

The 2009 Visitor Attraction Monitor

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Note

Statistics in this report are given in good faith on the basis of information provided in the Visitor Surveys for 2009 and 2008 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.

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Confidentiality

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

Estimates / Visits figures unavailable

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

Admission

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

Percentage change

Percentage changes 2009/2008 are rounded to a maximum of one decimal point.

Seasonality

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

Monthly visits

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

Small 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. The symbol * will be used in this case.

Abbreviations

Visitor Attraction Ownership

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

Former VisitScotland Areas

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

Category

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

Other Abbreviations

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

1. THE VISITOR ATTRACTION MONITOR: GENERAL ANALYSIS FOR 2009

- During 2009, the Scottish Visitor Attraction sector experienced an overall increase in visits of 3.5% when comparing 2009 with 2008 data. The following table presents the analysis:

Admission	Sample	Visits 2009	Visits 2008	%09/08
Total	682	44,749,351	43,241,702	3.5

- The exchange rate and weak pound were quoted as the most important positive factors affecting visitation followed by the weather, popular exhibitions & events and staycations: holidaying at home in the UK. The weather was by far the most important recorded negative factor, followed by the cost of fuel (which mostly affected those attractions located in the Highlands and the islands of Scotland) and the economy/ recession.
- Greater Glasgow & Clyde Valley experienced the greatest increase in terms of numbers of actual visits recorded; Outer Hebrides experienced the greatest increase in visits in terms of percentage of visits recorded at 11.9%, followed by Scottish Borders (8.8%) and Highlands of Scotland (7.6%). Ayrshire & Arran experienced a small decrease of -1% when comparing 2009 with 2008.
- Overall all attraction categories experienced increases in visits comparing 2009 with 2008. Place of Worship attractions experienced the greatest increase in percentage of visits at 10.2%, followed by Industrial/Craft Workplace category (9.2%). Country/Forest Park attractions, which dominate the sector, experienced the greatest increases in terms of actual numbers of visits when comparing 2009 with 2008.
- Museum/Art Gallery attractions and Heritage/ Visitor Centre attractions welcomed the most children who were part of a school group when compared to all other attraction types. Safari Park/Zoo/Aquarium/Aviary/Farm category attractions recorded the greatest proportion of school visits (4.9%). Steam/Heritage Railway attractions recorded the lowest proportion of school visits at just 0.4% of total visits, and Industrial/Craft Workplace the lowest number of school visits at 305.
- Some 39.8% of attractions reported an increase in gross revenue in 2009 compared with the previous year, while 12.4% recorded a decline in revenue movement, which presents a more positive picture than 2008/2007. Some 451 operators provided both gross revenue movement and the percentage change from 2008 to 2009, calculated at +5.3% overall.
- Some 78% of attractions that invested in their attractions involved spending less than £50,000, while only 3% involved upgrade investments of £1million and over. Investment expenditure included: upgrade of visitor centre; new café; new audio visual displays; upgrade of toilet facilities; design & creation of garden; upgrading access areas; new trail development and refitting of retail area.
- The national average spend in Scotland in 2009 was £6.94. The highest average spend was recorded by free admission Industrial/Craft Workplace category at £26.26 and paid admission Distillery/Vineyard/Brewery category at £25.89.
- Participating visitor attractions employed 12,227 paid and unpaid staff involved in tourism related activities in 2009. Of these, over two fifths were unpaid volunteers.
- Museum/Art Gallery category employ the most volunteer staff, followed by Heritage/Visitor Centre sites, with the number of volunteers almost matching total numbers of all paid staff. Steam/Heritage Railway and Place of Worship categories employ the highest percentage of permanent staff, whilst Historic House/Palace and Castle sites employ the greatest proportion of seasonal employees reflecting their seasonality

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 and published on behalf of VisitScotland by the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University.

Since 1999 the Moffat Centre has also been commissioned to undertake a regular monthly Visitor Attraction Barometer (VAB). It 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. Visits trends are analysed by geographic location, sector and other key variables. Reporting on the VAB 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. Electronic copies of both VAB and VAM are free to download now from www.visitscotland.org.

The definition of a visitor attraction used 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.'

Attractions included in the 2009 VAM are those where attendance can be reasonably accurately recorded. The questionnaire was distributed both by email and post in a staggered approach from September 2009 until December 2009 taking into account seasonal closure of attractions to increase completion rates. A reminder questionnaire was issued in February 2010 to all of those attraction operators who had not responded by the set deadline of 12th February 2010. Further reminders were undertaken by telephone, e-mail and fax between February 2010 and the end of March 2010, when books were closed.

This report provides valuable performance and employment related information of visitor attractions in Scotland for the calendar year 2009.

Survey questionnaires were distributed to 920 visitor attractions across Scotland. Some 755 responses were received, providing an overall response rate of 82.1%. The breakdown of responses is outlined below:

Response type	No.	% of total (920)
Cannot	20	2.2%
Completed (provided visits figures)	702	76.3%
Does Not	13	1.4%
Not an attraction	4	0.4%
Permanently Closed 2009	8	0.9%
Permanently Closed Pre-2009	1	0.1%
Temp Closed	7	0.8%
Total	755	82.1%

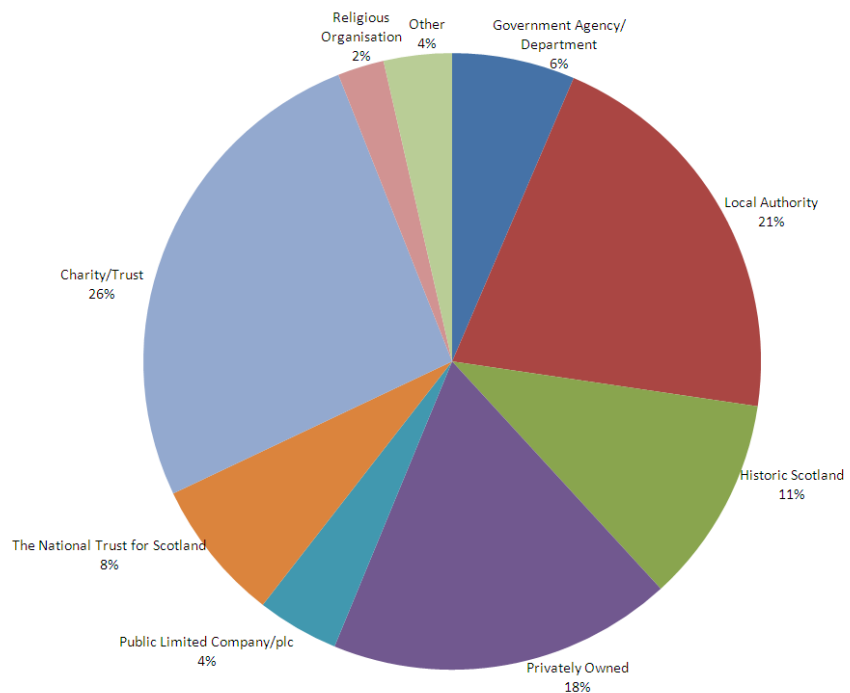
Some 85 attraction operators asked for their data to be kept confidential. This request is respected and at no point are such attractions individually identified or their data identifiable.

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

Ownership of responding attractions is illustrated in the graph opposite.

The attraction sector is dominated by the not-for-profit sector.

Charitable Organisations (26%) and Local Authorities (21%) account for almost half of ownership.



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 applied for 2009. Please note that the following table includes operators who apply more than one method to calculate visit figures, hence the total percentage exceeds 100%.

Recording Method	No.	%
Sample	697	
Ticket sales and/or group sales	315	45.2
Mechanical or electronic method of counting	146	20.9
Manual method of counting	230	33.0
Estimate made on basis of sample count	31	4.4
Estimate only	46	6.6
Other	15	2.2

As stated in previous VAM reports, the validity of the results generated depends on the quality of the information visitor attraction operators supplied. There continues to be concerns about the reliability of estimated visit numbers provided by some types of attraction and this issue continues to be raised with the operators concerned. Year 2009 did witness some attraction operators attempting to address this by reviewing their method of calculating figures. However, estimated figures still account for 11% of recording methods.

Other data requests from the survey do rely on estimates and a "feeling" for the performance of the attraction, and though somewhat 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.

3. COMPARATIVE ANALYSIS OF VISITS TO SCOTTISH VISITOR ATTRACTIONS 2009/2008

Some 682 attraction operators provided total visits figures for **both** years 2009 and 2008. The following tables compare visits performance from one year to the next.

