Park/Zoo/Aquarium/Aviary/Farm attractions as they accounted for 8.9% of all visits.

### 4.4.3. Origin of Visitors

<b>Attraction Category</b>	<b>Sample</b>	<b>% Overseas</b>	<b>% Locals</b>
Castle/Fort	43	45.3	39.3
Country/Forest Park	13	3.2	87.5
Distillery/Vineyard/Brewery	24	51.6	20.2
Garden	16	10.3	48.8
Heritage/Visitor Centre	74	20.7	48.8
Historic House/Palace	21	30.2	43.3
Historic Monument/Archaeological Site	26	38.7	48.3
Industrial/Craft Workplace	7	19.3	34.3
Museum/Art Gallery	113	19.4	52.3
Nature Reserve/Wetlands/Wildlife Trips	12	14.2	48.5
Other Historic Property	10	36.8	48.0
Place of Worship	14	39.9	45.6
Safari Park/Zoo/Aquarium/Aviary/Farm	14	5.6	64.6
Steam/Heritage Railway	2	7.5	35.0
Other	6	26.2	48.0
<b>Total</b>	<b>395</b>	<b>25.9</b>	<b>48.0</b>

The overseas and domestic tourist market was the most important market for most attraction categories with the overseas market being particularly important for Distillery/Vineyard/Brewery type attractions. Local people dominated visitation to Country/Forest Park, Safari Park/Zoo/Aquarium/Aviary/Farm and Museum/Art Gallery.

<b>Location</b>	<b>Sample</b>	<b>% Overseas</b>	<b>% Locals</b>
Rural	174	26.2	42.4
Seaside	64	28.6	40.4
Urban	157	24.6	57.4
<b>Total</b>	<b>395</b>	<b>25.9</b>	<b>48.0</b>

Urban visitor attractions depended more on local people than the domestic and overseas tourist market. However, the overseas tourist market was more important than domestic tourism for urban based attractions when compared to those located in rural areas or on the coast.

#### 4.5. GROSS REVENUE MOVEMENT (2007/2006 COMPARED WITH 2006/2005)

Some 439 respondents reported on gross revenue movement comparing 2007 with 2006.

Gross Revenue Movement	2007/2006		2006/2005	
	Sample	%	Sample	%
Down	103	23.5	105	22.5
Similar	107	24.4	105	22.5
Up	183	41.7	203	43.6
N/A	46	10.5	53	11.4
<b>Total</b>	<b>439</b>	<b>100.0</b>	<b>466</b>	<b>100.0</b>

Some 41.7% of reported an increase in revenue income generation during 2007 while almost one quarter reported no change. A smaller percentage at 23.5% reported a decline in revenue movement.

Some 341 operators provided both gross revenue movement and the percentage change from 2006 to 2007.

Sample	2007/2006		2006/2005	
	No.	%	No.	%
Gross Revenue Movement				
Down	85	24.9	75	21.8
Similar	107	31.4	104	30.2
Up	149	43.7	165	48.0
<b>Average Trend</b>		<b>1.9%</b>		<b>4.6%</b>

Overall, attractions noted a marginal increase in revenue of 1.9% in 2007 compared with 2006, which is less significant than the previous year.

Average revenue can be split further into bandings giving a more useful assessment of total revenue generating operations during year 2007.

Revenue Trend % Range	No.	%
+50% to +99%	5	1.5
+1% to +49%	144	42.2
0% - no change	107	31.4
-1% to -49%	82	24.0
-50% to -99%	3	0.9
<b>Total</b>		<b>100.0</b>

## 4.6. AVERAGE SPEND PER ATTRACTION PER VISITOR 2007

Some 311 attractions provided information on visitor spend for 2007. The data are presented by category, admission status and by VS Region.

Average spends are 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.

The 'Other' expenditure category includes areas such as equipment hire, membership fees, boat hire, horse riding, tuition etc.

An asterisk (\*) indicates hidden data when samples are too low to be shown (see page 1 for explanation).

A hyphen (-) indicates that no attraction in that category provided visitor spend data.

### 4.6.1. Average Visitor Spend 2007 by Attraction Category and Admission Status

Attraction Category	Admission	Sample	Average spend per person in the various attraction elements					Total
			Admission	Donations	Catering	Retail	Other	
Castle/Fort	Free	-						
	Paid	42	£3.13	£0.00	£0.52	£1.69	£0.01	<b>£5.36</b>
Country/Forest Park	Free	4+	£0.63	£0.01	£0.94	£2.45	£0.04	<b>£4.07</b>
	Paid	-						
Distillery/Vineyard/Brewery	Free	4+	£0.00	£0.00	£1.18	£12.66	£0.00	<b>£13.84</b>
	Paid	13	£3.28	£0.00	£0.19	£18.31	£2.04	<b>£23.82</b>
Garden	Free	5	£0.00	£0.01	£1.61	£1.67	£7.00	<b>£10.29</b>
	Paid	7	£2.78	£0.14	£1.13	£1.26	£0.12	<b>£5.44</b>
Heritage/Visitor Centre	Free	26	£0.55	£0.19	£0.96	£3.83	£0.01	<b>£5.55</b>
	Paid	23	£2.32	£0.12	£0.93	£2.44	£0.09	<b>£5.90</b>
Historic House/Palace	Free	*						
	Paid	17	£3.85	£0.01	£0.82	£1.47	£0.03	<b>£6.17</b>
Historic Monument/ Archaeological Site	Free	*						
	Paid	24	£2.41	£0.04	£0.14	£1.74	£0.00	<b>£4.32</b>
Industrial/Craft Workplace	Free	4+	£0.00	£0.00	£0.73	£13.48	£0.00	<b>£14.21</b>
	Paid	-						
Museum/Art Gallery	Free	51	£0.06	£0.34	£0.26	£1.22	£0.15	<b>£2.03</b>
	Paid	44	£2.23	£0.13	£0.52	£1.72	£0.06	<b>£4.66</b>
Nature Reserve/Wetlands/ Wildlife Trips	Free	*						
	Paid	6	£4.50	£0.26	£1.21	£4.98	£0.00	<b>£10.95</b>
Other Historic Property	Free	*						
	Paid	9	£1.90	£0.03	£0.76	£0.61	£0.00	<b>£3.30</b>
Place of Worship	Free	7	£0.02	£3.34	£2.62	£2.99	£0.71	<b>£8.97</b>
	Paid	-						
Safari Park/Zoo/Aquarium/ Aviary/Farm	Free	*						
	Paid	11	£4.29	£0.11	£0.94	£1.46	£0.07	<b>£6.87</b>
Steam/Heritage Railway	Free	-						
	Paid	*						
Other	Free	-						
	Paid	6	£10.23	£0.00	£2.06	£0.76	£0.22	<b>£13.26</b>
<b>National Average Revenue</b>	<b>Free</b>	<b>107</b>	<b>£0.24</b>	<b>£0.44</b>	<b>£0.75</b>	<b>£2.87</b>	<b>£0.45</b>	<b>£4.72</b>
	<b>Paid</b>	<b>204</b>	<b>£3.09</b>	<b>£0.07</b>	<b>£0.65</b>	<b>£2.82</b>	<b>£0.17</b>	<b>£6.79</b>
	<b>Total</b>	<b>311</b>	<b>£2.11</b>	<b>£0.20</b>	<b>£0.68</b>	<b>£2.84</b>	<b>£0.27</b>	<b>£6.08</b>

Notes \*: sample size too small to be included (see page 1 for explanation)

+: Caution should be taken when interpreting results due to low sample size.

**The national average spend in Scotland was £6.08**

The highest average spend was recorded by the paid admission Distillery/ Vineyard/ Brewery category at £23.82 while free admission Museum/Art Gallery type attractions recorded the lowest average spend per category at £2.03.

**The average admission charge for Scotland was £2.11**

Highest average admission charge for Scotland was recorded by the paid admission Other miscellaneous category at £10.23.

**The average donation for Scotland was £0.20**

Highest average donation was secured by free admission Places of Worship at £3.34.

**The average catering spend for Scotland was £0.68**

Places of Worship with free admission recorded highest average spend on catering at £2.62.

**The average retail spend for Scotland was £2.84**

Highest average spend for retail was noted by paid admission Distillery/Vineyard/Brewery attractions at £18.31, whilst Industrial/Craft Workplaces secured the highest average retail spend amongst free admission attractions at £13.48.

#### 4.6.2. Average Visitor Spend 2007 by VS Region

VS Region	Sample	Average spend per person in the various attraction elements					Total
		Admission	Donations	Catering	Retail	Other	
Aberdeen & Grampian	31	£2.35	£0.04	£0.32	£3.46	£1.14	£7.31
ALLFV	42	£2.10	£0.07	£0.33	£3.48	£0.02	£6.00
Angus & City of Dundee	16	£2.03	£0.07	£0.90	£1.81	£0.13	£4.94
Ayrshire & Arran	9	£3.05	£0.07	£1.09	£1.03	£0.05	£5.29
Dumfries & Galloway	29	£1.15	£1.01	£0.99	£2.19	£0.47	£5.64
Edinburgh & Lothians	28	£3.30	£0.14	£0.79	£1.91	£0.01	£6.15
Greater Glasgow & Clyde Valley	34	£2.34	£0.25	£0.96	£1.99	£0.01	£5.56
Highlands of Scotland	45	£2.21	£0.08	£0.83	£3.71	£0.06	£6.88
Kingdom of Fife	12	£1.00	£0.06	£0.49	£1.47	£0.00	£3.02
Orkney	13	£1.92	£0.05	£0.20	£1.81	£2.04	£6.02
Outer Hebrides	3	£1.74	£0.33	£1.67	£3.73	£0.00	£7.47
Perthshire	19	£1.96	£0.09	£1.05	£5.90	£0.00	£9.01
Scottish Borders	19	£2.14	£0.12	£0.43	£2.39	£0.05	£5.13
Shetland	11	£0.99	£0.28	£0.12	£2.65	£0.00	£4.04
<b>National Average Revenue</b>	<b>311</b>	<b>£2.11</b>	<b>£0.20</b>	<b>£0.68</b>	<b>£2.84</b>	<b>£0.27</b>	<b>£6.08</b>

Perthshire secured the highest average spend at £9.01. The lowest average spend was recorded by Kingdom of Fife at £3.02.

#### 4.6.3. Average Visitor Spend 2007 by Geographic Location

Location	Sample	Average spend per person in the various attraction elements					Total
		Admission	Donations	Catering	Retail	Other	
Rural	137	£2.13	£0.26	£0.72	£3.43	£0.08	<b>£6.58</b>
Seaside	50	£2.19	£0.08	£0.38	£2.88	£0.01	<b>£5.53</b>
Urban	124	£2.06	£0.18	£0.76	£2.16	£0.59	<b>£5.74</b>
<b>National Average Revenue</b>	<b>311</b>	<b>£2.11</b>	<b>£0.20</b>	<b>£0.68</b>	<b>£2.84</b>	<b>£0.27</b>	<b>£6.08</b>

Highest average visitor spend was recorded in attractions in rural locations at £6.58

## 4.7. AVERAGE DWELL TIME 2007 BY ATTRACTION CATEGORY

Some 421 attraction operators provided information regarding the average length of time visitors spent at their attraction.

Attraction Category	Sample	Average dwell time per attraction per person in the various attraction elements (in minutes)					Total
		Attraction	Catering	Retail	Other		
Castle/Fort	44	54	7	8	4	72	
Country/Forest Park	15	89	12	5	2	108	
Distillery/Vineyard/Brewery	25	61	8	16	6	91	
Garden	17	64	11	9	6	90	
Heritage/Visitor Centre	68	49	16	12	2	79	
Historic House/Palace	21	61	18	7	14	100	
Historic Monument/Archaeological Site	27	51	2	10	0	64	
Industrial/Craft Workplace	8	41	11	16	4	72	
Museum/Art Gallery	132	51	9	7	3	70	
Nature Reserve/Wetlands/Wildlife Trips	15	96	8	10	1	114	
Other Historic Property	11	37	5	5	2	50	
Place of Worship	18	33	9	6	0	48	
Safari Park/Zoo/Aquarium/Aviary/Farm	13	120	18	12	5	155	
Steam/Heritage Railway	2	83	8	15	23	128	
Other	5	77	11	5	2	87	
<b>National Average Dwell Time</b>	<b>421</b>	<b>57</b>	<b>10</b>	<b>9</b>	<b>3</b>	<b>80</b>	

Overall the national average time spent by visitors on the attraction element of the visitor experience was calculated at almost an hour, with Safari Park/Zoo/Aquarium/Aviary/Farm and Country/Forest Park attractions recording the longest dwell times and Place of Worship attractions the shortest.



## 5. HUMAN RESOURCES

### 5.1. EMPLOYMENT IN VISITOR ATTRACTIONS 2007

Some 478 visitor attraction operators provided employment related data for 2007.

<b>Position Type</b>	<b>No. of staff</b>	<b>% of total workforce</b>
Full-time Permanent	2,925	26.5
Part-time Permanent	1,309	11.9
Full-time Seasonal	962	8.7
Part-time Seasonal	1,463	13.3
<b>Total Paid Staff</b>	<b>6,659</b>	<b>60.4</b>
Unpaid Volunteers	4,362	39.6
<b>Total Staff</b>	<b>11,021</b>	<b>100.0</b>

Visitor attractions employed 11,021 paid and unpaid staff involved in tourism related activities in 2007. Of these almost 40% are unpaid volunteers.

Some 410 operators provided data for both 2007 and 2006. The table below compares employment data year on year.

<b>Position Type</b>	<b>2007</b>		<b>2006</b>		<b>% 07/06</b>
	<b>No. of staff</b>	<b>%</b>	<b>No. of staff</b>	<b>%</b>	
<b>Common Sample</b>	<b>410</b>				
Full-time Permanent	2,308	27.0	2,374	27.4	-2.8
Part-time Permanent	1,138	13.3	1039	8.7	9.5
Full-time Seasonal	725	8.5	751	14.7	-3.5
Part-time Seasonal	1,291	15.1	1,270	14.7	1.7
<b>Total Paid Staff</b>	<b>5,462</b>	<b>64.0</b>	<b>5,434</b>	<b>62.7</b>	<b>0.5</b>
Unpaid Volunteers	3,073	36.0	3,234	37.3	-5.0
<b>Total Staff</b>	<b>8,535</b>	<b>100.0</b>	<b>8,668</b>	<b>100.0</b>	<b>-1.5</b>

There was an overall decline in employment shaped by a reduction of volunteers (5%) and full-time paid permanent (2.8%) and seasonal (3.5%) positions. However, there was a significant increase at 9.5% in part time permanent positions in 2007.

### 5.2. EMPLOYMENT ISSUES WITHIN VISITOR ATTRACTIONS 2007

<b>Difficulties recruiting staff</b>	<b>Sample</b>	<b>%</b>
No	304	64.5
Yes	64	13.6
Not Applicable	103	21.9
<b>Total</b>	<b>471</b>	<b>100.0</b>

The majority of operators experienced no difficulties recruiting staff. Those who experienced difficulties mentioned: a lack of qualified workers; the location of the attraction; lack of suitable accommodation and low unemployment in the area as factors affecting successful recruitment.

<b>Difficulties retaining staff</b>	<b>Sample</b>	<b>%</b>
No	360	92.5
Yes	29	7.5
<b>Total</b>	<b>389</b>	<b>100.0</b>

The majority of operators experience no difficulties retaining staff. Those who experienced difficulties mentioned: staff retiring or returning to full time education as well as an unwillingness to work weekends as factors influencing retention.

## 6. MARKETING

---

### 6.1. MARKETING EXPENDITURE 2007

Some 523 attraction operators provided information comparing marketing spend during 2007 with the previous year.

<b>Marketing Expenditure 2007/06</b>	<b>Sample</b>	<b>%</b>
Down	46	9
Similar	352	67
Up	73	14
Not Applicable	52	10
<b>Total</b>	<b>523</b>	<b>100</b>

Investment in marketing remained static for two thirds of visitor attractions.

<b>Marketing Expenditure Movement</b>	<b>2007</b>		<b>2006</b>	
	<b>Sample</b>	<b>%</b>	<b>Sample</b>	<b>%</b>
Down	46	9	105	23
Similar	352	67	105	23
Up	73	14	203	44
Not Applicable	52	10	53	
<b>Total</b>	<b>523</b>	<b>100</b>	<b>466</b>	<b>100</b>

Fewer operators reported a change in marketing spend in 2007 when compared with the previous year.

### 6.2. MARKETING EXPENDITURE WITH VISITSCOTLAND

<b>Expenditure on VisitScotland Marketing Activities 07/06</b>	<b>Sample</b>	<b>%</b>
Down	45	9
Similar	332	66
Up	38	8
Not Applicable	87	17
<b>Total</b>	<b>502</b>	<b>100</b>

Most operators reported marketing spend with VisitScotland remaining static.

### 6.3. AWARDS RECEIVED BY ATTRACTIONS

<b>Received Awards in 2007?</b>	<b>Sample</b>	<b>%</b>
No	392	82.9
Yes	81	17.1
<b>Total</b>	<b>473</b>	<b>100</b>

17.1% of attraction operators reported receiving an award during 2007. These included, amongst others, awards for: Green Tourism, Collections of National Significance; Business Gold Awards; ASVA best website and best leaflet awards.

## 6.4. VISITSCOTLAND QUALITY ASSURANCE SCHEME

Star Rating	No.	%
1	6	1.7
2	22	5.9
3	138	37.0
4	165	44.2
5	42	11.2
<b>Total</b>	<b>373</b>	<b>100</b>

The majority of visitor attractions cluster around 3 and 4 star ratings under VisitScotland's Tourism Quality Assurance Scheme. Some 11% have been graded under the exceptional 5-star rating.

## 7. TOP 20 PAID & FREE ATTRACTIONS

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. The Top 20 listings exclude Country and Forest Parks.

### *Top 20 Paid Admission Attractions*

Owner	Attraction	2007	2006	% 07/06	Category	Region	S
HS	Edinburgh Castle, Edinburgh	1,229,712	1,211,036	+1.5	C	ED	
CT	Edinburgh Zoo, Edinburgh	607,603	655,203	-7.3	Z	ED	
P	Edinburgh Bus Tours, Edinburgh	504,742	501,445	+0.7	O	ED	
CT	Glasgow Science Centre, Glasgow	480,864	410,513	+17.1	MAG	GG	
P	Blair Drummond Safari and Adventure Park, nr Stirling	433,070	402,701	+7.5	Z	AR	S
HS	Stirling Castle, Stirling	389,011	385,755	+0.8	C	AR	
G	Scottish Parliament Visitor Centre, Edinburgh	352,454	327,445	+7.6	VC	ED	
CT	Burns National Heritage Park, Ayr	324,838 E	302,894	+7.2	VC	AY	
CT	Our Dynamic Earth, Edinburgh	290,653	300,420	-3.3	MAG	ED	
HS	Urquhart Castle, Drumadrochit	277,394	248,167	+11.8	C	HI	
CT	Royal Yacht Britannia, Edinburgh	255,618	280,729	-8.9	OHP	ED	
P	Scotch Whisky Heritage Centre, Edinburgh	220,609	236,895	-6.9	VC	ED	
P	Aros Experience, Portree	217,594	246,703	-11.8	VC	HI	
NTS	Culzean Castle and Country Park, Maybole	190,423	188,026	+1.3	C	AY	
CT	Rosslyn Chapel, Roslin	161,034	175,000 E	-8.0	WS	ED	
CT	CairnGorm Mountain Railway <sup>i</sup> , nr Aviemore	149,699	156,354	-4.3	O	HI	
PLC	Nevis Range <sup>i</sup> , Fort William	145,382	135,141	+7.6	O	HI	

Notes 3 operators indicated they did not allow their figures for publication.  
i is explained in the End Notes Appendix 2, page 105

**Top 20 Free Admission Attractions**

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>% 07/06</b>	<b>Category</b>	<b>Region</b>	<b>S</b>
LA	Kelvingrove Art Gallery & Museum <sup>ii</sup> , Glasgow	2,232,475	1,880,956	+18.7	MAG	GG	
O	National Galleries of Scotland <sup>iii</sup> (Edinburgh Sites) <sup>iv</sup> , Edinburgh	1,442,304	1,509,613	-4.5	MAG	ED	
O	National Museum of Scotland, Edinburgh	841,849	830,670	+1.3	MAG	ED	
P	World Famous Old Blacksmith's Shop Centre <sup>iv</sup> , Gretna Green	709,097	717,442	-1.2	VC	DG	
CT	Royal Botanic Garden Edinburgh, Edinburgh	607,018	622,452	-2.5	G	ED	
LA	Gallery of Modern Art, Glasgow	580,148	554,152	+4.7	MAG	GG	
LA	Museum of Transport, Glasgow	535,845	506,339	+5.8	MAG	GG	
G	Falkirk Wheel <sup>iv</sup> , Falkirk	513,907	437,388	+17.5	VC	GG	
CT	St Giles' Cathedral, Edinburgh	487,483 E	401,405 E	+21.4	WS	ED	
G	National War Museum, Edinburgh	468,125	421,568	+11.0	MAG	ED	
LA	Glasgow Botanic Gardens, Glasgow	400,000 E	375,000	+6.7	G	GG	
CT	New Lanark Village and Visitor Centre <sup>iv</sup> , Lanark	333,620 E	354,425	-5.9	VC	GG	
LA	David Welch Winter Gardens, Aberdeen	300,414	309,786	-3.0	G	AB	
CT	Scottish Seabird Centre <sup>iv</sup> , North Berwick	284,702	225,500	+26.3	N	ED	
CT	Eilean Donan Castle and Visitor Centre <sup>iv</sup> , by Kyle of Lochalsh	283,751	271,414	+4.5	C	HI	S
LA	People's Palace, Glasgow	277,536	339,976	-18.4	MAG	GG	
LA	Museum of Childhood, Edinburgh	221,010	233,690	-5.4	MAG	ED	
G	The National Park Gateway, Balloch	198,009	212,087	-6.6	VC	AR	

*Notes*     2 operators indicated they did not allow their figures for publication.  
ii, iii and iv are explained in the End Notes Appendix 2, page 105

## 8. LISTING BY ADMISSION POLICY

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.

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

### 8.1. PAID ADMISSION ATTRACTIONS

(IN ALPHABETICAL ORDER)

Owner	Attraction	2007	2006	% 07/06	S	Cat.	Region
HS	Aberdour Castle, Aberdour	11,492	10,816	+6.3		C	FI
PLC	Aberlour Distillery Visitors Centre, Aberlour	6,291	5,406	+16.4		D	AB
P	Abriachan Garden Nursery, Inverness	2,850 E	2,100	+35.7	S	G	HI
P	Achiltibuie Hydroponicum, nr Ullapool	6,000 E	7,691	-22.0	S	G	HI
CT	Alford Heritage Centre, Alford	3,500 E	3,250 E	+7.7		MAG	AB
PLC	Alford Valley Railway, Alford	14,030	16,059	-12.6	S	R	AB
NTS	Alloa Tower, Alloa	7,123	5,861	+21.5	S	HH	AR
CT	Almond Valley Heritage Centre, Livingston	85,786	84,375	+1.7		VC	ED
NTS	Angus Folk Museum, Forfar	4,126	3,712	+11.2	S	MAG	AN
HS	Arbroath Abbey, Arbroath	11,251	12,728	-11.6		HM	AN
CT	Archaeolink Prehistory Park, Insch	15,332	20,276	-24.4	S	VC	AB
PLC	Ardbeg Distillery, Port Ellen	5,208 E	DK			D	AR
P	Ardkinglas Woodland Garden, Cairndow	4,365 E	4,520	-3.4		G	AR
P	Ardnamurchan Natural History Centre, Acharacle	34,039	32,031	+6.3	S	VC	HI
NTS	Arduaine Garden, By Oban	14,631	16,532	-11.5	S	G	AR
HS	Argyll's Lodging, Stirling	50,573	54,054	-6.4		HH	AR
CT	Armadale Castle Gardens & Museum of the Isles, Sleat	42,241 E	40,295	+4.8	S	VC	HI
P	Arniston House, Gorebridge	647	938	-31.0	S	HH	ED
P	Aros Experience, Portree	217,594	246,703	-11.8		VC	HI
CT	Atholl Country Life Museum, Blair Atholl	2,126	1,682	+26.4	S	MAG	PE
P	Attadale Gardens, Strathcarron	5,200 E	5,300	-1.9	S	G	HI
P	Auchentoshan Distillery, Dalmuir	15,235	14,341	+6.2		D	AR
P	Auchgourish Gardens, Boat of Garten	2,300 E	5,027	-54.2	S	G	HI
CT	Auchindrain Museum, by Inveraray	5,128	5,776	-11.2	S	MAG	AR
NTS	Bachelors Club, Tarbolton	998	796	+25.4	S	HH	AY
P	Ballindalloch Castle, Banff	17,017 E	16,892	+0.7	S	C	AB
NTS	Balmacara Estate & Lochalsh Woodland Garden, Balmacara	8,849	11,649	-24.0	S	G	HI
P	Balmoral Estates, Ballater	60,000	64,000	-6.3	S	C	AB
HS	Balvenie Castle, Keith	6,149	6,263	-1.8	S	C	AB
NTS	Bannockburn Heritage Centre, Stirling	61,410	65,871	-6.8		VC	AR
NTS	Barrie's Birthplace, Kirriemuir	6,202	5,167	+20.0		HH	AN
NTS	Barry Mill, Carnoustie	2,308	1,914	+20.6	S	WP	AN
NTS	Ben Lawers Visitor Centre, Killin	13,530	11,847	+14.2	S	VC	AR
CT	Benmore Botanic Garden, Dunoon	56,384	56,479	-0.2	S	G	AR
P	Benromach Distillery & Malt Whisky Centre, Forres	5,500 E	5,500	0.0		D	HI
CT	Bernera Museum, Bernera	480 E	472	+1.7	S	MAG	OH
CT	Biggar Gas Works, Biggar	1,153	DK		S	MAG	GG
LA	Birkhill Fireclay Mine, Bo'ness	6,182	5,441	+13.6	S	WP	AR
HS	Bishop's and Earl's Palaces, Kirkwall	10,038	9,093	+10.4	S	HH	OR
HS	Black House Arnol, Bragar	10,208	10,697	-4.6		HH	OH
HS	Blackness Castle, Linlithgow	12,886	14,227	-9.4		C	AR
P	Bladnoch Visitor Centre, Bladnoch	13,500 E	DK			D	DG
PLC	Blair Athol Distillery, Pitlochry	37,491	33,000	+13.6		D	PE
CT	Blair Castle, nr Pitlochry	143,260	147,660	-3.0		HH	PE
P	Blair Drummond Safari and Adventure Park, nr Stirling	433,070	402,701	+7.5	S	Z	AR

Owner	Attraction	2007	2006	% 07/06	S	Cat.	Region
CT	Blairs Museum Trust [St. Mary's Church], Blairs	1,798	2,200	-18.3	S	MAG	AB
CT	Bolfracks Garden, Aberfeldy	2,000 E	1,800 E	+11.1	S	G	PE
HS	Bonawe Iron Furnace, Taynuilt	5,007	6,814	-26.5	S	VC	AR
CT	Bo'ness & Kinneil Railway, Bo'ness	65,690 E	64,774	+1.4	S	R	AR
HS	Bothwell Castle, Uddingston	9,075	6,535	+38.9		C	GG
P	Bowhill House and Country Park, Selkirk	14,157	11,864	+19.3	S	HH	SB
NTS	Branklyn Garden, Perth	7,146	7,680	-7.0	S	G	PE
CT	Breadalbane Folklore Centre, Killin	68,034 E	84,779	-19.8	S	VC	AR
CT	British Golf Museum, St Andrews	55,850	56,392	-1.0		MAG	FI
HS	Broch of Gurness, Evie	9,542	11,394	-16.3	S	HM	OR
NTS	Brodick Castle, Brodick	35,691	34,244	+4.2	S	C	AY
NTS	Brodick Country Park, Brodick	53,553	51,501	+4.0	S	CP	AY
NTS	Brodie Castle, Forres	24,449	15,723	+55.5		C	AB
HS	Brough of Birsay, Birsay	4,886	5,872	-16.8	S	HM	OR
NTS	Broughton House & Garden, Kircuccbright	10,988	10,858	+1.2		HH	DG
P	Bruichladdich Distillery,	10,000 E	10,000	0.0		D	AR
P	Bunnahabhain Distillery, Port Askaig	4,234 E	4,659	-9.1		D	AR
CT	Burns National Heritage Park, Ayr	324,838 E	302,894	+7.2		VC	AY
CT	Bute Museum, Rothesay	4,700	3,612	+30.1		MAG	AR
HS	Caerlaverock Castle, Dumfries	35,251	35,425	-0.5		C	DG
CT	CairnGorm Mountain Railway <sup>i</sup> , nr Aviemore	149,699	156,354	-4.3		O	HI
P	Cairngorm Reindeer Centre, Aviemore	19,357 E	17,918	+8.0		Z	HI
HS	Cairnpapple Hill, Torphichen	1,975	2,850	-30.7	S	HM	ED
CT	Caledonian Railway, Brechin	30,800 E	28,000	+10.0	S	R	AN
P	Cambo Gardens, St Andrews	13,543 E	11,636	+16.4		G	FI
CT	Campbeltown Heritage Centre, Campbeltown	2,500 E	2,500 E	0.0	S	VC	AR
PLC	Cardhu Distillery Visitor Centre, Aberlour	6,556	6,500	+0.9		D	AB
HS	Cardoness Castle, Castle Douglas	6,382	6,766	-5.7		C	DG
NTS	Carlyle's Birthplace, Lockerbie	473	593	-20.2	S	HH	DG
HS	Castle Campbell, Dollar	20,160	20,806	-3.1		C	AR
NTS	Castle Fraser, Inverurie	17,288	15,172	+13.9	S	C	AB
P	Castle Kennedy Gardens, Stranraer	13,453	8,733	+54.0	S	G	DG
P	Cawdor Castle, Nairn	90,414	88,815	+1.8	S	C	HI
PLC	Celtic Museum Trust, Glasgow	22,000 E	20,748	+6.0		VC	GG
LA	City Art Centre, Edinburgh	55,670	63,940	-12.9		MAG	ED
CT	Clan Cameron Museum, Spean Bridge	4,300 E	4,118	+4.4	S	MAG	HI
CT	Clydebuilt Maritime Museum, Glasgow	14,995	13,000	+15.3		VC	GG
PLC	Clynesh Visitor Centre, Brora	3,348	3,192	+4.9		D	HI
HS	Corgarff Castle, Strathdon	5,705	4,121	+38.4		C	AB
PLC	Cragganmore Distillery, Ballindalloch	545	DK		S	D	HI
NTS	Craigievar Castle, Alford	10,055	9,380	+7.2	S	C	AB
HS	Craigmillar Castle, Edinburgh	19,863	17,071	+16.4		C	ED
HS	Craignethan Castle, Lesmahagow	5,606	5,550	+1.0		C	GG
P	Craigston Castle, Turriff	300 E	DK		S	HH	AB
NTS	Crarae Gardens, Inverary	12,176	14,166	-14.0	S	G	AR
NTS	Crathes Castle, Banchory	61,422	64,108	-4.2		C	AB
CT	Crawfordjohn Heritage Venture, Strathaven	150	99	+51.5	S	VC	GG
P	Cream o' Galloway, Castle Douglas	70,900	69,400 E	+2.2	S	VC	DG
P	Creetown Gem Rock Museum, Newton Stewart	31,931	33,689	-5.2		MAG	DG
CT	Creetown Heritage Museum, Newtown Stewart	1,564	1,519	+3.0	S	VC	DG
HS	Crichton Castle, Pathhead	2,771	3,943	-29.7	S	C	ED
HS	Crossraguel Abbey, Maybole	3,095	3,731	-17.0	S	HM	AY
NTS	Culloden Visitor Centre, Inverness	81,647	89,495	-8.8		VC	HI
NTS	Culross Palace, Culross	13,416	10,316	+30.1	S	HH	FI
NTS	Culzean Castle and Country Park, Maybole	190,423	188,026	+1.3		C	AY
HS	Dallas Dhu, Forres	11,379	13,211	-13.9		D	AB
PLC	Dalwhinnie Distillery, Dalwhinnie	19,942	18,993	+5.0		D	HI
NTS	David Livingstone Centre, Glasgow	18,241	19,150	-4.7		VC	GG
CT	Dawyck Botanic Garden, nr Peebles	21,798	21,123	+3.2		G	SB
CT	Denny Tank, Dumbarton	2,472	2,342	+5.6		MAG	AR

Owner	Attraction	2007	2006	% 07/06	S	Cat.	Region
PLC	Dewar's World of Whisky, Aberfeldy	35,001	33,874	+3.3		D	PE
HS	Dirleton Castle, Dirleton	15,877	19,495	-18.6		C	ED
CT	Discovery Point, Dundee	59,239	57,244	+3.5		MAG	AN
LA	Doonies Farm, Aberdeen	16,129	17,087	-5.6		Z	AB
HS	Doune Castle, Doune	34,257	35,401	-3.2		C	AR
NTS	Drum Castle, Banchory	22,946	18,663	+22.9		C	AB
LA	Drumlanrig's Tower, Hawick	4,055	4,377	-7.4	S	VC	SB
CT	Drummond Gardens, Muthill, Crieff	15,285	18,597	-17.8	S	G	PE
HS	Dryburgh Abbey, St Boswells	22,571	23,346	-3.3		HM	SB
P	Duart Castle, Craignure	34,000 E	34,000	0.0	S	C	AR
O	Duff House Gallery, Banff	31,842	33,250	-4.2		MAG	AB
HS	Dumbarton Castle, Dumbarton	11,742	12,374	-5.1		C	AR
CT	Dumfries and Galloway Aviation Museum, Dumfries	6,538	6,000 E	+9.0	S	MAG	DG
HS	Dundonald Castle, Dundonald	8,565	6,782	+26.3	S	C	AY
HS	Dundrennan Abbey, Dundrennan	3,865	4,442	-13.0		HM	DG
HS	Dunfermline Abbey and Palace, Dunfermline	9,448	10,145	-6.9		HM	FI
P	Dunnottar Castle, Stonehaven	36,500 E	36,170	+0.9		C	AB
LA	Dunoon and Cowal Heritage Centre, Dunoon	6,098	5,523	+10.4	S	MAG	AR
CT	Dunrobin Castle, Golspie	63,770	62,953	+1.3	S	HH	HI
HS	Dunstaffnage Castle, by Oban	23,345	28,282	-17.5		C	AR
P	Edinburgh Bus Tours, Edinburgh	504,742	501,445	+0.7		O	ED
P	Edinburgh Butterfly & Insect World, Lasswade	70,936	72,612	-2.3		Z	ED
HS	Edinburgh Castle, Edinburgh	1,229,712	1,211,036	+1.5		C	ED
CT	Edinburgh Zoo, Edinburgh	607,603	655,203	-7.3		Z	ED
HS	Edzell Castle, By Brechin	7,816	8,944	-12.6		C	AN
HS	Elcho Castle, Perth	6,646	6,749	-1.5	S	C	PE
HS	Elgin Cathedral, Elgin	22,682	22,895	-0.9		HM	AB
CT	Elgin Museum, Elgin	8,213	7,505	+9.4		MAG	AB
CT	Ellisland Farm, Dumfries	3,965	3,497	+13.4		VC	DG
CT	Eyemouth Museum, Eyemouth	3,798	3,547	+7.1	S	MAG	SB
NTS	Falkland Palace, Cupar	47,433	47,017	+0.9	S	HH	FI
CT	Falls of Clyde Wildlife Reserve and Visitor Centre, New Lanark	12,516	12,907	-3.0		N	GG
LA	Fetlar Interpretive Centre, Fetlar	1,092	1,063	+2.7	S	VC	SH
CT	Fife Folk Museum, Ceres	1,847	2,211	-16.5	S	MAG	FI
CT	Finlaggan Cottage, Ballygrant	4,500 E	3,306	+36.1	S	HM	AR
HS	Fort George, Inverness	59,063	61,785	-4.4		C	HI
CT	Fraserburgh Heritage Centre, Fraserburgh	4,245	3,985	+6.5	S	VC	AB
O	Frigate Unicorn, Dundee	5,029	5,648	-11.0		O	AN
NTS	Fyvie Castle, Turriff	21,171	17,094	+23.9	S	C	AB
CT	Gairloch Heritage Museum, Gairloch	6,400	6,007	+6.5	S	MAG	HI
P	Galloway Wildlife Conservation Park, Kirkcudbright	30,407	28,959	+5.0		Z	DG
CT	Garrannan Blackhouse Village, Carloway	13,355	11,600	+15.1	S	VC	OH
NTS	Geilston House, Helensburgh	9,024	9,735	-7.3	S	G	AR
NTS	Georgian House, Edinburgh	36,086	30,231	+19.4		HH	ED
P	Gilnockie Tower, Canonbie	120	163	-26.4	S	HM	DG
NTS	Gladstone's Land, Edinburgh	30,855	26,321	+17.2	S	HH	ED
CT	Glamis Castle, Glamis	118,801 E	107,419	+10.6		C	AN
O	Glasgow School of Art Enterprises Ltd, Glasgow	20,388	21,172	-3.7		MAG	GG
CT	Glasgow Science Centre, Glasgow	480,864	410,513	+17.1		MAG	GG
P	Glen Garioch Distillery, Inverurie	4,953	4,403	+12.5	S	D	AB
PLC	Glen Grant Distillery and Garden, Aberlour	10,917	20,890	-47.7	S	D	AB
PLC	Glen Ord Distillery, Muir of Ord	18,868	20,135	-6.3		D	HI
CT	Glenbarr Abbey - Macalister Clan Visitor Centre, by Tarbert	1,032	1,685	-38.8	S	HH	AR
CT	Glencoe & North Lorn Folk Museum, Ballachulish	9,046	8,665	+4.4	S	MAG	HI
NTS	Glencoe Visitor Centre, Ballachulish	42,058	46,257	-9.1		VC	HI
P	Glenfarclas Distillery, Ballindalloch	9,345	10,933	-14.5		D	AB
NTS	Glenfinnan Monument, Glenfinnan	19,552	16,231	+20.5	S	HM	HI
CT	Glenfinnan Station Museum, Glenfinnan	8,565	8,500	+0.8	S	MAG	HI
P	Glengoyne Distillery, nr Killearn	38,995	29,992	+30.0		D	AR
PLC	Glenkinchie Distillery, Tranent	26,241	22,831	+14.9		D	ED



Owner	Attraction	2007	2006	% 07/06	S	Cat.	Region
HS	Glenluce Abbey, Newton Stewart	2,877	2,450	+17.4	S	HM	DG
P	Glenmorangie Distillery, Tain	24,730	22,063	+12.1		D	HI
P	Glenshee Ski Centre, Glenshee	9,463	42,600	-77.8	S	O	AB
P	Glenwhan Gardens, by Stranraer	9,000 E	10,000	-10.0	S	G	DG
CT	Grampian Transport Museum, Alford	47,251	49,569	-4.7	S	MAG	AB
CT	Grassic Gibbon Centre, Laurencekirk	6,824 E	5,624	+21.3	S	VC	AB
NTS	Greenbank Gardens, Glasgow	31,258	29,145	+7.2		G	GG
CT	Greenhill Covenanters Farmhouse, Biggar	368	225	+63.6	S	HM	GG
HS	Hackness Battery & Martello Tower, Hoy	1,632	1,887	-13.5	S	OHP	OR
NTS	Haddo House, Ellon	7,520	4,774	+57.5	S	HH	AB
P	Hamilton Toy Collection, Callander	4,528	4,574	-1.0	S	MAG	AR
CT	Hanseatic Booth, Whalsay	159 E	170 E	-6.5	S	OHP	SH
CT	Harbour Cottage Gallery, Kirkcudbright	9,190	6,959	+32.1	S	MAG	DG
P	Heads of Ayr Farm Park, Ayr	104,816	82,315	+27.3	S	Z	AY
HS	Hermitage Castle, Newcastleton	5,917	6,668	-11.3	S	C	SB
P	Highland Park Distillery, Kirkwall	11,910	12,479	-4.6		D	OR
P	Highland Wineries, Inverness	25,000 E	27,000	-7.4		D	HI
NTS	Hill House, Helensburgh	25,949	26,811	-3.2		HH	AR
NTS	Hill of Tarvit, Cupar	10,115	9,721	+4.1	S	HH	FI
CT	Historylinks Museum, Dornoch	6,410	5,692	+12.6		MAG	HI
NTS	Holmwood House, Glasgow	4,445	4,487	-0.9		HH	GG
CT	House for an Art Lover, Glasgow	88,750	89,165	-0.5		VC	GG
NTS	House of Binns, Edinburgh	3,984	3,216	+23.9	S	HH	ED
NTS	House of Dun, Montrose	9,098	8,254	+10.2		HH	AN
NTS	Hugh Miller's Cottage, Cromarty	4,788	4,927	-2.8	S	HH	HI
HS	Huntingtower Castle, by Perth	7,810	8,587	-9.0		C	PE
HS	Huntly Castle, Huntly	14,766	15,903	-7.1		C	AB
HS	Inchcolm Abbey, Edinburgh	17,985	16,524	+8.8	S	HM	FI
HS	Inchmahome Priory, Stirling	16,684	18,865	-11.6	S	HM	AR
CT	Innerpeffray Library, Crieff	1,316	1,147	+14.7	S	OHP	PE
P	Inveraray Castle, Inveraray	67,225	70,480	-4.6	S	HH	AR
LA	Inveraray Jail, Inveraray	60,285	64,532	-6.6		OHP	AR
NTS	Inveresk Lodge Garden, Musselburgh	849 E	3,784	-77.6		G	ED
NTS	Inverewe Garden, Poolewe	76,953	80,829	-4.8	S	G	HI
LA	Inverness Floral Hall & Coffee Shop, Inverness	17,623	16,960	+3.9		G	HI
HS	Iona Abbey & St Columba Centre (Mull), Isle of Iona	65,559	69,536	-5.7		HM	AR
G	Island of Noss, Lerwick	1,273	1,344	-5.3	S	N	SH
HS	Jarlshof, Sumburgh	12,216	15,589	-21.6	S	HM	SH
HS	Jedburgh Abbey, Jedburgh	20,598	22,373	-7.9		HM	SB
LA	Jedburgh Castle Jail and Museum, Jedburgh	11,388	10,454	+8.9	S	MAG	SB
P	Jedforest Deer & Farm Park, Jedburgh	14,534	18,010 E	-19.3	S	Z	SB
LA	Jim Clark Trophy Room, Duns	2,920	3,192	-8.5	S	MAG	SB
CT	John Buchan Centre, Biggar	889	738	+20.5	S	MAG	SB
RO	John Knox House, Edinburgh	12,391	10,693	+15.9		HH	ED
CT	John Paul Jones Birthplace Museum and Cottage, by Dumfries	2,280	2,160	+5.6	S	MAG	DG
P	Kelburn Castle & Country Centre, Fairlie	66,360	72,783	-8.8		VC	AY
NTS	Kellie Castle, Pittenweem	12,608	10,409	+21.1	S	C	FI
HS	Kildrummy Castle, by Alford	8,155	7,430	+9.8	S	C	AB
O	Kilmartin House Trust, Kilmartin	10,993	10,986	+0.1	S	MAG	AR
P	King Robert the Bruce's Cave, by Lockerbie	2,300 E	1,333	+72.5	S	HM	DG
NTS	Kirriemuir Camera Obscura, Forfar	4,255	4,263	-0.2	S	VC	AN
HS	Kisimul Castle, Castlebray	5,616	4,222	+33.0	S	C	OH
P	Lagavulin Distillery Visitor Centre, Port Ellen	4,881 E	DK		S	D	AR
CT	Laidhay Croft Museum, Dunbeath	2,360	3,513	-32.8	S	MAG	HI
P	Landmark Forest Adventure Park, Nr Aviemore	140,600 E	134,000	+4.9		VC	HI
PLC	Laphroaig Distillery,	7,646 E	6,965 E	+9.8		D	AR
LA	Lauriston Castle and Grounds, Edinburgh	38,714	46,506	-16.8		C	ED
CT	Leadhills Miners Library, Leadhills	237 E	158	+50.0	S	MAG	GG
NTS	Leith Hall, Huntly	5,376	6,745	-20.3	S	HH	AB
CT	Liddesdale Heritage Centre & Museum, Newcastleton	728	575	+26.6	S	VC	SB