3.1. COMPARATIVE ANALYSIS OF VISITS 2009/2008

3.1.1. Comparative Analysis of Visits 2009/2008 by Admission Policy

Admission	Sample	Visits 2009	Visits 2008	% 09/08
Free	301	29,838,917	29,014,208	2.8
Paid	381	14,910,434	14,227,494	4.8
Total	682	44,749,351	43,241,702	3.5

Visitor attractions in Scotland experienced an increase of 3.5% in visits when comparing 2009 with 2008.

3.1.2. Comparative Analysis of Visits 2009/2008 by Former VisitScotland Area

Former VisitScotland Area	Sample	Visits 2009	Visits 2008	% 09/08
Aberdeen & Grampian	84	2,172,845	2,059,392	5.5
ALLFV	82	4,145,871	4,139,865	0.1
Angus & City of Dundee	31	1,515,360	1,468,806	3.2
Ayrshire & Arran	27	1,321,332	1,334,498	-1.0
Dumfries & Galloway	50	1,787,858	1,692,827	5.6
Edinburgh & Lothians	84	9,878,362	9,695,224	1.9
Greater Glasgow & Clyde Valley	73	15,801,552	15,205,397	3.9
Highlands of Scotland	88	3,849,114	3,583,171	7.4
Kingdom of Fife	34	825,531	779,712	5.9
Orkney	22	517,757	510,233	1.5
Outer Hebrides	12	326,339	291,756	11.9
Perthshire	37	1,386,752	1,350,727	2.7
Scottish Borders	40	1,025,624	942,858	8.8
Shetland	18	195,054	187,236	4.2
Total	682	44,749,351	43,241,702	3.5

Greater Glasgow & Clyde Valley experienced the greatest increase in terms of numbers of actual visits recorded; Outer Hebrides experienced the greatest increase in visits in terms of percentage of visits recorded at 11.9%, followed by Scottish Borders (8.8%) and Highlands of Scotland (7.4%). Ayrshire & Arran experienced a small decrease of -1%.

3.1.3. Comparative Analysis of Visits 2009/2008 by Attraction Category

Category	Sample	Visits 2009	Visits 2008	% 09/08
Castle/Fort	58	3,476,114	3,280,320	6.0
Country/Forest Park	27	13,040,512	12,458,922	4.7
Distillery/Vineyard/Brewery	41	990,857	951,686	4.1
Garden	34	1,417,109	1,383,467	2.4
Heritage/Visitor Centre	100	6,694,004	6,543,215	2.3
Historic House/Palace	49	1,476,007	1,374,277	7.4
Historic Monument/Archaeological Site	30	647,060	609,418	6.2
Industrial/Craft Workplace	11	76,585	70,154	9.2
Museum/Art Gallery	225	10,435,241	10,439,011	0.0
Nature Reserve/Wetlands/Wildlife Trips	34	919,531	848,577	8.4
Other Historic Property	15	389,423	381,269	2.1
Place of Worship	22	1,514,931	1,374,469	10.2
Safari Park/Zoo/Aquarium/Aviary/Farm	20	2,091,782	2,026,404	3.2
Steam/Heritage Railway	4	146,072	134,814	8.4
Other	12	1,434,123	1,365,699	5.0
Total	682	44,749,351	43,241,702	3.5

Place of Worship attractions experienced the greatest increase in percentage of visits at 10.2%, followed by Industrial/Craft Workplace category (9.2%). Nature Reserve/Wetlands/Wildlife Trips and Steam/Heritage Railway category both reported increases of 8.4%.

Country/Forest Park attractions, which dominate the sector, experienced the greatest increases in terms of actual numbers of visits when comparing 2009 with 2008.

3.1.4. Comparative Analysis of Visits 2009/2008 by Geographic Location

Location	Sample	Visits 2009	Visits 2008	% 09/08
Rural	320	17,739,189	17,259,340	2.8
Seaside	90	2,869,036	2,699,397	6.3
Urban	272	24,141,126	23,282,965	3.7
Total	682	44,749,351	43,241,702	3.5

Attractions in all locations experienced increases in visits when comparing 2009 with 2008; this increase was greatest in Seaside located attractions at 6.3%.

3.2. COMPARISON OF MONTHLY AND QUARTERLY DISTRIBUTION OF VISITS 2009/2008

3.2.1. Monthly and Quarterly Distribution of Visits 2009/2008

Months	2009 (%)	2008 (%)	Quarters	2009 (%)	2008 (%)
Common Sample 518			Common Sample		
January	4	4	Q1. Jan-Mar	15	17
February	5	5			
March	6	7			
April	10	9	Q2. Apr-Jun	30	29
May	10	10			
June	11	10			
July	13	13	Q3. Jul-Sep	37	37
August	15	14			
September	9	10			
October	8	7	Q4. Oct-Dec	17	17
November	5	5			
December	4	5			
Total	100	100		100	100

There is little difference in the distribution of visits when comparing 2009 with 2008, with the second and third quarters receiving two thirds of visits and as in previous years, visits peaking in high summer season during the months of July and August.

3.2.2. Monthly and Quarterly Distribution by Admission 2009/2008

Months	Free Admission Attractions		Paid Admission Attractions	
	2009 (%)	2008 (%)	2009 (%)	2008 (%)
Common Sample	215		303	
January	5	5	2	2
February	6	6	3	3
March	8	8	4	6
April	10	9	10	8
May	9	10	11	11
June	11	10	11	11
July	12	11	16	16
August	13	12	19	18
September	9	9	10	10
October	8	7	7	7
November	6	6	4	4
December	5	6	3	3
Total	100	100	100	100

Free admission attractions experienced marginally weaker less seasonal variation than paid admission attractions.

3.3. COMPARATIVE ANALYSIS OF ADMISSION CHARGES 2009/2008

3.3.1. Comparative Analysis of Adult and Child Admission Charges 2009/2008

Some 318 attractions which charged for admission to the main element of their attraction in both 2009 and 2008 provided the adult and child admission charges during the high season for both years. This does not include additional charges such as those for temporary exhibitions or special events.

	2009	2008	% 09/08
Common Sample	318		
Average Adult Admission Charge	£5.33	£5.11	4.4
Average Child Admission Charge	£2.96	£2.78	6.6

As in previous years, Child admission charges have increased at a greater rate than Adult admission charges.

3.3.2. Adult Admission Charges 2009/2008 by Admission Price Band

Adult Admission Price Band	2009 (No.)	2008 (No.)	2009 (%)	2008 (%)
Sample	386	388		
Less than £1.00	1	3	0.3	0.8
£1.00 - £1.99	15	21	3.9	5.4
£2.00 - £2.99	42	46	10.9	11.9
£3.00 - £3.99	80	86	20.7	22.2
£4.00 - £4.99	67	65	17.4	16.8
£5.00 - £5.99	71	70	18.4	18.0
£6.00 - £6.99	24	21	6.2	5.4
£7.00 - £7.99	17	17	4.4	4.4
£8.00 & over	69	59	17.9	15.2

Distribution of admission charges demonstrates that adult admission charges are increasing in cost comparing 2009 with 2008, with over 69 of participating attractions charging £8.00 & over.

4. ANALYSIS OF VISITOR ATTRACTION PERFORMANCE 2009

This section analyses key areas of operation using the data supplied by attractions that submitted completed questionnaires for 2009. Some 702 operators provided visits figures for 2009. However, response rates for other key performance indicators are variable. Attention should be paid to the responding samples, which in some cases can be low, as this may mean that data presented may not be representative of the whole sector or area analysed. Where there are less than 3 responding attractions, data is not presented to protect individual identity of attractions. These are identified by the symbol *.

4.1. ANALYSIS OF VISITS 2009

The following section analyses 2009 visits figures to visitor attractions by admission policy, attraction category, Former VisitScotland Area and location and volume of attendance.

4.1.1. Analysis of Visits 2009 by Former VisitScotland Area and Admission Policy

Former VisitScotland Area	Free Admission		Paid Admission		Total		% of	
	Sample	Visits 2009	Sample	Visits 2009	Sample	Visits 2009	Attractions	Visits 2009
Aberdeen & Grampian	39	1,386,591	47	790,910	86	2,177,501	12.3	4.8
ALLFV	31	1,799,668	56	2,441,873	87	4,241,541	12.4	9.4
Angus & City of Dundee	11	699,640	21	817,793	32	1,517,433	4.6	3.4
Ayrshire & Arran	11	524,298	16	797,034	27	1,321,332	3.8	2.9
Dumfries & Galloway	24	1,419,023	28	466,626	52	1,885,649	7.4	4.2
Edinburgh & Lothians	41	5,060,056	43	4,818,306	84	9,878,362	12.0	21.9
Greater Glasgow & Clyde Valley	45	15,156,799	29	650,236	74	15,807,035	10.5	35.0
Highlands of Scotland	36	1,626,986	59	2,370,577	95	3,997,563	13.5	8.9
Kingdom of Fife	16	323,104	18	502,427	34	825,531	4.8	1.8
Orkney	9	299,908	13	217,849	22	517,757	3.1	1.1
Outer Hebrides	6	245,742	6	80,597	12	326,339	1.7	0.7
Perthshire	18	671,676	19	715,076	37	1,386,752	5.3	3.1
Scottish Borders	18	785,301	23	249,152	41	1,034,453	5.8	2.3
Shetland	12	167,304	7	28,222	19	195,526	2.7	0.4
Total	317	30,166,096	385	14,946,678	702	45,112,774	100.0	100.0

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

In 2009, free admission attractions accounted for only 45% of total responding attractions; however they attracted just over two thirds of all recorded visits in 2009. Conversely, paid admission attractions represented over half of all responding attractions, but attracted less than one third of recorded visits.