Owner	Attraction	2007	2006	% 07/06	S	Cat.	Region
HS	Linlithgow Palace, Linlithgow	61,191	51,767	+18.2		HH	ED
CT	Linlithgow Story, Linlithgow	3,573	2,813	+27.0	S	MAG	ED
CT	Linlithgow Union Canal Society, Linlithgow	4,195	5,522	-24.0	S	O	ED
CT	Loch Garten Osprey Centre, Nethybridge	31,259	35,604	-12.2	S	N	HI
HS	Loch Leven Castle, Kinross	14,233	16,137	-11.8	S	C	PE
CT	Logan Botanic Garden, Port Logan	24,897	26,285	-5.3	S	G	DG
CT	Lybster Harbour Visitor Centre, Lybster	2,406 E	DK		S	VC	HI
P	Lyth Arts Centre, Wick	881	1,057	-16.7	S	MAG	HI
P	Mabie Farm Park, Dumfries	74,943	84,256	-11.1	S	Z	DG
P	Macallan Distillery, Craigellachie	10,976	14,000	-21.6		D	AB
LA	Macduff Marine Aquarium, Macduff	51,491	49,885	+3.2		Z	AB
HS	Maclellans Castle, Kirkcudbright	6,119	7,010	-12.7	S	C	DG
HS	Maeshowe, Stromness	23,522	24,789	-5.1		HM	OR
CT	Maggie's Hoosie, Inverallochy	420	380	+10.5	S	MAG	AB
CT	Mallaig Heritage Centre, Mallaig	6,428	6,861	-6.3		VC	HI
NTS	Malleny Garden, Edinburgh	5,338	5,409	-1.3		G	ED
P	Manderston, Duns	5,847	7,454	-21.6	S	HH	SB
LA	Mary Queen of Scot's Visitor Centre, Jedburgh	12,336	10,982	+12.3	S	VC	SB
HS	Meikle Sculptured Stone Museum, Meikle	4,138	3,940	+5.0	S	MAG	AN
CT	Mellerstain House, Gordon	4,339	6,019	-27.9	S	HH	SB
HS	Melrose Abbey, Melrose	45,070	46,942	-4.0		HM	SB
CT	Mertoun Gardens, Melrose	295 E	343	-14.0	S	G	SB
CT	Mill on the Fleet, Castle Douglas	17,339	21,000	-17.4	S	VC	DG
CT	Moat Park Heritage Centre, Biggar	1,421	643	+121.0	S	MAG	GG
P	Monreith Animal World, Wigtown	4,000 E	3,500	+14.3	S	Z	DG
CT	Montrose Basin Wildlife Centre, Montrose	11,571	10,749	+7.6		N	AN
P	Morrison's Bowmore Distillery Ltd., Bowmore	8,894	7,062	+25.9		D	AR
CT	Mount Stuart, Rothesay	36,852	36,013	+2.3	S	HH	AR
CT	Museum of Lead Mining, by Biggar	10,500 E	10,523	-0.2	S	MAG	DG
HS	Museum of Scottish Lighthouses, Fraserburgh	14,712	14,225	+3.4		MAG	AB
G	National Museum of Costume, Dumfries	15,663	10,717	+46.2	S	MAG	DG
G	National Museum of Flight, nr Haddington	78,367	104,240	-24.8		MAG	ED
G	National Museum of Rural Life, East Kilbride	57,803	60,264	-4.1		MAG	GG
LA	National Wallace Monument, Stirling	135,000 E	119,526	+12.9		HM	AR
LA	Nelson Monument, Edinburgh	12,731	10,325	+23.3		HM	ED
PLC	Nevis Range <sup>i</sup> , Fort William	145,382	135,141	+7.6		O	HI
HS	New Abbey Corn Mill, Dumfries	5,042	5,133	-1.8		OHP	DG
HS	Newark Castle, Port Glasgow	4,235	3,947	+7.3	S	C	GG
NTS	Newhailes, Musselburgh	8,303	10,335	-19.7	S	HH	ED
CT	Newton Stewart Museum, Newton Stewart	844	1,029	-18.0	S	MAG	DG
P	Oban Distillery Visitor Centre, Oban	30,276	DK			D	AR
LA	Old Town Jail, Stirling	30,719 E	27,328	+12.4		OHP	AR
P	Orcadian Stone Company Ltd, Golspie	428 E	400	+7.0	S	MAG	HI
CT	Orkney Wireless Museum, Kirkwall	1,573	1,635	-3.8	S	MAG	OR
CT	Our Dynamic Earth, Edinburgh	290,653	300,420	-3.3		MAG	ED
CT	Pasxton House, nr Berwick	18,729	20,378	-8.1	S	HH	SB
LA	Pictavia Visitor Centre, Brechin	5,866	3,910	+50.0		VC	AN
NTS	Pitmedden Garden & Museum of Farm Life, Ellon	16,238	15,889	+2.2	S	G	AB
P	Pitmuies Gardens, by Forfar	3,663 E	3,922	-6.6	S	G	AN
NTS	Pollok House, Glasgow	79,658	90,062	-11.6		HH	GG
NTS	Preston Mill & Phantassie Doocot, East Linton	1,896	2,607	-27.3	S	OHP	ED
NTS	Priorwood Garden, Melrose	10,371	7,047	+47.2	S	G	SB
P	Pulteney Distillery Visitor Centre, Wick	3,460	3,027	+14.3		D	HI
CT	Quendale Water Mill & Visitor Attraction, Quendale	3,500 E	3,525	-0.7	S	VC	SH
NTS	Robert Smail's Printing Works, Innerleithen	2,743	1,824	+50.4		WP	SB
CT	Ross of Mull Historical Centre, Bunesan	207 E	198 E	+4.5	S	VC	AR
CT	Rosslyn Chapel, Roslin	161,034	175,000 E	-8.0		WS	ED
HS	Rothesay Castle, Rothesay	10,875	8,552	+27.2		C	AR
PLC	Royal Lochnagar Distillery Visitor Centre, nr Ballater	9,864	8,547	+15.4		D	AB
CT	Royal Yacht Britannia, Edinburgh	255,618	280,729	-8.9		OHP	ED

Owner	Attraction	2007	2006	% 07/06	S	Cat.	Region
CT	RSPB (Vane Farm), Kinross	40,604 E	40,000 E	+1.5	S	N	PE
CT	RSPB Nature Reserve, Lochwinnoch	31,517	35,302	-10.7		N	GG
P	Scone Palace, Perth	98,894	90,917	+8.8	S	HH	PE
P	Scotch Whisky Heritage Centre, Edinburgh	220,609	236,895	-6.9		VC	ED
P	Scotland's Secret Bunker, St Andrews	29,511	33,188	-11.1	S	MAG	FI
LA	Scott Monument, Edinburgh	46,500	46,018	+1.0		HM	ED
CT	Scottish Crannog Centre, Kenmore	26,300 E	26,517	-0.8	S	VC	PE
CT	Scottish Fisheries Museum, Anstruther	78,519	75,100	+4.6		MAG	FI
CT	Scottish Maritime Museum, Irvine	19,613	20,183	-2.8		MAG	AY
G	Scottish Parliament Visitor Centre, Edinburgh	352,454	327,445	+7.6		VC	ED
CT	Scottish Vintage Bus Museum, by Dunfermline	3,455	3,947	-12.5	S	MAG	FI
P	Seaprobe Atlantis Cruises, Kyle of Lochalsh	14,759 E	14,548	+1.5	S	N	HI
CT	Sensation - The Dundee Science Centre, Dundee	61,721	67,628	-8.7		MAG	AN
HS	Seton Collegiate Church, Longniddry	2,114	1,760	+20.1	S	OHP	ED
P	SFA Football Museum, Glasgow	51,421	48,232	+6.6		MAG	GG
P	Skaill House, Sandwick	50,826	49,112	+3.5	S	HH	OR
HS	Skara Brae, Stromness	69,990	64,587	+8.4		HM	OR
P	Skye Museum of Island Life, Kilmuir	12,000 E	DK		S	MAG	HI
HS	Smailholm Tower, Kelso	6,781	6,706	+1.1		OHP	SB
NTS	Souter Johnnies Cottage, Kirkoswald	1,795	1,946	-7.8	S	HH	AY
P	Speyside Cooperage Visitor Centre, Aberlour	18,229	16,203	+12.5		VC	AB
HS	Spynie Palace, nr Elgin	6,330	6,569	-3.6		HH	AB
O	St Andrews Botanic Garden, St Andrews	18,000 E	17,000	+5.9		G	FI
HS	St Andrew's Castle, St Andrews	58,137	63,873	-9.0		C	FI
HS	St Andrew's Cathedral, St Andrews	32,264	34,267	-5.8		HM	FI
HS	Stirling Castle, Stirling	389,011	385,755	+0.8		C	AR
CT	Strachur Smiddy Museum, Strachur	448	393	+14.0	S	MAG	AR
PLC	Strathisla Distillery, Keith	13,026	12,040	+8.2	S	D	AB
CT	Strathnaver Museum, Thurso	3,056	3,028	+0.9	S	MAG	HI
O	Strathspey Steam Railway, Aviemore	61,586 E	49,145	+25.3		R	HI
CT	Stromness Museum, Stromness	8,281	9,068	-8.7		MAG	OR
O	Surgeon's Hall Museum, Edinburgh	8,859 E	5,834 E	+51.9		MAG	ED
HS	Sweetheart Abbey, Dumfries	8,369	10,114	-17.3		HM	DG
CT	Taigh Chearsabhagh Museum Arts Centre, North Uist	34,031	31,188	+9.1		VC	OH
CT	Tain Through Time, Tain	2,663	3,060	-13.0	S	VC	HI
PLC	Talisker Distillery Visitor Centre, Carbost	41,261	35,000	+17.9		D	HI
CT	Tall Ship at Glasgow Harbour, Glasgow	35,000 E	35,697	-2.0		MAG	GG
HS	Tantallon Castle, North Berwick	26,910	23,006	+17.0		C	ED
CT	Tarbat Discovery Centre, Tain	4,850	4,322	+12.2	S	VC	HI
NTS	Tenement House, Glasgow	18,155	15,067	+20.5	S	HH	GG
CT	The Castle & Gardens of Mey, Thurso	29,107	23,531	+23.7	S	C	HI
CT	The Three Hills Roman Heritage Centre, Melrose	3,221	3,767	-14.5	S	VC	SB
P	The Willow Tea Rooms, Glasgow	93,684 E	97,354	-3.8		OHP	GG
HS	Threave Castle, Castle Douglas	15,386	15,898	-3.2	S	C	DG
NTS	Threave Garden, Castle Douglas	59,949	64,685	-7.3		G	DG
P	Timespan Heritage Centre <sup>x</sup> , Helmsdale	7,563	12,685	-40.4	S	MAG	HI
P	Tobermory Distillery, Tobermory	19,228 E	22,710	-15.3	S	D	AR
HS	Tolquhon Castle, Tarves	5,130	4,905	+4.6		C	AB
P	Tomatin Distillery, Tomatin	21,772 E	28,866 E	-24.6		D	HI
P	Tomb of the Eagles, South Ronaldsay	10,287	11,011	-6.6	S	HM	OR
P	Torosay Castle, Craignure	30,000 E	30,000	0.0	S	C	AR
NTS	Torridon Countryside Centre, Achnasheen	7,705	6,815	+13.1	S	VC	HI
P	Toy Museum, Glendale	3,341	2,851	+17.2		MAG	HI
CT	Traquair House, Innerleithen	41,526	41,000	+1.3	S	HH	SB
HS	Trinity House Maritime Museum, Edinburgh	584	443	+31.8		MAG	ED
P	Tullibardine Distillery, Blackford	135,000 E	130,000	+3.8		D	PE
CT	Ullapool Museum and Visitor Centre, Ullapool	6,437	6,049	+6.4	S	MAG	HI
O	University Marine Biological Station, Isle of Cumbrae	2,095	1,810	+15.7		Z	AY
O	University of Dundee Botanic Garden, Dundee	95,460 E	DK			G	AN
CT	Unst Boat Haven, Unst	3,366	2,752	+22.3	S	MAG	SH

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>% 07/06</b>	<b>S</b>	<b>Cat.</b>	<b>Region</b>
CT	Unst Heritage Centre, Unst	3,692	3,392	+8.8	S	VC	SH
HS	Urquhart Castle, Drumnadrochit	277,394	248,167	+11.8		C	HI
CT	Verdant Works, Dundee	12,598	12,631	-0.3		VC	AN
P	Victorian Fernery, Ascog	2,755	2,325	+18.5	S	G	AR
CT	Vikingar, Largs	22,365	21,021	+6.4		VC	AY
P	Water Mill and Tea Room, Blair Atholl	30,537 E	27,874	+9.6	S	VC	PE
CT	Waverley Excursions Ltd, Glasgow	50,910 E	49,866	+2.1	S	O	GG
NTS	Weaver's Cottage, Kilbarchan	1,414	1,208	+17.1	S	MAG	GG
CT	West Highland Museum, Fort William	11,065	8,500	+30.2		MAG	HI
PLC	Westray Heritage Centre, Westray	1,953	1,856	+5.2	S	VC	OR
P	Wick Heritage Centre, Wick	4,119	3,699	+11.4	S	VC	HI

## 8.2. FREE ADMISSION ATTRACTIONS

(IN ALPHABETICAL ORDER)

Owner	Attraction	2007	2006	% 07/06 S	Cat.	Region
CT	Abbot House Heritage Centre & Gardens, Dunfermline	80,066 E	93,019	-13.9	VC	FI
LA	Aberdeen Art Gallery, Aberdeen	181,061	207,996	-12.9	MAG	AB
LA	Aberdeen Maritime Museum, Aberdeen	101,117	89,368	+13.1	MAG	AB
LA	Aberdeenshire Farming Museum, Mintlaw	16,138	16,171	-0.2 S	MAG	AB
LA	Aden Country Park, Mintlaw	161,133 E	182,599	-11.8	CP	AB
LA	Almondell & Calderwood Country Park, Broxburn	133,347 E	144,942	-8.0	CP	ED
LA	Alyth Museum, Perth	1,007	1,192	-15.5 S	MAG	PE
CT	An Lanntair, Stornoway	186,772	179,559 E	+4.0	O	OH
PLC	An Tobar Arts Centre, Tobermory	19,546 E	16,154	+21.0	MAG	AR
CT	Andrew Carnegie Birthplace Museum <sup>ix</sup> , Dunfermline	7,131	2,985	+138.9 S	MAG	FI
LA	Arbroath Museum, Arbroath	18,247 E	22,500	-18.9	MAG	AN
LA	Arbuthnot Museum, Peterhead	4,379	4,608	-5.0	MAG	AB
P	AromaSciences, Aultbea, Achnasheen	14,000	DK		WP	HI
P	Assynt Visitor Centre, Lochinver	18,163	20,028	-9.3 S	VC	HI
LA	Auld Kirk Museum, Kirkintilloch	15,049	13,259	+13.5	MAG	GG
LA	Banchory Museum, Banchory	3,731	2,931	+27.3	MAG	AB
LA	Banff Museum <sup>vi</sup> , Banff	143	1,298	-89.0 S	MAG	AB
PLC	Bank of Scotland Museum on the Mound <sup>v</sup> , Edinburgh	33,699	8,482	+297.3	MAG	ED
LA	Barony Mill, Birsay	1,901	1,431	+32.8 S	WP	OR
CT	Beaully Firth & Glens Trust, Beaully	24,187	19,172	+26.2	VC	HI
LA	Beebraigs Country Park, nr Linlithgow	352,780 E	435,530 E	-19.0	CP	ED
G	Beinn Eighe NNR Visitor Centre (SNH), by Achnasheen	12,194	11,899	+2.5 S	VC	HI
CT	Bennie Museum, Bathgate	3,112	2,656	+17.2	MAG	ED
G	Black Watch Regimental Museum, Perth	12,019	9,233	+30.2	MAG	PE
CT	Bod of Gremista, Lerwick	902	997	-9.5 S	MAG	SH
LA	Brander Museum, Huntly	1,163	921	+26.3	MAG	AB
LA	Brass Rubbing Centre, Edinburgh	3,929	7,022	-44.0 S	MAG	ED
LA	Brechin Town House Museum, Brechin	4,625	3,367	+37.4	MAG	AN
P	Bridge of Allan Brewery Limited, Bridge of Allan	15,514	14,953	+3.8	D	PE
R	Bridge of Allan Parish Church, Bridge of Allan	290	327	-11.3 S	WS	AR
P	Bright Water Visitor Centre, Kyleakin	6,385	6,944	-8.1 S	VC	HI
HS	Broughty Castle Museum, Dundee	39,705	39,003	+1.8	MAG	AN
P	Buchlyvie Pottery, Buchlyvie	3,600 E	3,650	-1.4	WP	AR
CT	Burghead Headland Trust, Elgin	2,823	2,500	+12.9 S	VC	HI
LA	Burns House Museum, Mauchline	4,846 E	4,698	+3.2	MAG	AY
LA	Burns House, Dumfries	13,130	12,756	+2.9	MAG	DG
CT	Calanais Visitor Centre, Calanais	19,795	19,584	+1.1	VC	OH
LA	Calderglen Country Park, East Kilbride	398,761 E	428,565 E	-7.0	CP	GG
G	Caledonian Canal Visitor Centre, Fort Augustus	31,084	29,333	+6.0 S	VC	HI
LA	Callendar House, Falkirk	27,708	27,613	+0.3	MAG	AR
R	Carfin Grotto, Motherwell	35,000 E	32,850 E	+6.5 S	WS	GG
LA	Carnegie Museum <sup>vi</sup> , Inverurie	778	1,653	-52.9 S	MAG	AB
P	Carsphairn Heritage Centre, Castle Douglas	1,410	1,448	-2.6 S	VC	DG
LA	Castle Douglas Art Gallery, Castle Douglas	10,840	12,051	-10.0	MAG	DG
LA	Castle of St John, Stranraer	10,953	8,338	+31.4 S	C	DG
R	Cathedral Church of St Paul, Dundee	8,310	7,831	+6.1	WS	AN
R	Cathedral Church of St. Andrew, Aberdeen	2,810	1,686	+66.7 S	WS	AB
LA	Chatelherault Country Park, Hamilton	642,507 E	492,797 E	+30.4	CP	GG
G	Clatteringshaws Visitor Centre, nr New Galloway	48,644 E	DK	S	VC	DG
LA	Clyde Muirshiel Regional Park Cornalees Centre, Greenock	13,328 E	17,706	-24.7	CP	GG
LA	Clyde Muirshiel Regional Park, Castle Semple Centre, Lochwinnoch	80,755 E	81,190	-0.5	VC	GG
LA	Clyde Muirshiel Regional Park, Muirshiel Centre, nr Lochwinnoch	14,227 E	14,892	-4.5	VC	GG
LA	Clydebank Museum, Clydebank	3,963	3,305	+19.9	MAG	GG
LA	Coldstream Museum, Coldstream	5,359	6,030	-11.1 S	MAG	SB

Owner	Attraction	2007	2006	% 07/06 S	Cat.	Region
O	Collins Gallery, Glasgow	43,000 E	48,000	-10.4	MAG	GG
P	Commando Exhibition, Spean Bridge	4,500 E	4,445	+1.2	MAG	HI
CT	Comunn Eachdraidh Nis (Ness Historical Society), Habost	3,525 E	DK		VC	OH
P	Cornice Museum of Ornamental Plasterwork, Peebles	150 E	180	-16.7	WP	SB
LA	Corrigall Farm Museum, Harray	7,136	6,155	+15.9 S	MAG	OR
CT	Crail Museum, Crail	11,255	9,161	+22.9 S	MAG	FI
P	Crail Pottery Co-Operative, Crail	24,000 E	24,000 E	0.0	WP	FI
LA	Crombie Country Park, Broughty Ferry	121,581	143,788	-15.4	CP	AN
LA	Cumbernauld Museum, Cumbernauld	2,415	4,518	-46.5	MAG	GG
G	Customs and Excise Museum, Greenock	1,454	1,357	+7.1	MAG	GG
G	Dalbeattie Forest, Dalbeattie	105,000 E	DK		CP	DG
R	Dalmeny Church, Dalmeny	480 E	400	+20.0 S	WS	ED
G	David Marshall Lodge, Aberfoyle	185,978	165,231	+12.6	VC	AR
LA	David Welch Winter Gardens, Aberdeen	300,414	309,786	-3.0	G	AB
LA	Dean Castle & Country Park, Kilmarnock	268,653 E	261,867	+2.6	CP	AY
LA	Dick Institute Museum, Kilmarnock	160,774	122,727 E	+31.0	MAG	AY
CT	Dollar Museum, Dollar	2,100	1,700	+23.5 S	MAG	AR
CT	Dolphin & Seal Centre at North Kessock, Spey Bay	14,648	21,881	-33.1 S	VC	HI
LA	Doon Valley Museum, Dalmellington	1,866	1,857	+0.5	VC	AY
LA	Drumpellier Country Park, Motherwell	999,023	962,747	+3.8	CP	GG
LA	Dumfries Museum/Camera Obscura, Dumfries	25,922	34,787	-25.5	MAG	DG
LA	Dunbar Townhouse Museum, Dunbar	8,203	8,359	-1.9 S	MAG	ED
HS	Dunblane Cathedral, Dunblane	14,894	20,092	-25.9	WS	AR
CT	Dunblane Museum, Dunblane	4,162	4,302	-3.3 S	MAG	AR
CT	Dundee Contemporary Arts, Dundee	183,199	272,692	-32.8	MAG	AN
R	Dunkeld Cathedral, Dunkeld	69,938	75,218	-7.0	WS	PE
CT	Durness Visitor Centre, Durness	22,231	19,948	+11.4	VC	HI
P	Edradour Distillery, by Pitlochry	95,291	88,885	+7.2	D	PE
CT	Eilean Donan Castle and Visitor Centre <sup>iv</sup> , by Kyle of Lochalsh	283,751	271,414	+4.5 S	C	HI
G	Falkirk Wheel <sup>iv</sup> , Falkirk	513,907	437,388	+17.5	VC	GG
LA	Fergusson Gallery, Perth	11,128	13,520	-17.7	MAG	PE
LA	Ferrycroft Countryside Centre, Lairg	9,366	10,210	-8.3 S	VC	HI
CT	Findhorn Heritage Centre & Ice House, Forres	5,527	6,425	-14.0 S	VC	AB
G	Forest of Ae, Dumfries	50,000 E	DK		CP	DG
LA	Forfar Loch Country Park, Forfar	185,863 E	161,082	+15.4	CP	AN
LA	Fossil Grove <sup>xi</sup> , Glasgow	5,427	12,438	-56.4 S	MAG	GG
R	Friends of Govan Old Parish Church, Glasgow	1,138	1,247	-8.7 S	WS	GG
CT	Fruitmarket Gallery, Edinburgh	173,139	175,943	-1.6	MAG	ED
LA	Gallery of Modern Art, Glasgow	580,148	554,152	+4.7	MAG	GG
CT	Galloway House Gardens Trust, Newton Stewart	8,000 E	7,000	+14.3	G	DG
CT	Giant Angus Macaskill Museum, Dunvegan	1,100	DK		S MAG	HI
LA	Glasgow Botanic Gardens, Glasgow	400,000 E	375,000	+6.7	G	GG
HS	Glasgow Cathedral, Glasgow	159,177 E	156,221	+1.9	WS	GG
LA	Glasgow Museums Resource Centre, Glasgow	8,555	10,147	-15.7	MAG	GG
CT	Glasgow Police Museum, Glasgow	8,439	8,568	-1.5	MAG	GG
LA	Glen Nevis Visitor Centre (Ionad Nibheis), nr Fort William	88,000 E	90,000 E	-2.2	VC	HI
PLC	Glendronach Distillery, Huntly	1,334	1,567	-14.9 S	D	AB
O	Glenesk Folk Museum, Brechin	1,100 E	DK		S MAG	AN
LA	Gleniffer Braes Country Park, Paisley	355,219 E	378,120	-6.1	CP	GG
PLC	Glenlivet Distillery, Glenlivet	47,867 E	44,241	+8.2 S	D	HI
G	Glenmore Forest Park Visitor Centre, by Aviemore	105,143	96,765	+8.7	CP	HI
G	Glentool Visitor Centre, Newton Stewart	36,629 E	DK		S VC	DG
CT	Gordon Highlanders Museum, Aberdeen	26,920	24,192	+11.3	MAG	AB
LA	Gore Glen Woodland Park, Newtongrange	100,000 E	100,000 E	0.0	CP	ED
CT	Gorgie City Farm, Edinburgh	95,700	95,700	0.0	Z	ED
LA	Gracefield Arts Centre, Dumfries	39,566	41,500 E	-4.7	MAG	DG
LA	Grangemouth Museum, Grangemouth	674	738	-8.7	MAG	AR
R	Greyfriars' Kirk, Edinburgh	18,274	21,216	-13.9 S	WS	ED
CT	Groam House Museum, Rosemarkie	6,897	6,461	+6.7	MAG	HI
LA	Halliwell's House Museum & Robson Gallery, Selkirk	7,209	6,334	+13.8	MAG	SB

Owner	Attraction	2007	2006	% 07/06 S	Cat.	Region
LA	Harestanes Countryside Visitor Centre, Jedburgh	21,000 E	22,700	-7.5 S	VC	SB
LA	Hawick Museum and the Scott Gallery, Hawick	7,435 E	9,100	-18.3 S	MAG	SB
G	Hermaness Visitor Centre, Unst	1,129 E	1,293 E	-12.7 S	VC	SH
LA	Highland Folk Museum (Kingussie) <sup>ix</sup> , Kingussie	13,878	7,401	+87.5 S	MAG	HI
LA	Highland Folk Museum <sup>ix</sup> , Newtonmore	36,904	16,780	+119.9 S	MAG	HI
CT	Highlanders, Regimental Museum, by Inverness	49,161 E	51,167 E	-3.9	MAG	HI
P	Hirsel Country Park, Coldstream	10,869 E	11,462 E	-5.2	CP	SB
LA	Hunter House Museum, East Kilbride	1,775 E	1,600 E	+10.9 S	MAG	GG
O	Hunterian Art Gallery, Glasgow	67,587 E	77,252 E	-12.5	MAG	GG
O	Hunterian Museum, Glasgow	52,023 E	39,005	+33.4 S	MAG	GG
NTS	Hutcheson's Hall, Glasgow	574	971	-40.9	HH	GG
CT	I.L.P.H. Belwade Farm, Aboyne	7,000 E	5,500	+27.3	Z	AB
P	Inshriach Nursery, Aviemore	23,500 E	20,000	+17.5	G	HI
LA	Inverkeithing Museum, Inverkeithing	770	824	-6.6	MAG	FI
LA	Isle of Bute Discovery Centre, Rothesay	111,847	107,429	+4.1	VC	AR
P	Isle of Jura Distillery, Craighouse	5,074 E	4,500	+12.8	D	AR
CT	Isle of Mull Museum <sup>ix</sup> , Tobermory	12,085 E	7,000	+72.6 S	MAG	AR
P	Italian Chapel, Lambholm	89,964 E	90,710	-0.8	WS	OR
LA	James Hamilton Heritage Park, East Kilbride	112,715 E	107,800 E	+4.6 S	CP	GG
P	James Pringle Weavers of Inverness, Inverness	125,900 E	125,112	+0.6	VC	HI
LA	John Hastie Museum, Strathaven	3,415 E	3,000 E	+13.8 S	MAG	GG
CT	John Muir's Birthplace, Dunbar	11,088	11,931	-7.1	VC	ED
LA	Kelvingrove Art Gallery & Museum <sup>ii</sup> , Glasgow	2,232,475	1,880,956	+18.7	MAG	GG
LA	Kinneil Museum, Bo'ness	4,530	3,982	+13.8	MAG	AR
LA	Kirbister Museum, Birsay	6,000 E	5,440 E	+10.3 S	MAG	OR
LA	Kirkcaldy Museum & Art Gallery, Kirkcaldy	57,221	53,150	+7.7	MAG	FI
LA	Kirriemuir Gateway to the Glens Museum, Kirriemuir	9,794 E	9,553 E	+2.5	MAG	AN
G	Knockan Crag Visitor Centre, Ullapool	18,750 E	11,250 E	+66.7	VC	HI
LA	Laing Museum, Newburgh	2,257	2,258	-0.0 S	MAG	FI
CT	Leighton Library, Dunblane	876	767	+14.2 S	OHP	AR
LA	Lillie Art Gallery, Glasgow	9,066	9,002	+0.7	MAG	GG
CT	Linlithgow Canal Centre, Linlithgow	5,897	4,802	+22.8 S	VC	ED
G	Loch Lomond Park Centre, Balmaha, Balmaha	65,120	55,008	+18.4 S	VC	AR
G	Loch Lomond Park Centre, Luss, Alexandria	84,347	89,329	-5.6 S	VC	AR
P	Loch Muick & Lochnagar Wildlife Reserve, by Ballater	48,441	48,494	-0.1	N	AB
CT	Loch of Kinnordy RSPB Reserve, Perth	7,500 E	9,500	-21.1	N	PE
CT	Loch of Strathbeg Nature Reserve, Fraserburgh	11,855 E	11,288	+5.0	N	AB
P	Loch Tay Pottery, Aberfeldy	800 E	840	-4.8	WP	PE
P	Logie Steading Visitor Centre, Forres	70,000 E	60,000	+16.7	VC	AB
G	Mabie Forest, Dumfries	120,000 E	DK		CP	DG
O	Marischal Museum, Aberdeen	19,916 E	21,861 E	-8.9	MAG	AB
LA	Martyr's School, Glasgow	1,652	2,235	-26.1	MAG	GG
LA	McKechnie Institute, Girvan	4,040	DK		MAG	AY
LA	McLean Museum and Art Gallery, Greenock	42,728	23,598	+81.1	MAG	GG
LA	Methil Heritage Centre, Methil	3,662	2,486	+47.3	VC	FI
G	Mill Trail Visitor Centre, Alva	34,898 E	39,326	-11.3	VC	AR
LA	Mills Observatory, Dundee	12,763	14,067	-9.3	MAG	AN
LA	Monikie Country Park, Dundee	271,454	217,064	+25.1	CP	AN
LA	Montrose Museum, Montrose	15,421	9,439	+63.4	MAG	AN
LA	Motherwell Heritage Centre, Motherwell	31,022	DK		VC	GG
LA	Mugdock Country Park, Milngavie	513,520 E	543,055	-5.4	CP	GG
LA	Muiravonside Country Park, Westfield, Falkirk	194,937 E	206,508	-5.6	CP	AR
HS	Muness Castle, Unst	3,113	2,408	+29.3 S	C	SH
LA	Museum nan Eilean, Stornoway	3,584 E	15,017	-76.1 S	MAG	OH
CT	Museum of Ayrshire Country Life and Costume At Dalgarven Mill, Kilwinning	15,000 E	18,000 E	-16.7	MAG	AY
LA	Museum of Childhood, Edinburgh	221,010	233,690	-5.4	MAG	ED
LA	Museum of Edinburgh, Edinburgh	53,043	52,751	+0.6	MAG	ED
LA	Museum of Transport, Glasgow	535,845	506,339	+5.8	MAG	GG
O	National Galleries of Scotland <sup>iii</sup> (Edinburgh Sites) <sup>iv</sup> , Edinburgh	1,442,304	1,509,613	-4.5	MAG	ED

Owner	Attraction	2007	2006	% 07/06 S	Cat.	Region
O	National Museum of Scotland, Edinburgh	841,849	830,670	+1.3	MAG	ED
G	National War Museum, Edinburgh	468,125	421,568	+11.0	MAG	ED
G	Nelson's Tower, Forres	2,308	2,628	-12.2 S	MAG	AB
CT	New Lanark Village and Visitor Centre <sup>iv</sup> , Lanark	333,620 E	354,425	-5.9	VC	GG
P	Nornova Knitwear Workshop, Unst	3,600 E	986 E	+265.1 S	WP	SH
LA	North Ayrshire Museum, Saltcoats	6,277	7,622	-17.6	MAG	AY
CT	Oban War and Peace Museum, Corran Esplanade, Oban	33,635	28,405	+18.4 S	MAG	AR
LA	Old Bridge House Museum, Dumfries	12,185	10,388	+17.3 S	MAG	DG
LA	Old Gala House and Christopher Boyd Gallery, Galashiels	4,452	6,026	-26.1	MAG	SB
CT	Old Haa, Yell	3,123 E	3,330	-6.2 S	MAG	SH
CT	Orkney Fossil and Vintage Centre, Burray	14,483	13,664	+6.0 S	VC	OR
LA	Orkney Museum, Kirkwall	23,228	21,433	+8.4	MAG	OR
R	Paisley Abbey, Paisley	50,000 E	50,000	0.0	WS	GG
LA	Palacerigg Country Park, Cumbernauld	648,123	638,407	+1.5	Z	GG
R	Parish Church of St. Cuthbert, Edinburgh	5,421	5,748	-5.7 S	WS	ED
LA	Park Gallery, Falkirk	4,437	4,491	-1.2	MAG	AR
LA	People's Palace, Glasgow	277,536	339,976	-18.4	MAG	GG
LA	People's Story Museum, Edinburgh	74,317	75,150	-1.1	MAG	ED
LA	Perth Museum & Art Gallery, Perth	95,215	64,238	+48.2	MAG	PE
LA	Peterhead Maritime Heritage, Peterhead	2,820	2,918	-3.4 S	MAG	AB
LA	Pittencrieff House Museum <sup>vii</sup> , Dunfermline	16,393	22,382	-26.8	MAG	FI
RO	Pluscarden Abbey, Elgin	14,608 E	18,624 E	-21.6	WS	AB
LA	Polkemmet Country Park, Whitburn	251,856 E	286,200	-12.0	CP	ED
LA	Prestongrange Museum, Prestongrange	7,337	7,707	-4.8 S	MAG	ED
LA	Provand's Lordship, Glasgow	123,768	124,241	-0.4	MAG	GG
LA	Provost Skene's House, Aberdeen	67,486	65,835	+2.5	HH	AB
G	Queens' View Visitor Centre, Dunkeld	158,138 E	143,762	+10.0 S	VC	PE
LA	Queensferry Museum, South Queensferry	6,413	6,229	+3.0	MAG	ED
P	Revack Estate, Grantown on Spey	30,000 E	35,000 E	-14.3	G	HI
LA	Robert Burns Centre, Dumfries	40,587	33,547	+21.0	MAG	DG
LA	Roslin Glen Country Park, Roslin	50,000 E	50,000	0.0	CP	ED
CT	Royal Botanic Garden Edinburgh, Edinburgh	607,018	622,452	-2.5	G	ED
P	Royal Highland Fusiliers Museum, Glasgow	4,086 E	4,994	-18.2	MAG	GG
CT	RSPB Forsinard Reserve, Forsinard	3,829	3,827	+0.1 S	N	HI
CT	RSPB Insh Marshes Nature Reserve, nr Kingussie	10,000 E	11,400	-12.3	N	HI
CT	RSPB Loch Gruinart Nature Reserve, Bridgend	11,000 E	12,500	-12.0 S	N	AR
CT	RSPB Shetland (Sumburgh Head Reserve), Virkie	29,000 E	30,000	-3.3	N	SH
CT	Saltire Flag Site, North Berwick	1,017 E	898	+13.3 S	VC	ED
CT	Samye Ling Monastery, Langholm	32,464 E	32,034	+1.3	WS	DG
G	Sands of Forvie National Nature Reserve, Collieston	20,000 E	20,000 E	0.0	N	AB
LA	Sanquhar Tolbooth Museum, Sanquhar	3,133	3,048	+2.8 S	MAG	DG
PLC	Savings Banks Museum, Dumfries	1,059	1,207	-12.3	MAG	DG
LA	Scapa Flow Visitor Centre and Museum, Lyness	11,573	12,018	-3.7	MAG	OR
LA	Scotland Street School Museum, Glasgow	55,652	56,734	-1.9	MAG	GG
PLC	Scottish and Southern Energy Visitor Centre, Pitlochry	46,023	49,302	-6.7 S	VC	PE
P	Scottish Liqueur Centre, Perth	28,163 E	15,000	+87.8	D	PE
CT	Scottish Mining Museum, Newtongrange	38,115 E	36,927	+3.2	MAG	ED
CT	Scottish Seabird Centre <sup>iv</sup> , North Berwick	284,702	225,500	+26.3	N	ED
LA	Seadrift, Dunnet	2,288	1,489	+53.7 S	VC	HI
O	Shawbost School Museum, Shawbost	800 E	800 E	0.0 S	MAG	OH
P	Sheila Fleet Jewellery, Tankerness	15,000 E	15,000	0.0	WP	OR
CT	Shetland Croft House Museum, Dunrossness	4,214	4,215	-0.0 S	MAG	SH
P	Shetland Jewellery, Weisdale	6,389 E	8,436	-24.3	WP	SH
LA	Shetland Museum and Archives <sup>viii</sup> , Lerwick	55,142 E	0	S	MAG	SH
LA	Shotts Heritage Centre, Shotts	600 E	540 E	+11.1	VC	GG
LA	Sir Walter Scotts Courtroom, Selkirk	5,414	4,825	+12.2	MAG	SB
P	Speyside Heather Centre, Dulnain Bridge	75,559 E	70,102	+7.8	VC	HI
LA	Speyside Way Visitor Centre, Aberlour	4,237	4,651	-8.9 S	VC	AB
LA	St Andrews Museum, St Andrews	46,332	43,490	+6.5	MAG	FI
CT	St Andrews Pres.Trust Museum, St Andrews	7,933	11,000 E	-27.9 S	MAG	FI



Owner	Attraction	2007	2006	% 07/06 S	Cat.	Region
R	St Athernase Norman Church, Leuchars	1,200 E	1,000	+20.0 S	WS	FI
G	St Cyrus Nature Reserve, nr Montrose	16,108	12,728	+26.6	N	AB
CT	St Giles' Cathedral, Edinburgh	487,483 E	401,405 E	+21.4	WS	ED
R	St John's Kirk, Perth	6,293	5,954	+5.7 S	WS	PE
R	St Machar's Cathedral, Aberdeen	25,243	22,720	+11.1	WS	AB
LA	St Magnus Cathedral <sup>xiii</sup> , Kirkwall	76,847 E	23,186 E	+231.4	WS	OR
LA	St Margaret's Cave, Dunfermline	5,760	5,969	-3.5 S	OHP	FI
R	St Mary's Parish Church, Haddington	5,021	4,515	+11.2 S	WS	ED
LA	St Mungo Museum, Glasgow	187,624	178,558	+5.1	MAG	GG
LA	St Ronan's Wells Visitor Centre, Innerleithen	5,790	4,196	+38.0 S	VC	SB
HS	St Serf, Dunning	3,984	3,805	+4.7 S	HM	PE
LA	Stewartry Museum, Kirkcudbright	11,961	12,118	-1.3	MAG	DG
CT	Stills Gallery, Edinburgh	30,722	DK		MAG	ED
CT	Stirling Smith Art Gallery and Museum, Stirling	40,859	44,264	-7.7	MAG	AR
LA	Straighten Pond Local Nature Reserve,	30,000 E	30,000	0.0	CP	ED
LA	Stranraer Museum, Stranraer	10,279	11,510	-10.7	MAG	DG
LA	Strathclyde Country Park, Motherwell	6,254,706	6,245,533	+0.1	CP	GG
P	Stuart & Waterford Crystal, Crieff	90,327	98,280	-8.1	VC	PE
P	Sulwath Brewery, Castle Douglas	5,000 E	9,000	-44.4	D	DG
CT	Tangwick Haa Museum, Eshaness	4,719	5,867	-19.6 S	MAG	SH
P	Teviot Watergardens, Kelso	181,487	173,123	+4.8	G	SB
LA	The Aluminium Story/Visitor Centre, Kinlochleven	4,663	5,905	-21.0	VC	HI
LA	The Burrell Collection, Glasgow	192,551	203,903	-5.6	MAG	GG
LA	The Meffan [Forfar Museum], Forfar	19,997	19,268	+3.8	MAG	AN
G	The National Park Gateway, Balloch	198,009	212,087	-6.6	VC	AR
LA	Tolbooth Art Centre, Kirkcudbright	27,378	25,930	+5.6	MAG	DG
LA	Tolbooth Museum of Civic History, Aberdeen	10,033	10,497	-4.4 S	MAG	AB
LA	Tolbooth Museum, Stonehaven	9,046	10,957	-17.4 S	MAG	AB
LA	Tomintoul Museum & Visitor Centre, Tomintoul	13,228	12,887	+2.6 S	MAG	AB
LA	Travelling Gallery, Edinburgh	18,239	13,177	+38.4 S	MAG	ED
LA	Tweeddale Museum, Peebles	8,753 E	12,477 E	-29.8	MAG	SB
O	University of Glasgow Visitor Centre, Glasgow	118,000 E	125,000	-5.6	VC	GG
PLC	Victorian Pharmacy Museum, Edinburgh	52	100	-48.0 S	MAG	ED
LA	Vogie Country Park, Gorebridge	250,000 E	250,000	0.0	CP	ED
CT	Water of Leith Visitor Centre, Edinburgh	14,614	13,375	+9.3	VC	ED
CT	West Kilbride Museum, West Kilbride	1,210	1,169	+3.5	MAG	AY
P	World Famous Old Blacksmith's Shop Centre <sup>iv</sup> , Gretna Green	709,097	717,442	-1.2	VC	DG
LA	Writers' Museum, Edinburgh	46,305	49,801	-7.0	MAG	ED

## 9. LISTING BY VISITSCOTLAND REGION

### 9.1. QUARTERLY SEASONALITY ANALYSIS

The 2007 Visitor Attraction Monitor illustrates seasonality in the visitor attraction sector by VisitScotland Regions, using a “best fit” curve representing quarterly visitation. This provides useful benchmarking for areas when plotted against the national trend.

Individual visitation performance of attractions is presented from Section 9.3 onwards and is listed by VisitScotland Region.

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

VS Region	Common Sample	2007					2006				
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec
		(%)	(%)	(%)	(%)	(Visits)	(%)	(%)	(%)	(%)	(Visits)
AB	<b>66</b>	13%	32%	41%	15%	1,644,258	12%	31%	43%	14%	1,689,265
AN	<b>26</b>	14%	31%	38%	17%	1,021,643	14%	32%	39%	15%	952,594
AR	<b>62</b>	9%	33%	44%	14%	2,538,513	9%	33%	45%	13%	2,526,822
AY	<b>13</b>	12%	34%	39%	16%	1,042,295	12%	33%	40%	14%	993,719
DG	<b>37</b>	9%	32%	47%	12%	603,772	8%	33%	47%	12%	600,194
ED	<b>64</b>	15%	28%	38%	19%	7,002,812	15%	29%	39%	18%	7,123,967
FI	<b>26</b>	12%	31%	43%	14%	561,541	10%	31%	45%	14%	573,550
GG	<b>48</b>	19%	29%	31%	21%	13,013,000	20%	31%	30%	19%	12,751,073
HI	<b>57</b>	5%	30%	54%	11%	1,858,789	5%	31%	54%	10%	1,801,718
OH	<b>4</b>	7%	34%	48%	10%	69,650	8%	31%	50%	11%	65,691
OR	<b>18</b>	2%	29%	63%	6%	412,089	2%	34%	60%	4%	352,323
PE	<b>22</b>	12%	30%	43%	16%	728,562	10%	30%	44%	15%	721,648
SB	<b>33</b>	13%	31%	38%	18%	793,631	13%	32%	37%	18%	769,077
SH	<b>14</b>	1%	38%	60%	1%	51,693	0%	36%	63%	1%	58,980
<b>Scotland</b>	<b>490</b>	<b>15%</b>	<b>30%</b>	<b>38%</b>	<b>17%</b>	<b>34,218,797</b>	<b>16%</b>	<b>29%</b>	<b>38%</b>	<b>18%</b>	<b>30,980,621</b>

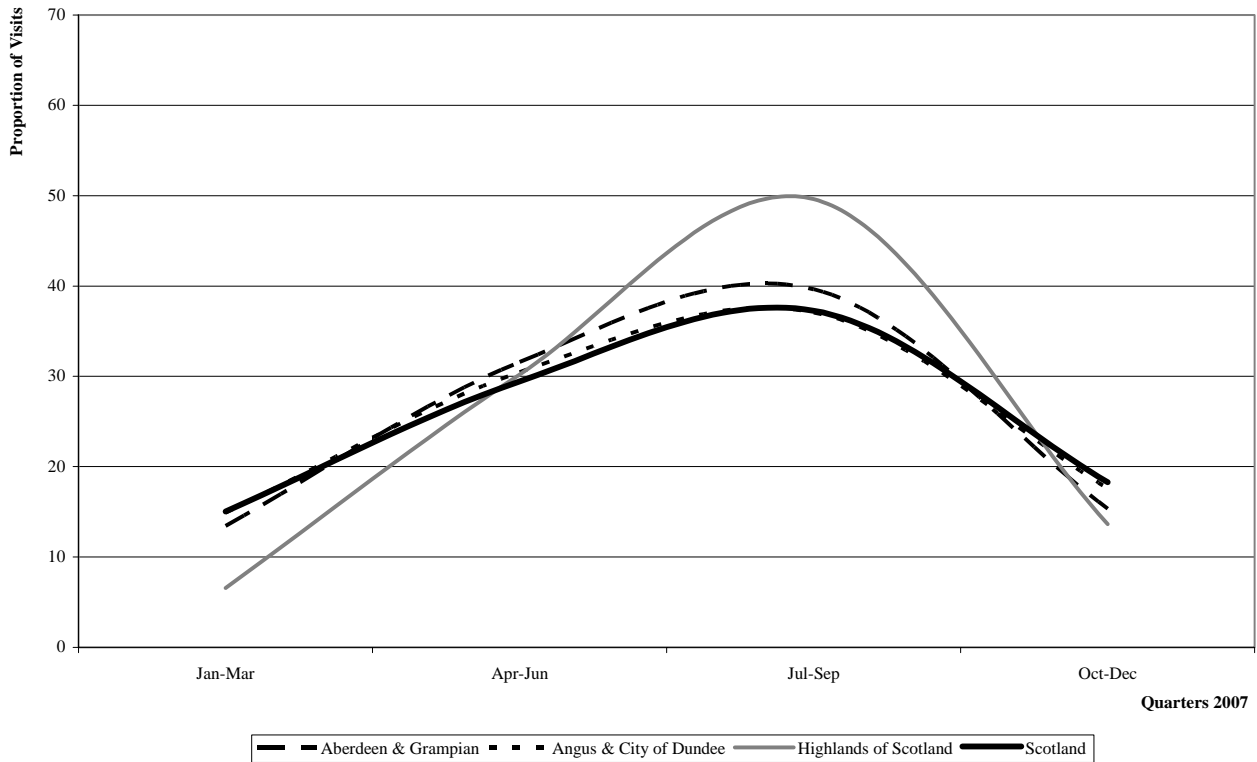
Note Percentages read horizontally

Once again there were only marginal changes in the distribution of visits experienced by most Scottish Regions, with Greater Glasgow & Clyde Valley experiencing the least seasonal pattern followed by Edinburgh & Lothians.

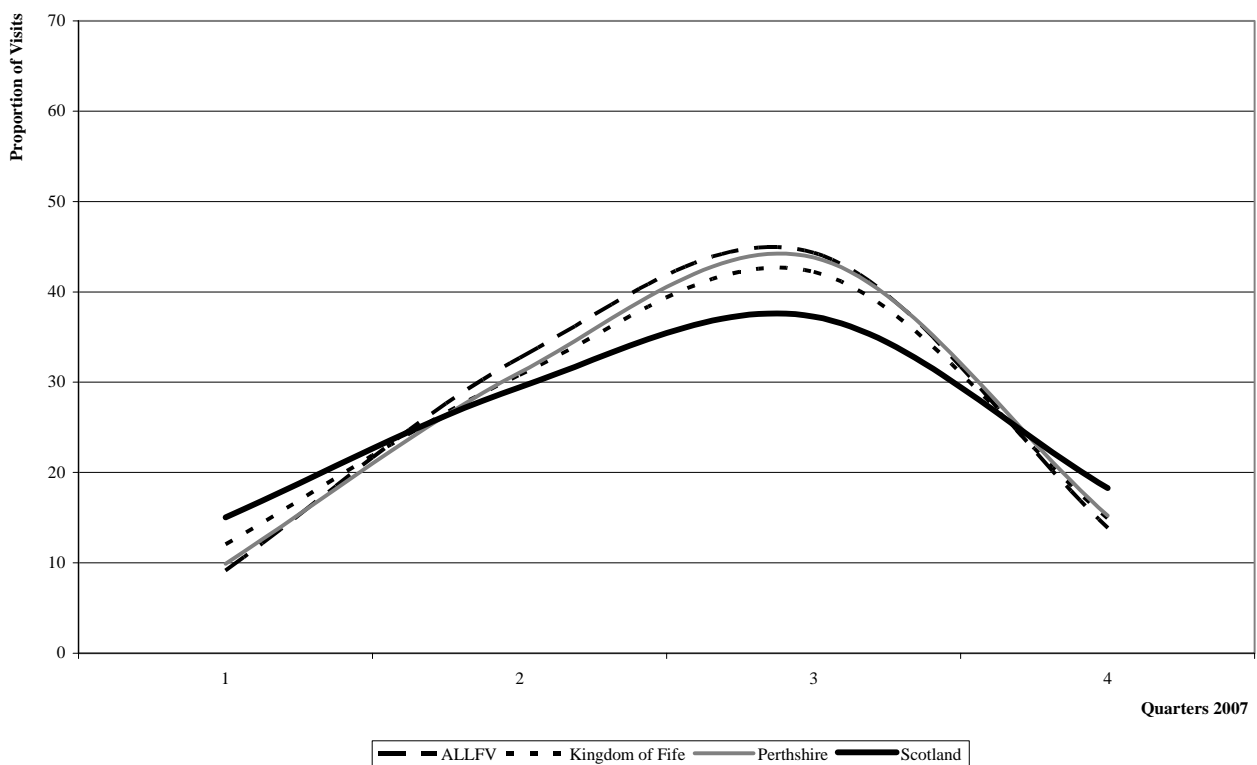
## 9.2. QUARTERLY SEASONALITY CURVES BY AREA

Visits can be plotted graphically to illustrate seasonality patterns across the various VisitScotland Regions. Each graph also identifies the national seasonal pattern in a “best fit” curve.

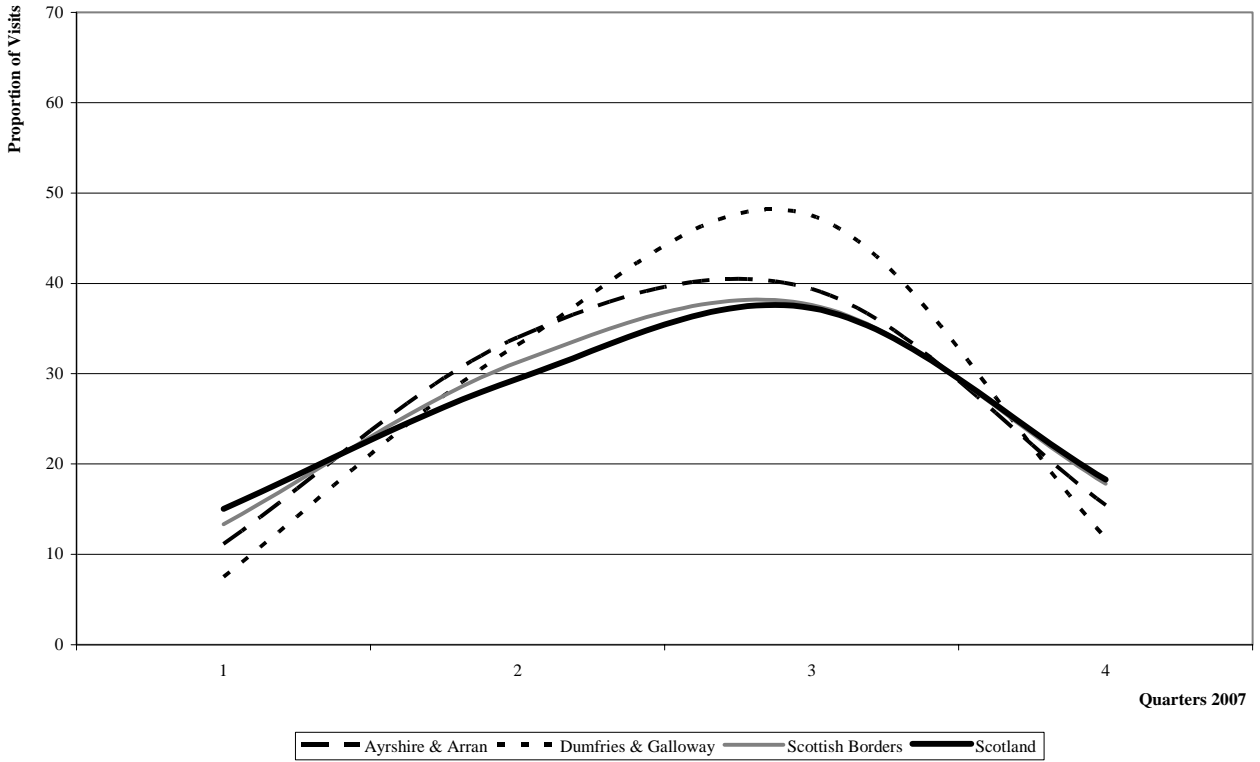
*Graph 9.1  
Aberdeen & Grampian; Angus & the City of Dundee; and the Highlands of Scotland*



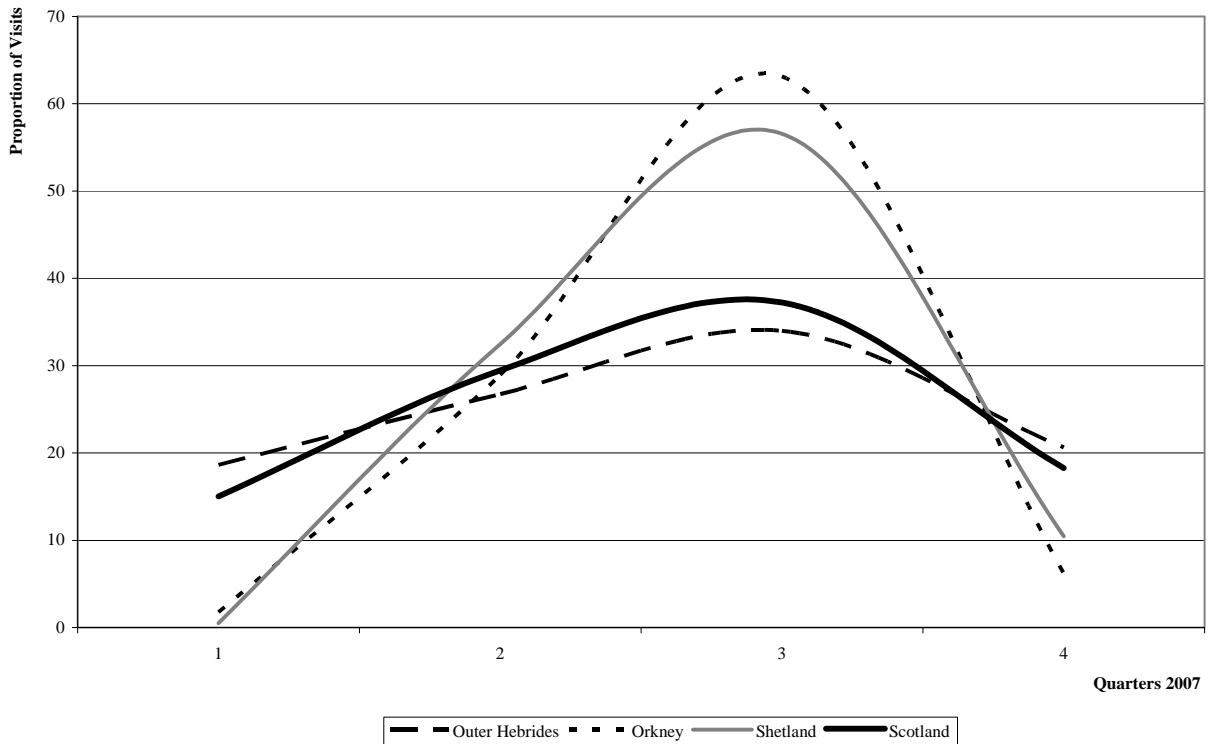
*Graph 9.2  
Kingdom of Fife; Perthshire and Argyll, Loch Lomond and Forth Valley*



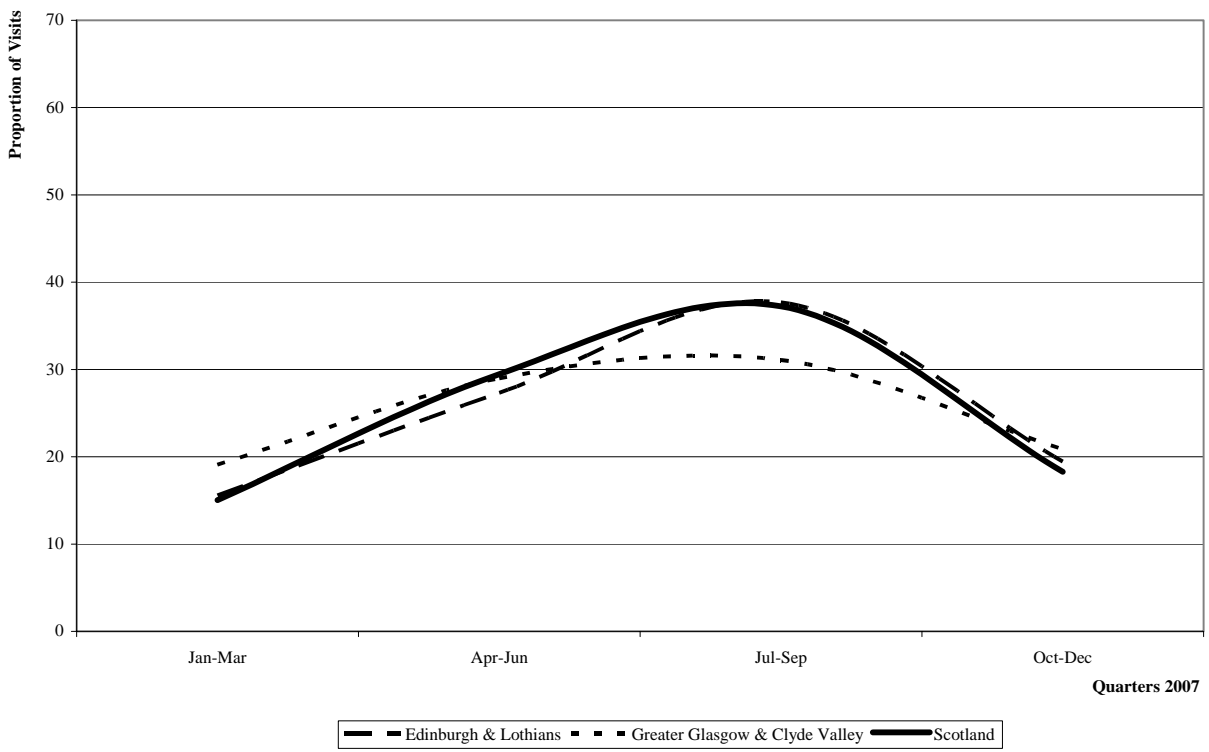
Graph 9.3  
Ayrshire & Arran, Dumfries & Galloway and the Scottish Borders



Graph 9.4  
Orkney, Shetland and the Outer Hebrides



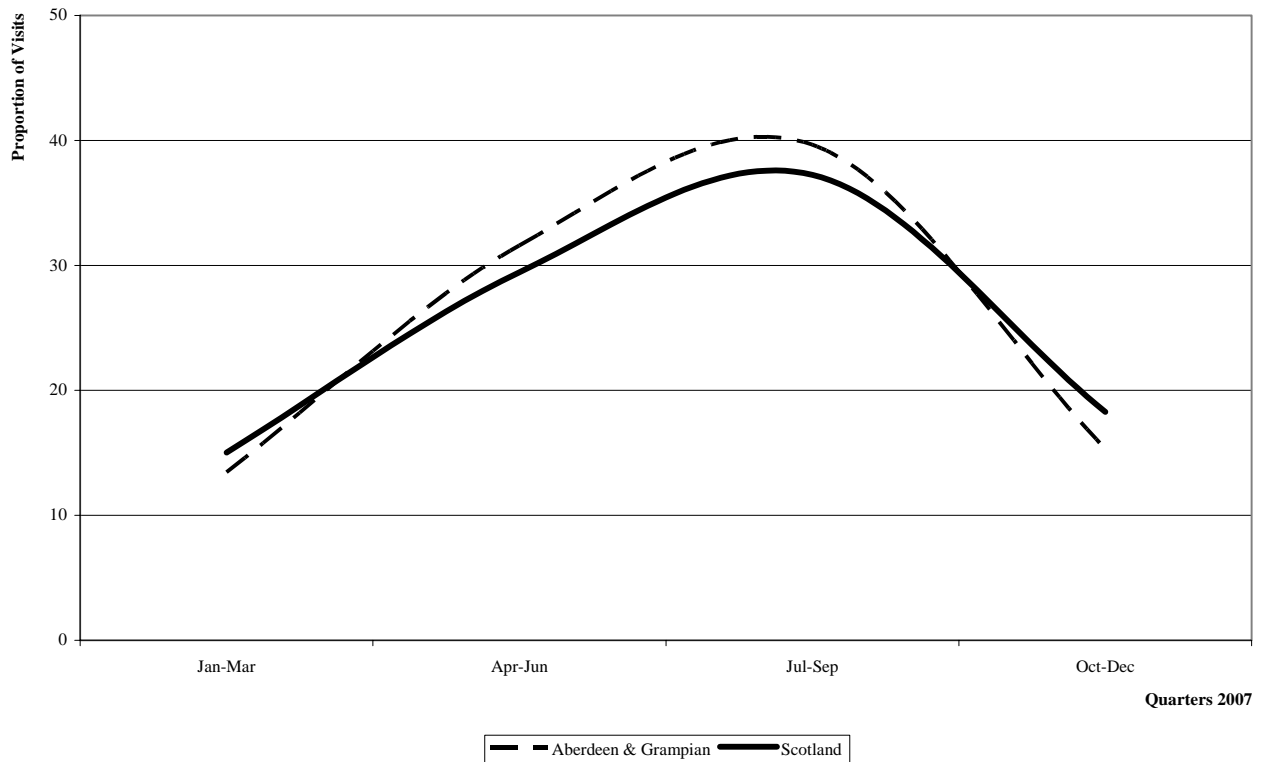
*Graph 9.5*  
*Edinburgh & Lothians and Greater Glasgow & Clyde Valley*



### 9.3. ATTRACTIONS IN ABERDEEN & GRAMPIAN

(IN DECREASING ORDER OF VISITS)

*Graph 9.6 – Quarterly Visitation Pattern to Attractions located in Aberdeen & Grampian*



#### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

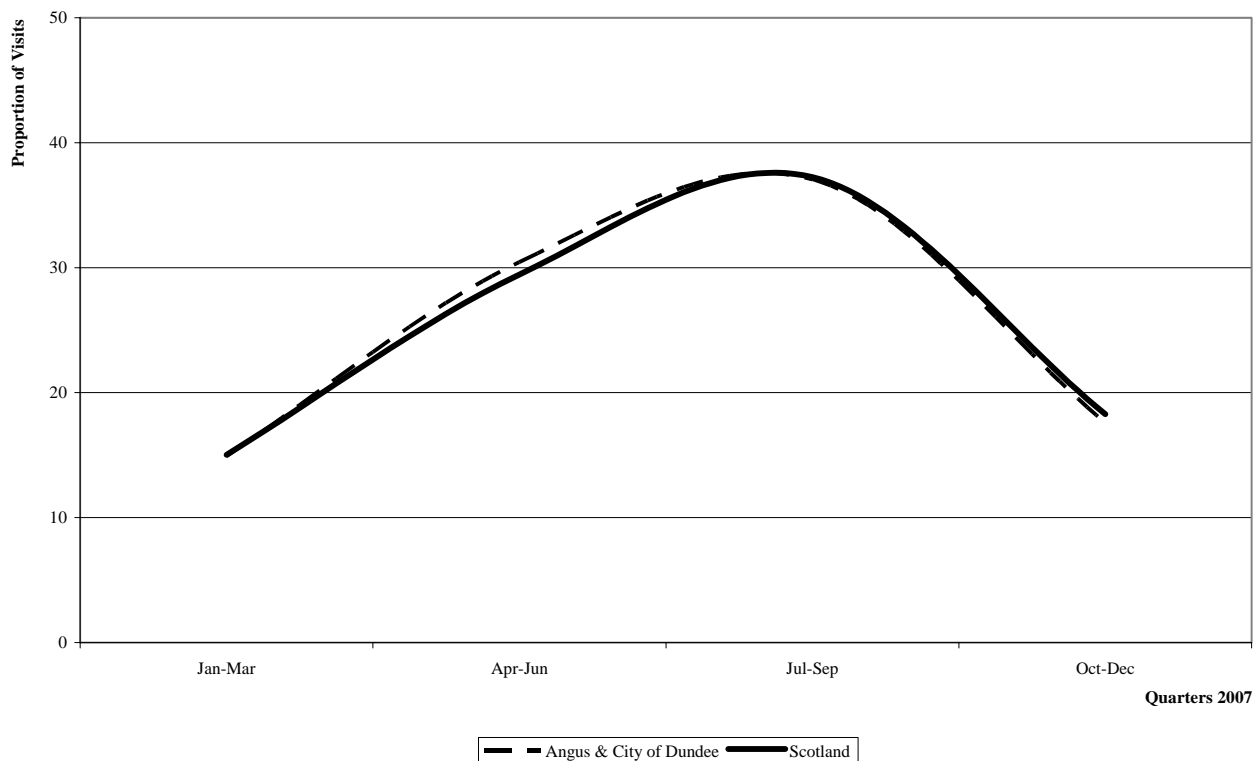
Owner	Attraction	2007	2006	%07/06	F	S	Cat.
LA	David Welch Winter Gardens, Aberdeen	300,414	309,786	-3.0	F		G
LA	Aberdeen Art Gallery, Aberdeen	181,061	207,996	-12.9	F		MAG
LA	Aden Country Park, Mintlaw	161,133 E	182,599	-11.8	F		CP
LA	Aberdeen Maritime Museum, Aberdeen	101,117	89,368	+13.1	F		MAG
P	Logie Steading Visitor Centre, Forres	70,000 E	60,000	+16.7	F		VC
LA	Provost Skene's House, Aberdeen	67,486	65,835	+2.5	F		HH
NTS	Crathes Castle, Banchory	61,422	64,108	-4.2			C
P	Balmoral Estates, Ballater	60,000	64,000	-6.3		S	C
LA	Macduff Marine Aquarium, Macduff	51,491	49,885	+3.2			Z
P	Loch Muick & Lochnagar Wildlife Reserve, by Ballater	48,441	48,494	-0.1	F		N
CT	Grampian Transport Museum, Alford	47,251	49,569	-4.7		S	MAG
P	Dunnottar Castle, Stonehaven	36,500 E	36,170	+0.9			C
O	Duff House Gallery, Banff	31,842	33,250	-4.2			MAG
CT	Gordon Highlanders Museum, Aberdeen	26,920	24,192	+11.3	F		MAG
R	St Machar's Cathedral, Aberdeen	25,243	22,720	+11.1	F		WS
NTS	Brodie Castle, Forres	24,449	15,723	+55.5			C
NTS	Drum Castle, Banchory	22,946	18,663	+22.9			C
HS	Elgin Cathedral, Elgin	22,682	22,895	-0.9			HM
NTS	Fyvie Castle, Turriff	21,171	17,094	+23.9		S	C

Owner	Attraction	2007	2006	%07/06	F	S	Cat.
G	Sands of Forvie National Nature Reserve, Collieston	20,000 E	20,000 E	0.0	F		N
O	Marischal Museum, Aberdeen	19,916 E	21,861 E	-8.9	F		MAG
P	Speyside Cooperage Visitor Centre, Aberlour	18,229	16,203	+12.5			VC
NTS	Castle Fraser, Inverurie	17,288	15,172	+13.9		S	C
P	Ballindalloch Castle, Banff	17,017 E	16,892	+0.7		S	C
NTS	Pitmedden Garden & Museum of Farm Life, Ellon	16,238	15,889	+2.2		S	G
LA	Aberdeenshire Farming Museum, Mintlaw	16,138	16,171	-0.2	F	S	MAG
LA	Doonies Farm, Aberdeen	16,129	17,087	-5.6			Z
G	St Cyrus Nature Reserve, nr Montrose	16,108	12,728	+26.6	F		N
CT	Archaeolink Prehistory Park, Inch	15,332	20,276	-24.4		S	VC
HS	Huntly Castle, Huntly	14,766	15,903	-7.1			C
HS	Museum of Scottish Lighthouses, Fraserburgh	14,712	14,225	+3.4			MAG
RO	Pluscarden Abbey, Elgin	14,608 E	18,624 E	-21.6	F		WS
PLC	Alford Valley Railway, Alford	14,030	16,059	-12.6		S	R
LA	Tomintoul Museum & Visitor Centre, Tomintoul	13,228	12,887	+2.6	F	S	MAG
PLC	Strathisla Distillery, Keith	13,026	12,040	+8.2		S	D
CT	Loch of Strathbeg Nature Reserve, Fraserburgh	11,855 E	11,288	+5.0	F		N
HS	Dallas Dhu, Forres	11,379	13,211	-13.9			D
P	Macallan Distillery, Craigellachie	10,976	14,000	-21.6			D
PLC	Glen Grant Distillery and Garden, Aberlour	10,917	20,890	-47.7		S	D
NTS	Craigievar Castle, Alford	10,055	9,380	+7.2		S	C
LA	Tolbooth Museum of Civic History, Aberdeen	10,033	10,497	-4.4	F	S	MAG
PLC	Royal Lochnagar Distillery Visitor Centre, nr Ballater	9,864	8,547	+15.4			D
P	Glenshee Ski Centre, Glenshee	9,463	42,600	-77.8		S	O
P	Glenfarclas Distillery, Ballindalloch	9,345	10,933	-14.5			D
LA	Tolbooth Museum, Stonehaven	9,046	10,957	-17.4	F	S	MAG
CT	Elgin Museum, Elgin	8,213	7,505	+9.4			MAG
HS	Kildrummy Castle, by Alford	8,155	7,430	+9.8		S	C
NTS	Haddo House, Ellon	7,520	4,774	+57.5		S	HH
CT	I.L.P.H. Belwade Farm, Aboyne	7,000 E	5,500	+27.3	F		Z
CT	Grassic Gibbon Centre, Laurencekirk	6,824 E	5,624	+21.3		S	VC
PLC	Cardhu Distillery Visitor Centre, Aberlour	6,556	6,500	+0.9			D
HS	Spynie Palace, nr Elgin	6,330	6,569	-3.6			HH
PLC	Aberlour Distillery Visitors Centre, Aberlour	6,291	5,406	+16.4			D
HS	Balvenie Castle, Keith	6,149	6,263	-1.8		S	C
HS	Corgarff Castle, Strathdon	5,705	4,121	+38.4			C
CT	Findhorn Heritage Centre & Ice House, Forres	5,527	6,425	-14.0	F	S	VC
NTS	Leith Hall, Huntly	5,376	6,745	-20.3		S	HH
HS	Tolquhon Castle, Tarves	5,130	4,905	+4.6			C
P	Glen Garioch Distillery, Inverurie	4,953	4,403	+12.5		S	D
LA	Arbuthnot Museum, Peterhead	4,379	4,608	-5.0	F		MAG
CT	Fraserburgh Heritage Centre, Fraserburgh	4,245	3,985	+6.5		S	VC
LA	Speyside Way Visitor Centre, Aberlour	4,237	4,651	-8.9	F	S	VC
LA	Banchory Museum, Banchory	3,731	2,931	+27.3	F		MAG
CT	Alford Heritage Centre, Alford	3,500 E	3,250 E	+7.7			MAG
LA	Peterhead Maritime Heritage, Peterhead	2,820	2,918	-3.4	F	S	MAG
R	Cathedral Church of St. Andrew, Aberdeen	2,810	1,686	+66.7	F	S	WS
G	Nelson's Tower, Forres	2,308	2,628	-12.2	F	S	MAG
CT	Blairs Museum Trust [St. Mary's Church], Blairs	1,798	2,200	-18.3		S	MAG
PLC	Glendronach Distillery, Huntly	1,334	1,567	-14.9	F	S	D
LA	Brander Museum, Huntly	1,163	921	+26.3	F		MAG
LA	Carnegie Museum <sup>vi</sup> , Inverurie	778	1,653	-52.9	F	S	MAG
CT	Maggie's Hoosie, Inverallochy	420	380	+10.5		S	MAG
P	Craigston Castle, Turriff	300 E	DK			S	HH
LA	Banff Museum <sup>vi</sup> , Banff	143	1,298	-89.0	F	S	MAG

## 9.4. ATTRACTIONS IN ANGUS & CITY OF DUNDEE

(IN DECREASING ORDER OF VISITS)

*Graph 9.7 – Quarterly Visitation Pattern to Attractions located in Angus & City of Dundee*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F	S	Cat.
LA	Monikie Country Park, Dundee	271,454	217,064	+25.1	F		CP
LA	Forfar Loch Country Park, Forfar	185,863 E	161,082	+15.4	F		CP
CT	Dundee Contemporary Arts, Dundee	183,199	272,692	-32.8	F		MAG
LA	Crombie Country Park, Broughty Ferry	121,581	143,788	-15.4	F		CP
CT	Glamis Castle, Glamis	118,801 E	107,419	+10.6			C
O	University of Dundee Botanic Garden, Dundee	95,460 E	DK				G
CT	Sensation - The Dundee Science Centre, Dundee	61,721	67,628	-8.7			MAG
CT	Discovery Point, Dundee	59,239	57,244	+3.5			MAG
HS	Broughty Castle Museum, Dundee	39,705	39,003	+1.8	F		MAG
CT	Caledonian Railway, Brechin	30,800 E	28,000	+10.0		S	R
LA	The Meffan [Forfar Museum], Forfar	19,997	19,268	+3.8	F		MAG
LA	Arbroath Museum, Arbroath	18,247 E	22,500	-18.9	F		MAG
LA	Montrose Museum, Montrose	15,421	9,439	+63.4	F		MAG
LA	Mills Observatory, Dundee	12,763	14,067	-9.3	F		MAG
CT	Verdant Works, Dundee	12,598	12,631	-0.3			VC
CT	Montrose Basin Wildlife Centre, Montrose	11,571	10,749	+7.6			N
HS	Arbroath Abbey, Arbroath	11,251	12,728	-11.6			HM
LA	Kirriemuir Gateway to the Glens Museum, Kirriemuir	9,794 E	9,553 E	+2.5	F		MAG
NTS	House of Dun, Montrose	9,098	8,254	+10.2			HH
R	Cathedral Church of St Paul, Dundee	8,310	7,831	+6.1	F		WS
HS	Edzell Castle, By Brechin	7,816	8,944	-12.6			C
NTS	Barrie's Birthplace, Kirriemuir	6,202	5,167	+20.0			HH

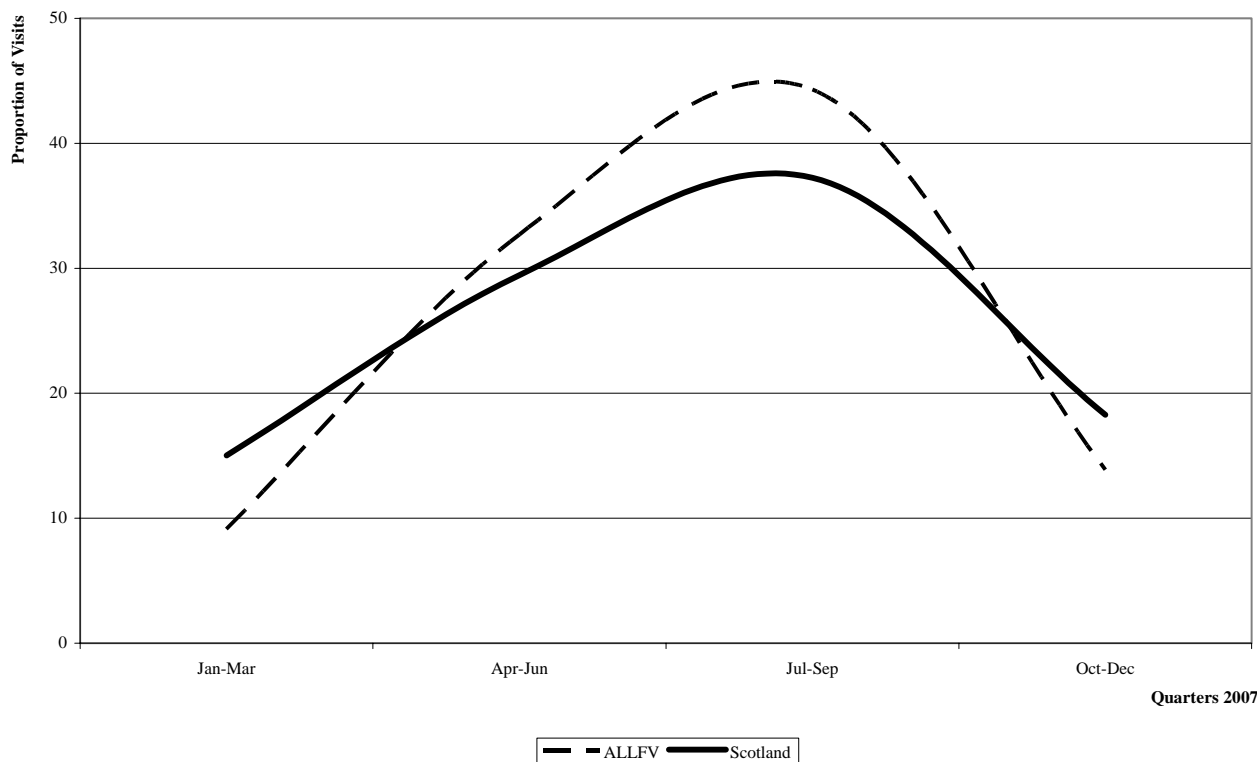


<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Cat.</b>
LA	Pictavia Visitor Centre, Brechin	5,866	3,910	+50.0			VC
O	Frigate Unicorn, Dundee	5,029	5,648	-11.0			O
LA	Brechin Town House Museum, Brechin	4,625	3,367	+37.4	F		MAG
NTS	Kirriemuir Camera Obscura, Forfar	4,255	4,263	-0.2		S	VC
HS	Meigle Sculptured Stone Museum, Meigle	4,138	3,940	+5.0		S	MAG
NTS	Angus Folk Museum, Forfar	4,126	3,712	+11.2		S	MAG
P	Pitmuies Gardens, by Forfar	3,663 E	3,922	-6.6		S	G
NTS	Barry Mill, Carnoustie	2,308	1,914	+20.6		S	WP
O	Glensk Folk Museum, Brechin	1,100 E	DK			F S	MAG

## 9.5. ATTRACTIONS IN ARGYLL, LOCH LOMOND, AND FORTH VALLEY

(IN DECREASING ORDER OF VISITS)

*Graph 9.8 – Quarterly Visitation Pattern to Attractions located in Argyll, The Isles, Loch Lomond, Stirling and the Trossachs*



Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

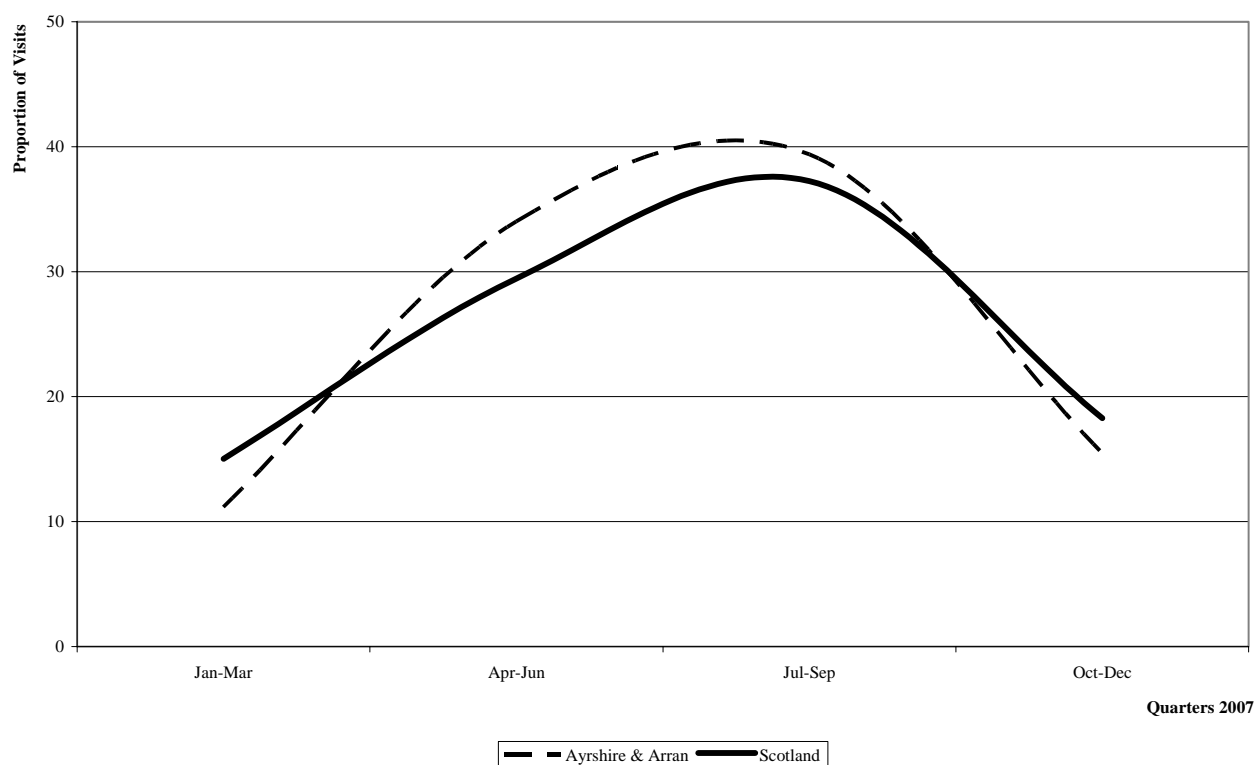
Owner	Attraction	2007	2006	%07/06	F	S	Cat.
P	Blair Drummond Safari and Adventure Park, nr Stirling	433,070	402,701	+7.5		S	Z
HS	Stirling Castle, Stirling	389,011	385,755	+0.8			C
G	The National Park Gateway, Balloch	198,009	212,087	-6.6	F		VC
LA	Muiravonside Country Park, Westfield, Falkirk	194,937 E	206,508	-5.6	F		CP
G	David Marshall Lodge, Aberfoyle	185,978	165,231	+12.6	F		VC
LA	National Wallace Monument, Stirling	135,000 E	119,526	+12.9			HM
LA	Isle of Bute Discovery Centre, Rothesay	111,847	107,429	+4.1	F		VC
G	Loch Lomond Park Centre, Luss, Alexandria	84,347	89,329	-5.6	F	S	VC
CT	Breadalbane Folklore Centre, Killin	68,034 E	84,779	-19.8		S	VC
P	Inveraray Castle, Inveraray	67,225	70,480	-4.6		S	HH
CT	Bo'ness & Kinneil Railway, Bo'ness	65,690 E	64,774	+1.4		S	R
HS	Iona Abbey & St Columba Centre (Mull), Isle of Iona	65,559	69,536	-5.7			HM
G	Loch Lomond Park Centre, Balmaha, Balmaha	65,120	55,008	+18.4	F	S	VC
NTS	Bannockburn Heritage Centre, Stirling	61,410	65,871	-6.8			VC
LA	Inveraray Jail, Inveraray	60,285	64,532	-6.6			OHP
CT	Benmore Botanic Garden, Dunoon	56,384	56,479	-0.2		S	G
HS	Argyll's Lodging, Stirling	50,573	54,054	-6.4			HH
CT	Stirling Smith Art Gallery and Museum, Stirling	40,859	44,264	-7.7	F		MAG
P	Glengoyne Distillery, nr Killearn	38,995	29,992	+30.0			D
CT	Mount Stuart, Rothesay	36,852	36,013	+2.3		S	HH

Owner	Attraction	2007	2006	%07/06	F	S	Cat.
G	Mill Trail Visitor Centre, Alva	34,898 E	39,326	-11.3	F		VC
HS	Doune Castle, Doune	34,257	35,401	-3.2			C
P	Duart Castle, Craignure	34,000 E	34,000	0.0		S	C
CT	Oban War and Peace Museum, Corran Esplanade, Oban	33,635	28,405	+18.4	F	S	MAG
LA	Old Town Jail, Stirling	30,719 E	27,328	+12.4			OHP
P	Oban Distillery Visitor Centre, Oban	30,276	DK				D
P	Torosay Castle, Craignure	30,000 E	30,000	0.0		S	C
LA	Callendar House, Falkirk	27,708	27,613	+0.3	F		MAG
NTS	Hill House, Helensburgh	25,949	26,811	-3.2			HH
HS	Dunstaffnage Castle, by Oban	23,345	28,282	-17.5			C
HS	Castle Campbell, Dollar	20,160	20,806	-3.1			C
PLC	An Tobar Arts Centre, Tobermory	19,546 E	16,154	+21.0	F		MAG
P	Tobermory Distillery, Tobermory	19,228 E	22,710	-15.3		S	D
HS	Inchmahome Priory, Stirling	16,684	18,865	-11.6		S	HM
P	Auchentoshan Distillery, Dalmuir	15,235	14,341	+6.2			D
HS	Dunblane Cathedral, Dunblane	14,894	20,092	-25.9	F		WS
NTS	Arduaine Garden, By Oban	14,631	16,532	-11.5		S	G
NTS	Ben Lawers Visitor Centre, Killin	13,530	11,847	+14.2		S	VC
HS	Blackness Castle, Linlithgow	12,886	14,227	-9.4			C
NTS	Crarae Gardens, Inverary	12,176	14,166	-14.0		S	G
CT	Isle of Mull Museum <sup>ix</sup> , Tobermory	12,085 E	7,000	+72.6	F	S	MAG
HS	Dumbarton Castle, Dumbarton	11,742	12,374	-5.1			C
CT	RSPB Loch Gruinart Nature Reserve, Bridgend	11,000 E	12,500	-12.0	F	S	N
O	Kilmartin House Trust, Kilmartin	10,993	10,986	+0.1		S	MAG
HS	Rothesay Castle, Rothesay	10,875	8,552	+27.2			C
P	Bruichladdich Distillery,	10,000 E	10,000	0.0			D
NTS	Geilston House, Helensburgh	9,024	9,735	-7.3		S	G
P	Morrison's Bowmore Distillery Ltd., Bowmore	8,894	7,062	+25.9			D
PLC	Laphroaig Distillery,	7,646 E	6,965 E	+9.8			D
NTS	Alloa Tower, Alloa	7,123	5,861	+21.5		S	HH
LA	Birkhill Fireclay Mine, Bo'ness	6,182	5,441	+13.6		S	WP
LA	Dunoon and Cowal Heritage Centre, Dunoon	6,098	5,523	+10.4		S	MAG
PLC	Ardbeg Distillery, Port Ellen	5,208 E	DK				D
CT	Auchindrain Museum, by Inveraray	5,128	5,776	-11.2		S	MAG
P	Isle of Jura Distillery, Craighouse	5,074 E	4,500	+12.8	F		D
HS	Bonawe Iron Furnace, Taynult	5,007	6,814	-26.5		S	VC
P	Lagavulin Distillery Visitor Centre, Port Ellen	4,881 E	DK			S	D
CT	Bute Museum, Rothesay	4,700	3,612	+30.1			MAG
LA	Kinneil Museum, Bo'ness	4,530	3,982	+13.8	F		MAG
P	Hamilton Toy Collection, Callander	4,528	4,574	-1.0		S	MAG
CT	Finlaggan Cottage, Ballygrant	4,500 E	3,306	+36.1		S	HM
LA	Park Gallery, Falkirk	4,437	4,491	-1.2	F		MAG
P	Ardkinglas Woodland Garden, Cairndow	4,365 E	4,520	-3.4			G
P	Bunnahabhain Distillery, Port Askaig	4,234 E	4,659	-9.1			D
CT	Dunblane Museum, Dunblane	4,162	4,302	-3.3	F	S	MAG
P	Buchlyvie Pottery, Buchlyvie	3,600 E	3,650	-1.4	F		WP
P	Victorian Fernery, Ascog	2,755	2,325	+18.5		S	G
CT	Campbeltown Heritage Centre, Campbeltown	2,500 E	2,500 E	0.0		S	VC
CT	Denny Tank, Dumbarton	2,472	2,342	+5.6			MAG
CT	Dollar Museum, Dollar	2,100	1,700	+23.5	F	S	MAG
CT	Glenbarr Abbey - Macalister Clan Visitor Centre, by Tarbert	1,032	1,685	-38.8		S	HH
CT	Leighton Library, Dunblane	876	767	+14.2	F	S	OHP
LA	Grangemouth Museum, Grangemouth	674	738	-8.7	F		MAG
CT	Strachur Smiddy Museum, Strachur	448	393	+14.0		S	MAG
R	Bridge of Allan Parish Church, Bridge of Allan	290	327	-11.3	F	S	WS
CT	Ross of Mull Historical Centre, Bunesan	207 E	198 E	+4.5		S	VC