Almost two thirds (56.9%) of visits were made to attractions located in the Central Belt of Scotland in 2009.

4.1.2. Analysis of Visits 2009 by Attraction Category and Admission Policy

Attraction Category	Free Admission		Paid Admission		Total		% of	
	Sample	Visits 2009	Sample	Visits 2009	Sample	Visits 2009	Attractions	Visits 2009
Castle/Fort	*		55	3,082,219	58	3,476,114	8.3	7.7
Country/ Forest Park	26	12,769,898	*		28	13,049,341	4.0	28.8
Distillery/Vineyard/Brewery	8	250,946	35	748,621	43	999,567	6.1	2.2
Garden	9	982,803	26	444,806	35	1,427,609	5.0	3.1
Heritage/Visitor Centre	54	4,246,621	53	2,640,573	107	6,887,194	15.2	15.3
Historic House/Palace	4	100,397	46	1,381,093	50	1,481,490	7.1	3.3
Historic Monument/Archaeological Site	*		29	643,768	30	647,060	4.3	1.4
Industrial/Craft Workplace	8	62,829	*		11	76,585	1.6	0.2
Museum/Art Gallery	152	9,014,980	80	1,540,073	232	10,555,053	33.0	23.4
Nature Reserve/Wetlands/Wildlife Trips	25	417,441	9	502,090	34	919,531	4.8	2.0
Other Historic Property	*		13	382,296	15	389,423	2.1	0.9
Place of Worship	21	1,376,082	*		22	1,514,931	3.1	3.4
Safari Park/Zoo/Aquarium/Aviary/Farm	*		18	1,838,250	20	2,091,782	2.9	4.6
Steam/Heritage Railway			4	146,072	4	146,072	0.6	0.3
Other	*		11	1,164,769	13	1,451,022	1.9	3.2
Total	317	30,166,096	385	14,946,678	702	45,112,774	100.0	100.0

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

The Museum/Art Gallery category demonstrated the strongest presence in terms of concentration of number of attractions, particularly in the free admission sector. Country/Forest Parks, although few in number, received over a quarter of all recorded visits in 2009.

4.1.3. Analysis of Visits 2009 by Volume of Attendance and Admission Policy

Volume of Attendance	Free Admission		Paid Admission		Total		% of	
	Sample	Visits 2009	Sample	Visits 2009	Sample	Visits 2009	Attractions	Visits 2009
0 - 1,999	41	36,894	41	34,717	82	71,611	11.7	0.2
2000 - 4,999	33	110,308	68	232,556	101	342,864	14.4	0.8
5,000 - 9,999	49	341,395	65	448,899	114	790,294	16.2	1.8
10,000 - 19,999	46	622,523	77	1,150,767	123	1,773,290	17.6	3.9
20,000 - 49,999	55	1,692,077	65	2,129,504	120	3,821,581	17.2	8.5
50,000 - 99,999	35	2,372,082	35	2,377,935	70	4,750,017	10.0	10.5
100,000 - 149,999	12	1,384,906	15	1,843,066	27	3,227,972	3.8	7.2
150,000 - 249,999	19	3,652,684	7	136,3981	26	5,016,665	3.7	11.1
250,000 - 499,999	15	52,56,690	9	3,000,553	24	8,257,243	3.4	18.3
500,000 - 999,999	9	5,934,866	*		11	7,103,085	1.6	15.7
1,000,000 and over	*		*		4	9,958,152	0.6	22.0
Total	317	30,166,096	385	14,946,678	702	45,112,774	100.0	100.0

Over three quarters of attraction operators welcomed less than 50,000 visits in 2009, welcoming only 15% of all recorded visits. Conversely the 22% of attractions with over 50,000 visits welcomed 85% of all visits recorded in 2009.

4.2. FACTORS AFFECTING VISITATION IN 2009

Attraction operators were asked to indicate which positive and negative factors they believed influenced visitation to their attractions in 2009 compared with 2008. Respondents were also asked to identify the most important factors.

The tables that follow show 'most important factors' and 'all factors' which includes both 'most important' and 'other' factors. Some 449 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 (449) and not responses; hence the total percentage may exceed 100%.

4.2.1. Positive Factors

The following table presents the most important positive factors and all positive factors reported by operators.

Most Important Positive Factors	No. Responses	%	All Positive Factors	No. Responses	%
exchange rates - weak pound	71	16	exchange rates - weak pound	93	21
weather	63	14	weather	85	19
popular exhibitions/ events	57	13	staycations	79	18
staycations	51	11	popular exhibitions/ events	73	16
new addition/ refurbishment	21	5	the attraction itself	32	7
the attraction itself	21	5	Year of Homecoming	32	7
Year of Homecoming	19	4	promotion/ marketing	30	7
promotion/ marketing	13	3	new addition/ refurbishment	27	6
more tourists	8	2	transport	18	4
word of mouth recommendations	7	2	word of mouth recommendations	14	3
repeat business	6	1	more tourists	11	2
press/ TV Coverage	6	1	school/ education	11	2
school/ education	6	1	press/ TV Coverage	10	2

The exchange rates and weak pound were quoted as the most important positive factor affecting visitation followed by the weather, popular exhibitions and events and staycations: holidaying at home in the UK.

4.2.2. Negative Factors

The following table presents the most important negative factors and all negative factors reported by operators.

Most Important Negative Factor	No. Responses	%	All Negative Factors	No. Responses	%
weather	115	31	weather	145	39
cost of fuel	39	10	economy/ recession	85	22
economy/ recession	35	9	cost of fuel	72	19
closure/ disrupted due to refurbishment	15	4	less visitors in general	22	6
less visitors in general	15	4	closure/ disrupted due to refurbishment	21	6
reduction in hours/ days/ season	10	3	reduction in hours/ days / season	16	4
transport costs/ links etc	8	2	transport costs/ links etc	15	4
exchange rates	7	2	competition	14	4
location	5	1	exchange rates	14	4
fewer school groups	5	1	location	13	3
decline in promotions/ advertising	4	1	roadworks nearby - disruptive	9	2
roadworks nearby - disruptive	4	1	fewer school groups	7	2
staff - retirement/ illness	4	1	lack of special events	7	2

The weather was by far the most important recorded negative factor, followed by the cost of fuel (which mostly affected those attractions located in the Highlands and the islands of Scotland) and the economy/ recession.

4.3. IMPROVEMENTS AND UPGRADES TO ATTRACTIONS 2009

4.3.1. Improvements and Upgrades to Attractions 2009

Upgrade/improvements in 2009	No.	%
No	471	76
Yes	152	24
Total	623	100

Approximately one quarter of attractions indicated that they had carried out upgrades and improvements to their attraction in 2009. Of these, 121 included information on the value of the upgrades/ improvements carried out, this is presented below.

4.3.2. Range of Upgrade Spend in 2009

Range of Upgrade Spend	Sample	Total investment (£)	Average investment (£)	Proportion of attractions (%)	Proportion of total investment (%)
£5,000 & under	49	£74,213	£1,515	40.5	0.3
£5,001 - £10,000	15	£122,514	£8,168	12.4	0.5
£10,001 - £20,000	13	£218,000	£16,769	10.7	0.8
£20,001 - £50,000	18	£631,500	£35,083	14.9	2.4
£50,001 - £100,000	11	£715,496	£65,045	9.1	2.7
£100,001 - £200,000	4	£645,000	£161,250	3.3	2.4
£200,001 - £999,999	7	£3,434,858	£490,694	5.8	12.9
£1 million & over	4	£20,850,000	£5,212,500	3.3	78.1
Total	121	£26,691,581	£220,592	100	100

Some 78% of attractions that invested in their attractions involved spending less than £50,000, while only 3% involved upgrade investments of £1million and over. Investment expenditure included: upgrade of visitor centre; new café; new audio visual displays; upgrade of toilet facilities; design & creation of garden; upgrading access areas; new trail development and refitting of retail area.