## 9.6. ATTRACTIONS IN AYRSHIRE & ARRAN

(IN DECREASING ORDER OF VISITS)

*Graph 9.9 – Quarterly Visitation Pattern to Attractions located in Ayrshire & Arran*



*Attraction Data*

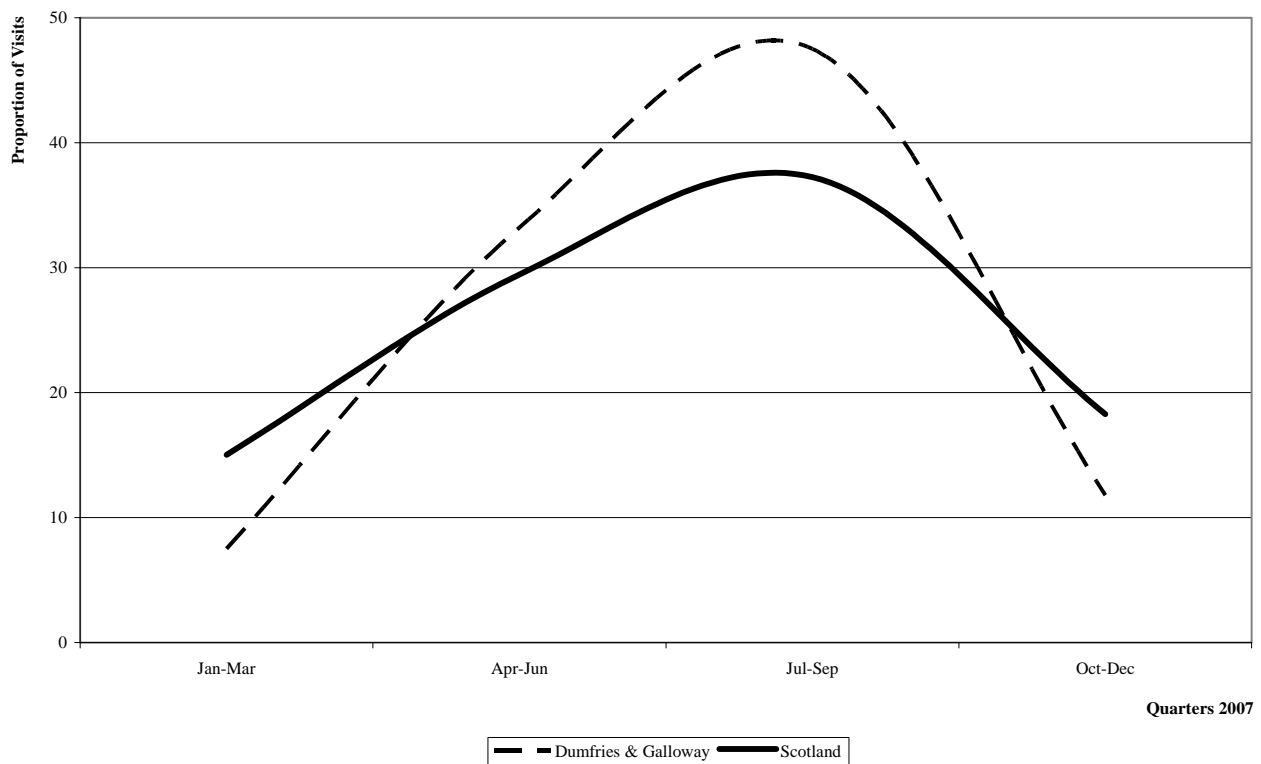
**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Cat.
CT	Burns National Heritage Park, Ayr	324,838 E	302,894	+7.2		VC
LA	Dean Castle & Country Park, Kilmarnock	268,653 E	261,867	+2.6	F	CP
NTS	Culzean Castle and Country Park, Maybole	190,423	188,026	+1.3		C
LA	Dick Institute Museum, Kilmarnock	160,774	122,727 E	+31.0	F	MAG
P	Heads of Ayr Farm Park, Ayr	104,816	82,315	+27.3	S	Z
P	Kelburn Castle & Country Centre, Fairlie	66,360	72,783	-8.8		VC
NTS	Brodick Country Park, Brodick	53,553	51,501	+4.0	S	CP
NTS	Brodick Castle, Brodick	35,691	34,244	+4.2	S	C
CT	Vikingar, Largs	22,365	21,021	+6.4		VC
CT	Scottish Maritime Museum, Irvine	19,613	20,183	-2.8		MAG
CT	Museum of Ayrshire Country Life and Costume At Dalgarnen Mill, Kilwinning	15,000 E	18,000 E	-16.7	F	MAG
HS	Dundonald Castle, Dundonald	8,565	6,782	+26.3	S	C
LA	North Ayrshire Museum, Saltcoats	6,277	7,622	-17.6	F	MAG
LA	Burns House Museum, Mauchline	4,846 E	4,698	+3.2	F	MAG
LA	McKechnie Institute, Girvan	4,040	DK		F	MAG
HS	Crossraguel Abbey, Maybole	3,095	3,731	-17.0	S	HM
O	University Marine Biological Station, Isle of Cumbrae	2,095	1,810	+15.7		Z
LA	Doon Valley Museum, Dalmellington	1,866	1,857	+0.5	F	VC
NTS	Souter Johnnies Cottage, Kirkoswald	1,795	1,946	-7.8	S	HH
CT	West Kilbride Museum, West Kilbride	1,210	1,169	+3.5	F	MAG
NTS	Bachelors Club, Tarbolton	998	796	+25.4	S	HH

## 9.7. ATTRACTIONS IN DUMFRIES & GALLOWAY

(IN DECREASING ORDER OF VISITS)

*Graph 9.10 – Quarterly Visitation Pattern to Attractions located in Dumfries & Galloway*



Quarters 2007

### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

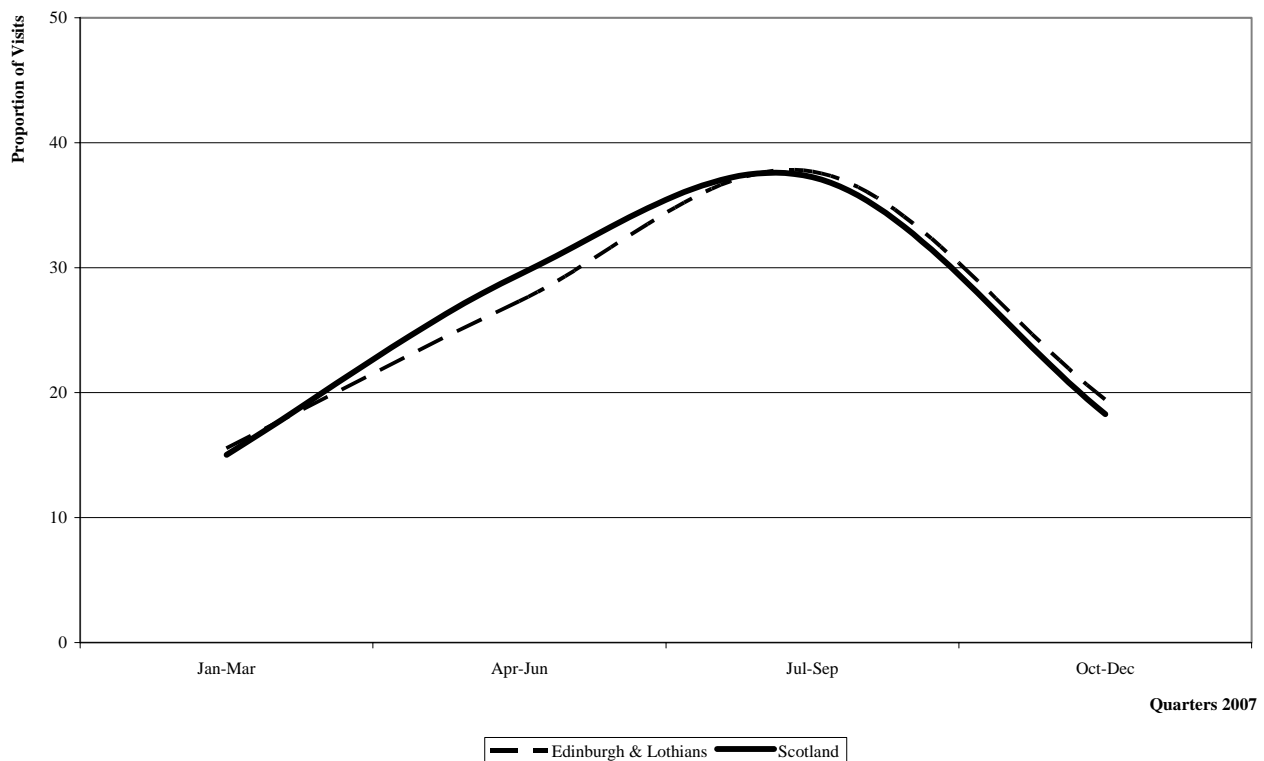
Owner	Attraction	2007	2006	%07/06	F S	Cat.
P	World Famous Old Blacksmith's Shop Centre <sup>iv</sup> , Gretna Green	709,097	717,442	-1.2	F	VC
G	Mabie Forest, Dumfries	120,000 E	DK		F	CP
G	Dalbeattie Forest, Dalbeattie	105,000 E	DK		F	CP
P	Mabie Farm Park, Dumfries	74,943	84,256	-11.1	S	Z
P	Cream o' Galloway, Castle Douglas	70,900	69,400 E	+2.2	S	VC
NTS	Threave Garden, Castle Douglas	59,949	64,685	-7.3		G
G	Forest of Ae, Dumfries	50,000 E	DK		F	CP
G	Clatteringshaws Visitor Centre, nr New Galloway	48,644 E	DK		F S	VC
LA	Robert Burns Centre, Dumfries	40,587	33,547	+21.0	F	MAG
LA	Gracefield Arts Centre, Dumfries	39,566	41,500 E	-4.7	F	MAG
G	Glentroll Visitor Centre, Newton Stewart	36,629 E	DK		F S	VC
HS	Caerlaverock Castle, Dumfries	35,251	35,425	-0.5		C
CT	Samye Ling Monastery, Langholm	32,464 E	32,034	+1.3	F	WS
P	Creetown Gem Rock Museum, Newton Stewart	31,931	33,689	-5.2		MAG
P	Galloway Wildlife Conservation Park, Kirkcudbright	30,407	28,959	+5.0		Z
LA	Tolbooth Art Centre, Kirkcudbright	27,378	25,930	+5.6	F	MAG
LA	Dumfries Museum/Camera Obscura, Dumfries	25,922	34,787	-25.5	F	MAG
CT	Logan Botanic Garden, Port Logan	24,897	26,285	-5.3	S	G
CT	Mill on the Fleet, Castle Douglas	17,339	21,000	-17.4	S	VC
G	National Museum of Costume, Dumfries	15,663	10,717	+46.2	S	MAG
HS	Threave Castle, Castle Douglas	15,386	15,898	-3.2	S	C
P	Bladnoch Visitor Centre, Bladnoch	13,500 E	DK			D

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Cat.</b>
P	Castle Kennedy Gardens, Stranraer	13,453	8,733	+54.0		S	G
LA	Burns House, Dumfries	13,130	12,756	+2.9	F		MAG
LA	Old Bridge House Museum, Dumfries	12,185	10,388	+17.3	F	S	MAG
LA	Stewartry Museum, Kirkcudbright	11,961	12,118	-1.3	F		MAG
NTS	Broughton House & Garden, Kirkcudbright	10,988	10,858	+1.2			HH
LA	Castle of St John, Stranraer	10,953	8,338	+31.4	F	S	C
LA	Castle Douglas Art Gallery, Castle Douglas	10,840	12,051	-10.0	F		MAG
CT	Museum of Lead Mining, by Biggar	10,500 E	10,523	-0.2		S	MAG
LA	Stranraer Museum, Stranraer	10,279	11,510	-10.7	F		MAG
CT	Harbour Cottage Gallery, Kirkcudbright	9,190	6,959	+32.1		S	MAG
P	Glenwhan Gardens, by Stranraer	9,000 E	10,000	-10.0		S	G
HS	Sweetheart Abbey, Dumfries	8,369	10,114	-17.3			HM
CT	Galloway House Gardens Trust, Newton Stewart	8,000 E	7,000	+14.3	F		G
CT	Dumfries and Galloway Aviation Museum, Dumfries	6,538	6,000 E	+9.0		S	MAG
HS	Cardoness Castle, Castle Douglas	6,382	6,766	-5.7			C
HS	Maclellans Castle, Kirkcudbright	6,119	7,010	-12.7		S	C
HS	New Abbey Corn Mill, Dumfries	5,042	5,133	-1.8			OHP
P	Sulwath Brewery, Castle Douglas	5,000 E	9,000	-44.4	F		D
P	Monreith Animal World, Wigtown	4,000 E	3,500	+14.3		S	Z
CT	Ellisland Farm, Dumfries	3,965	3,497	+13.4			VC
HS	Dundrennan Abbey, Dundrennan	3,865	4,442	-13.0			HM
LA	Sanquhar Tolbooth Museum, Sanquhar	3,133	3,048	+2.8	F	S	MAG
HS	Glenluce Abbey, Newton Stewart	2,877	2,450	+17.4		S	HM
P	King Robert the Bruce's Cave, by Lockerbie	2,300 E	1,333	+72.5		S	HM
CT	John Paul Jones Birthplace Museum and Cottage, by Dumfries	2,280	2,160	+5.6		S	MAG
CT	Creetown Heritage Museum, Newtown Stewart	1,564	1,519	+3.0		S	VC
P	Carsphairn Heritage Centre, Castle Douglas	1,410	1,448	-2.6	F	S	VC
PLC	Savings Banks Museum, Dumfries	1,059	1,207	-12.3	F		MAG
CT	Newton Stewart Museum, Newton Stewart	844	1,029	-18.0		S	MAG
NTS	Carlyle's Birthplace, Lockerbie	473	593	-20.2		S	HH
P	Gilnockie Tower, Canonbie	120	163	-26.4		S	HM

## 9.8. ATTRACTIONS IN EDINBURGH & LOTHIAN

(IN DECREASING ORDER OF VISITS)

*Graph 9.11 – Quarterly Visitation Pattern to Attractions located in Edinburgh & Lothians*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Cat.
O	National Galleries of Scotland <sup>iii</sup> (Edinburgh Sites) <sup>iv</sup> , Edinburgh	1,442,304	1,509,613	-4.5	F	MAG
HS	Edinburgh Castle, Edinburgh	1,229,712	1,211,036	+1.5		C
O	National Museum of Scotland, Edinburgh	841,849	830,670	+1.3	F	MAG
CT	Edinburgh Zoo, Edinburgh	607,603	655,203	-7.3		Z
CT	Royal Botanic Garden Edinburgh, Edinburgh	607,018	622,452	-2.5	F	G
P	Edinburgh Bus Tours, Edinburgh	504,742	501,445	+0.7		O
CT	St Giles' Cathedral, Edinburgh	487,483 E	401,405 E	+21.4	F	WS
G	National War Museum, Edinburgh	468,125	421,568	+11.0	F	MAG
LA	Beechraigs Country Park, nr Linlithgow	352,780 E	435,530 E	-19.0	F	CP
G	Scottish Parliament Visitor Centre, Edinburgh	352,454	327,445	+7.6		VC
CT	Our Dynamic Earth, Edinburgh	290,653	300,420	-3.3		MAG
CT	Scottish Seabird Centre <sup>iv</sup> , North Berwick	284,702	225,500	+26.3	F	N
CT	Royal Yacht Britannia, Edinburgh	255,618	280,729	-8.9		OHP
LA	Polkemmet Country Park, Whitburn	251,856 E	286,200	-12.0	F	CP
LA	Vogrie Country Park, Gorebridge	250,000 E	250,000	0.0	F	CP
LA	Museum of Childhood, Edinburgh	221,010	233,690	-5.4	F	MAG
P	Scotch Whisky Heritage Centre, Edinburgh	220,609	236,895	-6.9		VC
CT	Fruitmarket Gallery, Edinburgh	173,139	175,943	-1.6	F	MAG
CT	Rosslyn Chapel, Roslin	161,034	175,000 E	-8.0		WS
LA	Almondell & Calderwood Country Park, Broxburn	133,347 E	144,942	-8.0	F	CP
LA	Gore Glen Woodland Park, Newtongrange	100,000 E	100,000 E	0.0	F	CP
CT	Gorgie City Farm, Edinburgh	95,700	95,700	0.0	F	Z

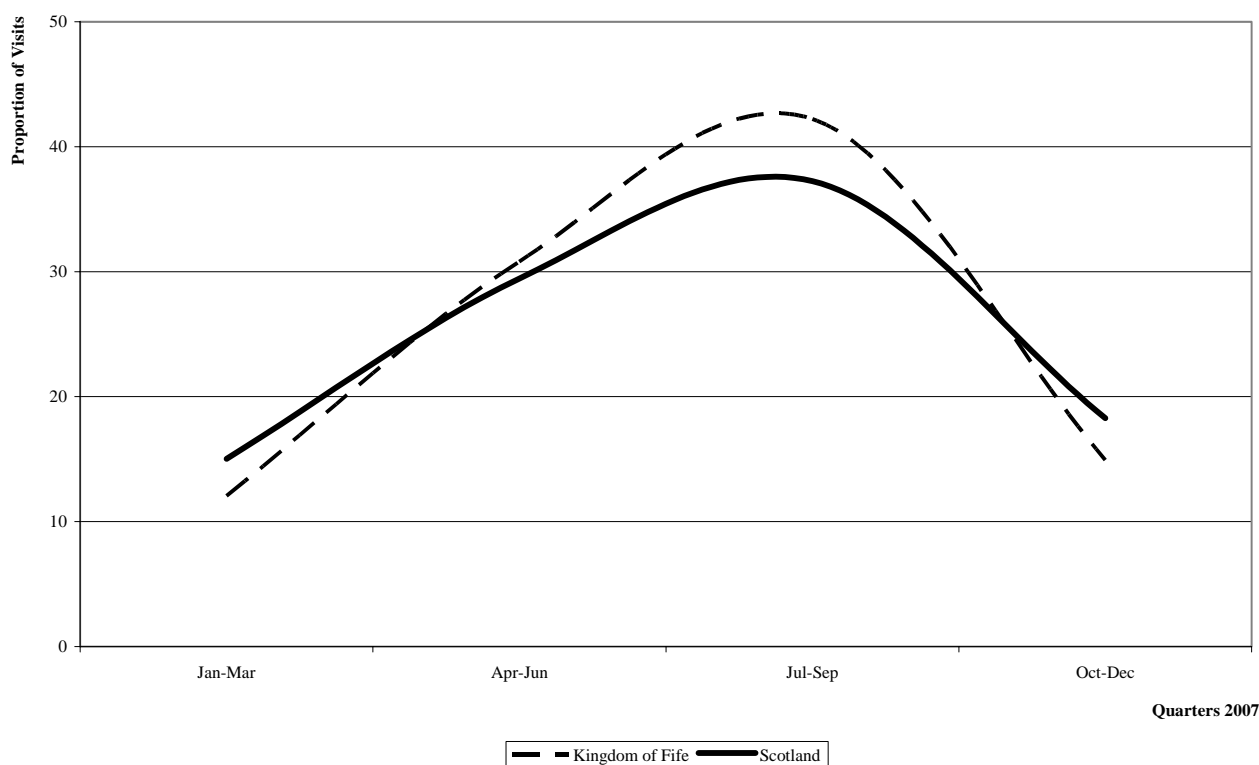
Owner	Attraction	2007	2006	%07/06	F S	Cat.
CT	Almond Valley Heritage Centre, Livingston	85,786	84,375	+1.7		VC
G	National Museum of Flight, nr Haddington	78,367	104,240	-24.8		MAG
LA	People's Story Museum, Edinburgh	74,317	75,150	-1.1	F	MAG
P	Edinburgh Butterfly & Insect World, Lasswade	70,936	72,612	-2.3		Z
HS	Linlithgow Palace, Linlithgow	61,191	51,767	+18.2		HH
LA	City Art Centre, Edinburgh	55,670	63,940	-12.9		MAG
LA	Museum of Edinburgh, Edinburgh	53,043	52,751	+0.6	F	MAG
LA	Roslin Glen Country Park, Roslin	50,000 E	50,000	0.0	F	CP
LA	Scott Monument, Edinburgh	46,500	46,018	+1.0		HM
LA	Writers' Museum, Edinburgh	46,305	49,801	-7.0	F	MAG
LA	Lauriston Castle and Grounds, Edinburgh	38,714	46,506	-16.8		C
CT	Scottish Mining Museum, Newtongrange	38,115 E	36,927	+3.2	F	MAG
NTS	Georgian House, Edinburgh	36,086	30,231	+19.4		HH
PLC	Bank of Scotland Museum on the Mound <sup>v</sup> , Edinburgh	33,699	8,482	+297.3	F	MAG
NTS	Gladstone's Land, Edinburgh	30,855	26,321	+17.2	S	HH
CT	Stills Gallery, Edinburgh	30,722	DK		F	MAG
LA	Straighten Pond Local Nature Reserve,	30,000 E	30,000	0.0	F	CP
HS	Tantallon Castle, North Berwick	26,910	23,006	+17.0		C
PLC	Glenkinchie Distillery, Tranent	26,241	22,831	+14.9		D
HS	Craigmillar Castle, Edinburgh	19,863	17,071	+16.4		C
R	Greyfriars' Kirk, Edinburgh	18,274	21,216	-13.9	F S	WS
LA	Travelling Gallery, Edinburgh	18,239	13,177	+38.4	F S	MAG
HS	Dirleton Castle, Dirleton	15,877	19,495	-18.6		C
CT	Water of Leith Visitor Centre, Edinburgh	14,614	13,375	+9.3	F	VC
LA	Nelson Monument, Edinburgh	12,731	10,325	+23.3		HM
RO	John Knox House, Edinburgh	12,391	10,693	+15.9		HH
CT	John Muir's Birthplace, Dunbar	11,088	11,931	-7.1	F	VC
O	Surgeon's Hall Museum, Edinburgh	8,859 E	5,834 E	+51.9		MAG
NTS	Newhailes, Musselburgh	8,303	10,335	-19.7	S	HH
LA	Dunbar Townhouse Museum, Dunbar	8,203	8,359	-1.9	F S	MAG
LA	Prestongrange Museum, Prestongrange	7,337	7,707	-4.8	F S	MAG
LA	Queensferry Museum, South Queensferry	6,413	6,229	+3.0	F	MAG
CT	Linlithgow Canal Centre, Linlithgow	5,897	4,802	+22.8	F S	VC
R	Parish Church of St. Cuthbert, Edinburgh	5,421	5,748	-5.7	F S	WS
NTS	Malleny Garden, Edinburgh	5,338	5,409	-1.3		G
R	St Mary's Parish Church, Haddington	5,021	4,515	+11.2	F S	WS
CT	Linlithgow Union Canal Society, Linlithgow	4,195	5,522	-24.0	S	O
NTS	House of Binns, Edinburgh	3,984	3,216	+23.9	S	HH
LA	Brass Rubbing Centre, Edinburgh	3,929	7,022	-44.0	F S	MAG
CT	Linlithgow Story, Linlithgow	3,573	2,813	+27.0	S	MAG
CT	Bennie Museum, Bathgate	3,112	2,656	+17.2	F	MAG
HS	Crichton Castle, Pathhead	2,771	3,943	-29.7	S	C
HS	Seton Collegiate Church, Longniddry	2,114	1,760	+20.1	S	OHP
HS	Cairnpapple Hill, Torphichen	1,975	2,850	-30.7	S	HM
NTS	Preston Mill & Phantassie Doocot, East Linton	1,896	2,607	-27.3	S	OHP
CT	Saltire Flag Site, North Berwick	1,017 E	898	+13.3	F S	VC
NTS	Inveresk Lodge Garden, Musselburgh	849 E	3,784	-77.6		G
P	Arniston House, Gorebridge	647	938	-31.0	S	HH
HS	Trinity House Maritime Museum, Edinburgh	584	443	+31.8		MAG
R	Dalmeny Church, Dalmeny	480 E	400	+20.0	F S	WS
PLC	Victorian Pharmacy Museum, Edinburgh	52	100	-48.0	F S	MAG



## 9.9. ATTRACTIONS IN THE KINGDOM OF FIFE

(IN DECREASING ORDER OF VISITS)

*Graph 9.12 – Quarterly Visitation Pattern to Attractions located in the Kingdom of Fife*



### Attraction Data

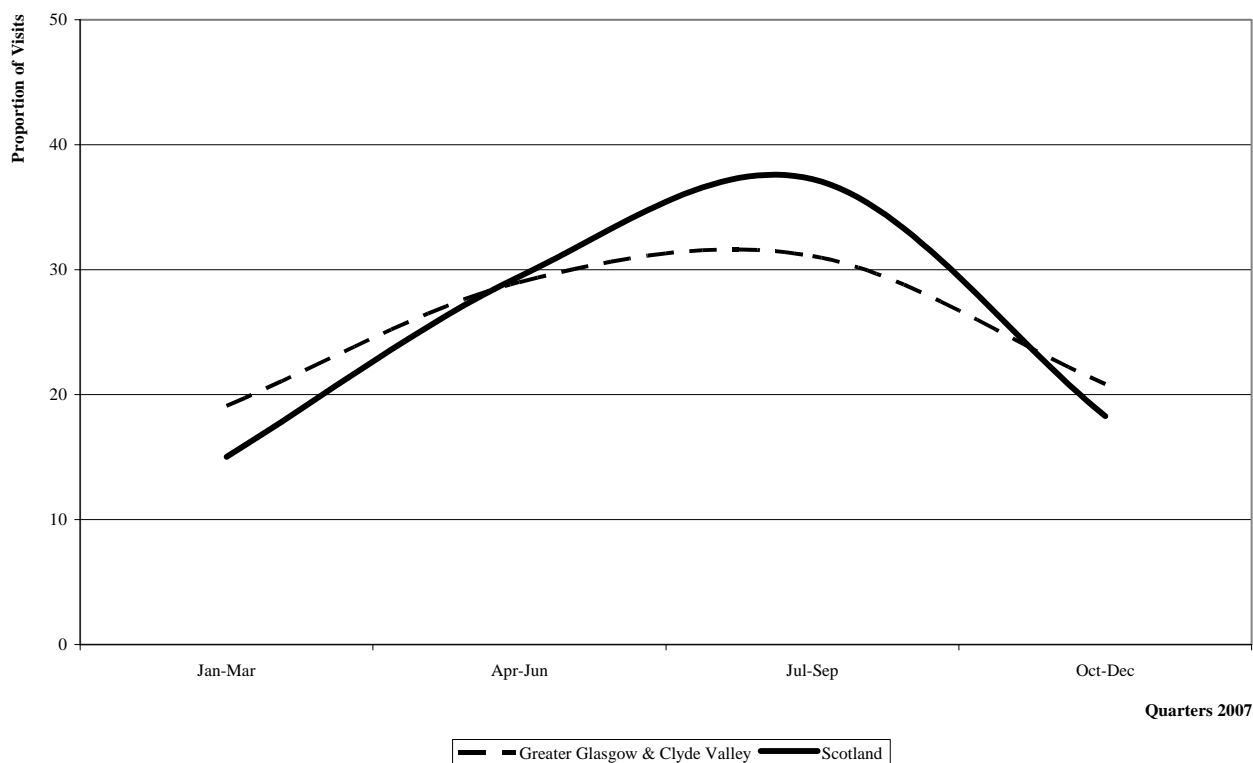
**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Cat.
CT	Abbot House Heritage Centre & Gardens, Dunfermline	80,066 E	93,019	-13.9	F	VC
CT	Scottish Fisheries Museum, Anstruther	78,519	75,100	+4.6		MAG
HS	St Andrew's Castle, St Andrews	58,137	63,873	-9.0		C
LA	Kirkcaldy Museum & Art Gallery, Kirkcaldy	57,221	53,150	+7.7	F	MAG
CT	British Golf Museum, St Andrews	55,850	56,392	-1.0		MAG
NTS	Falkland Palace, Cupar	47,433	47,017	+0.9	S	HH
LA	St Andrews Museum, St Andrews	46,332	43,490	+6.5	F	MAG
HS	St Andrew's Cathedral, St Andrews	32,264	34,267	-5.8		HM
P	Scotland's Secret Bunker, St Andrews	29,511	33,188	-11.1	S	MAG
P	Crail Pottery Co-Operative, Crail	24,000 E	24,000 E	0.0	F	WP
O	St Andrews Botanic Garden, St Andrews	18,000 E	17,000	+5.9		G
HS	Inchcolm Abbey, Edinburgh	17,985	16,524	+8.8	S	HM
LA	Pittencrieff House Museum <sup>vii</sup> , Dunfermline	16,393	22,382	-26.8	F	MAG
P	Cambo Gardens, St Andrews	13,543 E	11,636	+16.4		G
NTS	Culross Palace, Culross	13,416	10,316	+30.1	S	HH
NTS	Kellie Castle, Pittenweem	12,608	10,409	+21.1	S	C
HS	Aberdour Castle, Aberdour	11,492	10,816	+6.3		C
CT	Crail Museum, Crail	11,255	9,161	+22.9	F S	MAG
NTS	Hill of Tarvit, Cupar	10,115	9,721	+4.1	S	HH
HS	Dunfermline Abbey and Palace, Dunfermline	9,448	10,145	-6.9		HM
CT	St Andrews Pres.Trust Museum, St Andrews	7,933	11,000 E	-27.9	F S	MAG
CT	Andrew Carnegie Birthplace Museum <sup>ix</sup> , Dunfermline	7,131	2,985	+138.9	F S	MAG

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Cat.</b>
LA	St Margaret's Cave, Dunfermline	5,760	5,969	-3.5	F	S	OHP
LA	Methil Heritage Centre, Methil	3,662	2,486	+47.3	F		VC
CT	Scottish Vintage Bus Museum, by Dunfermline	3,455	3,947	-12.5		S	MAG
LA	Laing Museum, Newburgh	2,257	2,258	-0.0	F	S	MAG
CT	Fife Folk Museum, Ceres	1,847	2,211	-16.5		S	MAG
R	St Athernase Norman Church, Leuchars	1,200 E	1,000	+20.0	F	S	WS
LA	Inverkeithing Museum, Inverkeithing	770	824	-6.6	F		MAG

## 9.10. ATTRACTIONS IN GREATER GLASGOW & CLYDE VALLEY (IN DECREASING ORDER OF VISITS)

*Graph 9.13 – Quarterly Visitation Pattern to Attractions located in Greater Glasgow & Clyde Valley*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

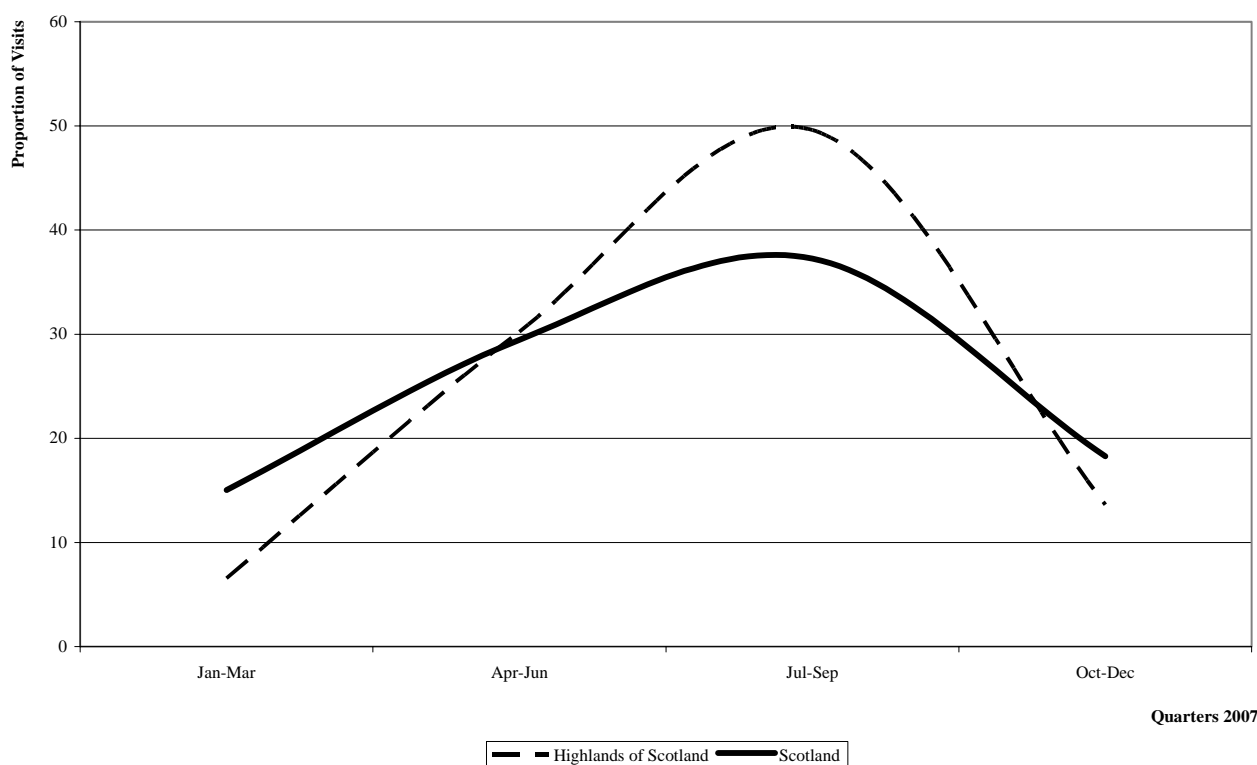
Owner	Attraction	2007	2006	%07/06	F S	Cat.
LA	Strathclyde Country Park, Motherwell	6,254,706	6,245,533	+0.1	F	CP
LA	Kelvingrove Art Gallery & Museum <sup>ii</sup> , Glasgow	2,232,475	1,880,956	+18.7	F	MAG
LA	Drumpellier Country Park, Motherwell	999,023	962,747	+3.8	F	CP
LA	Palacerigg Country Park, Cumbernauld	648,123	638,407	+1.5	F	CP
LA	Chatelherault Country Park, Hamilton	642,507 E	492,797 E	+30.4	F	CP
LA	Gallery of Modern Art, Glasgow	580,148	554,152	+4.7	F	MAG
LA	Museum of Transport, Glasgow	535,845	506,339	+5.8	F	MAG
G	Falkirk Wheel <sup>iv</sup> , Falkirk	513,907	437,388	+17.5	F	VC
LA	Mugdock Country Park, Milngavie	513,520 E	543,055	-5.4	F	CP
CT	Glasgow Science Centre, Glasgow	480,864	410,513	+17.1		MAG
LA	Glasgow Botanic Gardens, Glasgow	400,000 E	375,000	+6.7	F	G
LA	Calderglen Country Park, East Kilbride	398,761 E	428,565 E	-7.0	F	CP
LA	Gleniffer Braes Country Park, Paisley	355,219 E	378,120	-6.1	F	CP
CT	New Lanark Village and Visitor Centre <sup>iv</sup> , Lanark	333,620 E	354,425	-5.9	F	VC
LA	People's Palace, Glasgow	277,536	339,976	-18.4	F	MAG
LA	The Burrell Collection, Glasgow	192,551	203,903	-5.6	F	MAG
LA	St Mungo Museum, Glasgow	187,624	178,558	+5.1	F	MAG
HS	Glasgow Cathedral, Glasgow	159,177 E	156,221	+1.9	F	WS
LA	Provand's Lordship, Glasgow	123,768	124,241	-0.4	F	MAG
O	University of Glasgow Visitor Centre, Glasgow	118,000 E	125,000	-5.6	F	VC
LA	James Hamilton Heritage Park, East Kilbride	112,715 E	107,800 E	+4.6	F S	CP
P	The Willow Tea Rooms, Glasgow	93,684 E	97,354	-3.8		OHP

Owner	Attraction	2007	2006	%07/06	F S	Cat.
CT	House for an Art Lover, Glasgow	88,750	89,165	-0.5		VC
LA	Clyde Muirshiel Regional Park, Castle Semple Centre, Lochwinnoch	80,755 E	81,190	-0.5	F	VC
NTS	Pollok House, Glasgow	79,658	90,062	-11.6		HH
O	Hunterian Art Gallery, Glasgow	67,587 E	77,252 E	-12.5	F	MAG
G	National Museum of Rural Life, East Kilbride	57,803	60,264	-4.1		MAG
LA	Scotland Street School Museum, Glasgow	55,652	56,734	-1.9	F	MAG
O	Hunterian Museum, Glasgow	52,023 E	39,005	+33.4	F S	MAG
P	SFA Football Museum, Glasgow	51,421	48,232	+6.6		MAG
CT	Waverley Excursions Ltd, Glasgow	50,910 E	49,866	+2.1	S	O
R	Paisley Abbey, Paisley	50,000 E	50,000	0.0	F	WS
O	Collins Gallery, Glasgow	43,000 E	48,000	-10.4	F	MAG
LA	McLean Museum and Art Gallery, Greenock	42,728	23,598	+81.1	F	MAG
CT	Tall Ship at Glasgow Harbour, Glasgow	35,000 E	35,697	-2.0		MAG
R	Carfin Grotto, Motherwell	35,000 E	32,850 E	+6.5	F S	WS
CT	RSPB Nature Reserve, Lochwinnoch	31,517	35,302	-10.7		N
NTS	Greenbank Gardens, Glasgow	31,258	29,145	+7.2		G
LA	Motherwell Heritage Centre, Motherwell	31,022	DK		F	VC
PLC	Celtic Museum Trust, Glasgow	22,000 E	20,748	+6.0		VC
O	Glasgow School of Art Enterprises Ltd, Glasgow	20,388	21,172	-3.7		MAG
NTS	David Livingstone Centre, Glasgow	18,241	19,150	-4.7		VC
NTS	Tenement House, Glasgow	18,155	15,067	+20.5	S	HH
LA	Auld Kirk Museum, Kirkintilloch	15,049	13,259	+13.5	F	MAG
CT	Clydebuilt Maritime Museum, Glasgow	14,995	13,000	+15.3		VC
LA	Clyde Muirshiel Regional Park, Muirshiel Centre, nr Lochwinnoch	14,227 E	14,892	-4.5	F	VC
LA	Clyde Muirshiel Regional Park Cornalees Centre, Greenock	13,328 E	17,706	-24.7	F	CP
CT	Falls of Clyde Wildlife Reserve and Visitor Centre, New Lanark	12,516	12,907	-3.0		N
HS	Bothwell Castle, Uddingston	9,075	6,535	+38.9		C
LA	Lillie Art Gallery, Glasgow	9,066	9,002	+0.7	F	MAG
LA	Glasgow Museums Resource Centre, Glasgow	8,555	10,147	-15.7	F	MAG
CT	Glasgow Police Museum, Glasgow	8,439	8,568	-1.5	F	MAG
HS	Craignethan Castle, Lesmahagow	5,606	5,550	+1.0		C
LA	Fossil Grove <sup>xi</sup> , Glasgow	5,427	12,438	-56.4	F S	MAG
NTS	Holmwood House, Glasgow	4,445	4,487	-0.9		HH
HS	Newark Castle, Port Glasgow	4,235	3,947	+7.3	S	C
P	Royal Highland Fusiliers Museum, Glasgow	4,086 E	4,994	-18.2	F	MAG
LA	Clydebank Museum, Clydebank	3,963	3,305	+19.9	F	MAG
LA	John Hastie Museum, Strathaven	3,415 E	3,000 E	+13.8	F S	MAG
LA	Cumbernauld Museum, Cumbernauld	2,415	4,518	-46.5	F	MAG
LA	Hunter House Museum, East Kilbride	1,775 E	1,600 E	+10.9	F S	MAG
LA	Martyr's School, Glasgow	1,652	2,235	-26.1	F	MAG
G	Customs and Excise Museum, Greenock	1,454	1,357	+7.1	F	MAG
CT	Moat Park Heritage Centre, Biggar	1,421	643	+121.0	S	MAG
NTS	Weaver's Cottage, Kilbarchan	1,414	1,208	+17.1	S	MAG
CT	Biggar Gas Works, Biggar	1,153	DK		S	MAG
R	Friends of Govan Old Parish Church, Glasgow	1,138	1,247	-8.7	F S	WS
LA	Shotts Heritage Centre, Shotts	600 E	540 E	+11.1	F	VC
NTS	Hutcheson's Hall, Glasgow	574	971	-40.9	F	HH
CT	Greenhill Covenanters Farmhouse, Biggar	368	225	+63.6	S	HM
CT	Leadhills Miners Library, Leadhills	237 E	158	+50.0	S	MAG
CT	Crawfordjohn Heritage Venture, Strathaven	150	99	+51.5	S	VC

## 9.11. ATTRACTIONS IN THE HIGHLANDS OF SCOTLAND

(IN DECREASING ORDER OF VISITS)

*Graph 9.14 – Quarterly Visitation Pattern to Attractions located in the Highlands of Scotland*



Quarters 2007

*Attraction Data*

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F	S	Cat.
CT	Eilean Donan Castle and Visitor Centre <sup>iv</sup> , by Kyle of Lochalsh	283,751	271,414	+4.5	F	S	C
HS	Urquhart Castle, Drumnadrochit	277,394	248,167	+11.8			C
P	Aros Experience, Portree	217,594	246,703	-11.8			VC
CT	CairnGorm Mountain Railway <sup>i</sup> , nr Aviemore	149,699	156,354	-4.3			O
PLC	Nevis Range <sup>i</sup> , Fort William	145,382	135,141	+7.6			O
P	Landmark Forest Adventure Park, Nr Aviemore	140,600 E	134,000	+4.9			VC
P	James Pringle Weavers of Inverness, Inverness	125,900 E	125,112	+0.6	F		VC
G	Glenmore Forest Park Visitor Centre, by Aviemore	105,143	96,765	+8.7	F		CP
P	Cawdor Castle, Nairn	90,414	88,815	+1.8		S	C
LA	Glen Nevis Visitor Centre (Ionad Nibheis), nr Fort William	88,000 E	90,000 E	-2.2	F		VC
NTS	Culloden Visitor Centre, Inverness	81,647	89,495	-8.8			VC
NTS	Inverewe Garden, Poolewe	76,953	80,829	-4.8		S	G
P	Speyside Heather Centre, Dulnain Bridge	75,559 E	70,102	+7.8	F		VC
CT	Dunrobin Castle, Golspie	63,770	62,953	+1.3		S	HH
O	Strathspey Steam Railway, Aviemore	61,586 E	49,145	+25.3			R
HS	Fort George, Inverness	59,063	61,785	-4.4			C
CT	Highlanders, Regimental Museum, by Inverness	49,161 E	51,167 E	-3.9	F		MAG
PLC	Glenlivet Distillery, Glenlivet	47,867 E	44,241	+8.2	F	S	D
CT	Armadale Castle Gardens & Museum of the Isles, Sleat	42,241 E	40,295	+4.8		S	VC
NTS	Glencoe Visitor Centre, Ballachulish	42,058	46,257	-9.1			VC
PLC	Talisker Distillery Visitor Centre, Carbost	41,261	35,000	+17.9			D
LA	Highland Folk Museum <sup>ix</sup> , Newtonmore	36,904	16,780	+119.9	F	S	MAG

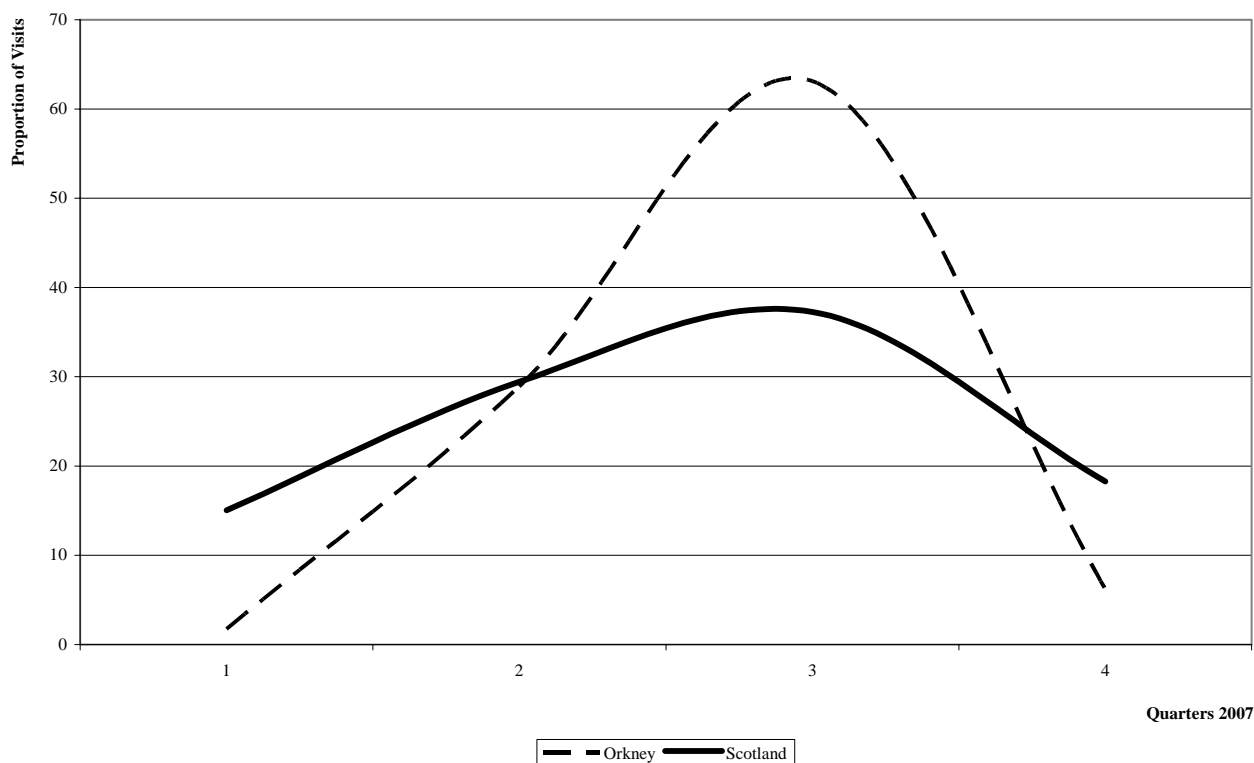
Owner	Attraction	2007	2006	%07/06	F	S	Cat.
P	Ardnamurchan Natural History Centre, Acharacle	34,039	32,031	+6.3		S	VC
CT	Loch Garten Osprey Centre, Nethybridge	31,259	35,604	-12.2		S	N
G	Caledonian Canal Visitor Centre, Fort Augustus	31,084	29,333	+6.0	F	S	VC
P	Revack Estate, Grantown on Spey	30,000 E	35,000 E	-14.3	F		G
CT	The Castle & Gardens of Mey, Thurso	29,107	23,531	+23.7		S	C
P	Highland Wineries, Inverness	25,000 E	27,000	-7.4			D
P	Glenmorangie Distillery, Tain	24,730	22,063	+12.1			D
CT	Beaully Firth & Glens Trust, Beaully	24,187	19,172	+26.2	F		VC
P	Inshriach Nursery, Aviemore	23,500 E	20,000	+17.5	F		G
CT	Durness Visitor Centre, Durness	22,231	19,948	+11.4	F		VC
P	Tomatin Distillery, Tomatin	21,772 E	28,866 E	-24.6			D
PLC	Dalwhinnie Distillery, Dalwhinnie	19,942	18,993	+5.0			D
NTS	Glenfinnan Monument, Glenfinnan	19,552	16,231	+20.5		S	HM
P	Cairngorm Reindeer Centre, Aviemore	19,357 E	17,918	+8.0			Z
PLC	Glen Ord Distillery, Muir of Ord	18,868	20,135	-6.3			D
G	Knockan Crag Visitor Centre, Ullapool	18,750 E	11,250 E	+66.7	F		VC
P	Assynt Visitor Centre, Lochinver	18,163	20,028	-9.3	F	S	VC
LA	Inverness Floral Hall & Coffee Shop, Inverness	17,623	16,960	+3.9			G
P	Seaprobe Atlantis Cruises, Kyle of Lochalsh	14,759 E	14,548	+1.5		S	N
CT	Dolphin & Seal Centre at North Kessock, Spey Bay	14,648	21,881	-33.1	F	S	VC
P	AromaSciences, Aultbea, Achnasheen	14,000	DK			F	WP
LA	Highland Folk Museum (Kingussie) <sup>ix</sup> , Kingussie	13,878	7,401	+87.5	F	S	MAG
G	Beinn Eighe NNR Visitor Centre (SNH), by Achnasheen	12,194	11,899	+2.5	F	S	VC
P	Skye Museum of Island Life, Kilmuir	12,000 E	DK			S	MAG
CT	West Highland Museum, Fort William	11,065	8,500	+30.2			MAG
CT	RSPB Insh Marshes Nature Reserve, nr Kingussie	10,000 E	11,400	-12.3	F		N
LA	Ferrycroft Countryside Centre, Lairg	9,366	10,210	-8.3	F	S	VC
CT	Glencoe & North Lorn Folk Museum, Ballachulish	9,046	8,665	+4.4		S	MAG
NTS	Balmacara Estate & Lochalsh Woodland Garden, Balmacara	8,849	11,649	-24.0		S	G
CT	Glenfinnan Station Museum, Glenfinnan	8,565	8,500	+0.8		S	MAG
NTS	Torridon Countryside Centre, Achnasheen	7,705	6,815	+13.1		S	VC
P	Timespan Heritage Centre <sup>x</sup> , Helmsdale	7,563	12,685	-40.4		S	MAG
CT	Groam House Museum, Rosemarkie	6,897	6,461	+6.7	F		MAG
CT	Ullapool Museum and Visitor Centre, Ullapool	6,437	6,049	+6.4		S	MAG
CT	Mallaig Heritage Centre, Mallaig	6,428	6,861	-6.3			VC
CT	Historylinks Museum, Dornoch	6,410	5,692	+12.6			MAG
CT	Gairloch Heritage Museum, Gairloch	6,400	6,007	+6.5		S	MAG
P	Bright Water Visitor Centre, Kyleakin	6,385	6,944	-8.1	F	S	VC
P	Achiltibuie Hydroponicum, nr Ullapool	6,000 E	7,691	-22.0		S	G
P	Benromach Distillery & Malt Whisky Centre, Forres	5,500 E	5,500	0.0			D
P	Attadale Gardens, Strathcarron	5,200 E	5,300	-1.9		S	G
CT	Tarbat Discovery Centre, Tain	4,850	4,322	+12.2		S	VC
NTS	Hugh Miller's Cottage, Cromarty	4,788	4,927	-2.8		S	HH
LA	The Aluminium Story/Visitor Centre, Kinlochleven	4,663	5,905	-21.0	F		VC
P	Commando Exhibition, Spean Bridge	4,500 E	4,445	+1.2	F		MAG
CT	Clan Cameron Museum, Spean Bridge	4,300 E	4,118	+4.4		S	MAG
P	Wick Heritage Centre, Wick	4,119	3,699	+11.4		S	VC
CT	RSPB Forsinard Reserve, Forsinard	3,829	3,827	+0.1	F	S	N
P	Pulteney Distillery Visitor Centre, Wick	3,460	3,027	+14.3			D
PLC	Clynesh Visitor Centre, Brora	3,348	3,192	+4.9			D
P	Toy Museum, Glendale	3,341	2,851	+17.2			MAG
CT	Strathnaver Museum, Thurso	3,056	3,028	+0.9		S	MAG
P	Abriachan Garden Nursery, Inverness	2,850 E	2,100	+35.7		S	G
CT	Burghead Headland Trust, Elgin	2,823	2,500	+12.9	F	S	VC
CT	Tain Through Time, Tain	2,663	3,060	-13.0		S	VC
CT	Lybster Harbour Visitor Centre, Lybster	2,406 E	DK			S	VC
CT	Laidhay Croft Museum, Dunbeath	2,360	3,513	-32.8		S	MAG
P	Auchgourish Gardens, Boat of Garten	2,300 E	5,027	-54.2		S	G
LA	Seadrift, Dunnet	2,288	1,489	+53.7	F	S	VC

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F S</b>	<b>Cat.</b>
CT	Giant Angus Macaskill Museum, Dunvegan	1,100	DK		F S	MAG
P	Lyth Arts Centre, Wick	881	1,057	-16.7	S	MAG
PLC	Cragganmore Distillery, Ballindalloch	545	DK		S	D
P	Orcadian Stone Company Ltd, Golspie	428 E	400	+7.0	S	MAG

## 9.12. ATTRACTIONS IN ORKNEY

(IN DECREASING ORDER OF VISITS)

*Graph 9.15 – Quarterly Visitation Pattern to Attractions located in Orkney*



Quarters 2007

Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

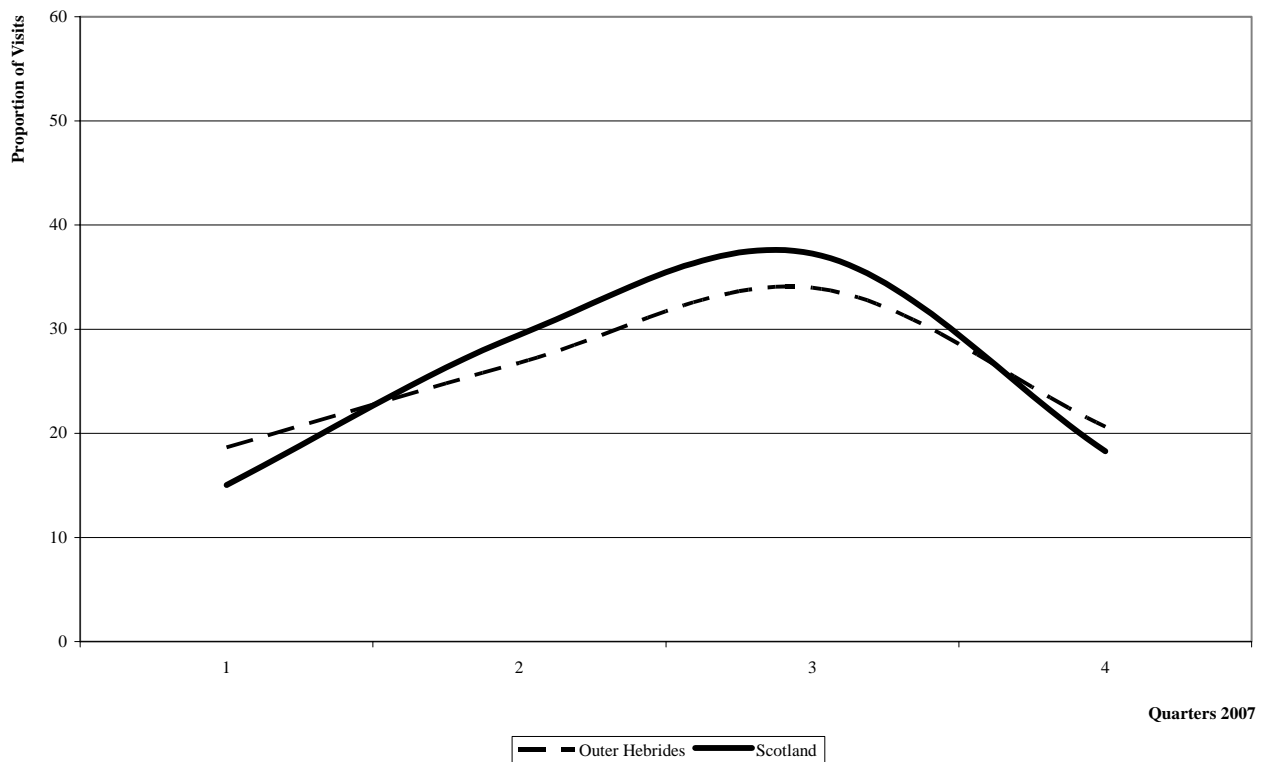
Owner	Attraction	2007	2006	%07/06	F S	Cat.
P	Italian Chapel, Lambholm	89,964 E	90,710	-0.8	F	WS
LA	St Magnus Cathedral <sup>xii</sup> , Kirkwall	76,847 E	23,186 E	+231.4	F	WS
HS	Skara Brae, Stromness	69,990	64,587	+8.4		HM
P	Skaill House, Sandwick	50,826	49,112	+3.5	S	HH
HS	Maeshowe, Stromness	23,522	24,789	-5.1		HM
LA	Orkney Museum, Kirkwall	23,228	21,433	+8.4	F	MAG
P	Sheila Fleet Jewellery, Tankerness	15,000 E	15,000	0.0	F	WP
CT	Orkney Fossil and Vintage Centre, Burray	14,483	13,664	+6.0	F S	VC
P	Highland Park Distillery, Kirkwall	11,910	12,479	-4.6		D
LA	Scapa Flow Visitor Centre and Museum, Lyness	11,573	12,018	-3.7	F	MAG
P	Tomb of the Eagles, South Ronaldsay	10,287	11,011	-6.6	S	HM
HS	Bishop's and Earl's Palaces, Kirkwall	10,038	9,093	+10.4	S	HH
HS	Broch of Gurness, Evie	9,542	11,394	-16.3	S	HM
CT	Stromness Museum, Stromness	8,281	9,068	-8.7		MAG
LA	Corrigall Farm Museum, Harray	7,136	6,155	+15.9	F S	MAG
LA	Kirbister Museum, Birsay	6,000 E	5,440 E	+10.3	F S	MAG
HS	Brough of Birsay, Birsay	4,886	5,872	-16.8	S	HM
PLC	Westray Heritage Centre, Westray	1,953	1,856	+5.2	S	VC
LA	Barony Mill, Birsay	1,901	1,431	+32.8	F S	WP
HS	Hackness Battery & Martello Tower, Hoy	1,632	1,887	-13.5	S	OHP
CT	Orkney Wireless Museum, Kirkwall	1,573	1,635	-3.8	S	MAG



## 9.13. ATTRACTIONS IN THE OUTER HEBRIDES

(IN DECREASING ORDER OF VISITS)

*Graph 9.16 – Quarterly Visitation Pattern to Attractions located in the Outer Hebrides*



*Attraction Data*

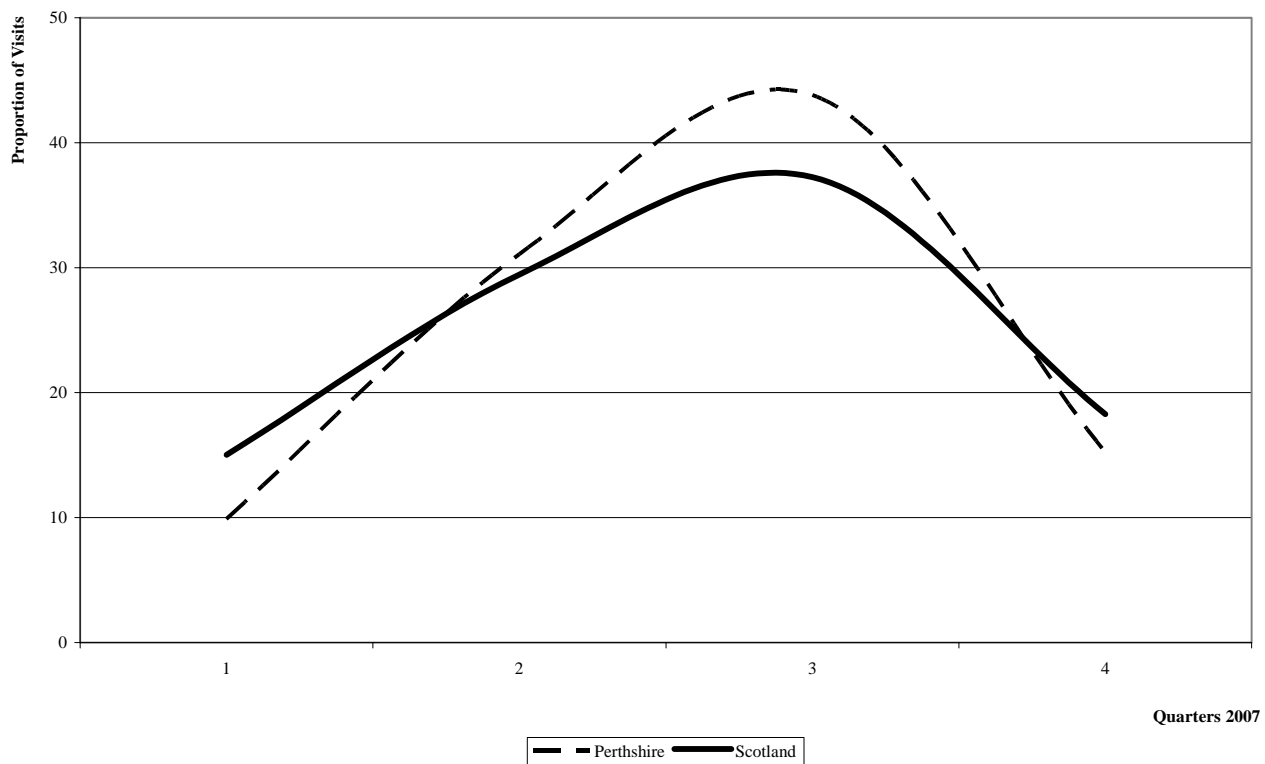
**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Cat.
CT	An Lanntair, Stornoway	186,772	179,559 E	+4.0	F	O
CT	Taigh Chearsabhaigh Museum Arts Centre, North Uist	34,031	31,188	+9.1		VC
CT	Calanais Visitor Centre, Calanais	19,795	19,584	+1.1	F	VC
CT	Gearrannan Blackhouse Village, Carloway	13,355	11,600	+15.1	S	VC
HS	Black House Arnol, Bragar	10,208	10,697	-4.6		HH
HS	Kisimul Castle, Castlebray	5,616	4,222	+33.0	S	C
LA	Museum nan Eilean <sup>x</sup> , Stornoway	3,584 E	15,017	-76.1	F S	MAG
CT	Comunn Eachdraidh Nis (Ness Historical Society), Habost	3,525 E	DK		F	VC
O	Shawbost School Museum, Shawbost	800 E	800 E	0.0	F S	MAG
CT	Bernera Museum, Bernera	480 E	472	+1.7	S	MAG

## 9.14. ATTRACTIONS IN PERTHSHIRE

(In decreasing order of visits)

*Graph 9.17 – Quarterly Visitation Pattern to Attractions located in Perthshire*



Quarters 2007

### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

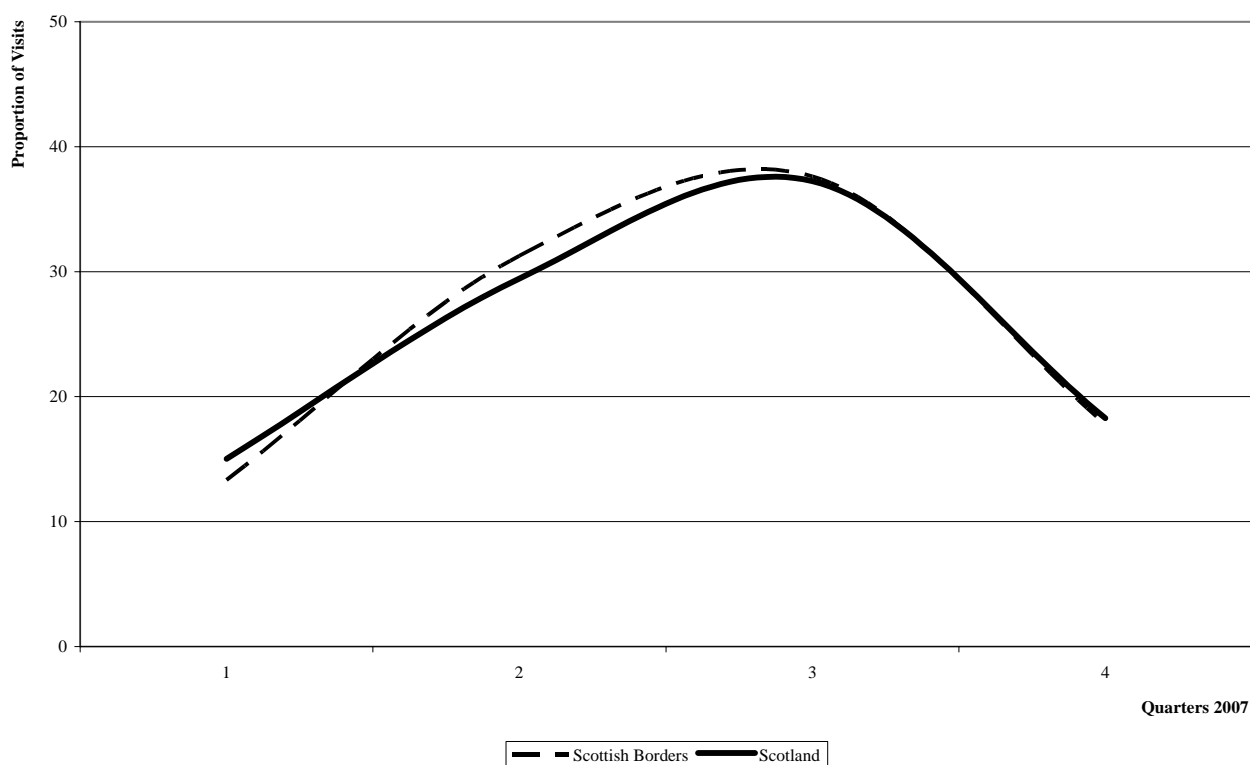
Owner	Attraction	2007	2006	%07/06	F	S	Cat.
G	Queens' View Visitor Centre, Dunkeld	158,138 E	143,762	+10.0	F	S	VC
CT	Blair Castle, nr Pitlochry	143,260	147,660	-3.0			HH
P	Tullibardine Distillery, Blackford	135,000 E	130,000	+3.8			D
P	Scone Palace, Perth	98,894	90,917	+8.8		S	HH
P	Edradour Distillery, by Pitlochry	95,291	88,885	+7.2	F		D
LA	Perth Museum & Art Gallery, Perth	95,215	64,238	+48.2	F		MAG
P	Stuart & Waterford Crystal, Crieff	90,327	98,280	-8.1	F		VC
R	Dunkeld Cathedral, Dunkeld	69,938	75,218	-7.0	F		WS
PLC	Scottish and Southern Energy Visitor Centre, Pitlochry	46,023	49,302	-6.7	F	S	VC
CT	RSPB (Vane Farm), Kinross	40,604 E	40,000 E	+1.5		S	N
PLC	Blair Athol Distillery, Pitlochry	37,491	33,000	+13.6			D
PLC	Dewar's World of Whisky, Aberfeldy	35,001	33,874	+3.3			D
P	Water Mill and Tea Room, Blair Atholl	30,537 E	27,874	+9.6		S	VC
P	Scottish Liqueur Centre, Perth	28,163 E	15,000	+87.8	F		D
CT	Scottish Crannog Centre, Kenmore	26,300 E	26,517	-0.8		S	VC
P	Bridge of Allan Brewery Limited, Bridge of Allan	15,514	14,953	+3.8	F		D
CT	Drummond Gardens, Muthill, Crieff	15,285	18,597	-17.8		S	G
HS	Loch Leven Castle, Kinross	14,233	16,137	-11.8		S	C
G	Black Watch Regimental Museum, Perth	12,019	9,233	+30.2	F		MAG
LA	Fergusson Gallery, Perth	11,128	13,520	-17.7	F		MAG
HS	Huntingtower Castle, by Perth	7,810	8,587	-9.0			C
CT	Loch of Kinnordy RSPB Reserve, Perth	7,500 E	9,500	-21.1	F		N

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Cat.</b>
NTS	Branklyn Garden, Perth	7,146	7,680	-7.0		S	G
HS	Elcho Castle, Perth	6,646	6,749	-1.5		S	C
R	St John's Kirk, Perth	6,293	5,954	+5.7	F	S	WS
HS	St Serf, Dunning	3,984	3,805	+4.7	F	S	HM
CT	Atholl Country Life Museum, Blair Atholl	2,126	1,682	+26.4		S	MAG
CT	Bolfracks Garden, Aberfeldy	2,000 E	1,800 E	+11.1		S	G
CT	Innerpeffray Library, Crieff	1,316	1,147	+14.7		S	OHP
LA	Alyth Museum, Perth	1,007	1,192	-15.5	F	S	MAG
P	Loch Tay Pottery, Aberfeldy	800 E	840	-4.8	F		WP

## 9.15. ATTRACTIONS IN THE SCOTTISH BORDERS

(IN DECREASING ORDER OF VISITS)

*Graph 9.18 – Quarterly Visitation Pattern to Attractions located in the Scottish Borders*



*Attraction Data*

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

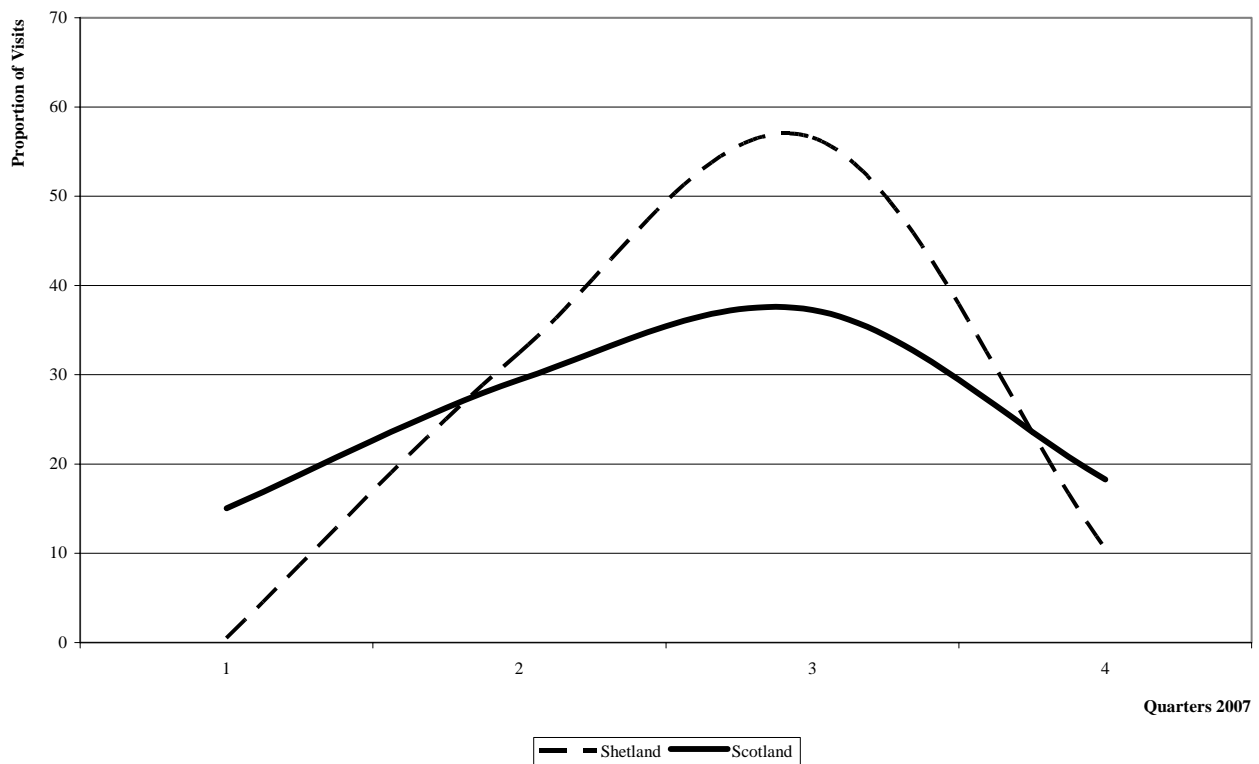
Owner	Attraction	2007	2006	%07/06	F S	Cat.
P	Teviot Watergardens, Kelso	181,487	173,123	+4.8	F	G
HS	Melrose Abbey, Melrose	45,070	46,942	-4.0		HM
CT	Traquair House, Innerleithen	41,526	41,000	+1.3	S	HH
CT	Abbotsford, Melrose	25,938	30,582	-15.2	S	HH
HS	Dryburgh Abbey, St Boswells	22,571	23,346	-3.3		HM
CT	Dawyck Botanic Garden, nr Peebles	21,798	21,123	+3.2		G
LA	Harestanes Countryside Visitor Centre, Jedburgh	21,000 E	22,700	-7.5	F S	VC
HS	Jedburgh Abbey, Jedburgh	20,598	22,373	-7.9		HM
CT	Pasxton House, nr Berwick	18,729	20,378	-8.1	S	HH
P	Jedforest Deer & Farm Park, Jedburgh	14,534	18,010 E	-19.3	S	Z
P	Bowhill House and Country Park, Selkirk	14,157	11,864	+19.3	S	HH
LA	Mary Queen of Scot's Visitor Centre, Jedburgh	12,336	10,982	+12.3	S	VC
LA	Jedburgh Castle Jail and Museum, Jedburgh	11,388	10,454	+8.9	S	MAG
P	Hirsel Country Park, Coldstream	10,869 E	11,462 E	-5.2	F	CP
NTS	Priorwood Garden, Melrose	10,371	7,047	+47.2	S	G
LA	Tweeddale Museum, Peebles	8,753 E	12,477 E	-29.8	F	MAG
LA	Hawick Museum and the Scott Gallery, Hawick	7,435 E	9,100	-18.3	F S	MAG
LA	Halliwell's House Museum & Robson Gallery, Selkirk	7,209	6,334	+13.8	F	MAG
HS	Smailholm Tower, Kelso	6,781	6,706	+1.1		OHP
HS	Hermitage Castle, Newcastleton	5,917	6,668	-11.3	S	C
P	Manderston, Duns	5,847	7,454	-21.6	S	HH
LA	St Ronan's Wells Visitor Centre, Innerleithen	5,790	4,196	+38.0	F S	VC

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Cat.</b>
LA	Sir Walter Scotts Courtroom, Selkirk	5,414	4,825	+12.2	F		MAG
LA	Coldstream Museum, Coldstream	5,359	6,030	-11.1	F	S	MAG
LA	Old Gala House and Christopher Boyd Gallery, Galashiels	4,452	6,026	-26.1	F		MAG
CT	Mellerstain House, Gordon	4,339	6,019	-27.9		S	HH
LA	Drumlanrig's Tower, Hawick	4,055	4,377	-7.4		S	VC
CT	Eyemouth Museum, Eyemouth	3,798	3,547	+7.1		S	MAG
CT	The Three Hills Roman Heritage Centre, Melrose	3,221	3,767	-14.5		S	VC
LA	Jim Clark Trophy Room, Duns	2,920	3,192	-8.5		S	MAG
NTS	Robert Smail's Printing Works, Innerleithen	2,743	1,824	+50.4			WP
CT	John Buchan Centre, Biggar	889	738	+20.5		S	MAG
CT	Liddesdale Heritage Centre & Museum, Newcastleton	728	575	+26.6		S	VC
CT	Mertoun Gardens, Melrose	295 E	343	-14.0		S	G
P	Cornice Museum of Ornamental Plasterwork, Peebles	150 E	180	-16.7	F		WP

## 9.16. ATTRACTIONS IN SHETLAND

(IN DECREASING ORDER OF VISITS)

*Graph 9.19 – Quarterly Visitation Pattern to Attractions located in Shetland*



*Attraction Data*

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attractions	2007	2006	%07/06	F S	Cat.
LA	Shetland Museum and Archives <sup>viii</sup> , Lerwick	55,142 E	0		F S	MAG
CT	RSPB Shetland (Sumburgh Head Reserve), Virkie	29,000 E	30,000	-3.3	F	N
HS	Jarlshof, Sumburgh	12,216	15,589	-21.6	S	HM
P	Shetland Jewellery, Weisdale	6,389 E	8,436	-24.3	F	WP
CT	Tangwick Haa Museum, Eshaness	4,719	5,867	-19.6	F S	MAG
CT	Shetland Croft House Museum, Dunrossness	4,214	4,215	-0.0	F S	MAG
CT	Unst Heritage Centre, Unst	3,692	3,392	+8.8	S	VC
P	Nornova Knitwear Workshop, Unst	3,600 E	986 E	+265.1	F S	WP
CT	Quendale Water Mill & Visitor Attraction, Quendale	3,500 E	3,525	-0.7	S	VC
CT	Unst Boat Haven, Unst	3,366	2,752	+22.3	S	MAG
CT	Old Haa, Yell	3,123 E	3,330	-6.2	F S	MAG
HS	Muness Castle, Unst	3,113	2,408	+29.3	F S	C
G	Island of Noss, Lerwick	1,273	1,344	-5.3	S	N
G	Hermaness Visitor Centre, Unst	1,129 E	1,293 E	-12.7	F S	VC
LA	Fetlar Interpretive Centre, Fetlar	1,092	1,063	+2.7	S	VC
CT	Bod of Gremista, Lerwick	902	997	-9.5	F S	MAG
CT	Hanseatic Booth, Whalsay	159 E	170 E	-6.5	S	OHP

## 10. LISTING BY ATTRACTION CATEGORY

The quarterly seasonality pattern of visitor attractions is based upon 490 attractions which provided monthly visits data for both years 2007 and 2006.

### 10.1. QUARTERLY VISITATION ANALYSIS BY ATTRACTION CATEGORY

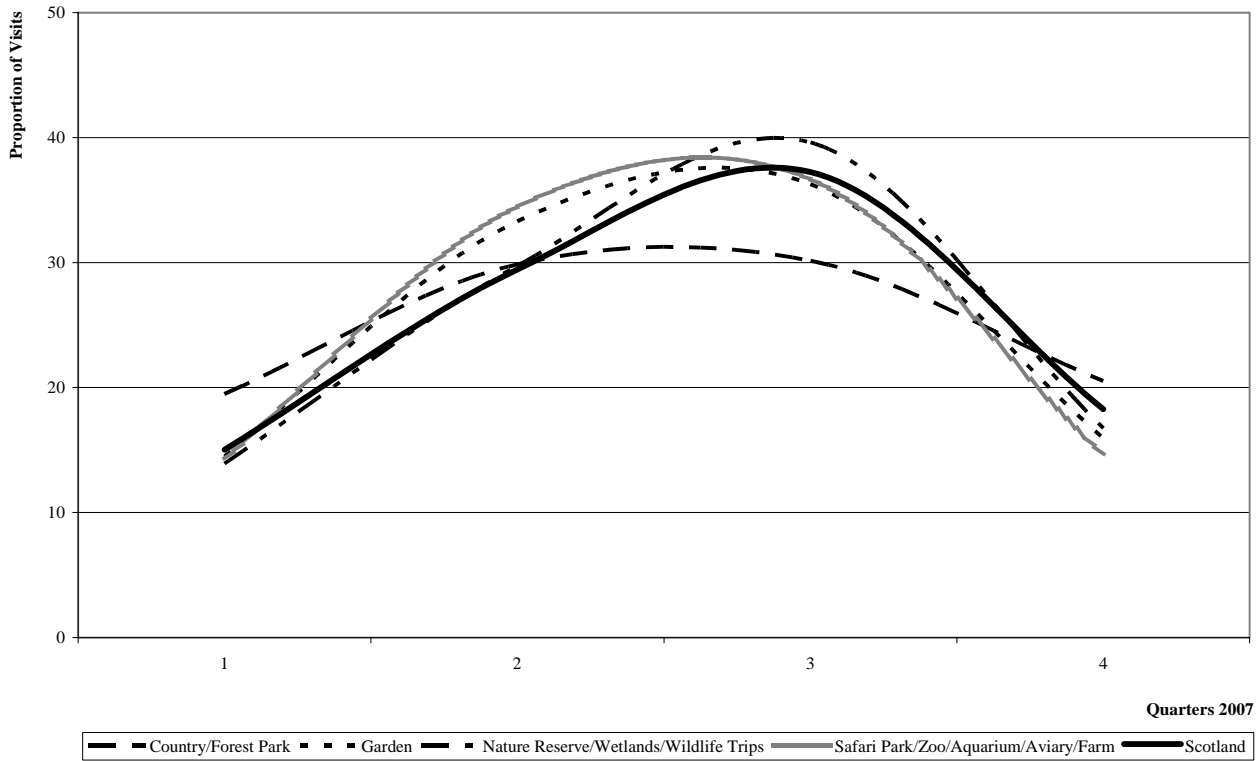
VS Region	Common Sample	2007					2006				
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec
C	51	8%	32%	47%	13%	3,426,201	8%	33%	48%	12%	3,348,303
CP	18	20%	30%	30%	21%	10,793,340	20%	31%	30%	19%	10,586,339
D	21	8%	30%	48%	14%	466,151	8%	30%	49%	13%	466,690
G	31	13%	34%	38%	16%	961,651	10%	35%	40%	14%	971,846
HH	43	7%	31%	49%	13%	1,206,682	7%	31%	50%	13%	1,193,741
HM	29	5%	33%	53%	9%	656,788	5%	33%	54%	8%	638,749
MAG	155	18%	27%	35%	20%	6,239,961	18%	29%	33%	19%	6,324,972
N	9	13%	30%	41%	16%	372,292	8%	29%	48%	15%	308,827
OHP	12	12%	29%	43%	16%	372,198	12%	30%	42%	16%	398,735
R	2*	4%	25%	44%	28%	127,276	2%	28%	50%	21%	113,919
VC	74	12%	31%	40%	17%	3,654,467	12%	31%	41%	16%	3,612,984
WP	7	1%	36%	52%	11%	20,473	1%	32%	60%	7%	20,066
WS	20	11%	26%	46%	16%	1,180,889	10%	29%	48%	14%	1,065,134
Z	12	13%	34%	39%	14%	1,089,068	12%	33%	41%	14%	1,104,999
O	6	13%	26%	40%	21%	774,811	15%	25%	41%	18%	825,317
<b>Scotland</b>	<b>490</b>	<b>15%</b>	<b>30%</b>	<b>37%</b>	<b>18%</b>	<b>31,342,248</b>	<b>15%</b>	<b>31%</b>	<b>37%</b>	<b>17%</b>	<b>30,980,621</b>

\* samples of responding attractions are very small. Caution should be taken when interpreting results as these may not be representative of the whole category.

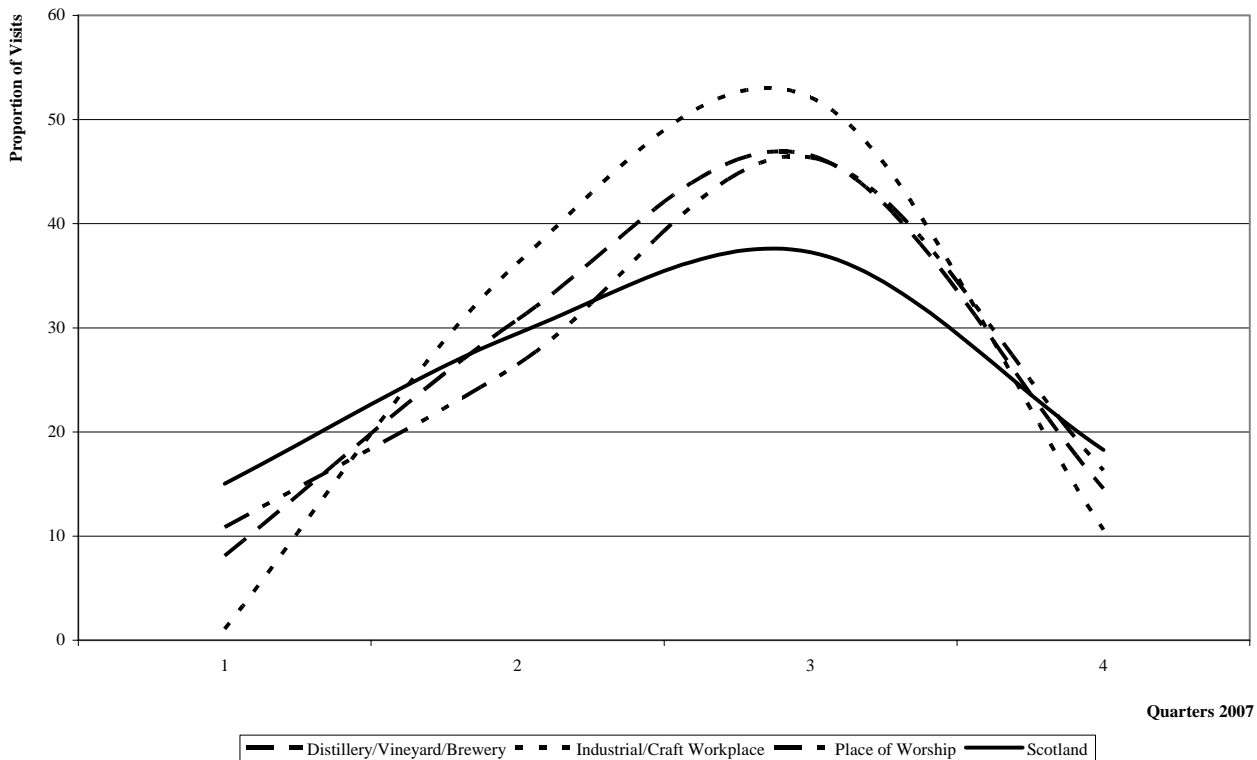
Those categories that identified the most regular distribution of visits throughout the year were Country/Forest Parks and Museum/Art Galleries. In contrast Workplace and Historic/Monument categories experienced the greatest seasonal pattern to visits.