4.3.3. Range of Upgrade Spend by Volume of Attendance 2009

Volume of Attendance	Sample	Total investment (£)	Average investment (£)	Proportion of attractions (%)	Proportion of total investment (%)
0 - 1,999	12	£106,634	£8,886	9.9	0.4
2,000 - 4,999	20	£1,129,118	£56,456	16.5	4.2
5,000 - 9,999	15	£7,484,527	£498,968	12.4	28.0
10,000 - 19,999	21	£1,097,891	£52,281	17.4	4.1
20,000 - 49,999	22	£654,423	£29,747	18.2	2.5
50,000 - 99,999	11	£2,646,206	£240,564	9.1	9.9
100,000 - 149,999	5	£8,717,000	£1,743,400	4.1	32.7
150,000 - 249,999	4	£4,295,000	£1,073,750	3.3	16.1
250,000 - 499,999	5	£232,005	£46,401	4.1	0.9
500,000 - 999,999	4	£272,000	£68,000	3.3	1.0
1,000,000 and over	2	£56,777	£28,389	1.7	0.2
Total	121	£26,691,581	£220,592	100	100

There was a significant investment by small attractions welcoming fewer than 50,000 visits in 2009.

4.4. VISITOR PROFILE 2009

4.4.1. Adult & Child Visitation 2009 by Category

Attraction Category	Sample	% Adults	% Children
Castle/Fort	46	82.0	18.0
Country/Forest Park	19	68.1	31.9
Distillery/Vineyard/Brewery	31	91.0	9.0
Garden	21	82.5	17.5
Heritage/Visitor Centre	81	75.6	24.4
Historic House/Palace	22	87.3	12.7
Historic Monument/Archaeological Site	25	87.9	12.1
Industrial/Craft Workplace	7	87.6	12.4
Museum/Art Gallery	166	77.1	22.9
Nature Reserve/Wetlands/Wildlife Trips	20	77.0	23.0
Other Historic Property	12	81.1	18.9
Place of Worship	18	88.4	11.6
Safari Park/Zoo/Aquarium/Aviary/Farm	19	59.7	40.3
Steam/Heritage Railway	4	62.8	37.2
Other	10	77.9	22.1
Total	501	78.9	21.1

Note: Percentages read horizontally

Adult visitors dominated visitation to all categories of visitor attraction, particularly Distillery/Vineyard/Brewery attractions. Safari Park/Zoo/Aquarium/Aviary/Farm and Steam/Heritage Railway attractions welcomed the most children, with an approximate adult: child ratio of 3:2.

4.4.2. Educational Visits to Attractions by Former VisitScotland Area 2009

Former VisitScotland Area	Sample	Total School Visits 2009	Total Visits 2009	% School Visits
Aberdeen & Grampian	51	56,029	1,452,425	3.9
ALLFV	57	128,621	3,265,340	3.9
Angus & City of Dundee	18	25,237	834,922	3.0
Ayrshire & Arran	11	22,521	267,662	8.4
Dumfries & Galloway	33	17,327	1,252,194	1.4
Edinburgh & Lothians	57	219,897	8,180,322	2.7
Greater Glasgow & Clyde Valley	49	137,173	5,910,869	2.3
Highlands of Scotland	59	50,272	2,509,759	2.0
Kingdom of Fife	23	17,137	565,717	3.0
Orkney	17	2,652	326,929	0.8
Outer Hebrides	8	5,702	269,995	2.1
Perthshire	25	18,294	938,046	2.0
Scottish Borders	26	15,292	781,072	2.0
Shetland	13	1,404	94,684	1.5
Total	447	717,558	26,649,936	2.7

Overall, school visits accounted for 2.7% of all visits reported by the 450 respondents. Edinburgh & Lothians, Greater Glasgow & Clyde Valley and Argyll, Loch Lomond & Forth Valley attractions welcomed the most children who were part of school groups. Ayrshire & Arran welcomed the highest percentage of school visits as part of overall total recorded visits for 2009.

4.4.3. Educational Visits to Attractions by Category 2009

Attraction Category	Sample	Total School Visits 2009	Total Visits 2009	% School Visits
Castle/Fort	44	68,570	2,671,535	2.6
Country/Forest Park	11	28,492	3,640,997	0.8
Distillery/Vineyard/Brewery	26	8,245	704,955	1.2
Garden	12	9,394	991,280	0.9
Heritage/Visitor Centre	63	124,104	4,232,196	2.9
Historic House/Palace	21	16,610	942,136	1.8
Historic Monument/Archaeological Site	27	11,331	620,861	1.8
Industrial/Craft Workplace	4	305	41,159	0.7
Museum/Art Gallery	159	258,177	7,461,938	3.5
Nature Reserve/Wetlands/Wildlife Trips	22	26,504	735,130	3.6
Other Historic Property	12	2,917	123,895	2.4
Place of Worship	16	17,494	1,272,724	1.4
Safari Park/Zoo/Aquarium/Aviary/Farm	17	93,891	1,912,536	4.9
Steam/Heritage Railway	4	650	146,072	0.4
Other	9	50,874	1,152,522	4.4
Total	447	717,558	26,649,936	2.7

Museum/Art Gallery attractions and Heritage/ Visitor Centre attractions welcomed the most children who were part of a school group when compared to all other attraction types. Safari Park/Zoo/Aquarium/Aviary/Farm category attractions recorded the greatest proportion of school visits (4.9%). Steam/Heritage Railway attractions recorded the lowest proportion of school visits at just 0.4% of total visits, and Industrial/Craft Workplace the lowest number of school visits at 305.

4.4.4. Educational Visits to Attractions by Volume of Attendance 2009

Volume of Attendance	Sample	Total School Visits 2009	Total Visits 2009	% School Visits
0 - 1,999	45	1,775	34,965	5.1
2,000 - 4,999	59	7,897	201,238	3.9
5,000 - 9,999	71	15,298	485,107	3.2
10,000 - 19,999	85	75,547	1,227,434	6.2
20,000 - 49,999	79	108,090	2,463,514	4.4
50,000 - 99,999	47	87,727	3,124,026	2.8
100,000 - 149,999	17	67,593	2,126,675	3.2
150,000 - 249,999	16	75,250	3,168,050	2.4
250,000 - 499,999	17	137,523	6,136,442	2.2
500,000 - 999,999	10	112,047	6,486,004	1.7
1,000,000 and over	*			
Total	447	717,558	26,649,936	2.7

Attractions who welcomed between 250,000 and 499,999 visits welcomed the highest number of children as part of a school group, although this only represented 2.2% of total visits.

4.4.5. Origin of Visitors by Former VisitScotland Area 2009

Former VisitScotland Area	Sample	% Overseas	% Locals/ Day trippers	% Domestic
Aberdeen & Grampian	45	31.3	50.0	18.6
ALLFV	66	30.3	40.3	29.3
Angus & City of Dundee	18	24.3	50.3	25.4
Ayrshire & Arran	10	12.6	62.3	25.1
Dumfries & Galloway	32	18.1	36.7	45.2
Edinburgh & Lothians	44	28.4	51.8	19.9
Greater Glasgow & Clyde Valley	44	18.2	69.9	11.9
Highlands of Scotland	51	25.3	34.1	40.6
Kingdom of Fife	19	25.4	58.8	15.7
Orkney	16	28.8	35.6	35.7
Outer Hebrides	8	26.4	23.4	50.3
Perthshire	23	27.2	42.0	30.8
Scottish Borders	25	22.1	48.2	29.6
Shetland	12	25.3	37.2	37.5
Total	413	25.5	46.5	28.0

Local visitors/ day trippers dominated visitation to attractions located particularly in Greater Glasgow & Clyde Valley and Ayrshire & Arran. The overseas market represented over 30% of all recorded visits to Aberdeen & Grampian and Argyll, Loch Lomond & Forth Valley, demonstrating a high reliance on the overseas market. The domestic market (excluding locals/ day trippers) was particularly important to Dumfries & Galloway, Outer Hebrides and Highlands of Scotland.