## 10.2. QUARTERLY VISITATION PATTERNS BY ATTRACTION CATEGORY

*Graph 10.1 – Quarterly Visitation Pattern to Attractions  
Related to the Environment and the Outdoors*

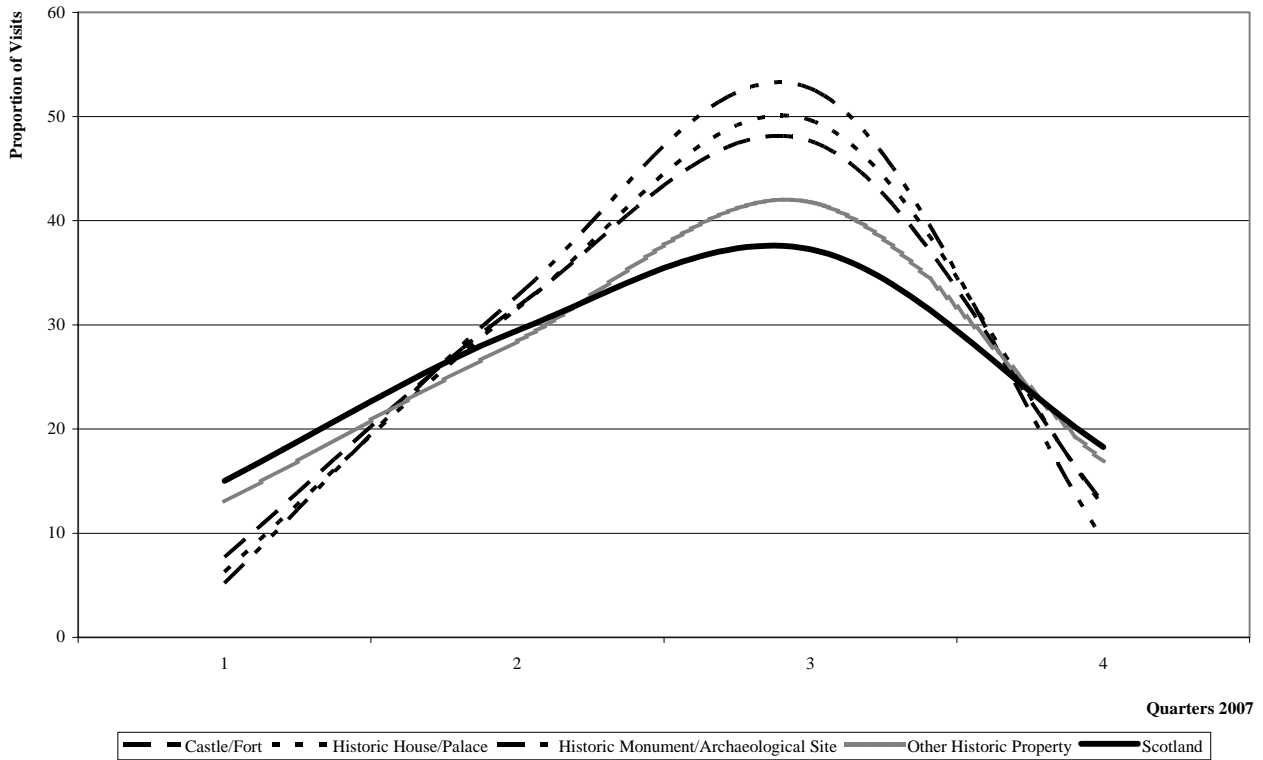


*Graph 10.2 – Quarterly Visitation Pattern to Workplaces and Places of Worship*

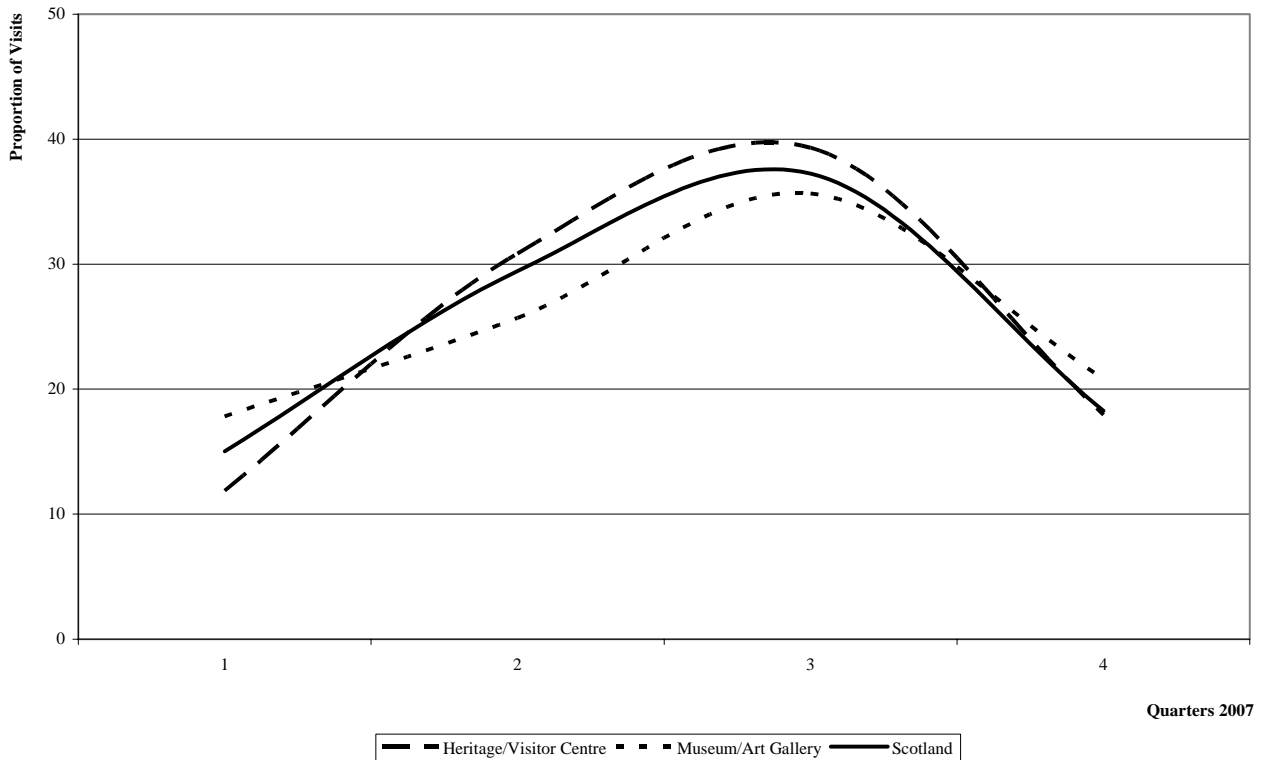




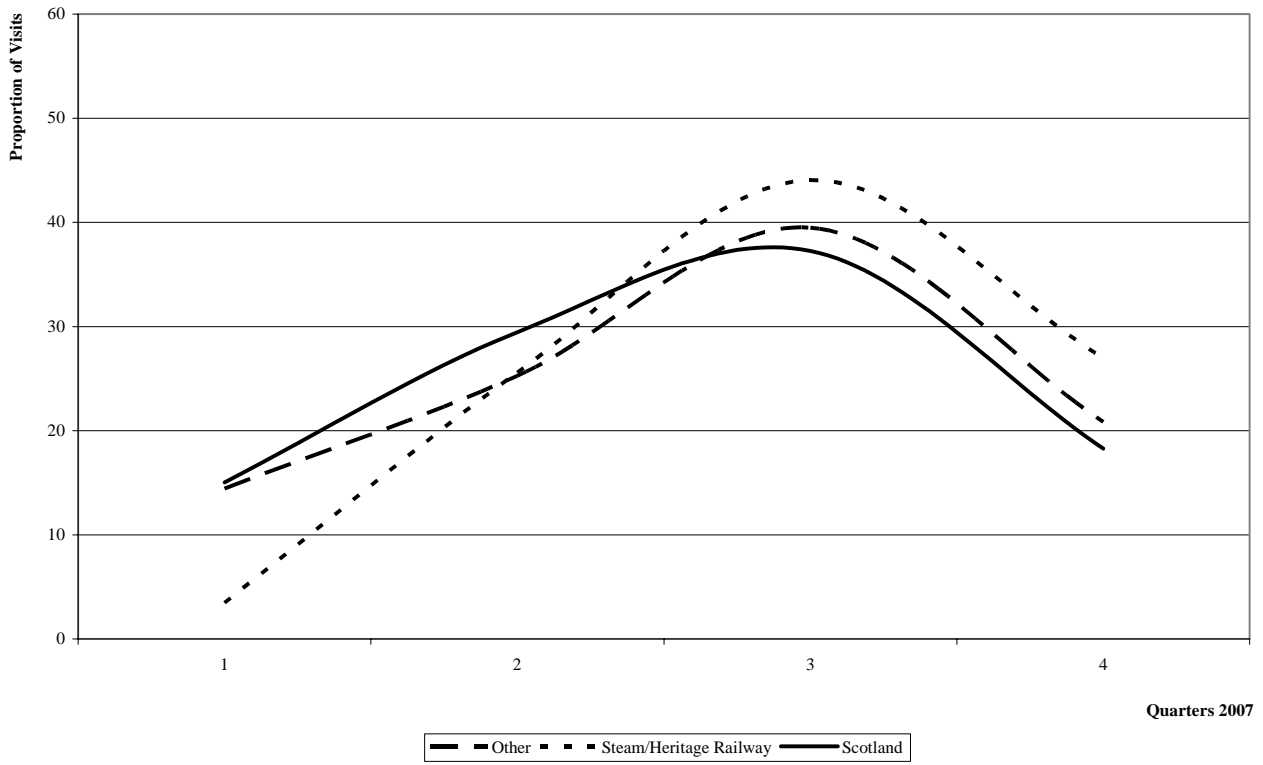
*Graph 10.3 – Quarterly Visitation Pattern to Heritage-related Attractions*



*Graph 10.4 – Quarterly Visitation Pattern to Museums, Art Galleries and Heritage/Visitor Centres*



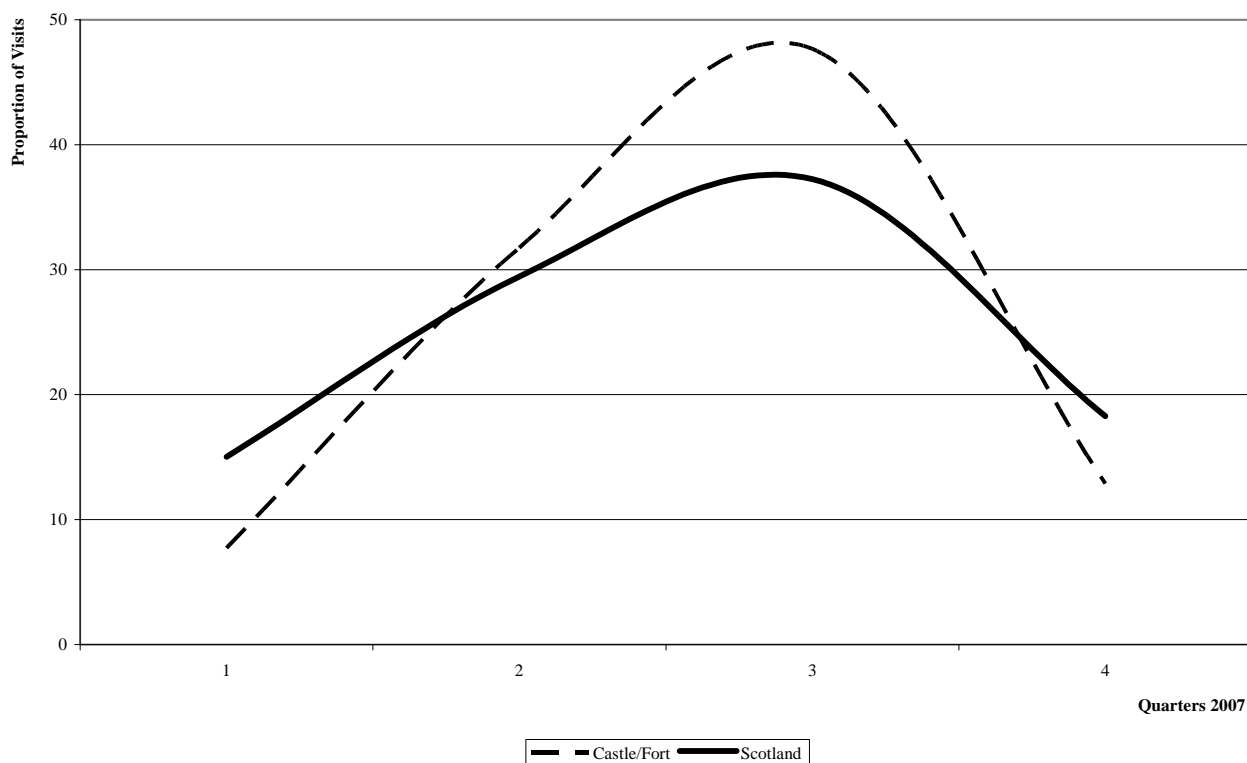
*Graph 10.5 – Quarterly Visitation Pattern to Railways and Other Attractions*



### 10.3. VISITS TO CASTLES & FORTS

(IN DECREASING ORDER OF VISITS)

*Graph 10.6 – Quarterly Visitation Pattern to Castles and Forts*



#### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

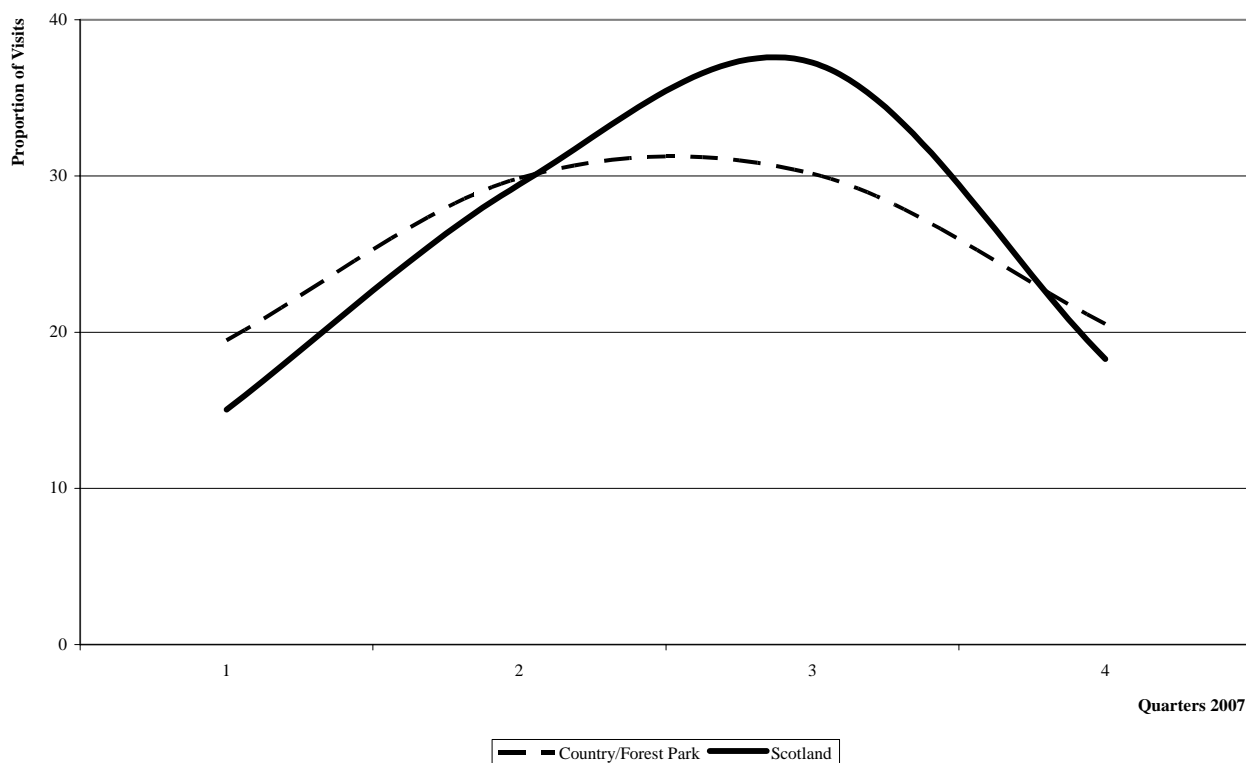
Owner	Attractions	2007	2006	%07/06	F	S	Region
HS	Edinburgh Castle, Edinburgh	1,229,712	1,211,036	+1.5			ED
HS	Stirling Castle, Stirling	389,011	385,755	+0.8			AR
CT	Eilean Donan Castle and Visitor Centre <sup>iv</sup> , by Kyle of Lochalsh	283,751	271,414	+4.5	F	S	HI
HS	Urquhart Castle, Drumnadrochit	277,394	248,167	+11.8			HI
NTS	Culzean Castle and Country Park, Maybole	190,423	188,026	+1.3			AY
CT	Glamis Castle, Glamis	118,801 E	107,419	+10.6			AN
P	Cawdor Castle, Nairn	90,414	88,815	+1.8		S	HI
NTS	Crathes Castle, Banchory	61,422	64,108	-4.2			AB
P	Balmoral Estates, Ballater	60,000	64,000	-6.3		S	AB
HS	Fort George, Inverness	59,063	61,785	-4.4			HI
HS	St Andrew's Castle, St Andrews	58,137	63,873	-9.0			FI
LA	Lauriston Castle and Grounds, Edinburgh	38,714	46,506	-16.8			ED
P	Dunnottar Castle, Stonehaven	36,500 E	36,170	+0.9			AB
NTS	Brodick Castle, Brodick	35,691	34,244	+4.2		S	AY
HS	Caerlaverock Castle, Dumfries	35,251	35,425	-0.5			DG
HS	Doone Castle, Doone	34,257	35,401	-3.2			AR
P	Duart Castle, Craignure	34,000 E	34,000	0.0		S	AR
P	Torosay Castle, Craignure	30,000 E	30,000	0.0		S	AR
CT	The Castle & Gardens of Mey, Thurso	29,107	23,531	+23.7		S	HI
HS	Tantallon Castle, North Berwick	26,910	23,006	+17.0			ED
NTS	Brodie Castle, Forres	24,449	15,723	+55.5			AB
HS	Dunstaffnage Castle, by Oban	23,345	28,282	-17.5			AR

<b>Owner</b>	<b>Attractions</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Region</b>
NTS	Drum Castle, Banchory	22,946	18,663	+22.9			AB
NTS	Fyvie Castle, Turriff	21,171	17,094	+23.9	S		AB
HS	Castle Campbell, Dollar	20,160	20,806	-3.1			AR
HS	Craigmillar Castle, Edinburgh	19,863	17,071	+16.4			ED
NTS	Castle Fraser, Inverurie	17,288	15,172	+13.9	S		AB
P	Ballindalloch Castle, Banff	17,017 E	16,892	+0.7	S		AB
HS	Dirleton Castle, Dirleton	15,877	19,495	-18.6			ED
HS	Threave Castle, Castle Douglas	15,386	15,898	-3.2	S		DG
HS	Huntly Castle, Huntly	14,766	15,903	-7.1			AB
HS	Loch Leven Castle, Kinross	14,233	16,137	-11.8	S		PE
HS	Blackness Castle, Linlithgow	12,886	14,227	-9.4			AR
NTS	Kellie Castle, Pittenweem	12,608	10,409	+21.1	S		FI
HS	Dumbarton Castle, Dumbarton	11,742	12,374	-5.1			AR
HS	Aberdour Castle, Aberdour	11,492	10,816	+6.3			FI
LA	Castle of St John, Stranraer	10,953	8,338	+31.4	F	S	DG
HS	Rothsay Castle, Rothsay	10,875	8,552	+27.2			AR
NTS	Craigievar Castle, Alford	10,055	9,380	+7.2	S		AB
HS	Bothwell Castle, Uddingston	9,075	6,535	+38.9			GG
HS	Dundonald Castle, Dundonald	8,565	6,782	+26.3	S		AY
HS	Kildrummy Castle, by Alford	8,155	7,430	+9.8	S		AB
HS	Edzell Castle, By Brechin	7,816	8,944	-12.6			AN
HS	Huntingtower Castle, by Perth	7,810	8,587	-9.0			PE
HS	Elcho Castle, Perth	6,646	6,749	-1.5	S		PE
HS	Cardoness Castle, Castle Douglas	6,382	6,766	-5.7			DG
HS	Balvenie Castle, Keith	6,149	6,263	-1.8	S		AB
HS	MacLellans Castle, Kirkcudbright	6,119	7,010	-12.7	S		DG
HS	Hermitage Castle, Newcastleton	5,917	6,668	-11.3	S		SB
HS	Corgarff Castle, Strathdon	5,705	4,121	+38.4			AB
HS	Kisimul Castle, Castlebray	5,616	4,222	+33.0	S		OH
HS	Craignethan Castle, Lesmahagow	5,606	5,550	+1.0			GG
HS	Tolquhon Castle, Tarves	5,130	4,905	+4.6			AB
HS	Newark Castle, Port Glasgow	4,235	3,947	+7.3	S		GG
HS	Muness Castle, Unst	3,113	2,408	+29.3	F	S	SH
HS	Crichton Castle, Pathhead	2,771	3,943	-29.7	S		ED

## 10.4. VISITS TO COUNTRY PARKS & FOREST PARKS

(IN DECREASING ORDER OF VISITS)

*Graph 10.7 – Quarterly Visitation Pattern to Country and Forest Parks*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

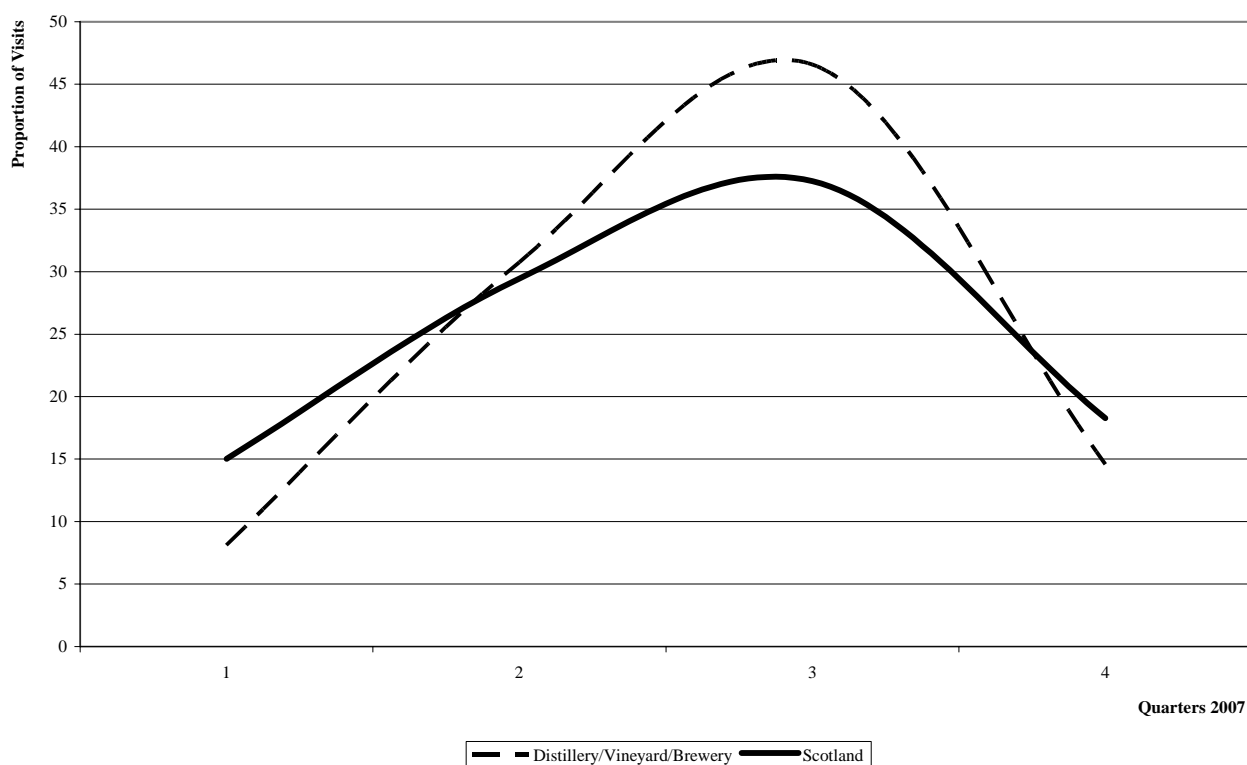
Owner	Attraction	2007	2006	%07/06	F S	Region
LA	Strathclyde Country Park, Motherwell	6,254,706	6,245,533	+0.1	F	GG
LA	Drumpellier Country Park, Motherwell	999,023	962,747	+3.8	F	GG
LA	Palacerigg Country Park, Cumbernauld	648,123	638,407	+1.5	F	GG
LA	Chatelherault Country Park, Hamilton	642,507 E	492,797 E	+30.4	F	GG
LA	Mugdock Country Park, Milngavie	513,520 E	543,055	-5.4	F	GG
LA	Calderglen Country Park, East Kilbride	398,761 E	428,565 E	-7.0	F	GG
LA	Gleniffer Braes Country Park, Paisley	355,219 E	378,120	-6.1	F	GG
LA	Beechraigs Country Park, nr Linlithgow	352,780 E	435,530 E	-19.0	F	ED
LA	Monikie Country Park, Dundee	271,454	217,064	+25.1	F	AN
LA	Dean Castle & Country Park, Kilmarnock	268,653 E	261,867	+2.6	F	AY
LA	Polkemmet Country Park, Whitburn	251,856 E	286,200	-12.0	F	ED
LA	Vogrie Country Park, Gorebridge	250,000 E	250,000	0.0	F	ED
LA	Muiravonside Country Park, Westfield, Falkirk	194,937 E	206,508	-5.6	F	AR
LA	Forfar Loch Country Park, Forfar	185,863 E	161,082	+15.4	F	AN
LA	Aden Country Park, Mintlaw	161,133 E	182,599	-11.8	F	AB
LA	Almondell & Calderwood Country Park, Broxburn	133,347 E	144,942	-8.0	F	ED
LA	Crombie Country Park, Broughty Ferry	121,581	143,788	-15.4	F	AN
G	Mabie Forest, Dumfries	120,000 E	DK		F	DG
LA	James Hamilton Heritage Park, East Kilbride	112,715 E	107,800 E	+4.6	F S	GG
G	Glenmore Forest Park Visitor Centre, by Aviemore	105,143	96,765	+8.7	F	HI
G	Dalbeattie Forest, Dalbeattie	105,000 E	DK		F	DG
LA	Gore Glen Woodland Park, Newtongrange	100,000 E	100,000 E	0.0	F	ED

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Region</b>
NTS	Brodick Country Park, Brodick	53,553	51,501	+4.0		S	AY
G	Forest of Ae, Dumfries	50,000 E	DK		F		DG
LA	Roslin Glen Country Park, Roslin	50,000 E	50,000	0.0	F		ED
LA	Straighten Pond Local Nature Reserve,	30,000 E	30,000	0.0	F		ED
LA	Clyde Muirshiel Regional Park Cornalees Centre, Greenock	13,328 E	17,706	-24.7	F		GG
P	Hirsel Country Park, Coldstream	10,869 E	11,462 E	-5.2	F		SB

## 10.5. VISITS TO DISTILLERIES, VINEYARDS & BREWERIES

(IN DECREASING ORDER OF VISITS)

*Graph 10.8 – Quarterly Visitation Pattern to Distilleries, Vineyards and Breweries*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Region
P	Tullibardine Distillery, Blackford	135,000 E	130,000	+3.8		PE
P	Edradour Distillery, by Pitlochry	95,291	88,885	+7.2	F	PE
PLC	Glenlivet Distillery, Glenlivet	47,867 E	44,241	+8.2	F S	HI
PLC	Talisker Distillery Visitor Centre, Carbost	41,261	35,000	+17.9		HI
P	Glengoyne Distillery, nr Killearn	38,995	29,992	+30.0		AR
PLC	Blair Athol Distillery, Pitlochry	37,491	33,000	+13.6		PE
PLC	Dewar's World of Whisky, Aberfeldy	35,001	33,874	+3.3		PE
P	Oban Distillery Visitor Centre, Oban	30,276	DK			AR
P	Scottish Liqueur Centre, Perth	28,163 E	15,000	+87.8	F	PE
PLC	Glenkinchie Distillery, Tranent	26,241	22,831	+14.9		ED
P	Highland Wineries, Inverness	25,000 E	27,000	-7.4		HI
P	Glenmorangie Distillery, Tain	24,730	22,063	+12.1		HI
P	Tomatin Distillery, Tomatin	21,772 E	28,866 E	-24.6		HI
PLC	Dalwhinnie Distillery, Dalwhinnie	19,942	18,993	+5.0		HI
P	Tobermory Distillery, Tobermory	19,228 E	22,710	-15.3	S	AR
PLC	Glen Ord Distillery, Muir of Ord	18,868	20,135	-6.3		HI
P	Bridge of Allan Brewery Limited, Bridge of Allan	15,514	14,953	+3.8	F	PE
P	Auchentoshan Distillery, Dalmuir	15,235	14,341	+6.2		AR
P	Bladnoch Visitor Centre, Bladnoch	13,500 E	DK			DG
PLC	Strathisla Distillery, Keith	13,026	12,040	+8.2	S	AB
P	Highland Park Distillery, Kirkwall	11,910	12,479	-4.6		OR
HS	Dallas Dhu, Forres	11,379	13,211	-13.9		AB

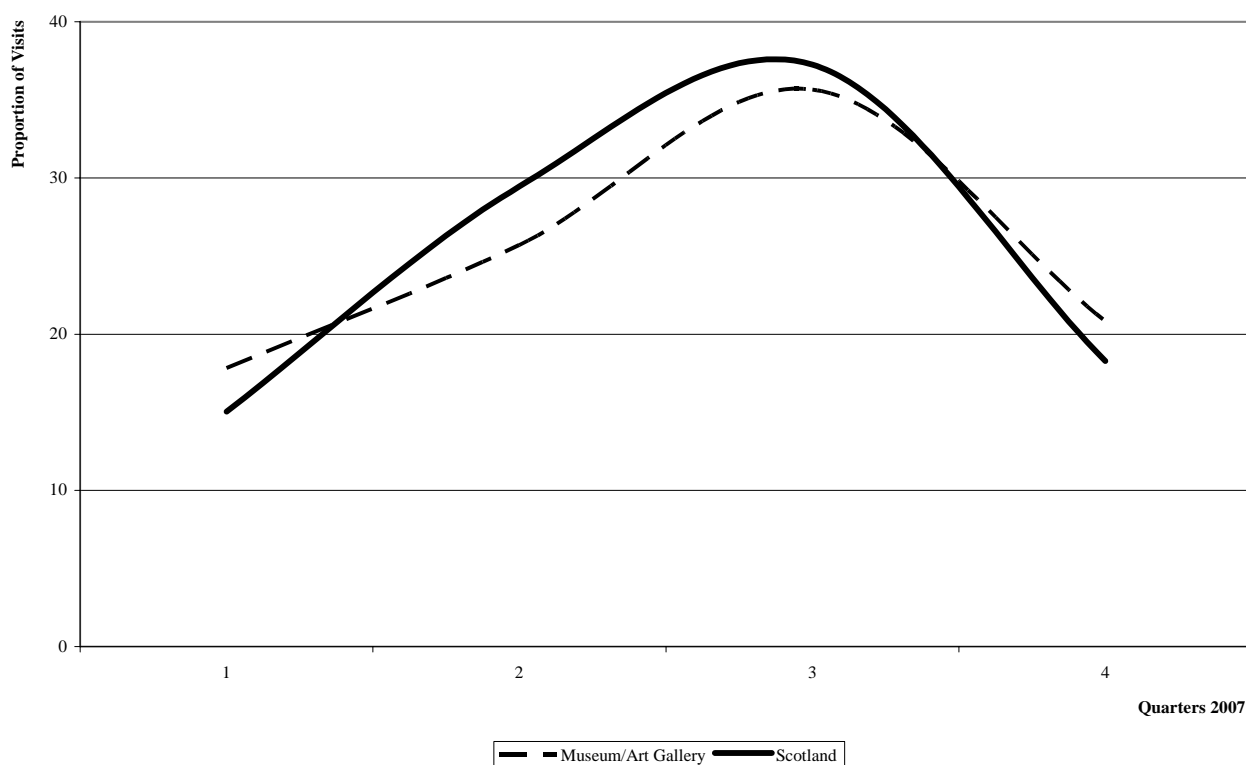
<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Region</b>
P	Macallan Distillery, Craigellachie	10,976	14,000	-21.6			AB
PLC	Glen Grant Distillery and Garden, Aberlour	10,917	20,890	-47.7		S	AB
P	Bruichladdich Distillery,	10,000 E	10,000	0.0			AR
PLC	Royal Lochnagar Distillery Visitor Centre, nr Ballater	9,864	8,547	+15.4			AB
P	Glenfarclas Distillery, Ballindalloch	9,345	10,933	-14.5			AB
P	Morrison's Bowmore Distillery Ltd., Bowmore	8,894	7,062	+25.9			AR
PLC	Laphroaig Distillery,	7,646 E	6,965 E	+9.8			AR
PLC	Cardhu Distillery Visitor Centre, Aberlour	6,556	6,500	+0.9			AB
PLC	Aberlour Distillery Visitors Centre, Aberlour	6,291	5,406	+16.4			AB
P	Benromach Distillery & Malt Whisky Centre, Forres	5,500 E	5,500	0.0			HI
PLC	Ardbeg Distillery, Port Ellen	5,208 E	DK				AR
P	Isle of Jura Distillery, Craighouse	5,074 E	4,500	+12.8	F		AR
P	Sulwath Brewery, Castle Douglas	5,000 E	9,000	-44.4	F		DG
P	Glen Garioch Distillery, Inverurie	4,953	4,403	+12.5		S	AB
P	Lagavulin Distillery Visitor Centre, Port Ellen	4,881 E	DK			S	AR
P	Bunnahabhain Distillery, Port Askaig	4,234 E	4,659	-9.1			AR
P	Pulteney Distillery Visitor Centre, Wick	3,460	3,027	+14.3			HI
PLC	Clynelish Visitor Centre, Brora	3,348	3,192	+4.9			HI
PLC	Glendronach Distillery, Huntly	1,334	1,567	-14.9	F	S	AB
PLC	Cragganmore Distillery, Ballindalloch	545	DK			S	HI



## 10.6. VISITS TO MUSEUMS & ART GALLERIES

(IN DECREASING ORDER OF VISITS)

*Graph 10.9 – Quarterly Visitation Pattern to Museums and Art Galleries*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Region
LA	Kelvingrove Art Gallery & Museum <sup>ii</sup> , Glasgow	2,232,475	1,880,956	+18.7	F	GG
O	National Galleries of Scotland <sup>iii</sup> (Edinburgh Sites) <sup>iv</sup> , Edinburgh	1,442,304	1,509,613	-4.5	F	ED
O	National Museum of Scotland, Edinburgh	841,849	830,670	+1.3	F	ED
LA	Gallery of Modern Art, Glasgow	580,148	554,152	+4.7	F	GG
LA	Museum of Transport, Glasgow	535,845	506,339	+5.8	F	GG
CT	Glasgow Science Centre, Glasgow	480,864	410,513	+17.1		GG
G	National War Museum, Edinburgh	468,125	421,568	+11.0	F	ED
CT	Our Dynamic Earth, Edinburgh	290,653	300,420	-3.3		ED
LA	People's Palace, Glasgow	277,536	339,976	-18.4	F	GG
LA	Museum of Childhood, Edinburgh	221,010	233,690	-5.4	F	ED
LA	The Burrell Collection, Glasgow	192,551	203,903	-5.6	F	GG
LA	St Mungo Museum, Glasgow	187,624	178,558	+5.1	F	GG
CT	Dundee Contemporary Arts, Dundee	183,199	272,692	-32.8	F	AN
LA	Aberdeen Art Gallery, Aberdeen	181,061	207,996	-12.9	F	AB
CT	Fruitmarket Gallery, Edinburgh	173,139	175,943	-1.6	F	ED
LA	Dick Institute Museum, Kilmarnock	160,774	122,727	E +31.0	F	AY
LA	Provand's Lordship, Glasgow	123,768	124,241	-0.4	F	GG
LA	Aberdeen Maritime Museum, Aberdeen	101,117	89,368	+13.1	F	AB
LA	Perth Museum & Art Gallery, Perth	95,215	64,238	+48.2	F	PE
CT	Scottish Fisheries Museum, Anstruther	78,519	75,100	+4.6		FI
G	National Museum of Flight, nr Haddington	78,367	104,240	-24.8		ED
LA	People's Story Museum, Edinburgh	74,317	75,150	-1.1	F	ED

Owner	Attraction	2007	2006	%07/06	F S	Region
O	Hunterian Art Gallery, Glasgow	67,587 E	77,252 E	-12.5	F	GG
CT	Sensation - The Dundee Science Centre, Dundee	61,721	67,628	-8.7		AN
CT	Discovery Point, Dundee	59,239	57,244	+3.5		AN
G	National Museum of Rural Life, East Kilbride	57,803	60,264	-4.1		GG
LA	Kirkcaldy Museum & Art Gallery, Kirkcaldy	57,221	53,150	+7.7	F	FI
CT	British Golf Museum, St Andrews	55,850	56,392	-1.0		FI
LA	City Art Centre, Edinburgh	55,670	63,940	-12.9		ED
LA	Scotland Street School Museum, Glasgow	55,652	56,734	-1.9	F	GG
LA	Shetland Museum and Archives <sup>viii</sup> , Lerwick	55,142 E	closed		F S	SH
LA	Museum of Edinburgh, Edinburgh	53,043	52,751	+0.6	F	ED
O	Hunterian Museum, Glasgow	52,023 E	39,005	+33.4	F S	GG
P	SFA Football Museum, Glasgow	51,421	48,232	+6.6		GG
CT	Highlanders, Regimental Museum, by Inverness	49,161 E	51,167 E	-3.9	F	HI
CT	Grampian Transport Museum, Alford	47,251	49,569	-4.7	S	AB
LA	St Andrews Museum, St Andrews	46,332	43,490	+6.5	F	FI
LA	Writers' Museum, Edinburgh	46,305	49,801	-7.0	F	ED
O	Collins Gallery, Glasgow	43,000 E	48,000	-10.4	F	GG
LA	McLean Museum and Art Gallery, Greenock	42,728	23,598	+81.1	F	GG
CT	Stirling Smith Art Gallery and Museum, Stirling	40,859	44,264	-7.7	F	AR
LA	Robert Burns Centre, Dumfries	40,587	33,547	+21.0	F	DG
HS	Broughty Castle Museum, Dundee	39,705	39,003	+1.8	F	AN
LA	Gracefield Arts Centre, Dumfries	39,566	41,500 E	-4.7	F	DG
CT	Scottish Mining Museum, Newtongrange	38,115 E	36,927	+3.2	F	ED
LA	Highland Folk Museum <sup>ix</sup> , Newtonmore	36,904	16,780	+119.9	F S	HI
CT	Tall Ship at Glasgow Harbour, Glasgow	35,000 E	35,697	-2.0		GG
PLC	Bank of Scotland Museum on the Mound <sup>v</sup> , Edinburgh	33,699	8,482	+297.3	F	ED
CT	Oban War and Peace Museum, Corran Esplanade, Oban	33,635	28,405	+18.4	F S	AR
P	Creetown Gem Rock Museum, Newton Stewart	31,931	33,689	-5.2		DG
O	Duff House Gallery, Banff	31,842	33,250	-4.2		AB
CT	Stills Gallery, Edinburgh	30,722	DK		F	ED
P	Scotland's Secret Bunker, St Andrews	29,511	33,188	-11.1	S	FI
LA	Callendar House, Falkirk	27,708	27,613	+0.3	F	AR
LA	Tolbooth Art Centre, Kirkcudbright	27,378	25,930	+5.6	F	DG
CT	Gordon Highlanders Museum, Aberdeen	26,920	24,192	+11.3	F	AB
LA	Dumfries Museum/Camera Obscura, Dumfries	25,922	34,787	-25.5	F	DG
LA	Orkney Museum, Kirkwall	23,228	21,433	+8.4	F	OR
O	Glasgow School of Art Enterprises Ltd, Glasgow	20,388	21,172	-3.7		GG
LA	The Meffan [Forfar Museum], Forfar	19,997	19,268	+3.8	F	AN
O	Marischal Museum, Aberdeen	19,916 E	21,861 E	-8.9	F	AB
CT	Scottish Maritime Museum, Irvine	19,613	20,183	-2.8		AY
PLC	An Tobar Arts Centre, Tobermory	19,546 E	16,154	+21.0	F	AR
LA	Arbroath Museum, Arbroath	18,247 E	22,500	-18.9	F	AN
LA	Travelling Gallery, Edinburgh	18,239	13,177	+38.4	F S	ED
LA	Pittencrieff House Museum <sup>vii</sup> , Dunfermline	16,393	22,382	-26.8	F	FI
LA	Aberdeenshire Farming Museum, Mintlaw	16,138	16,171	-0.2	F S	AB
G	National Museum of Costume, Dumfries	15,663	10,717	+46.2	S	DG
LA	Montrose Museum, Montrose	15,421	9,439	+63.4	F	AN
LA	Auld Kirk Museum, Kirkintilloch	15,049	13,259	+13.5	F	GG
CT	Museum of Ayrshire Country Life and Costume At Dalgarnen Mill, Kilwinning	15,000 E	18,000 E	-16.7	F	AY
HS	Museum of Scottish Lighthouses, Fraserburgh	14,712	14,225	+3.4		AB
LA	Highland Folk Museum (Kingussie) <sup>ix</sup> , Kingussie	13,878	7,401	+87.5	F S	HI
LA	Tomintoul Museum & Visitor Centre, Tomintoul	13,228	12,887	+2.6	F S	AB
LA	Burns House, Dumfries	13,130	12,756	+2.9	F	DG
LA	Mills Observatory, Dundee	12,763	14,067	-9.3	F	AN
LA	Old Bridge House Museum, Dumfries	12,185	10,388	+17.3	F S	DG
CT	Isle of Mull Museum <sup>ix</sup> , Tobermory	12,085 E	7,000	+72.6	F S	AR
G	Black Watch Regimental Museum, Perth	12,019	9,233	+30.2	F	PE
P	Skye Museum of Island Life, Kilmuir	12,000 E	DK		S	HI