4.4.6. Origin of Visitors by Category 2009

Attraction Category	Sample	% Overseas	% Locals/ Day trippers	% Domestic
Castle/Fort	42	41.3	36.8	21.9
Country/Forest Park	14	3.8	88.4	7.9
Distillery/Vineyard/Brewery	34	49.3	24.8	25.9
Garden	12	13.8	45.8	40.3
Heritage/Visitor Centre	61	20.8	41.8	37.4
Historic House/Palace	20	31.1	43.0	26.0
Historic Monument/Archaeological Site	25	44.1	30.6	25.4
Industrial/Craft Workplace	7	18.9	41.9	39.3
Museum/Art Gallery	130	18.0	54.5	27.5
Nature Reserve/Wetlands/Wildlife Trips	15	10.8	54.6	34.6
Other Historic Property	8	16.6	65.4	18.0
Place of Worship	12	30.3	39.4	30.3
Safari Park/Zoo/Aquarium/Aviary/Farm	15	39.5	36.5	24.0
Steam/Heritage Railway	15	11.7	61.3	27.0
Other	3	5.7	62.7	31.7
Total	413	25.5	46.5	28.0

Overseas visits represented almost half of all visits to Distillery/Vineyard/Brewery attractions at 49.3% and over one third of total visits to Historic Monument/Archaeological Site, Castle/Fort, Safari Park/Zoo/Aquarium/Aviary/Farm and Place of Worship category attractions. Country/Forest Park attractions welcomed the greatest proportion of local and day tripper visits at 88.4%, and the lowest proportion of overseas visitors at 3.8%.

Garden category attractions welcomed the highest proportion of domestic visitors at 40.3% of all reported visits.

4.4.7. Origin of Visitors by Volume of Attendance 2009

Volume of Attendance	Sample	% Overseas	% Locals/ Day trippers	% Domestic
0 - 1,999	51	20.3	56.1	23.6
2,000 - 4,999	55	24.2	41.2	34.6
5,000 - 9,999	70	28.5	39.9	31.5
10,000 - 19,999	73	27.1	45.7	27.2
20,000 - 49,999	71	25.1	48.5	26.4
50,000 - 99,999	42	26.2	45.5	28.2
100,000 - 149,999	12	22.0	54.5	23.5
150,000 - 249,999	16	25.8	51.7	22.6
250,000 - 499,999	12	29.5	45.9	24.6
500,000 - 999,999	9	22.4	50.0	27.6
1,000,000 & over	2	36.5	49.5	14.0
Total	413	25.5	46.5	28.0

There is a fairly even spread of overseas and local visitors across all sizes of visitor attraction.

4.4.8. Origin of Visitors by Location 2009

Location	Sample	% Overseas	% Locals/ Day trippers	% Domestic
Rural	190	24.4	44.8	30.8
Seaside	68	26.7	40.5	32.8
Urban	155	26.4	51.2	22.4
Total	413	25.5	46.5	28.0

Urban attractions demonstrated a marginally higher reliance on local/ day tripper visitors than rural or seaside attractions.

4.4.9. Origin of Visitors by Indoors/Outdoors 2009

Location	Sample	% Overseas	% Locals/Day Trippers	% Domestic
Indoors	216	24.3	46.0	29.6
Outdoors	51	11.6	62.6	25.7
Both	146	32.1	41.5	26.4
Total	413	25.5	46.5	28.0

Clearly, outdoors attractions seem to welcomed a high proportion of locals/day trippers at just under two third of visits. Attractions offering both indoors and outdoors amenities and facilities attracted the highest proportion of overseas visits in 2009.

4.5. GROSS REVENUE MOVEMENT (2009/2008 AND 2008/2007)

Some 638 respondents reported if their gross revenue had increased, decreased or remained similar in 2009 compared with 2008, or simply was not applicable (N/A) if the attraction has no means of generating income.

4.5.1. Gross Revenue Movement 2009/2008 and 2008/2007

Gross Revenue Movement	2009/2008		2008/2007	
	Sample	%	Sample	%
Down	79	12.4	162	33.7
Similar	189	29.6	98	20.4
Up	254	39.8	156	32.4
N/A	116	18.2	65	13.5
Total	638	100.0	481	100.0
Average Trend	5.3%		0.2%	

Some 39.8% of attractions reported an increase in gross revenue in 2009 compared with the previous year, while 12.4% recorded a decline in revenue movement, which presents a more positive picture than 2008/2007. Some 451 operators provided both gross revenue movement and the percentage change from 2008 to 2009, calculated at +5.3% overall.

Average revenue can be split further into bandings giving a more useful assessment of performance in 2009.

4.5.2. Revenue Trend % Range 2009/2008

Revenue Trend % Range	No.	%
+100% & over increase	2	0.4
+50% to +99% increase	7	1.6
+40% to +49% increase	3	0.7
+30% to +39% increase	9	2.0
+20% to +29% increase	29	6.4
+10% to +19% increase	70	15.5
+1% to +9% increase	83	18.4
0% - no change	189	41.9
-1% to -9% decrease	29	6.4
-10% to -19% decrease	16	3.5
-20% to -29% decrease	7	1.6
-30% to -39% decrease	4	0.9
-40% to -49% decrease	2	0.4
-50% to -99% decrease	1	0.2
Total	451	100.0
Average Trend	5.3%	

Of those attractions that reported an increase in gross revenue, the majority reported increases between 1% and 19%. The majority of decreases recorded were between -1% and -19%.

4.5.3. Revenue Trend by Category 2009/2008

Attraction Category	No.	Average Trend
Castle/Fort	42	9.0
Country/Forest Park	10	1.1
Distillery/Vineyard/Brewery	31	10.1
Garden	24	4.4
Heritage/Visitor Centre	74	5.1
Historic House/Palace	28	10.3
Historic Monument/Archaeological Site	26	2.6
Industrial/Craft Workplace	6	4.5
Museum/Art Gallery	145	2.8
Nature Reserve/Wetlands/Wildlife Trips	12	4.5
Other Historic Property	12	2.2
Place of Worship	12	6.3
Safari Park/Zoo/Aquarium/Aviary/Farm	15	10.6
Steam/Heritage Railway	3	8.7
Other	11	7.0
Total	451	5.3%

All attraction categories recorded increases in gross revenue. Safari Park/Zoo/Aquarium/Aviary/Farm attractions recorded the highest increase in revenue trends for 2009 compared with 2008 at 10.6%, followed by Historic/House Palace attractions at 10.3% and Distillery/Vineyard/Brewery attractions at 10.1%. Other Historic Property attractions reported the lowest increase at 2.2% in 2009.

4.5.4. Revenue Trend by Former VisitScotland Area 2009/2008

Former VisitScotland Area	No.	Average Trend
Aberdeen & Grampian	44	10.0
ALLFV	58	4.9
Angus & City of Dundee	28	0.1
Ayrshire & Arran	13	9.2
Dumfries & Galloway	37	6.3
Edinburgh & Lothians	50	4.3
Greater Glasgow & Clyde Valley	44	2.7
Highlands of Scotland	66	6.4
Kingdom of Fife	17	5.9
Orkney	19	3.4
Outer Hebrides	8	8.5
Perthshire	26	2.5
Scottish Borders	31	6.0
Shetland	10	6.8
Total	451	5.3%

Attractions located in Aberdeen & Grampian recorded the highest increase in gross revenue for 2009 at 10% compared with 2008, followed by attractions in Ayrshire & Arran (9.2%).

4.6. AVERAGE SPEND PER ATTRACTION PER VISIT 2009

Some 344 attractions provided information on visitor spend for 2009. The data is presented by Category, Admission policy and by Former VisitScotland Area, Geographic Location, Origin of Visitor and Type of Attraction.

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 where data cannot be published as 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 2009 by Attraction Category and Admission Policy

Attraction Category	Admission	Sample	Average spend per person in the various attraction elements					Total
			Admission	Donations	Catering	Retail	Other	
Castle/Fort	Free	-						
	Paid	41	£3.28	£0.00	£0.54	£1.55	£0.01	£5.38
Country/Forest Park	Free	5+	£1.60	£0.00	£3.18	£2.73	£0.00	£7.52
	Paid	*						
Distillery/Vineyard/Brewery	Free	5+	£0.00	£0.00	£1.76	£11.87	£0.00	£13.58
	Paid	19	£4.04	£0.00	£0.71	£21.04	£0.09	£25.89
Garden	Free	4+	£0.00	£0.02	£1.92	£2.01	£0.00	£3.95
	Paid	7	£3.21	£0.00	£0.67	£0.76	£0.14	£4.79
Heritage/Visitor Centre	Free	22	£0.53	£0.30	£1.28	£2.84	£0.37	£5.32
	Paid	23	£2.18	£0.19	£1.54	£2.40	£0.08	£6.38
Historic House/Palace	Free	*						
	Paid	19	£5.12	£0.00	£1.69	£1.92	£0.00	£8.89
Historic Monument/ Archaeological Site	Free	*						
	Paid	22	£2.51	£0.04	£0.11	£1.66	£0.02	£4.34
Industrial/Craft Workplace	Free	5+	£0.00	£0.00	£0.06	£26.20	£0.00	£26.26
	Paid	*						
Museum/Art Gallery	Free	67	£0.03	£0.31	£0.54	£0.91	£0.07	£1.86
	Paid	51	£2.69	£0.34	£1.16	£2.23	£0.09	£6.52
Nature Reserve/Wetlands/ Wildlife Trips	Free	3+	£0.00	£0.10	£0.00	£0.77	£0.00	£0.86
	Paid	4+	£3.86	£0.03	£0.82	£6.57	£0.08	£11.36
Other Historic Property	Free	*						
	Paid	6+	£2.07	£0.00	£0.00	£0.73	£0.00	£2.80
Place of Worship	Free	11	£0.01	£2.12	£1.42	£2.45	£0.45	£6.45
	Paid	*						
Safari Park/Zoo/Aquarium/ Aviary/Farm	Free	*						
	Paid	10	£4.78	£0.15	£1.76	£2.87	£0.21	£9.77
Steam/Heritage Railway	Free	-						
	Paid	*						
Other	Free	*						
	Paid	7	£11.00	£0.00	£2.07	£0.71	£0.10	£13.89
National Average Revenue	Free	130	£0.17	£0.44	£0.89	£2.96	£0.14	£4.59
	Paid	214	£3.51	£0.11	£0.98	£3.66	£0.09	£8.37
	Total	344	£2.25	£0.24	£0.95	£3.39	£0.11	£6.94

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 in 2009 was £6.94

The highest average spend was recorded by free admission Industrial/Craft Workplace category at £26.26 and paid admission Distillery/Vineyard/Brewery category at £25.89, whilst free admission Nature Reserve/Wetlands/Wildlife Trip attractions recorded the lowest average spend per category at £0.86.

The average admission charge for Scotland was £2.25

Paid admission attractions identified average admission charges at £3.51. The highest average admission charge was reported by 'Other' category at £11.00.

The average donation for Scotland was £0.24

The highest average donation was recorded by free admission attractions within the Place of Worship category at £2.12.

The average catering spend for Scotland was £0.95

The highest average catering spend was secured by free admission Country/Forest park attractions at £3.18.

The average retail spend for Scotland was £3.39

Free admission Industrial/Craft workplace attractions recorded the highest average retail spend at £26.20, followed by paid Distillery/Vineyard/Brewery at £21.04. The lowest average retail spend was identified by paid 'Other' category at £0.71.

4.6.2. Average Visitor Spend 2009 by Former VisitScotland Area

Former VisitScotland Area	Sample	Average spend per person in the various attraction elements					Total
		Admission	Donations	Catering	Retail	Other	
Aberdeen & Grampian	34	£2.89	£0.32	£0.88	£4.27	£0.05	£8.42
ALLFV	46	£2.43	£0.13	£0.58	£5.42	£0.04	£8.61
Angus & City of Dundee	18	£2.00	£0.08	£0.80	£1.74	£0.37	£4.99
Ayrshire & Arran	7	£3.86	£0.40	£2.45	£1.74	£0.29	£8.74
Dumfries & Galloway	27	£1.18	£0.84	£1.32	£1.91	£0.53	£5.79
Edinburgh & Lothians	34	£2.62	£0.06	£0.84	£2.59	£0.00	£6.11
Greater Glasgow & Clyde Valley	38	£2.20	£0.30	£0.97	£2.49	£0.00	£5.96
Highlands of Scotland	49	£2.83	£0.23	£1.13	£4.04	£0.20	£8.43
Kingdom of Fife	17	£1.52	£0.07	£0.79	£2.02	£0.00	£4.41
Orkney	17	£1.66	£0.09	£0.50	£7.13	£0.00	£9.38
Outer Hebrides	7	£1.15	£0.24	£1.76	£1.83	£0.05	£5.03
Perthshire	20	£1.38	£0.21	£0.89	£3.93	£0.00	£6.40
Scottish Borders	22	£2.65	£0.17	£1.27	£1.57	£0.02	£5.82
Shetland	8	£0.96	£0.12	£0.14	£1.87	£0.05	£3.13
National Average Revenue	344	£2.25	£0.24	£0.95	£3.39	£0.11	£6.94

Attractions located in Orkney secured the highest average spend of £9.38, followed by those located in Ayrshire & Arran at £8.74. The lowest average spend was recorded by attractions located in Shetland at £3.13.

4.6.3. Average Visitor Spend 2009 by Geographic Location

Location	Sample	Average spend per person in the various attraction elements					Total
		Admission	Donations	Catering	Retail	Other	
Rural	159	£2.57	£0.30	£1.13	£3.79	£0.17	£7.97
Seaside	52	£2.20	£0.11	£0.66	£4.10	£0.02	£7.08
Urban	133	£1.88	£0.22	£0.84	£2.64	£0.07	£5.65
National Average Revenue	344	£2.25	£0.24	£0.95	£3.39	£0.11	£6.94

Highest average visitor spend was recorded in attractions in rural locations at £7.97.

4.6.4. Average Visitor Spend 2009 by Origin of Visitor (Overseas)

Origin	Sample	Admission	Donations	Catering	Retail	Other	Total
<=30% overseas	208	£2.10	£0.32	£1.19	£2.61	£0.14	£6.37
>30% overseas	103	£2.81	£0.06	£0.54	£5.48	£0.03	£8.92

Attractions recording over 30% of visits from overseas identified a higher average spend per visit at £8.92 compared with those attractions recording fewer than 30% of visits from overseas.

4.6.5. Average Visitor Spend 2009 by Origin of Visitor (Locals/Day Trippers)

Origin	Sample	Admission	Donations	Catering	Retail	Other	Total
<=30% locals/day trippers	111	£2.65	£0.32	£0.83	£6.00	£0.12	£9.92
>30% locals/day trippers	184	£2.02	£0.18	£0.90	£2.12	£0.09	£5.32

Average visitor spend was highest in attractions welcoming less than 30% of their visits from locals/day trippers at £9.92.

4.6.6. Average Visitor Spend 2009 by Type of Attraction

Type	Sample	Admission	Donations	Catering	Retail	Other	Total
Indoors	178	£1.38	£0.28	£0.78	£3.65	£0.07	£6.16
Outdoors	31	£4.71	£0.23	£1.73	£2.35	£0.35	£9.36
Both	135	£2.82	£0.19	£1.00	£3.29	£0.10	£7.42

Outdoor attractions indicated a higher average spend at £9.36 compared with indoor attractions and those with both indoor and outdoor facilities.

4.6.7. Average Visitor Spend 2009 by Level of Child Visitation

Location	Sample	Admission	Donations	Catering	Retail	Other	Total
<=30% Children	260	£2.33	£0.25	£0.93	£3.38	£0.07	£6.95
>30% Children	56	£1.85	£0.21	£1.20	£1.96	£0.28	£5.49
National Average Revenue	316	£2.24	£0.24	£0.98	£3.13	£0.11	£6.70

Attractions recording higher levels of visitation by Children reported a lower overall average spend at £5.49 compared with those attractions welcoming fewer visits by Children.

4.7. AVERAGE DWELL TIME 2009 BY ATTRACTION CATEGORY

Some 449 attraction operators provided information regarding the average length of time they perceive visitors spent at their attraction in 2009.

4.7.1. Average Dwell Time by Category 2009

Attraction Category	Sample	Average dwell time per attraction per person in the various attraction elements (in minutes)				
		Attraction	Catering	Retail	Other	Total
Castle/Fort	44	54	8	8	2	73
Country Park	14	95	10	7	4	117
Distillery/Vineyard/Brewery	30	54	9	18	3	84
Garden	17	55	16	9	4	84
Heritage/Visitor Centre	60	52	16	11	5	85
Historic House/Palace	25	67	23	9	12	111
Historic Monument/Archaeological Site	25	50	1	10	0	62
Industrial/Craft Workplace	8	24	1	16	0	41
Museum/Art Gallery	153	48	10	7	1	66
Nature Reserve/Wetlands/Wildlife Trips	18	113	6	7	4	130
Other Historic Property	10	41	5	3	3	52
Place of Worship	18	32	6	7	1	45
Safari Park/Zoo/Aquarium/Aviary/Farm	17	112	20	13	1	146
Steam/Heritage Railway	3	68	3	7	10	88
Other	7	151	7	6	0	164
National Average Dwell Time	449	58	11	9	3	81

Overall visitors spent an average of 1 hour 21 minutes at participating visitor attractions. Visitors spent longest in Other category attractions at 2 hours 44 minutes, whilst Industrial/Craft Workplace attractions recorded the shortest average dwell time at 41 minutes in total.