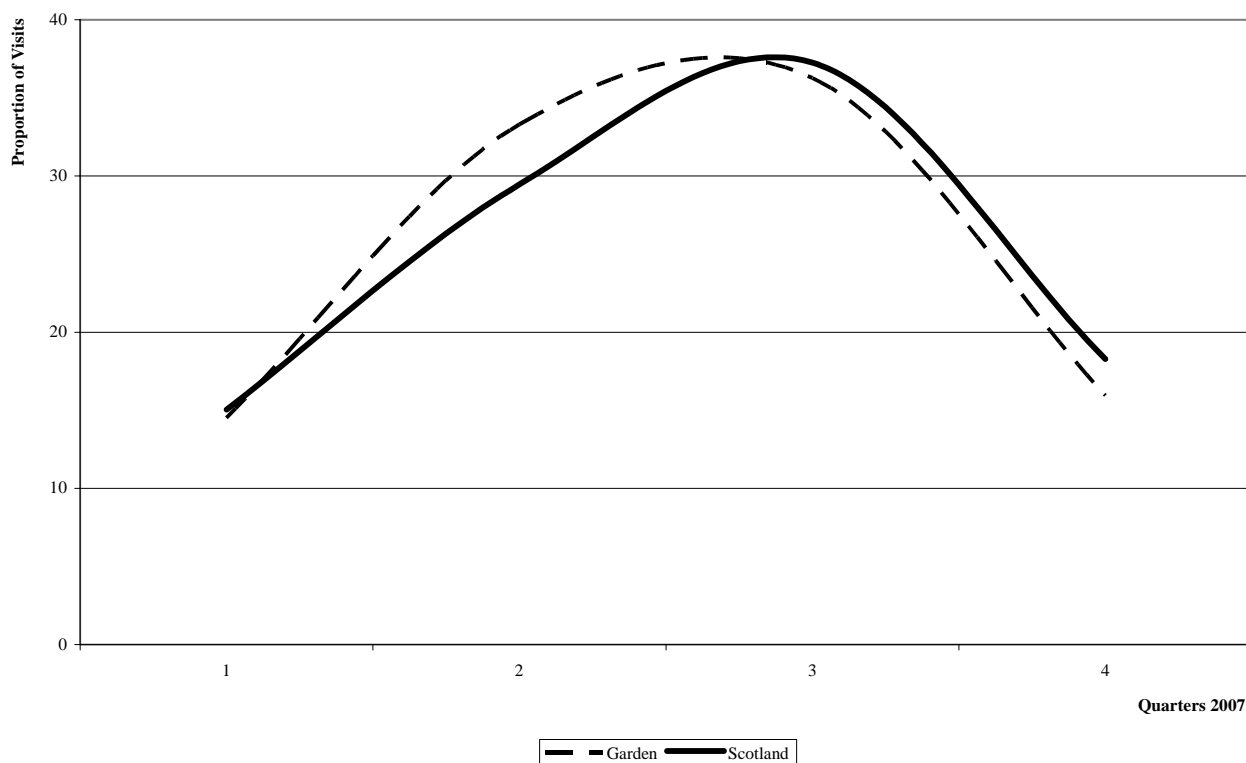
Owner	Attraction	2007	2006	%07/06	F	S	Region
LA	Stewartry Museum, Kirkcudbright	11,961	12,118	-1.3	F		DG
LA	Scapa Flow Visitor Centre and Museum, Lyness	11,573	12,018	-3.7	F		OR
LA	Jedburgh Castle Jail and Museum, Jedburgh	11,388	10,454	+8.9		S	SB
CT	Crail Museum, Crail	11,255	9,161	+22.9	F	S	FI
LA	Fergusson Gallery, Perth	11,128	13,520	-17.7	F		PE
CT	West Highland Museum, Fort William	11,065	8,500	+30.2			HI
O	Kilmartin House Trust, Kilmartin	10,993	10,986	+0.1		S	AR
LA	Castle Douglas Art Gallery, Castle Douglas	10,840	12,051	-10.0	F		DG
CT	Museum of Lead Mining, by Biggar	10,500 E	10,523	-0.2		S	DG
LA	Stranraer Museum, Stranraer	10,279	11,510	-10.7	F		DG
LA	Tolbooth Museum of Civic History, Aberdeen	10,033	10,497	-4.4	F	S	AB
LA	Kirriemuir Gateway to the Glens Museum, Kirriemuir	9,794 E	9,553 E	+2.5	F		AN
CT	Harbour Cottage Gallery, Kirkcudbright	9,190	6,959	+32.1		S	DG
LA	Lillie Art Gallery, Glasgow	9,066	9,002	+0.7	F		GG
LA	Tolbooth Museum, Stonehaven	9,046	10,957	-17.4	F	S	AB
CT	Glencoe & North Lorn Folk Museum, Ballachulish	9,046	8,665	+4.4		S	HI
O	Surgeon's Hall Museum, Edinburgh	8,859 E	5,834 E	+51.9			ED
LA	Tweeddale Museum, Peebles	8,753 E	12,477 E	-29.8	F		SB
CT	Glenfinnan Station Museum, Glenfinnan	8,565	8,500	+0.8		S	HI
LA	Glasgow Museums Resource Centre, Glasgow	8,555	10,147	-15.7	F		GG
CT	Glasgow Police Museum, Glasgow	8,439	8,568	-1.5	F		GG
CT	Stromness Museum, Stromness	8,281	9,068	-8.7			OR
CT	Elgin Museum, Elgin	8,213	7,505	+9.4			AB
LA	Dunbar Townhouse Museum, Dunbar	8,203	8,359	-1.9	F	S	ED
CT	St Andrews Pres.Trust Museum, St Andrews	7,933	11,000 E	-27.9	F	S	FI
P	Timespan Heritage Centre <sup>x</sup> , Helmsdale	7,563	12,685	-40.4		S	HI
LA	Hawick Museum and the Scott Gallery, Hawick	7,435 E	9,100	-18.3	F	S	SB
LA	Prestongrange Museum, Prestongrange	7,337	7,707	-4.8	F	S	ED
LA	Halliwel's House Museum & Robson Gallery, Selkirk	7,209	6,334	+13.8	F		SB
LA	Corrigall Farm Museum, Harray	7,136	6,155	+15.9	F	S	OR
CT	Andrew Carnegie Birthplace Museum <sup>ix</sup> , Dunfermline	7,131	2,985	+138.9	F	S	FI
CT	Groam House Museum, Rosemarkie	6,897	6,461	+6.7	F		HI
CT	Dumfries and Galloway Aviation Museum, Dumfries	6,538	6,000 E	+9.0		S	DG
CT	Ullapool Museum and Visitor Centre, Ullapool	6,437	6,049	+6.4		S	HI
LA	Queensferry Museum, South Queensferry	6,413	6,229	+3.0	F		ED
CT	Historylinks Museum, Dornoch	6,410	5,692	+12.6			HI
CT	Gairloch Heritage Museum, Gairloch	6,400	6,007	+6.5		S	HI
LA	North Ayrshire Museum, Saltcoats	6,277	7,622	-17.6	F		AY
LA	Dunoon and Cowal Heritage Centre, Dunoon	6,098	5,523	+10.4		S	AR
LA	Kirbister Museum, Birsay	6,000 E	5,440 E	+10.3	F	S	OR
LA	Fossil Grove <sup>xi</sup> , Glasgow	5,427	12,438	-56.4	F	S	GG
LA	Sir Walter Scotts Courtroom, Selkirk	5,414	4,825	+12.2	F		SB
LA	Coldstream Museum, Coldstream	5,359	6,030	-11.1	F	S	SB
CT	Auchindrain Museum, by Inveraray	5,128	5,776	-11.2		S	AR
LA	Burns House Museum, Mauchline	4,846 E	4,698	+3.2	F		AY
CT	Tangwick Haa Museum, Eshaness	4,719	5,867	-19.6	F	S	SH
CT	Bute Museum, Rothesay	4,700	3,612	+30.1			AR
LA	Brechin Town House Museum, Brechin	4,625	3,367	+37.4	F		AN
LA	Kinneil Museum, Bo'ness	4,530	3,982	+13.8	F		AR
P	Hamilton Toy Collection, Callander	4,528	4,574	-1.0		S	AR
P	Commando Exhibition, Spean Bridge	4,500 E	4,445	+1.2	F		HI
LA	Old Gala House and Christopher Boyd Gallery, Galashiels	4,452	6,026	-26.1	F		SB
LA	Park Gallery, Falkirk	4,437	4,491	-1.2	F		AR
LA	Arbuthnot Museum, Peterhead	4,379	4,608	-5.0	F		AB
CT	Clan Cameron Museum, Spean Bridge	4,300 E	4,118	+4.4		S	HI
CT	Shetland Croft House Museum, Dunrossness	4,214	4,215	-0.0	F	S	SH
CT	Dunblane Museum, Dunblane	4,162	4,302	-3.3	F	S	AR
HS	Meigle Sculptured Stone Museum, Meigle	4,138	3,940	+5.0		S	AN
NTS	Angus Folk Museum, Forfar	4,126	3,712	+11.2		S	AN

Owner	Attraction	2007	2006	%07/06	F	S	Region
P	Royal Highland Fusiliers Museum, Glasgow	4,086 E	4,994	-18.2	F		GG
LA	McKechnie Institute, Girvan	4,040	DK		F		AY
LA	Clydebank Museum, Clydebank	3,963	3,305	+19.9	F		GG
LA	Brass Rubbing Centre, Edinburgh	3,929	7,022	-44.0	F	S	ED
CT	Eyemouth Museum, Eyemouth	3,798	3,547	+7.1		S	SB
LA	Banchory Museum, Banchory	3,731	2,931	+27.3	F		AB
LA	Museum nan Eilean, Stornoway	3,584 E	15,017	-76.1	F	S	OH
CT	Linlithgow Story, Linlithgow	3,573	2,813	+27.0		S	ED
CT	Alford Heritage Centre, Alford	3,500 E	3,250 E	+7.7			AB
CT	Scottish Vintage Bus Museum, by Dunfermline	3,455	3,947	-12.5		S	FI
LA	John Hastie Museum, Strathaven	3,415 E	3,000 E	+13.8	F	S	GG
CT	Unst Boat Haven, Unst	3,366	2,752	+22.3		S	SH
P	Toy Museum, Glendale	3,341	2,851	+17.2			HI
LA	Sanquhar Tolbooth Museum, Sanquhar	3,133	3,048	+2.8	F	S	DG
CT	Old Haa, Yell	3,123 E	3,330	-6.2	F	S	SH
CT	Bennie Museum, Bathgate	3,112	2,656	+17.2	F		ED
CT	Strathnaver Museum, Thurso	3,056	3,028	+0.9		S	HI
LA	Jim Clark Trophy Room, Duns	2,920	3,192	-8.5		S	SB
LA	Peterhead Maritime Heritage, Peterhead	2,820	2,918	-3.4	F	S	AB
CT	Denny Tank, Dumbarton	2,472	2,342	+5.6			AR
LA	Cumbernauld Museum, Cumbernauld	2,415	4,518	-46.5	F		GG
CT	Laidhay Croft Museum, Dunbeath	2,360	3,513	-32.8		S	HI
G	Nelson's Tower, Forres	2,308	2,628	-12.2	F	S	AB
CT	John Paul Jones Birthplace Museum and Cottage, by Dumfries	2,280	2,160	+5.6		S	DG
LA	Laing Museum, Newburgh	2,257	2,258	-0.0	F	S	FI
CT	Atholl Country Life Museum, Blair Atholl	2,126	1,682	+26.4		S	PE
CT	Dollar Museum, Dollar	2,100	1,700	+23.5	F	S	AR
CT	Fife Folk Museum, Ceres	1,847	2,211	-16.5		S	FI
CT	Blairs Museum Trust [St. Mary's Church], Blairs	1,798	2,200	-18.3		S	AB
LA	Hunter House Museum, East Kilbride	1,775 E	1,600 E	+10.9	F	S	GG
LA	Martyr's School, Glasgow	1,652	2,235	-26.1	F		GG
CT	Orkney Wireless Museum, Kirkwall	1,573	1,635	-3.8		S	OR
G	Customs and Excise Museum, Greenock	1,454	1,357	+7.1	F		GG
CT	Moat Park Heritage Centre, Biggar	1,421	643	+121.0		S	GG
NTS	Weaver's Cottage, Kilbarchan	1,414	1,208	+17.1		S	GG
CT	West Kilbride Museum, West Kilbride	1,210	1,169	+3.5	F		AY
LA	Brander Museum, Huntly	1,163	921	+26.3	F		AB
CT	Biggar Gas Works, Biggar	1,153	DK			S	GG
CT	Giant Angus Macaskill Museum, Dunvegan	1,100	DK		F	S	HI
O	Glenesk Folk Museum, Brechin	1,100 E	DK		F	S	AN
PLC	Savings Banks Museum, Dumfries	1,059	1,207	-12.3	F		DG
LA	Alyth Museum, Perth	1,007	1,192	-15.5	F	S	PE
CT	Bod of Gremista, Lerwick	902	997	-9.5	F	S	SH
CT	John Buchan Centre, Biggar	889	738	+20.5		S	SB
P	Lyth Arts Centre, Wick	881	1,057	-16.7		S	HI
CT	Newton Stewart Museum, Newton Stewart	844	1,029	-18.0		S	DG
O	Shawbost School Museum, Shawbost	800 E	800 E	0.0	F	S	OH
LA	Carnegie Museum <sup>vi</sup> , Inverurie	778	1,653	-52.9	F	S	AB
LA	Inverkeithing Museum, Inverkeithing	770	824	-6.6	F		FI
LA	Grangemouth Museum, Grangemouth	674	738	-8.7	F		AR
HS	Trinity House Maritime Museum, Edinburgh	584	443	+31.8			ED
CT	Bernera Museum, Bernera	480 E	472	+1.7		S	OH
CT	Strachur Smiddy Museum, Strachur	448	393	+14.0		S	AR
P	Orcadian Stone Company Ltd, Golspie	428 E	400	+7.0		S	HI
CT	Maggie's Hoosie, Inverallochy	420	380	+10.5		S	AB
CT	Leadhills Miners Library, Leadhills	237 E	158	+50.0		S	GG
LA	Banff Museum <sup>vi</sup> , Banff	143	1,298	-89.0	F	S	AB
PLC	Victorian Pharmacy Museum, Edinburgh	52	100	-48.0	F	S	ED

## 10.7. VISITS TO GARDENS

(IN DECREASING ORDER OF VISITS)

*Graph 10.10 – Quarterly Visitation Pattern to Gardens*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

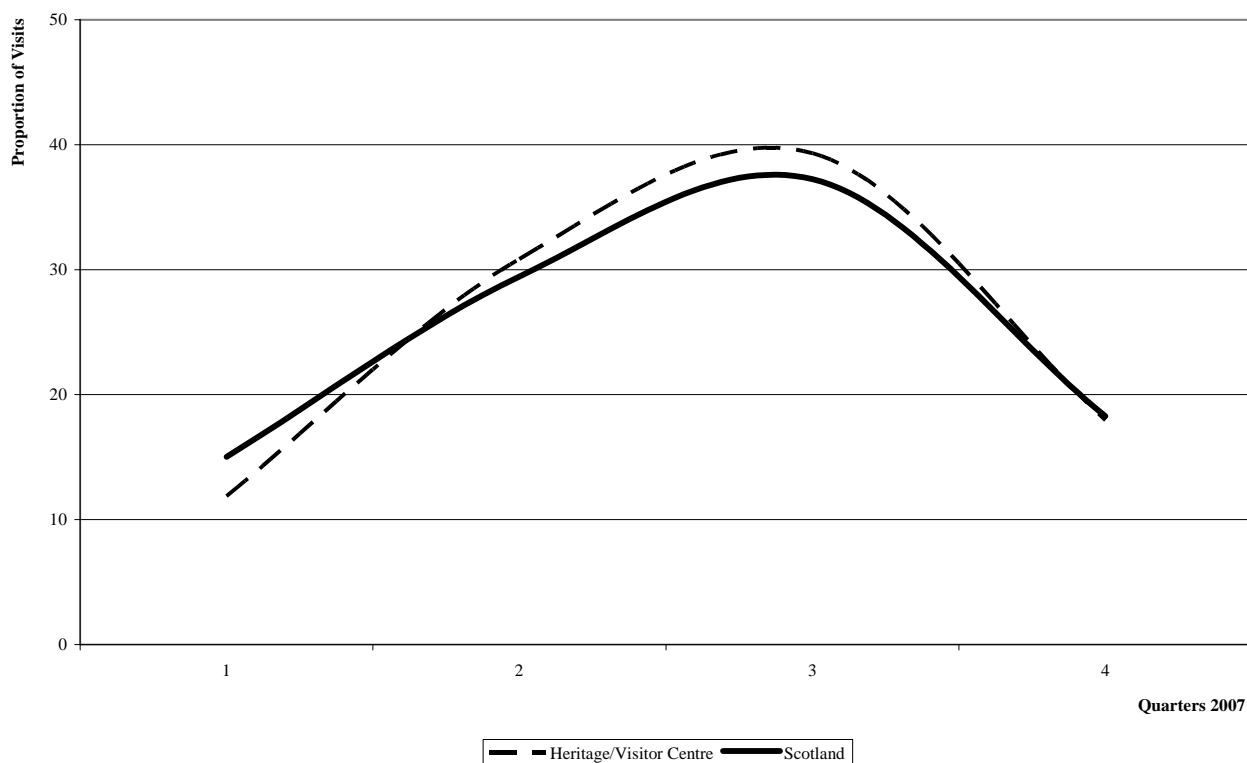
Owner	Attraction	2007	2006	%07/06	F S	Region
CT	Royal Botanic Garden Edinburgh, Edinburgh	607,018	622,452	-2.5	F	ED
LA	Glasgow Botanic Gardens, Glasgow	400,000 E	375,000	+6.7	F	GG
LA	David Welch Winter Gardens, Aberdeen	300,414	309,786	-3.0	F	AB
P	Teviot Watergardens, Kelso	181,487	173,123	+4.8	F	SB
O	University of Dundee Botanic Garden, Dundee	95,460 E	DK			AN
NTS	Inverewe Garden, Poolewe	76,953	80,829	-4.8	S	HI
NTS	Threave Garden, Castle Douglas	59,949	64,685	-7.3		DG
CT	Benmore Botanic Garden, Dunoon	56,384	56,479	-0.2	S	AR
NTS	Greenbank Gardens, Glasgow	31,258	29,145	+7.2		GG
P	Revack Estate, Grantown on Spey	30,000 E	35,000 E	-14.3	F	HI
CT	Logan Botanic Garden, Port Logan	24,897	26,285	-5.3	S	DG
P	Inshriach Nursery, Aviemore	23,500 E	20,000	+17.5	F	HI
CT	Dawyck Botanic Garden, nr Peebles	21,798	21,123	+3.2		SB
O	St Andrews Botanic Garden, St Andrews	18,000 E	17,000	+5.9		FI
LA	Inverness Floral Hall & Coffee Shop, Inverness	17,623	16,960	+3.9		HI
NTS	Pitmedden Garden & Museum of Farm Life, Ellon	16,238	15,889	+2.2	S	AB
CT	Drummond Gardens, Muthill, Crieff	15,285	18,597	-17.8	S	PE
NTS	Arduaine Garden, By Oban	14,631	16,532	-11.5	S	AR
P	Cambo Gardens, St Andrews	13,543 E	11,636	+16.4		FI
P	Castle Kennedy Gardens, Stranraer	13,453	8,733	+54.0	S	DG
NTS	Crarae Gardens, Inverary	12,176	14,166	-14.0	S	AR
NTS	Priorwood Garden, Melrose	10,371	7,047	+47.2	S	SB

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Region</b>
NTS	Geilston House, Helensburgh	9,024	9,735	-7.3		S	AR
P	Glenwhan Gardens, by Stranraer	9,000 E	10,000	-10.0		S	DG
NTS	Balmacara Estate & Lochalsh Woodland Garden, Balmacara	8,849	11,649	-24.0		S	HI
CT	Galloway House Gardens Trust, Newton Stewart	8,000 E	7,000	+14.3	F		DG
NTS	Branklyn Garden, Perth	7,146	7,680	-7.0		S	PE
P	Achiltibuie Hydroponicum, nr Ullapool	6,000 E	7,691	-22.0		S	HI
NTS	Malleny Garden, Edinburgh	5,338	5,409	-1.3			ED
P	Attadale Gardens, Strathcarron	5,200 E	5,300	-1.9		S	HI
P	Ardkinglas Woodland Garden, Cairndow	4,365 E	4,520	-3.4			AR
P	Pitmuies Gardens, by Forfar	3,663 E	3,922	-6.6		S	AN
P	Abriachan Garden Nursery, Inverness	2,850 E	2,100	+35.7		S	HI
P	Victorian Fernery, Ascog	2,755	2,325	+18.5		S	AR
P	Auchgourish Gardens, Boat of Garten	2,300 E	5,027	-54.2		S	HI
CT	Bolfracks Garden, Aberfeldy	2,000 E	1,800 E	+11.1		S	PE
NTS	Inveresk Lodge Garden, Musselburgh	849 E	3,784	-77.6			ED
CT	Mertoun Gardens, Melrose	295 E	343	-14.0		S	SB

## 10.8. VISITS TO HERITAGE & VISITOR CENTRES

(IN DECREASING ORDER OF VISITS)

*Graph 10.11 – Quarterly Visitation Pattern to Heritage Centres and Visitor Centres*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Region
P	World Famous Old Blacksmith's Shop Centre <sup>iv</sup> , Gretna Green	709,097	717,442	-1.2	F	DG
G	Falkirk Wheel <sup>iv</sup> , Falkirk	513,907	437,388	+17.5	F	GG
G	Scottish Parliament Visitor Centre, Edinburgh	352,454	327,445	+7.6		ED
CT	New Lanark Village and Visitor Centre <sup>iv</sup> , Lanark	333,620 E	354,425	-5.9	F	GG
CT	Burns National Heritage Park, Ayr	324,838 E	302,894	+7.2		AY
P	Scotch Whisky Heritage Centre, Edinburgh	220,609	236,895	-6.9		ED
P	Aros Experience, Portree	217,594	246,703	-11.8		HI
G	The National Park Gateway, Balloch	198,009	212,087	-6.6	F	AR
G	David Marshall Lodge, Aberfoyle	185,978	165,231	+12.6	F	AR
G	Queens' View Visitor Centre, Dunkeld	158,138 E	143,762	+10.0	F S	PE
P	Landmark Forest Adventure Park, Nr Aviemore	140,600 E	134,000	+4.9		HI
P	James Pringle Weavers of Inverness, Inverness	125,900 E	125,112	+0.6	F	HI
O	University of Glasgow Visitor Centre, Glasgow	118,000 E	125,000	-5.6	F	GG
LA	Isle of Bute Discovery Centre, Rothesay	111,847	107,429	+4.1	F	AR
P	Stuart & Waterford Crystal, Crieff	90,327	98,280	-8.1	F	PE
CT	House for an Art Lover, Glasgow	88,750	89,165	-0.5		GG
LA	Glen Nevis Visitor Centre (Ionad Nibheis), nr Fort William	88,000 E	90,000 E	-2.2	F	HI
CT	Almond Valley Heritage Centre, Livingston	85,786	84,375	+1.7		ED
G	Loch Lomond Park Centre, Luss, Alexandria	84,347	89,329	-5.6	F S	AR
NTS	Culloden Visitor Centre, Inverness	81,647	89,495	-8.8		HI
LA	Clyde Muirshiel Regional Park, Castle Semple Centre, Lochwinnoch	80,755 E	81,190	-0.5	F	GG

Owner	Attraction	2007	2006	%07/06	F	S	Region
CT	Abbot House Heritage Centre & Gardens, Dunfermline	80,066 E	93,019	-13.9	F		FI
P	Speyside Heather Centre, Dulnain Bridge	75,559 E	70,102	+7.8	F		HI
P	Cream o' Galloway, Castle Douglas	70,900	69,400 E	+2.2		S	DG
P	Logie Steading Visitor Centre, Forres	70,000 E	60,000	+16.7	F		AB
CT	Breadalbane Folklore Centre, Killin	68,034 E	84,779	-19.8		S	AR
P	Kelburn Castle & Country Centre, Fairlie	66,360	72,783	-8.8			AY
G	Loch Lomond Park Centre, Balmaha, Balmaha	65,120	55,008	+18.4	F	S	AR
NTS	Bannockburn Heritage Centre, Stirling	61,410	65,871	-6.8			AR
G	Clatteringshaws Visitor Centre, nr New Galloway	48,644 E	DK		F	S	DG
PLC	Scottish and Southern Energy Visitor Centre, Pitlochry	46,023	49,302	-6.7	F	S	PE
CT	Armada Castle Gardens & Museum of the Isles, Sleat	42,241 E	40,295	+4.8		S	HI
NTS	Glencoe Visitor Centre, Ballachulish	42,058	46,257	-9.1			HI
G	Glentool Visitor Centre, Newton Stewart	36,629 E	DK		F	S	DG
G	Mill Trail Visitor Centre, Alva	34,898 E	39,326	-11.3	F		AR
P	Ardnamurchan Natural History Centre, Acharacle	34,039	32,031	+6.3		S	HI
CT	Taigh Chearsabhair Museum Arts Centre, North Uist	34,031	31,188	+9.1			OH
G	Caledonian Canal Visitor Centre, Fort Augustus	31,084	29,333	+6.0	F	S	HI
LA	Motherwell Heritage Centre, Motherwell	31,022	DK		F		GG
P	Water Mill and Tea Room, Blair Atholl	30,537 E	27,874	+9.6		S	PE
CT	Scottish Crannog Centre, Kenmore	26,300 E	26,517	-0.8		S	PE
CT	Beaully Firth & Glens Trust, Beaully	24,187	19,172	+26.2	F		HI
CT	Vikingar, Largs	22,365	21,021	+6.4			AY
CT	Durness Visitor Centre, Durness	22,231	19,948	+11.4	F		HI
PLC	Celtic Museum Trust, Glasgow	22,000 E	20,748	+6.0			GG
LA	Harestanes Countryside Visitor Centre, Jedburgh	21,000 E	22,700	-7.5	F	S	SB
CT	Calanais Visitor Centre, Calanais	19,795	19,584	+1.1	F		OH
G	Knockan Crag Visitor Centre, Ullapool	18,750 E	11,250 E	+66.7	F		HI
NTS	David Livingstone Centre, Glasgow	18,241	19,150	-4.7			GG
P	Speyside Cooperage Visitor Centre, Aberlour	18,229	16,203	+12.5			AB
P	Assynt Visitor Centre, Lochinver	18,163	20,028	-9.3	F	S	HI
CT	Mill on the Fleet, Castle Douglas	17,339	21,000	-17.4		S	DG
CT	Archaeolink Prehistory Park, Inch	15,332	20,276	-24.4		S	AB
CT	Clydebuilt Maritime Museum, Glasgow	14,995	13,000	+15.3			GG
CT	Dolphin & Seal Centre at North Kessock, Spey Bay	14,648	21,881	-33.1	F	S	HI
CT	Water of Leith Visitor Centre, Edinburgh	14,614	13,375	+9.3	F		ED
CT	Orkney Fossil and Vintage Centre, Burray	14,483	13,664	+6.0	F	S	OR
LA	Clyde Muirshiel Regional Park, Muirshiel Centre, nr Lochwinnoch	14,227 E	14,892	-4.5	F		GG
NTS	Ben Lawers Visitor Centre, Killin	13,530	11,847	+14.2		S	AR
CT	Garrannan Blackhouse Village, Carloway	13,355	11,600	+15.1		S	OH
CT	Verdant Works, Dundee	12,598	12,631	-0.3			AN
LA	Mary Queen of Scot's Visitor Centre, Jedburgh	12,336	10,982	+12.3		S	SB
G	Beinn Eighe NNR Visitor Centre (SNH), by Achnasheen	12,194	11,899	+2.5	F	S	HI
CT	John Muir's Birthplace, Dunbar	11,088	11,931	-7.1	F		ED
LA	Ferrycroft Countryside Centre, Lairg	9,366	10,210	-8.3	F	S	HI
NTS	Torridon Countryside Centre, Achnasheen	7,705	6,815	+13.1		S	HI
CT	Grassic Gibbon Centre, Laurencekirk	6,824 E	5,624	+21.3		S	AB
CT	Mallaig Heritage Centre, Mallaig	6,428	6,861	-6.3			HI
P	Bright Water Visitor Centre, Kyleakin	6,385	6,944	-8.1	F	S	HI
CT	Linlithgow Canal Centre, Linlithgow	5,897	4,802	+22.8	F	S	ED
LA	Pictavia Visitor Centre, Brechin	5,866	3,910	+50.0			AN
LA	St Ronan's Wells Visitor Centre, Innerleithen	5,790	4,196	+38.0	F	S	SB
CT	Findhorn Heritage Centre & Ice House, Forres	5,527	6,425	-14.0	F	S	AB
HS	Bonawe Iron Furnace, Taynult	5,007	6,814	-26.5		S	AR
CT	Tarbat Discovery Centre, Tain	4,850	4,322	+12.2		S	HI
LA	The Aluminium Story/Visitor Centre, Kinlochleven	4,663	5,905	-21.0	F		HI
NTS	Kirriemuir Camera Obscura, Forfar	4,255	4,263	-0.2		S	AN
CT	Fraserburgh Heritage Centre, Fraserburgh	4,245	3,985	+6.5		S	AB
LA	Speyside Way Visitor Centre, Aberlour	4,237	4,651	-8.9	F	S	AB

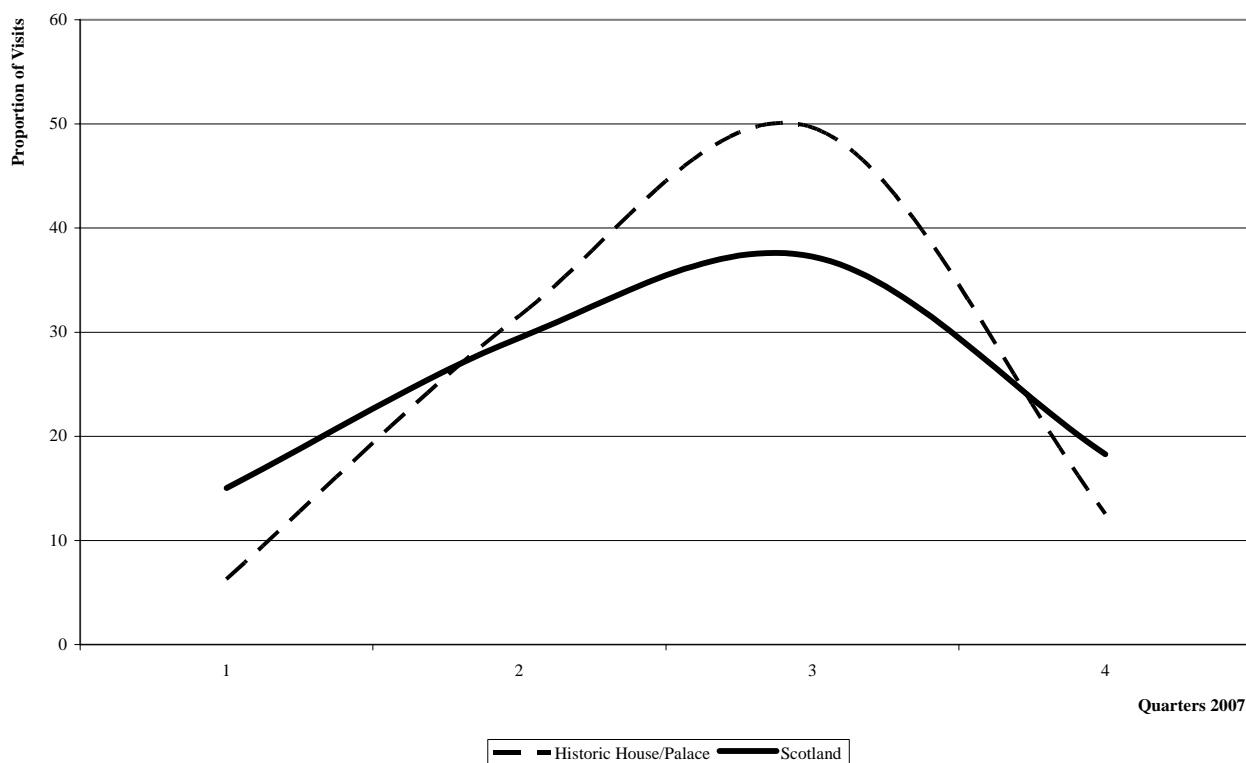


<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Region</b>
P	Wick Heritage Centre, Wick	4,119	3,699	+11.4		S	HI
LA	Drumlanrig's Tower, Hawick	4,055	4,377	-7.4		S	SB
CT	Ellisland Farm, Dumfries	3,965	3,497	+13.4			DG
CT	Unst Heritage Centre, Unst	3,692	3,392	+8.8		S	SH
LA	Methil Heritage Centre, Methil	3,662	2,486	+47.3	F		FI
CT	Comunn Eachdraidh Nis (Ness Historical Society), Habost	3,525 E	DK			F	OH
CT	Quendale Water Mill & Visitor Attraction, Quendale	3,500 E	3,525	-0.7		S	SH
CT	The Three Hills Roman Heritage Centre, Melrose	3,221	3,767	-14.5		S	SB
CT	Burghead Headland Trust, Elgin	2,823	2,500	+12.9	F	S	HI
CT	Tain Through Time, Tain	2,663	3,060	-13.0		S	HI
CT	Campbeltown Heritage Centre, Campbeltown	2,500 E	2,500 E	0.0		S	AR
CT	Lybster Harbour Visitor Centre, Lybster	2,406 E	DK			S	HI
LA	Seadrift, Dunnet	2,288	1,489	+53.7	F	S	HI
PLC	Westray Heritage Centre, Westray	1,953	1,856	+5.2		S	OR
LA	Doon Valley Museum, Dalmellington	1,866	1,857	+0.5	F		AY
CT	Creetown Heritage Museum, Newtown Stewart	1,564	1,519	+3.0		S	DG
P	Carsphairn Heritage Centre, Castle Douglas	1,410	1,448	-2.6	F	S	DG
G	Hermaness Visitor Centre, Unst	1,129 E	1,293 E	-12.7	F	S	SH
LA	Fetlar Interpretive Centre, Fetlar	1,092	1,063	+2.7		S	SH
CT	Saltire Flag Site, North Berwick	1,017 E	898	+13.3	F	S	ED
CT	Liddesdale Heritage Centre & Museum, Newcastleton	728	575	+26.6		S	SB
LA	Shotts Heritage Centre, Shotts	600 E	540 E	+11.1	F		GG
CT	Ross of Mull Historical Centre, Bunesan	207 E	198 E	+4.5		S	AR
CT	Crawfordjohn Heritage Venture, Strathaven	150	99	+51.5		S	GG

## 10.9. VISITS TO HISTORIC HOUSES & PALACES

(IN DECREASING ORDER OF VISITS)

*Graph 10.12 – Quarterly Visitation Pattern to Historic Houses and Palaces*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

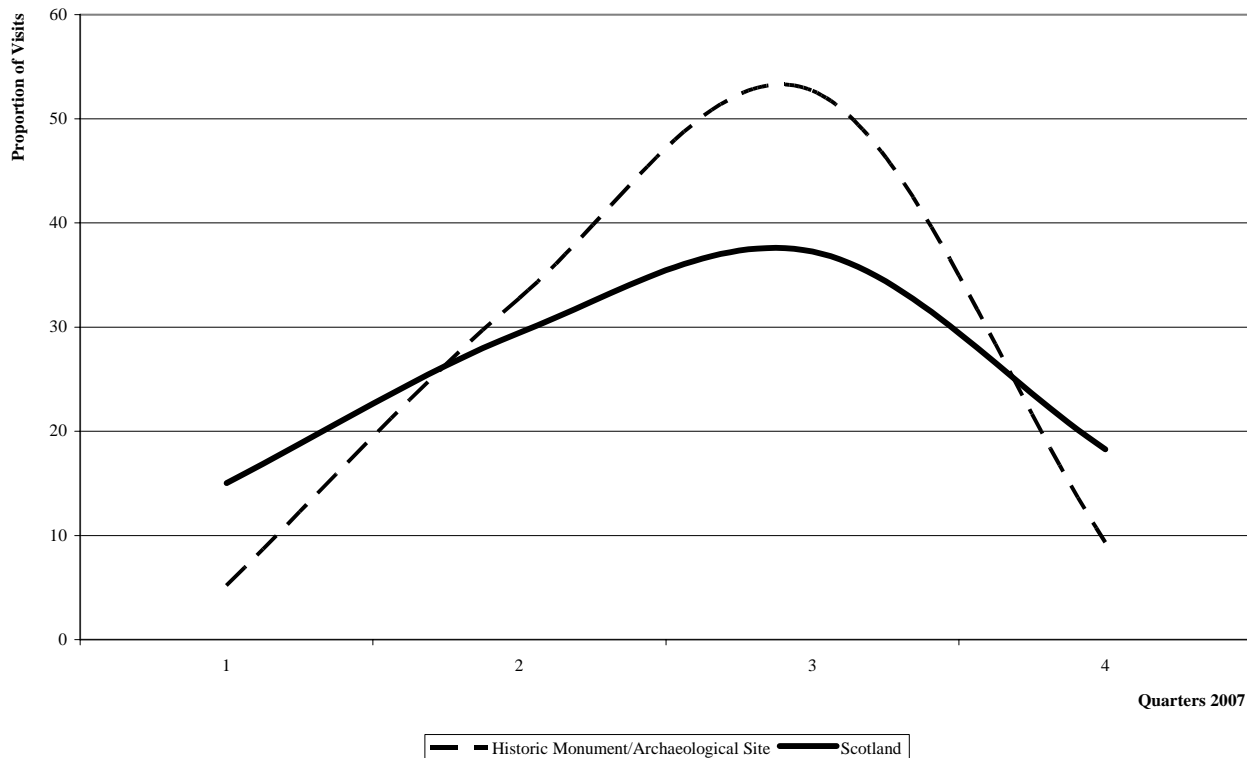
Owner	Attraction	2007	2006	%07/06	F	S	Region
CT	Blair Castle, nr Pitlochry	143,260	147,660	-3.0			PE
P	Scone Palace, Perth	98,894	90,917	+8.8		S	PE
NTS	Pollok House, Glasgow	79,658	90,062	-11.6			GG
LA	Provost Skene's House, Aberdeen	67,486	65,835	+2.5	F		AB
P	Inveraray Castle, Inveraray	67,225	70,480	-4.6		S	AR
CT	Dunrobin Castle, Golspie	63,770	62,953	+1.3		S	HI
HS	Linlithgow Palace, Linlithgow	61,191	51,767	+18.2			ED
P	Skaill House, Sandwick	50,826	49,112	+3.5		S	OR
HS	Argyll's Lodging, Stirling	50,573	54,054	-6.4			AR
NTS	Falkland Palace, Cupar	47,433	47,017	+0.9		S	FI
CT	Traquair House, Innerleithen	41,526	41,000	+1.3		S	SB
CT	Mount Stuart, Rothesay	36,852	36,013	+2.3		S	AR
NTS	Georgian House, Edinburgh	36,086	30,231	+19.4			ED
NTS	Gladstone's Land, Edinburgh	30,855	26,321	+17.2		S	ED
NTS	Hill House, Helensburgh	25,949	26,811	-3.2			AR
CT	Abbotsford, Melrose	25,938	30,582	-15.2		S	SB
CT	Pasxton House, nr Berwick	18,729	20,378	-8.1		S	SB
NTS	Tenement House, Glasgow	18,155	15,067	+20.5		S	GG
P	Bowhill House and Country Park, Selkirk	14,157	11,864	+19.3		S	SB
NTS	Culross Palace, Culross	13,416	10,316	+30.1		S	FI
RO	John Knox House, Edinburgh	12,391	10,693	+15.9			ED
NTS	Broughton House & Garden, Kircucdbright	10,988	10,858	+1.2			DG

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Region</b>
HS	Black House Arnol, Bragar	10,208	10,697	-4.6			OH
NTS	Hill of Tarvit, Cupar	10,115	9,721	+4.1	S		FI
HS	Bishop's and Earl's Palaces, Kirkwall	10,038	9,093	+10.4	S		OR
NTS	House of Dun, Montrose	9,098	8,254	+10.2			AN
NTS	Newhailes, Musselburgh	8,303	10,335	-19.7	S		ED
NTS	Haddo House, Ellon	7,520	4,774	+57.5	S		AB
NTS	Alloa Tower, Alloa	7,123	5,861	+21.5	S		AR
HS	Spynie Palace, nr Elgin	6,330	6,569	-3.6			AB
NTS	Barrie's Birthplace, Kirriemuir	6,202	5,167	+20.0			AN
P	Manderston, Duns	5,847	7,454	-21.6	S		SB
NTS	Leith Hall, Huntly	5,376	6,745	-20.3	S		AB
NTS	Hugh Miller's Cottage, Cromarty	4,788	4,927	-2.8	S		HI
NTS	Holmwood House, Glasgow	4,445	4,487	-0.9			GG
CT	Mellerstain House, Gordon	4,339	6,019	-27.9	S		SB
NTS	House of Binns, Edinburgh	3,984	3,216	+23.9	S		ED
NTS	Souter Johnnies Cottage, Kirkoswald	1,795	1,946	-7.8	S		AY
CT	Glenbarr Abbey - Macalister Clan Visitor Centre, by Tarbert	1,032	1,685	-38.8	S		AR
NTS	Bachelors Club, Tarbolton	998	796	+25.4	S		AY
P	Arniston House, Gorebridge	647	938	-31.0	S		ED
NTS	Hutcheson's Hall, Glasgow	574	971	-40.9	F		GG
NTS	Carlyle's Birthplace, Lockerbie	473	593	-20.2	S		DG
P	Craigston Castle, Turriff	300 E	DK			S	AB

## 10.10. VISITS TO HISTORIC MONUMENTS & ARCHAEOLOGICAL SITES

(IN DECREASING ORDER OF VISITS)

*Graph 10.13 – Quarterly Visitation Pattern to Historic Monuments and Archaeological Sites*



Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

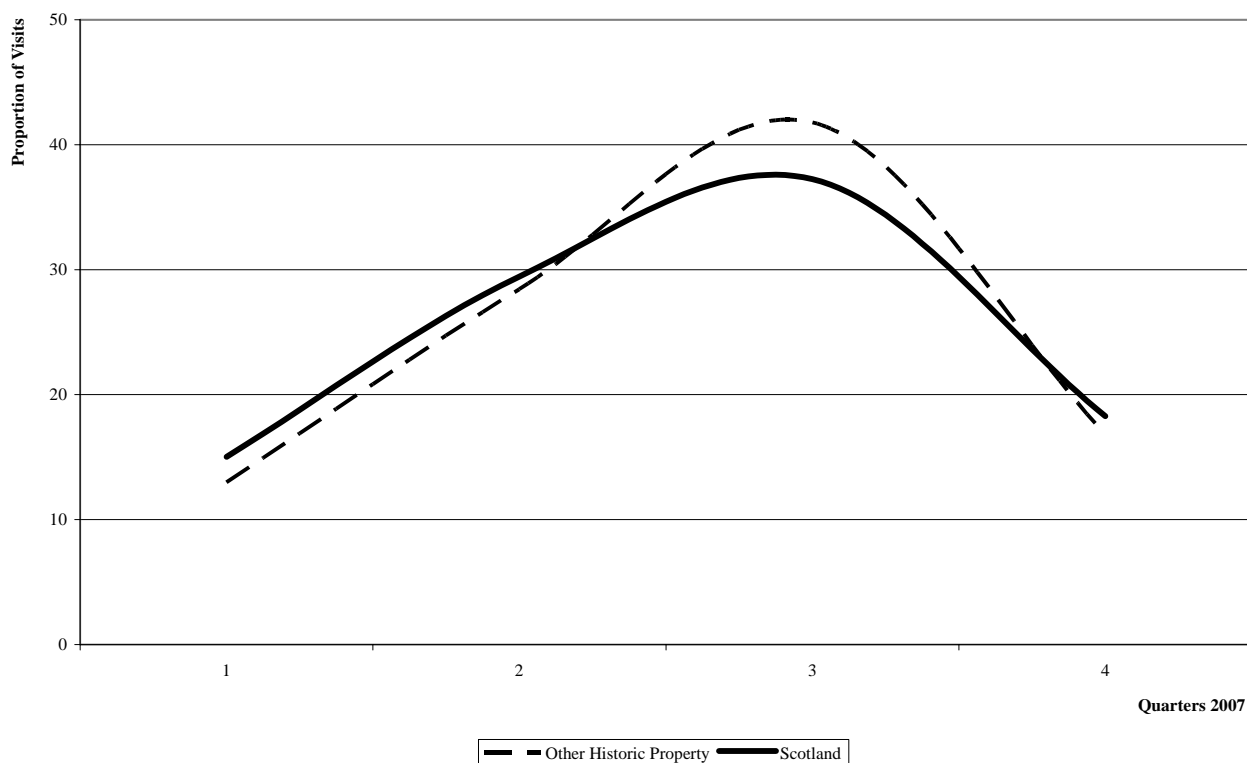
Owner	Attraction	2007	2006	%07/06	F S	Region
LA	National Wallace Monument, Stirling	135,000 E	119,526	+12.9		AR
HS	Skara Brae, Stromness	69,990	64,587	+8.4		OR
HS	Iona Abbey & St Columba Centre (Mull), Isle of Iona	65,559	69,536	-5.7		AR
LA	Scott Monument, Edinburgh	46,500	46,018	+1.0		ED
HS	Melrose Abbey, Melrose	45,070	46,942	-4.0		SB
HS	St Andrew's Cathedral, St Andrews	32,264	34,267	-5.8		FI
HS	Maeshowe, Stromness	23,522	24,789	-5.1		OR
HS	Elgin Cathedral, Elgin	22,682	22,895	-0.9		AB
HS	Dryburgh Abbey, St Boswells	22,571	23,346	-3.3		SB
HS	Jedburgh Abbey, Jedburgh	20,598	22,373	-7.9		SB
NTS	Glenfinnan Monument, Glenfinnan	19,552	16,231	+20.5	S	HI
HS	Inchcolm Abbey, Edinburgh	17,985	16,524	+8.8	S	FI
HS	Inchmahome Priory, Stirling	16,684	18,865	-11.6	S	AR
LA	Nelson Monument, Edinburgh	12,731	10,325	+23.3		ED
HS	Jarlshof, Sumburgh	12,216	15,589	-21.6	S	SH
HS	Arbroath Abbey, Arbroath	11,251	12,728	-11.6		AN
P	Tomb of the Eagles, South Ronaldsay	10,287	11,011	-6.6	S	OR
HS	Broch of Gurness, Evie	9,542	11,394	-16.3	S	OR
HS	Dunfermline Abbey and Palace, Dunfermline	9,448	10,145	-6.9		FI
HS	Sweetheart Abbey, Dumfries	8,369	10,114	-17.3		DG
HS	Brough of Birsay, Birsay	4,886	5,872	-16.8	S	OR