4.7.2. Average Dwell Time by Former VisitScotland Area 2009

Former VisitScotland Area	Sample	Average dwell time per attraction per person in the various attraction elements (in minutes)				Total
		Attraction	Catering	Retail	Other	
Aberdeen & Grampian	47	62	13	9	3	88
ALLFV	61	54	10	10	2	77
Angus & City of Dundee	23	67	6	9	3	85
Ayrshire & Arran	18	61	11	6	1	79
Dumfries & Galloway	35	53	12	7	3	76
Edinburgh & Lothians	42	63	11	7	0	82
Greater Glasgow & Clyde Valley	44	70	10	10	2	92
Highlands of Scotland	59	57	10	11	3	80
Kingdom of Fife	22	58	13	10	1	83
Orkney	21	45	6	7	1	59
Outer Hebrides	6	38	23	9	0	71
Perthshire	28	41	9	11	6	67
Scottish Borders	33	62	11	9	8	90
Shetland	10	67	6	6	1	79
National Average Dwell Time	449	58	11	9	3	81

The longest dwell time was recorded by attractions located in Greater Glasgow & Clyde Valley at 1 hour and 32 minutes, followed by attractions in the Scottish Borders at 1 hour and 30 minutes. The shortest dwell time was recorded by attractions located in Orkney at 59 minutes and Perthshire at 1 hour and 7 minutes.

5. HUMAN RESOURCES

5.1. EMPLOYMENT IN VISITOR ATTRACTIONS 2009

Some 511 visitor attraction operators provided employment related data for 2009.

5.1.1. Employment in Visitor Attractions in 2009

	<i>No.</i>	<i>% of total workforce</i>
Sample	511	
Full-time Permanent	2,958	24.2
Part-time Permanent	1,423	11.6
Full-time Seasonal	1,051	8.6
Part-time Seasonal	1,586	13.0
Total Paid Staff	7,018	57.4
Unpaid Volunteers	5,209	42.6
Total Staff	12,227	100.0

Participating visitor attractions employed 12,227 paid and unpaid staff involved in tourism related activities in 2009. Of these, over two fifths were unpaid volunteers.

Some 408 operators provided data for both 2009 and 2008. The table below compares employment data year on year.

5.1.2. Employment in Visitor Attractions 2009/2008

Position Type	2009		2008		% 09/08
	No. of staff	%	No. of staff	%	
Common Sample	408		408		
Full-time Permanent	2,134	22.6	2,199	25.4	-3.0
Part-time Permanent	1,101	11.6	978	11.3	12.6
Full-time Seasonal	762	8.1	799	9.2	-4.6
Part-time Seasonal	1,352	14.3	1,267	14.6	6.7
Total Paid Staff	5,349	56.5	5,243	60.6	2.0
Unpaid Volunteers	4,113	43.5	3,408	39.4	20.7
Total Staff	9,462	100.0	8,651	100.0	9.4

Whilst Full Time staff decreased, Part Time staff increased in 2009 compared with 2008. However, there was a significant rise in the number of unpaid volunteers (20.7%).

5.1.3. Employment in Visitor Attractions by Category

Attraction Category	Sample	Total no. paid staff	% Full time permanent	% Part time permanent	% Full time seasonal	% Part time seasonal	Total no. volunteers
Castle/Fort	44	446	38	12	29	20	4
Country Park	17	393	48	22	7	23	268
Distillery/Vineyard/Brewery	36	389	39	14	26	21	0
Garden	15	108	42	15	12	31	18
Heritage/Visitor Centre	77	1156	37	25	18	20	908
Historic House/Palace	26	550	24	6	17	54	42
Historic Monument/Archaeological Site	27	130	27	19	18	35	7
Industrial/Craft Workplace	8	43	42	35	7	16	0
Museum/Art Gallery	176	2067	48	28	3	21	2056
Nature Reserve/Wetlands/Wildlife							
Trips	23	178	37	26	7	31	817
Other Historic Property	12	52	35	27	10	29	29
Place of Worship	18	62	31	63	3	3	457
Safari							
Park/Zoo/Aquarium/Aviary/Farm	18	766	54	5	20	21	67
Steam/Heritage Railway	4	17	65	18	12	6	493
Other	10	661	39	22	31	8	43
Total	511	7018	42	20	15	23	5209

Museum/Art Gallery category employ the most volunteer staff, followed by Heritage/Visitor Centre sites, with the number of volunteers almost matching total numbers of all paid staff. Steam/Heritage Railway and Place of Worship categories employ the highest percentage of permanent staff, whilst Historic House/Palace and Castle sites employ the greatest proportion of seasonal employees reflecting their seasonality.

5.2. EMPLOYMENT ISSUES WITHIN VISITOR ATTRACTIONS 2009

Operators were asked to identify any difficulties experienced in either recruiting or retaining staff in 2009.

5.2.1. Difficulties in Recruiting Staff

Difficulties recruiting staff	Sample	%
No	472	70.8
Yes	35	5.2
Not Applicable (did not recruit)	160	24.0
Total	667	100.0

The majority of operators experienced no difficulties in recruiting staff. Those who experienced difficulties noted factors such as: location of attraction; unsociable hours and low pay.

5.2.2. Difficulties in Retaining Staff

Difficulties retaining staff	Sample	%
No	580	95.2
Yes	29	4.8
Total	609	100.0

Once again the majority of attractions experienced no difficulties in retaining staff. The small percentage who experienced difficulties mentioned: seasonality of posts, staff illness and retirement and staff returning to full time education.

6. MARKETING

6.1. MARKETING EXPENDITURE 2009/2008

Some 623 attraction operators provided information comparing marketing spend during 2009 with the previous year.

Marketing Expenditure 2009/07	Sample	%
Down	44	7
Similar	417	67
Up	69	11
Not Applicable	93	15
Total	623	100

Overall for almost two thirds of attractions, expenditure on marketing activities in 2009 remained static. Only 11% of respondents increased expenditure on marketing activities in 2009.

Marketing Expenditure Movement	2009		2008	
	Sample	%	Sample	%
Down	44	7	60	12
Similar	417	67	332	65
Up	69	11	56	11
Not Applicable	93	15	59	12
Total	623	100	507	100

The distribution of marketing expenditure was similar in 2009/2008 and 2008/2007, with approximately two thirds of attractions spending similar levels compared to 2008.

6.2. MARKETING EXPENDITURE WITH VISITSCOTLAND 2009/2008

Expenditure on VisitScotland Marketing Activities 09/08	Sample	%
Down	42	7
Similar	410	67
Up	24	4
Not Applicable	137	22
Total	613	100

Most operators reported marketing expenditure with VisitScotland remained static in 2009 compared with 2008.

6.3. AWARDS RECEIVED BY ATTRACTIONS 2009

Received Awards in 2009?	Sample	%
No	556	90
Yes	62	10
Total	618	100

A total of 10% of respondents reported receiving an award in 2009. These included the following: Environmental Business of the Year; ASVA Best Visitor Experience; Queens Award for Voluntary Service; Green Tourism Gold Awards; Green Tourism Silver Awards; Farm Attraction of the Year Award and Collections of National Significance.

6.4. VISITSCOTLAND QUALITY ASSURANCE SCHEME 2009

Star Rating	No.	%
1	-	0.0
2	16	4.8
3	112	33.3
4	152	45.2
5	56	16.7
Total	336	100.0

The majority of attractions were clustered around the 3 and 4 star ratings under the VisitScotland Quality Assurance Scheme. Some 56 participating attractions 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	2009	2008	% 09/08	Category	Region	S
HS	Edinburgh Castle, Edinburgh	1,196,481	1,128,394	+6.0	C	ED	
CT	Edinburgh Zoo, Edinburgh	636,867	661,946	-3.8	Z	ED	
P	Edinburgh Bus Tours, Edinburgh	531,352	517,793	+2.6	O	ED	
G	Falkirk Wheel, Falkirk	476,778	500,829	-4.8	VC	AR	
HS	Stirling Castle, Stirling	383,293	375,345	+2.1	C	AR	
P	The Loch Ness Exhibition Centre, Drumnadrochit	330,000	290,000	+13.8	VC	HI	E
CT	Our Dynamic Earth, Edinburgh	298,287	298,288	-0.0	MAG	ED	
CT	Scottish Seabird Centre ⁱⁱ , North Berwick	291,474	279,166	+4.4	N	ED	
NTS	Burns National Heritage Park, Ayr	282,628	292,317	-3.3	VC	AY	E
HS	Urquhart Castle, Drumnadrochit	282,203	270,101	+4.5	C	HI	
CT	Royal Yacht Britannia, Edinburgh	258,388	255,806	+1.0	OHP	ED	
P	Scotch Whisky Heritage Centre, Edinburgh	238,542	220,132	+8.4	VC	ED	
NTS	Culzean Castle and Country Park, Maybole	175,210	165,922	+5.6	C	AY	
P	The Real Mary King's Close, Edinburgh	175,025	180,279	-2.9	VC	ED	E
CT	Discovery Point ⁱⁱⁱ , Dundee	151,365	142,865	+5.9	VC	AN	
PLC	Nevis Range ^j , Fort William	150,865	146,388	+3.1	O	HI	
CT	CairnGorm Mountain Railway ⁱ , Nr Aviemore	143,716	145,254	-1.1	O	HI	
P	Landmark Forest Adventure Park, Nr Aviemore	141,793	127,460	+11.2	VC	HI	

Notes 2 operators indicated they did not allow their figures for publication.

i: Visits for Nevis Range and CairnGorm Mountain Railway do not include skiers and snowboarders who are an additional important sports related visitor market.