<b>Owner</b>	<b>Attraction</b>	<b>2007</b>	<b>2006</b>	<b>%07/06</b>	<b>F</b>	<b>S</b>	<b>Region</b>
CT	Finlaggan Cottage, Ballygrant	4,500 E	3,306	+36.1		S	AR
HS	St Serf, Dunning	3,984	3,805	+4.7	F	S	PE
HS	Dundrennan Abbey, Dundrennan	3,865	4,442	-13.0			DG
HS	Crossraguel Abbey, Maybole	3,095	3,731	-17.0		S	AY
HS	Glenluce Abbey, Newton Stewart	2,877	2,450	+17.4		S	DG
P	King Robert the Bruce's Cave, by Lockerbie	2,300 E	1,333	+72.5		S	DG
HS	Cairnpapple Hill, Torphichen	1,975	2,850	-30.7		S	ED
CT	Greenhill Covenanters Farmhouse, Biggar	368	225	+63.6		S	GG
P	Gilnockie Tower, Canonbie	120	163	-26.4		S	DG

## 10.11. VISITS TO OTHER HISTORIC PROPERTIES

(IN DECREASING ORDER OF VISITS)

*Graph 10.14 – Quarterly Visitation Pattern to Other Historic Properties*



### Attraction Data

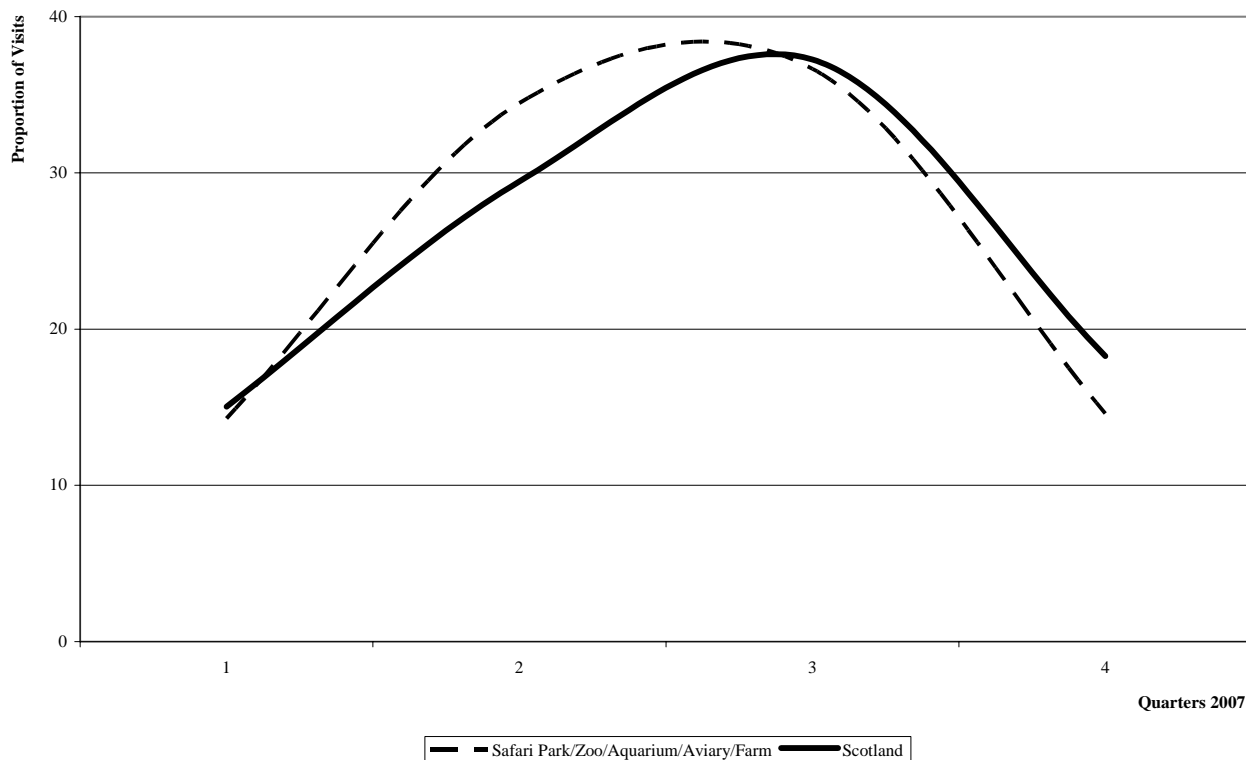
**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Region
CT	Royal Yacht Britannia, Edinburgh	255,618	280,729	-8.9		ED
P	The Willow Tea Rooms, Glasgow	93,684 E	97,354	-3.8		GG
LA	Inveraray Jail, Inveraray	60,285	64,532	-6.6		AR
LA	Old Town Jail, Stirling	30,719 E	27,328	+12.4		AR
HS	Smailholm Tower, Kelso	6,781	6,706	+1.1		SB
LA	St Margaret's Cave, Dunfermline	5,760	5,969	-3.5	F S	FI
HS	New Abbey Corn Mill, Dumfries	5,042	5,133	-1.8		DG
HS	Seton Collegiate Church, Longniddry	2,114	1,760	+20.1	S	ED
NTS	Preston Mill & Phantassie Doocot, East Linton	1,896	2,607	-27.3	S	ED
HS	Hackness Battery & Martello Tower, Hoy	1,632	1,887	-13.5	S	OR
CT	Innerpeffray Library, Crieff	1,316	1,147	+14.7	S	PE
CT	Leighton Library, Dunblane	876	767	+14.2	F S	AR
CT	Hanseatic Booth, Whalsay	159 E	170 E	-6.5	S	SH

## 10.12. VISITS TO SAFARI PARKS, ZOOS, AQUARIUMS, AVIARIES & FARMS

(IN DECREASING ORDER OF VISITS)

*Graph 10.15 – Quarterly Visitation Pattern to Safari Parks, Zoos, Aquariums, Aviaries and Farms*



### Attraction Data

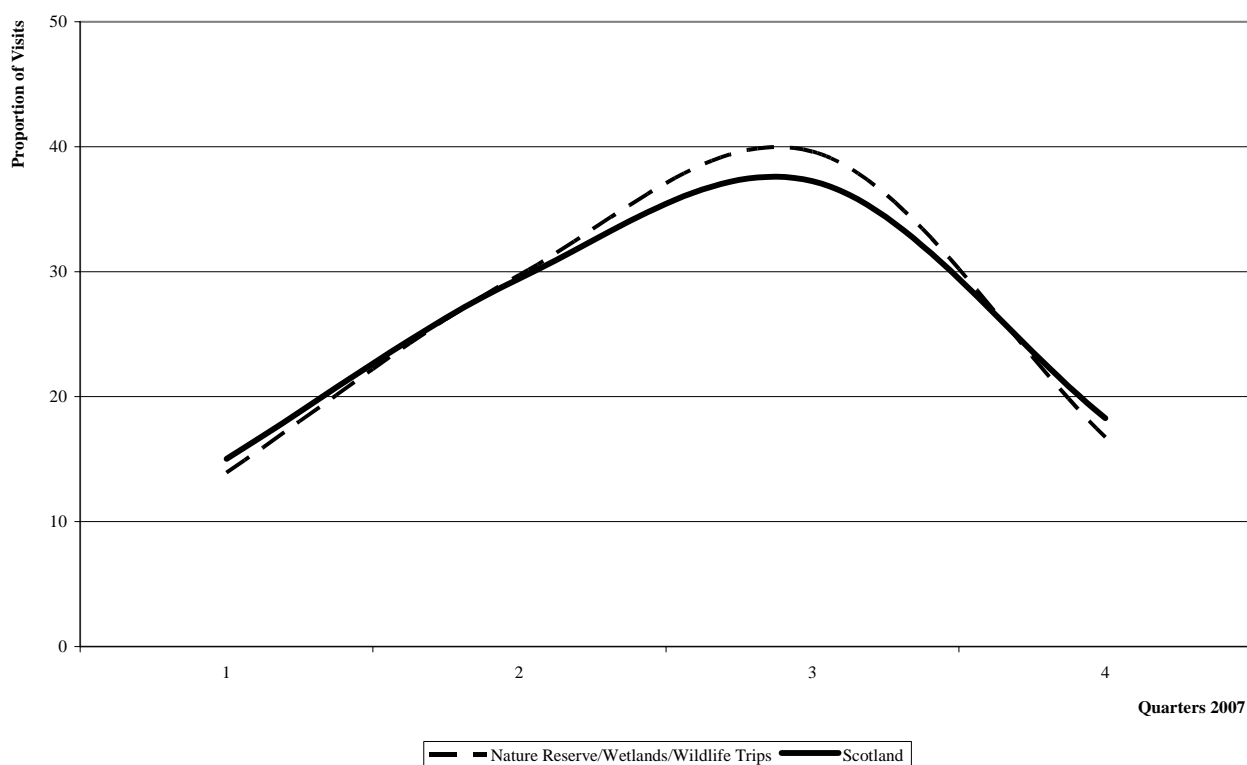
**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Region
CT	Edinburgh Zoo, Edinburgh	607,603	655,203	-7.3		ED
P	Blair Drummond Safari and Adventure Park, nr Stirling	433,070	402,701	+7.5	S	AR
P	Heads of Ayr Farm Park, Ayr	104,816	82,315	+27.3	S	AY
CT	Gorgie City Farm, Edinburgh	95,700	95,700	0.0	F	ED
P	Mabie Farm Park, Dumfries	74,943	84,256	-11.1	S	DG
P	Edinburgh Butterfly & Insect World, Lasswade	70,936	72,612	-2.3		ED
LA	Macduff Marine Aquarium, Macduff	51,491	49,885	+3.2		AB
P	Galloway Wildlife Conservation Park, Kirkcudbright	30,407	28,959	+5.0		DG
P	Cairngorm Reindeer Centre, Aviemore	19,357 E	17,918	+8.0		HI
LA	Doonies Farm, Aberdeen	16,129	17,087	-5.6		AB
P	Jedforest Deer & Farm Park, Jedburgh	14,534	18,010 E	-19.3	S	SB
CT	I.L.P.H. Belwade Farm, Aboyne	7,000 E	5,500	+27.3	F	AB
P	Monreith Animal World, Wigtown	4,000 E	3,500	+14.3	S	DG
O	University Marine Biological Station, Isle of Cumbrae	2,095	1,810	+15.7		AY

## 10.13. VISITS TO NATURE RESERVES, WETLANDS, WILDLIFE TRIPS

(IN DECREASING ORDER OF VISITS)

*Graph 10.16 – Quarterly Visitation Pattern to Nature Reserves, Wetlands and Wildlife Trips*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

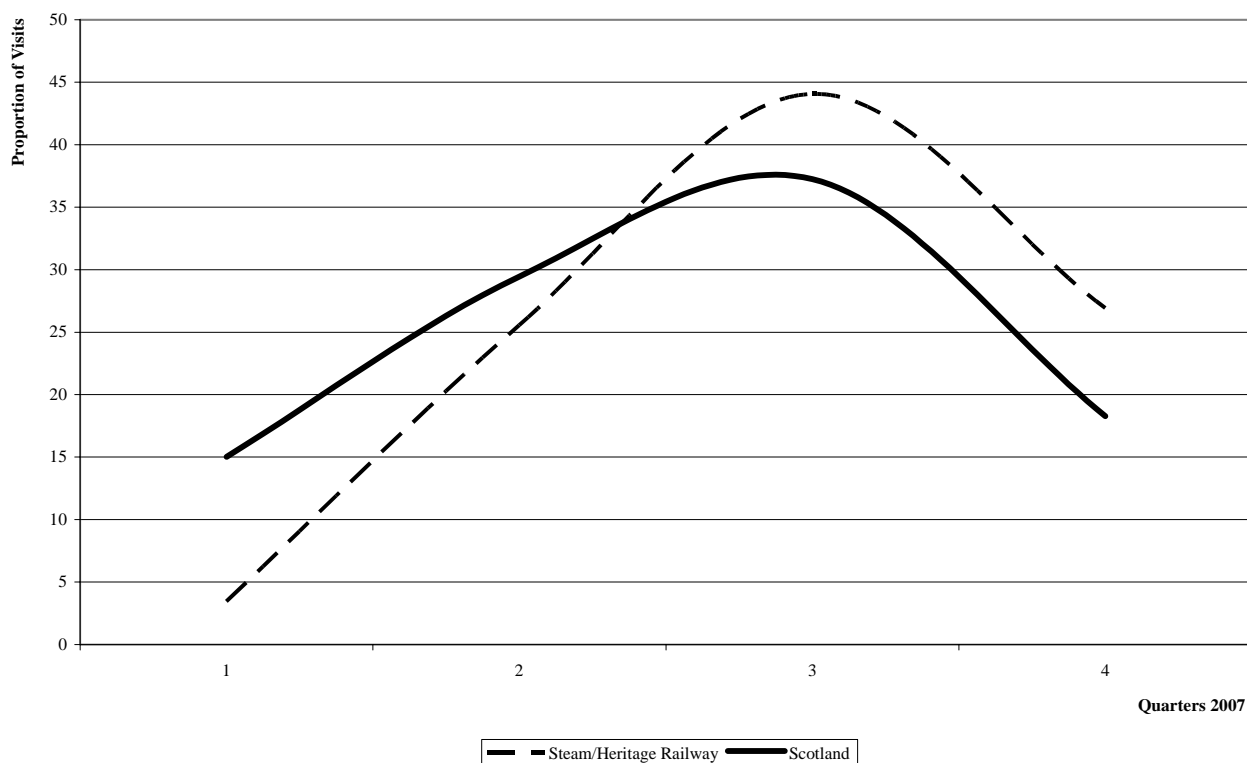
Owner	Attraction	2007	2006	%07/06	F	S	Region
CT	Scottish Seabird Centre <sup>iv</sup> , North Berwick	284,702	225,500	+26.3	F		ED
P	Loch Muick & Lochnagar Wildlife Reserve, by Ballater	48,441	48,494	-0.1	F		AB
CT	RSPB (Vane Farm), Kinross	40,604 E	40,000 E	+1.5		S	PE
CT	RSPB Nature Reserve, Lochwinnoch	31,517	35,302	-10.7			GG
CT	Loch Garten Osprey Centre, Nethybridge	31,259	35,604	-12.2		S	HI
CT	RSPB Shetland (Sumburgh Head Reserve), Virkie	29,000 E	30,000	-3.3	F		SH
G	Sands of Forvie National Nature Reserve, Collieston	20,000 E	20,000 E	0.0	F		AB
G	St Cyrus Nature Reserve, nr Montrose	16,108	12,728	+26.6	F		AB
P	Seaprobe Atlantis Cruises, Kyle of Lochalsh	14,759 E	14,548	+1.5		S	HI
CT	Falls of Clyde Wildlife Reserve and Visitor Centre, New Lanark	12,516	12,907	-3.0			GG
CT	Loch of Strathbeg Nature Reserve, Fraserburgh	11,855 E	11,288	+5.0	F		AB
CT	Montrose Basin Wildlife Centre, Montrose	11,571	10,749	+7.6			AN
CT	RSPB Loch Gruinart Nature Reserve, Bridgend	11,000 E	12,500	-12.0	F	S	AR
CT	RSPB Insh Marshes Nature Reserve, nr Kingussie	10,000 E	11,400	-12.3	F		HI
CT	Loch of Kinnordy RSPB Reserve, Perth	7,500 E	9,500	-21.1	F		PE
CT	RSPB Forsinard Reserve, Forsinard	3,829	3,827	+0.1	F	S	HI
G	Island of Noss, Lerwick	1,273	1,344	-5.3		S	SH



## 10.14. VISITS TO STEAM & HERITAGE RAILWAYS

(IN DECREASING ORDER OF VISITS)

*Graph 10.17 – Quarterly Visitation Pattern to Steam and Heritage Railways*



*Attraction Data*

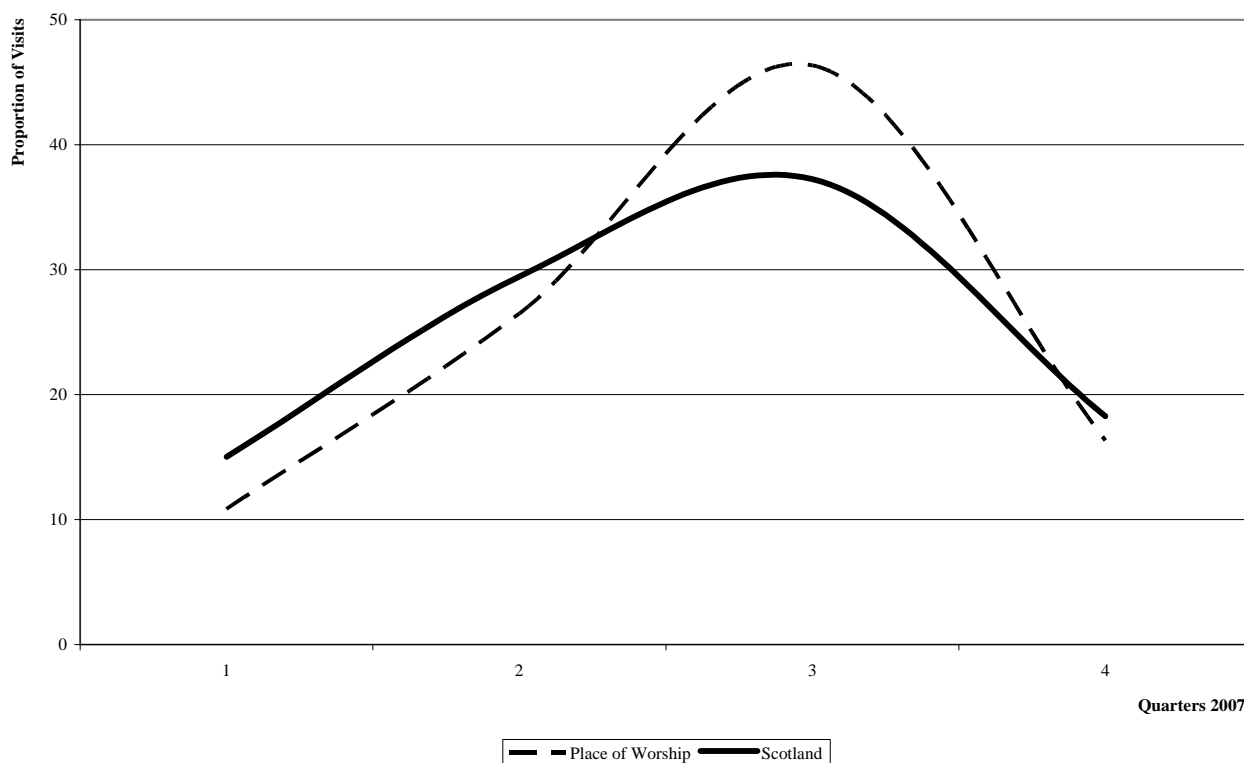
**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F	S	Region
CT	Bo'ness & Kinneil Railway, Bo'ness	65,690 E	64,774	+1.4		S	AR
O	Strathspey Steam Railway, Aviemore	61,586 E	49,145	+25.3			HI
CT	Caledonian Railway, Brechin	30,800 E	28,000	+10.0		S	AN
PLC	Alford Valley Railway, Alford	14,030	16,059	-12.6		S	AB

## 10.15. VISITS TO PLACES OF WORSHIP

(IN DECREASING ORDER OF VISITS)

*Graph 10.18 – Quarterly Visitation Pattern to Places of Worship*



Attraction Data

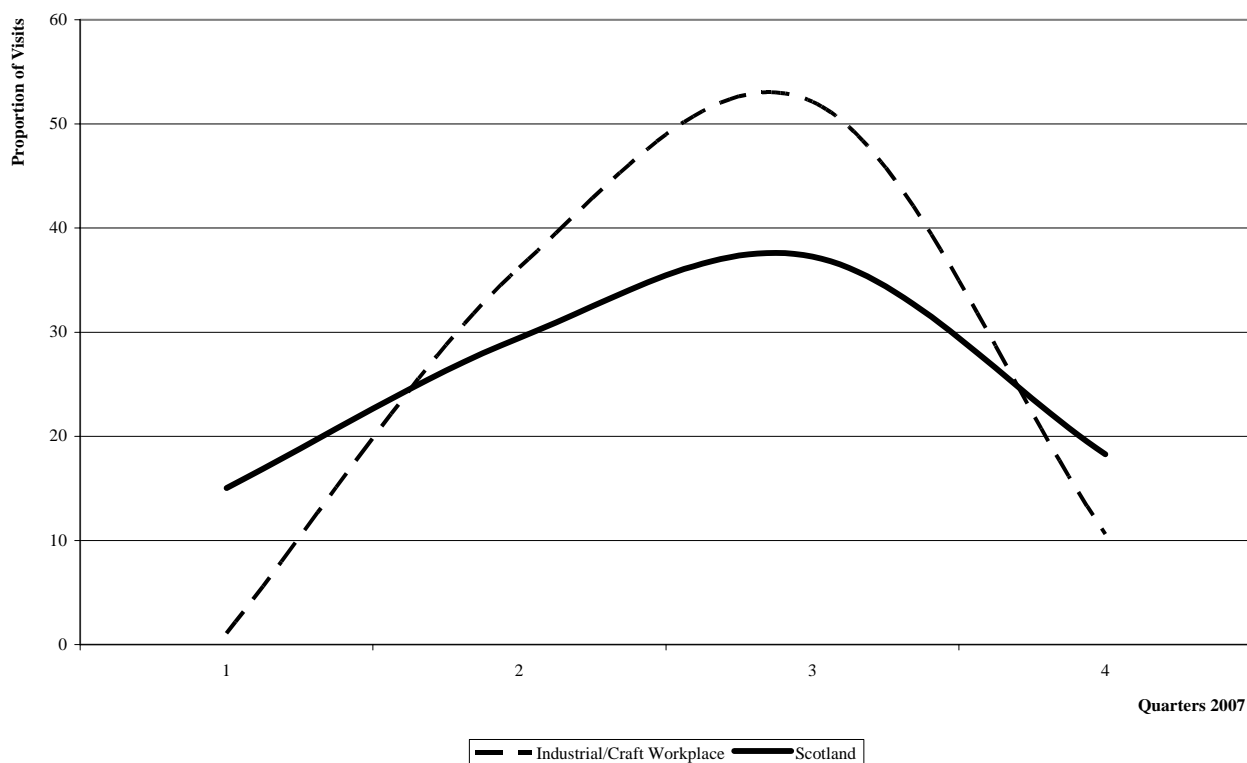
**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Region
CT	St Giles' Cathedral, Edinburgh	487,483 E	401,405 E	+21.4	F	ED
CT	Rosslyn Chapel, Roslin	161,034	175,000 E	-8.0		ED
HS	Glasgow Cathedral, Glasgow	159,177 E	156,221	+1.9	F	GG
P	Italian Chapel, Lambholm	89,964 E	90,710	-0.8	F	OR
LA	St Magnus Cathedral <sup>xiii</sup> , Kirkwall	76,847 E	23,186 E	+231.4	F	OR
R	Dunkeld Cathedral, Dunkeld	69,938	75,218	-7.0	F	PE
R	Paisley Abbey, Paisley	50,000 E	50,000	0.0	F	GG
R	Carfin Grotto, Motherwell	35,000 E	32,850 E	+6.5	F S	GG
CT	Samye Ling Monastery, Langholm	32,464 E	32,034	+1.3	F	DG
R	St Machar's Cathedral, Aberdeen	25,243	22,720	+11.1	F	AB
R	Greyfriars' Kirk, Edinburgh	18,274	21,216	-13.9	F S	ED
HS	Dunblane Cathedral, Dunblane	14,894	20,092	-25.9	F	AR
RO	Pluscarden Abbey, Elgin	14,608 E	18,624 E	-21.6	F	AB
R	Cathedral Church of St Paul, Dundee	8,310	7,831	+6.1	F	AN
R	St John's Kirk, Perth	6,293	5,954	+5.7	F S	PE
R	Parish Church of St. Cuthbert, Edinburgh	5,421	5,748	-5.7	F S	ED
R	St Mary's Parish Church, Haddington	5,021	4,515	+11.2	F S	ED
R	Cathedral Church of St. Andrew, Aberdeen	2,810	1,686	+66.7	F S	AB
R	St Athernase Norman Church, Leuchars	1,200 E	1,000	+20.0	F S	FI
R	Friends of Govan Old Parish Church, Glasgow	1,138	1,247	-8.7	F S	GG
R	Dalmeny Church, Dalmeny	480 E	400	+20.0	F S	ED
R	Bridge of Allan Parish Church, Bridge of Allan	290	327	-11.3	F S	AR

## 10.16. VISITS TO INDUSTRIAL & CRAFT WORKPLACES

(IN DECREASING ORDER OF VISITS)

*Graph 10.19 – Quarterly Visitation Pattern to Industrial and Craft Workplaces*



*Attraction Data*

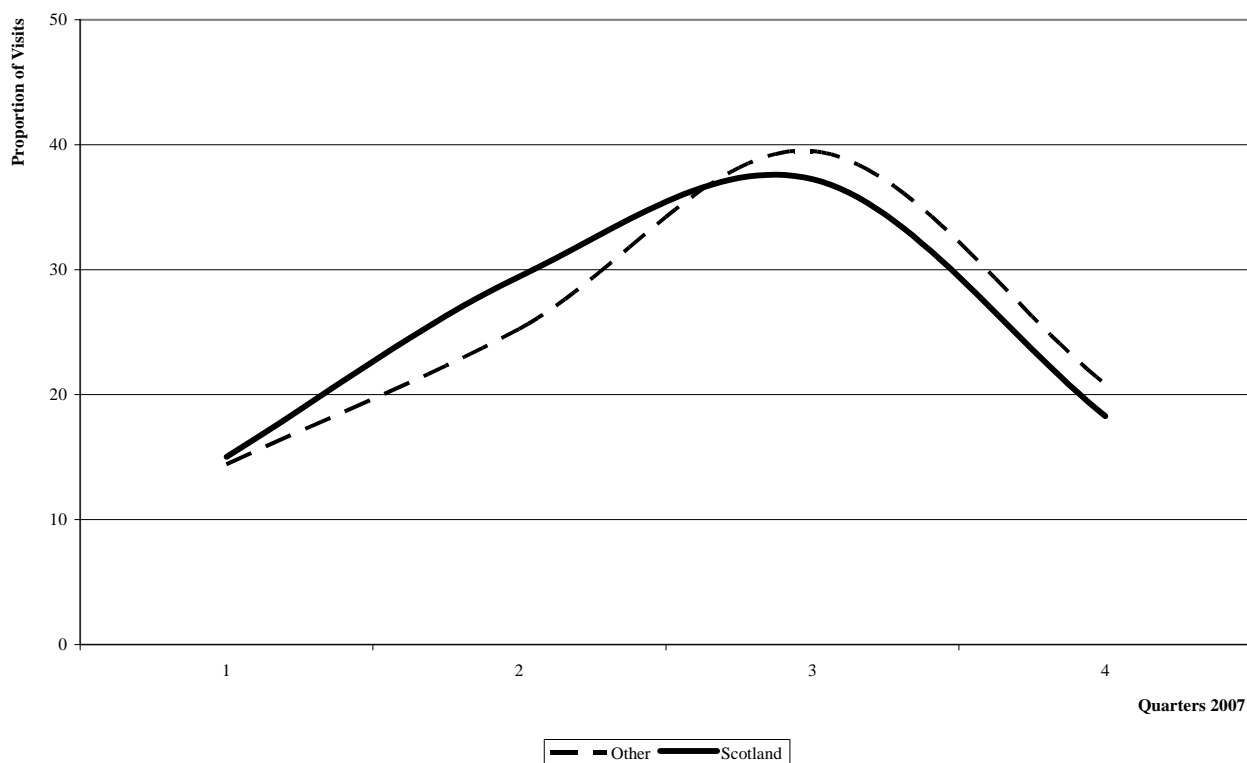
**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F S	Region
P	Crail Pottery Co-Operative, Crail	24,000 E	24,000 E	0.0	F	FI
P	Sheila Fleet Jewellery, Tankerness	15,000 E	15,000	0.0	F	OR
P	AromaSciences, Aultbea, Achnasheen	14,000	DK		F	HI
P	Shetland Jewellery, Weisdale	6,389 E	8,436	-24.3	F	SH
LA	Birkhill Fireclay Mine, Bo'ness	6,182	5,441	+13.6	S	AR
P	Nornova Knitwear Workshop, Unst	3,600 E	986 E	+265.1	F S	SH
P	Buchlyvie Pottery, Buchlyvie	3,600 E	3,650	-1.4	F	AR
NTS	Robert Smail's Printing Works, Innerleithen	2,743	1,824	+50.4		SB
NTS	Barry Mill, Carnoustie	2,308	1,914	+20.6	S	AN
LA	Barony Mill, Birsay	1,901	1,431	+32.8	F S	OR
P	Loch Tay Pottery, Aberfeldy	800 E	840	-4.8	F	PE
P	Cornice Museum of Ornamental Plasterwork, Peebles	150 E	180	-16.7	F	SB

## 10.17. VISITS TO OTHER ATTRACTIONS

(IN DECREASING ORDER OF VISITS)

*Graph 10.20 – Quarterly Visitation Pattern to Other Attractions*



### Attraction Data

**Note: those attractions which requested their visits figures to remain confidential do not appear in this report.**

Owner	Attraction	2007	2006	%07/06	F	S	Region
P	Edinburgh Bus Tours, Edinburgh	504,742	501,445	+0.7			ED
CT	An Lanntair, Stornoway	186,772	179,559	+4.0	F		OH
CT	CairnGorm Mountain Railway <sup>1</sup> , nr Aviemore	149,699	156,354	-4.3			HI
PLC	Nevis Range <sup>1</sup> , Fort William	145,382	135,141	+7.6			HI
CT	Waverley Excursions Ltd, Glasgow	50,910	49,866	+2.1		S	GG
P	Glenshee Ski Centre, Glenshee	9,463	42,600	-77.8		S	AB
O	Frigate Unicorn, Dundee	5,029	5,648	-11.0			AN
CT	Linlithgow Union Canal Society, Linlithgow	4,195	5,522	-24.0		S	ED

# APPENDIX 1: SURVEY OF VISITS 2007 & GUIDELINES



## Survey of Visits to Visitor Attractions 2007

This survey is conducted by the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University, on behalf of VisitScotland. Please return the completed questionnaire by Friday, 15th February 2008 in the Freepost envelope provided.

If any of the information printed below is incorrect or missing, please write in correct details.

ID

Contact Name Tel  
 Position Fax  
 Name of Attraction Email  
 Address Website  
 Town  
 Post Code

NB: if the questionnaire should be sent to a different (central mailing) address, please supply separate details.

### SECTION ONE - ATTRACTION DETAILS

- 1.1 Ownership of the attraction:** Is this correct? Yes  No   
 If the information above is incorrect or missing, please indicate who owns the attraction:  
 Historic Scotland.....  Privately Owned.....  Religious Organisation.....   
 Other Government Department/Agency..  Public Company/plc.....  Other (please specify below).....   
 The National Trust for Scotland.....  Local Authority.....   
 Other Trust/Charity.....  Educational Institution.....
- 1.2 Please indicate what is the main attraction category:**  
 Castle/Fort.....  Historic House/Palace.....  Safari Park/Zoo/Aquarium/Aviary.....   
 Country Park.....  Historic Monument/Archaeological Site..  Science/Technology Centre.....   
 Distillery/Vineyard or Brewery.....  Museum and/or Art Gallery.....  Steam/Heritage Railways.....   
 Farm/Rare Breeds/Farm Animals.....  Nature Reserve/Wetlands/Wildlife Trips.  Theme Park.....   
 Garden.....  Other Historic Property.....  Other (please specify below).....   
 Industrial/Craft Workplace.....  Other Historic/Scenic Transport Operator   
 Heritage/Visitor Centre.....  Place of Worship (still in use).....
- 1.3 Please indicate your VisitScotland Quality Assurance Scheme Star Rating (if applicable):**  \*

### SECTION TWO - VISITORS

- 2.1 Please indicate visitor numbers (including school visits) your attraction received during 2007 (Calendar Year). Please exclude special events outside normal opening hours or any private hire.**
- a) Total number of visits (paid and free) , ,  Is this number: Exact?  An Estimate?
- b) Total number of paid visits only , ,  Is this number: Exact?  An Estimate?
- 2.2 Please write in below the total number of visits (paid and free) by month in 2007 and tick whether open or closed.**
- |          | Total number   | Please tick if        |                       |           | Total number   | Please tick if        |                       |
|----------|--|-----------------------|-----------------------|-----------|--|-----------------------|-----------------------|
|          |  | all/part              | month                 |           |  | all/part              | month                 |
|          |  | Open                  | Closed                |           |  | Open                  | Closed                |
| January  | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> | July      | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> |
| February | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> | August    | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> |
| March    | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> | September | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> |
| April    | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> | October   | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> |
| May      | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> | November  | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> |
| June     | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> | December  | <input type="text"/> , <input type="text"/> , <input type="text"/> | <input type="radio"/> | <input type="radio"/> |
- 2.3 Total visits provided for the previous year (2006) were:** Is this correct? Yes  No   
 If No or missing, please indicate the correct 2006 visits figure: , ,  Is this number: Exact?  An Estimate?
- 2.4 What method(s) is/are used for recording visitors?**
- From ticket sales and/or group sales  Estimate made on the basis of a sample count   
 Mechanical or electronic method of counting (e.g. turnstile)  Estimate only   
 Manual method of counting numbers  Other (please specify: \_\_\_\_\_)
- 2.5 What percentage of visitors in 2007 (paid and free) fell into each category?**  
 Adults: % Children: % Are these percentages: Exact?  An Estimate?
- 2.6 Approximately how many school children visited your attraction as part of an organised group in 2007?**  
 Number of school children: , ,  Is this number: Exact?  An Estimate?

0735443321

2.7 Did you charge for admission to the main attraction in 2007? Yes  No

2.8 Please provide the standard admission charge (in high season/summer) per person for the main attraction in 2007 (including VAT):

Adult: £   .   p Child: £   .   p Car parking fee: £   .   p

2.9 Please indicate which positive and negative factors you believe affected your total visits numbers in 2007 compared to 2006:

**Positive factors**

Most important factor: \_\_\_\_\_

Other factors: \_\_\_\_\_

**Negative factors**

Most important factor: \_\_\_\_\_

Other factors: \_\_\_\_\_

2.10 Origin of visitors

a) What percentage of total visitors in 2007 do you estimate were from overseas?    %

b) What percentage of total visitors do you estimate lived locally or within day trip distance of your attraction?    %

**SECTION THREE - OPERATIONS**

NONE OF THIS INFORMATION WILL BE PROVIDED TO ANY THIRD PARTY

3.1 Gross revenue

How did the attraction's gross revenue in 2007 compare with 2006? Up  Down  Similar  Not Applicable \*

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

3.2 Please indicate which facilities were available to the public on site in 2007. Catering: Yes  No  Retail: Yes  No

3.3 Please provide an estimate of the average spend (including VAT) per visitor (i.e. total spend for each category divided by total visitors to your attraction overall) - excluding revenue from special events outside normal opening hours or private hire.

Admissions Donations Catering Retail Other Overall average spend  
£   .   p + £   .   p + £   .   p + £   .   p + £   .   p = £   .   p

Please specify 'Other' (if relevant): \_\_\_\_\_

3.4 On average, how long do your visitors spend (in minutes) in the following:

Attraction Catering Retail Other Overall average time spent at the attraction  
  mins +   mins +   mins +   mins =   mins

3.5 Did you make any kind of upgrade or improvements to your attraction in 2007? (excluding normal repairs and upkeep) Yes  No

If Yes, how much money was spent? (including VAT) £    ,    ,

Please describe the main type of upgrade or improvements made: \_\_\_\_\_

**SECTION FOUR - HUMAN RESOURCES**

4.1 How many people were employed in any tourism-related activities in the attraction in 2007, 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  ,

4.2 In 2007, did you have any difficulties recruiting and/or retaining staff? (If you did not recruit any staff in 2007 tick N/A = Not applicable)

Recruiting staff: Yes  No  N/A  Please give reason: \_\_\_\_\_

Retaining staff: Yes  No  Please give reason: \_\_\_\_\_

**SECTION FIVE - MARKETING**

5.1 Compared with 2006, was expenditure on marketing activities in general in 2007: Up  Down  Similar  Not Applicable\*

\* No marketing expenditure

5.2 Compared with 2006, was expenditure on marketing activities with VisitScotland in 2007: Up  Down  Similar  Not Applicable

5.3 Has your attraction won any awards in the last 12 months? Yes  No

If Yes, please describe: \_\_\_\_\_

The information from this survey will be used to assess trends in the attractions sector and to inform tourist board 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 and VisitScotland. If you wish your visits numbers not to be published, please tick this box

Data protection: the information on this form will be processed in accordance with the Market Research Society Code of Conduct and the Data Protection Act 1998.

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

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name (BLOCK CAPITALS) \_\_\_\_\_ Job title \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Thank you for participating in this survey. Please return the completed questionnaire in the Freepost envelope provided to the Moffat Centre, Glasgow Caledonian University, FREEPOST SC06277, GLASGOW, G4 0BR.

7662443327

## GUIDELINES TO COMPLETION OF QUESTIONNAIRE 'SURVEY OF VISITS TO VISITOR ATTRACTIONS' 2007

Guidelines are provided for selected questions where a more detailed explanation is required.

**For the purpose of this research the definition of a Visitor Attraction is:**

...an attraction where the main purpose is sightseeing. The attraction must be a permanent established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education; 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.

This definition excludes open land attractions where there are problems in monitoring visitor figures such as piers and quays. This definition also excludes organisations that are primarily retail outlets and where there are no separate figures collected for the attraction element only.

### SECTION ONE

**1.3** Tick only one category that describes the visitor attraction element of your organisation. The Survey of Visits to Visitor Attractions 2006 has included Country Parks in the Attraction Category this year to accommodate only figures recorded at Visitor Centres within Country Parks. To add meaning to each category, some examples are provided below to help guide your choice of category:

Survey Category	Other Appropriate Categories
Castle / Fort	Fort, Citadel, Defence Tower
Country Park	Forest Park
Distillery, Vineyard or Brewery	Cider Farm, Alcohol Centred Attraction.
Museum and/or Art Gallery	**including Industrial, Mining, Science, Transport Museums and Galleries of Modern Art
Garden	Arboretum, Botanical Garden.
Heritage / Visitor Centre	Park/Information/Orientation Centre, Cultural Interpretation Centre, Park Ranger Centre
Historic House/Palace	*House and Garden, Royal Residence
Historic Monument/Archaeological Site	Standing Stones, Ancient Monument
Other Historic Property	Lighthouse, Windmill, Other Mill, Historic Ships
Safari Park / Zoo / Aquarium / Aviary	Medium or larger-scale animal enclosures/tanks, exotic animals
Farm, Rare Breeds, Farm Animals	Attractions involving enclosed farm animals
Nature Reserve / Wetlands / Wildlife Trips	Attractions that contain natural habitat environments for fauna, birds and wildlife, including wildlife trips i.e. seal/dolphin watching
Steam / Heritage Railway	Steam railways in working condition ( <i>not</i> museum)
Other Historic/Scenic transport operator	Sightseeing boats, chair lifts, cable cars
Place of Worship	Attractions regardless of religion (still in use)
Theme Park	Entertainment Park, permanent fun fair
Science / Technology Centre	Science Centres that are not museums
Industrial or Craft Workplaces	Operating Industrial or Craft Attraction
Other	Miniature railways or villages.
*House and Garden attractions that record separate visitor numbers should complete a separate form under each category, <b>house and garden where possible. If not you should tick the main attraction category.</b>	
**Excludes contemporary art centres and galleries and antique centres that have the primary purpose of retailing.	

If separate visitor numbers are collected for two attraction aspects such as free entry to a garden that contains another attraction such as a historic house with an entry charge, please fill in a separate questionnaire for each attraction. Similarly estates containing a variety of paid attractions such as historic buildings, museums, animal attractions etc. should, if possible, provide separate data for each.

### SECTION TWO

**2.1** The figures you provide in this question for year 2007 should preferably be for the calendar year, i.e. January to December. Figures provided should record **only** those visits that involve people visiting the visitor attraction element of your organisation. An example of this would be shops/retail outlets with a secondary attraction element. Only figures for those visiting the attraction element require to be recorded on the survey form. Please also tick the appropriate box to indicate whether the figures you provide are exact or an estimate.

**2.2** There are **two elements** to this question. If you are unable to provide monthly visitor figures please answer the other element to the question so that monthly opening and seasonality can be identified.

**2.3** The credibility of this research reflects the level of accuracy of recorded visitor figures. If estimates are provided please ensure the figures you provide are a true representation, please enter the correct figure in the boxes provided.

**2.5** Please provide percentage breakdown of adults and children for year 2007 **not** number of individuals.

**3.1** Please complete adult and child admission charges to main attraction. Car parking fee refers to on site parking provided for the sole use of the attraction.

## APPENDIX 2: END NOTES

---

- <sup>i</sup> Visits figures for Cairngorm Mountain Railway and Nevis Range do not include skiers and snowboarders who are an additional important sports related visitor market.
- <sup>ii</sup> Kelvingrove Art Gallery and Museum re-opened in July 2006 following a three year refurbishment. Visits numbers for 2006 are from July to December only.
- <sup>iii</sup> The National Galleries of Scotland visitor figures incorporate all Edinburgh sites as the structure of the galleries has changed in recent years, allowing more fluidity between galleries, rendering visitor figures for individual galleries misleading.
- <sup>iv</sup> The World Famous Old Blacksmith Shop Centre, New Lanark Village and Visitor Centre, Eilean Donan Castle and Visitor Centre, the National Park Gateway, National Galleries of Scotland (Edinburgh Sites), and Falkirk Wheel are free attractions but have an important small paid element.
- <sup>v</sup> Bank of Scotland Museum on the Mound re-opened in September 2006 following a two year refurbishment. Visits numbers for 2006 are for September to December only.
- <sup>vi</sup> Carnegie Museum and Banff Museum experienced limited opening in 2007, which negatively impacted on visits figures.
- <sup>vii</sup> Pittencrieff House Museum was closed for two months during 2007, which negatively impacted on total visit figures.
- <sup>viii</sup> Shetland Museum and Archives re-opened in June 2007 following a two year refurbishment and upgrade of Shetland Museum. Visits numbers for 2007 are for June to December only.
- <sup>ix</sup> Andrew Carnegie Birthplace Museum, Highland Folk Museum (Kingussie), Highland Folk Museum (Newtonmore) and Isle of Mull Museum removed admission charges in 2007, which positively impacted on visits figures.
- <sup>x</sup> Museum nan Eilean and Timespan Heritage Centre were opened for five months only during 2007, which negatively impacted on total visits figures.
- <sup>xi</sup> Fossil Grove was opened for three months only during 2007, which negatively impacted on total visits figures.
- <sup>xii</sup> St Magnus Cathedral undertook a change in method of counting visits from July 2007, which positively impacted on total visits figures.