Top 20 Free Admission Attractions

Owner	Attraction	2009	2008	%09/08	Category	Region	S
LA	Kelvingrove Art Gallery & Museum, Glasgow	1,368,096	1,445,098	-5.3	MAG	GG	
O	The National Gallery Complex, Edinburgh	890,361	842,958	5.6	MAG	ED	
P	World Famous Old Blacksmith's Shop Centre ⁱⁱ , Gretna Green	706,633	665,688	+6.2	VC	DG	
CT	St Giles' Cathedral, Edinburgh	653,864	536,747	+21.8	WS	ED	
G	National Museum of Scotland, Edinburgh	589,621	614,894	-4.1	MAG	ED	
LA	Gallery of Modern Art, Glasgow	536,916	562,595	-4.6	MAG	GG	
G	National War Museum, Edinburgh	494,213	474,133	E +4.2	MAG	ED	
LA	Museum of Transport, Glasgow	468,963	456,324	+2.8	MAG	GG	
LA	Glasgow Botanic Gardens, Glasgow	400,000	E 400,000	E 0.0	G	GG	
CT	New Lanark Village and Visitor Centre ⁱⁱ , Lanark	334,185	E 341,340	E -2.1	VC	GG	
G	The National Park Gateway, Balloch	328,204	E 301,271	+8.9	VC	AR	
CT	Eilean Donan Castle and Visitor Centre ⁱⁱ , by Kyle of Lochalsh	314,636	270,822	+16.2	C	HI	S
LA	David Welch Winter Gardens, Aberdeen	313,217	308,571	+1.5	G	AB	
P	Rothiemurchus Estate, by Aviemore	274,602	E 249,000	E +10.3	O	HI	
O	Dundee Contemporary Arts, Dundee	273,750	E 250,514	E +9.3	MAG	AN	
LA	People's Palace, Glasgow	268,591	252,205	+6.5	MAG	GG	
LA	Museum of Childhood, Edinburgh	247,454	218,011	+13.5	MAG	ED	
P	Scottish Wool Centre, Aberfoyle	240,373	300,000	E -19.9	VC	AR	

Notes 2 operators indicated they did not allow their figures for publication.

ii: World Famous Old Blacksmith's Shop Centre, New Lanark Village and Visitor Centre and, Eilean Donan Castle and Visitor Centre do have a paid element to their attractions, but the volumes reported are inclusive of all visitors, including a substantial number who do not visit the paid element.

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	2009	2008	%09/08	Category	Region	S
CT	Abbotsford, Melrose	26,626	26,486	0.5	HH	SB	
LA	Aberdeen Arts Centre, Aberdeen	58,764 E	40,000 E	46.9	MAG	AB	
HS	Aberdour Castle, Aberdour	13,441	11,946	12.5	C	FI	
PLC	Aberlour Distillery Visitors Centre, Aberlour	7,178	5,896	21.7	D	AB	
P	Alford Valley Railway, Alford	14,354	10,879	31.9	R	AB	S
NTS	Alloa Tower, Alloa	7,638	6,545	16.7	HH	AR	S
CT	Almond Valley Heritage Centre, Livingston	118,649	100,166	18.5	VC	ED	
NTS	Angus Folk Museum, Forfar	3,632	4,042	-10.1	MAG	AN	S
HS	Arbroath Abbey, Arbroath	13,378	13,070	2.4	HM	AN	
CT	Archaeolink Prehistory Park, Inch	16,277	16,304	-0.2	VC	AB	
PLC	Ardbeg Distillery, Port Ellen	6,247	4,306	45.1	D	AR	
P	Ardkinglas Woodland Garden, Cairndow	4,420 E	3,850	14.8	G	AR	
LA	Ardnamurchan Lighthouse Visitor Centre, Acharacle	16,500 E	15,000 E	10.0	OHP	HI	S
NTS	Arduaine Garden, By Oban	15,127	12,650	19.6	G	AR	
CT	Armadale Castle Gardens & Museum of the Isles, Sleat	36,254	36,075	0.5	VC	HI	S
P	Arniston House, Gorebridge	558	819	-31.9	HH	ED	S
P	Auchentoshan Distillery, Dalmuir	19,150	17,121	11.9	D	AR	
P	Auchgourish Botanic Garden, Boat of Garten	2,600 E	2,200 E	18.2	G	HI	S
CT	Auchindrain Highland Farm Township, Inveraray	4,454	5,395	-17.4	HM	AR	S
NTS	Bachelors Club, Tarbolton	1,244	991	25.5	HH	AY	S
P	Balmoral Estates, Ballater	59,972	58,000	3.4	C	AB	S
HS	Balvenie Castle, Keith	5,321	5,388	-1.2	C	AB	S
NTS	Bannockburn Heritage Centre, Stirling	50,571	40,925	23.6	VC	AR	S
NTS	Barrie's Birthplace, Kirriemuir	5,085	5,381	-5.5	OHP	AN	S
NTS	Barry Mill, Carnoustie	3,363	2,057	63.5	WP	AN	S
P	Bernera Museum, Bernera	482 E	463	4.1	MAG	OH	S
CT	Biggar Gas Works, Biggar	926	973	-4.8	MAG	GG	S
LA	Birkhill Fireclay Mine, Nr Bo'ness	6,826	5,946	14.8	WP	AR	S
HS	Bishop's and Earl's Palaces, Kirkwall	10,895	11,492	-5.2	HH	OR	S
HS	Black House Arnol, Bragar	12,494	11,431	9.3	HH	OH	
HS	Blackness Castle, Linlithgow	15,110	14,028	7.7	C	AR	
PLC	Blair Athol Distillery, Pitlochry	28,700 E	30,250 E	-5.1	D	PE	
CT	Blair Athol Country Life Museum, Blair Atholl	2,537	2,353	7.8	MAG	PE	S
CT	Blair Castle, nr Pitlochry	135,119	132,900	1.7	HH	PE	
RO	Blairs Museum Trust [St. Mary's Church], Blairs	1,205	2,145	-43.8	MAG	AB	S
CT	Bolfracks Garden, Aberfeldy	1,653	1,288	28.3	G	PE	S
HS	Bonawe Iron Furnace, Taynuilt	5,786	5,544	4.4	VC	AR	S
CT	Bo'ness & Kinneil Railway, Bo'ness	70,565	66,737	5.7	R	AR	
HS	Bothwell Castle, Uddingston	9,414	8,853	6.3	C	GG	
NTS	Branklyn Garden, Perth	8,450	6,743	25.3	G	PE	S
LA	Breadalbane Folklore Centre, Killin	4,456	5,612	-20.6	VC	AR	S
P	Briarlands Farm, Stirling	30,000 E	25,162	19.2	Z	AR	S

Owner	Attraction	2009	2008	%09/08	Category	Region	S
CT	British Golf Museum, St Andrews	43,990	47,502	-7.4	MAG	FI	
HS	Broch of Gurness, Evie	9,547	10,128	-5.7	HM	OR	S
NTS	Brodick Castle, Brodick	25,795	34,168	-24.5	C	AY	S
NTS	Brodick Country Park, Brodick	43,418	48,731	-10.9	CP	AY	S
NTS	Brodie Castle, Forres	18,705	19,588	-4.5	C	AB	S
HS	Brough of Birsay, Birsay	5,126	4,641	10.5	HM	OR	S
NTS	Broughton House & Garden, Kircucdbright	12,048	10,690	12.7	HH	DG	S
P	Bunnahabhain Distillery, Port Askaig	5,676	4,917	15.4	D	AR	
NTS	Burns National Heritage Park, Ayr	282,628	292,317	-3.3	VC	AY	
CT	Bute Museum, Rothesay	6,031	6,684	-9.8	MAG	AR	
HS	Caerlaverock Castle, Dumfries	36,643	30,258	21.1	C	DG	
CT	CairnGorm Mountain Railway ¹ , nr Aviemore	143,716	145,254	-1.1	O	HI	
P	Cairngorm Reindeer Centre, Aviemore	19,907	21,361	-6.8	Z	HI	
HS	Cairnpapple Hill, Torphichen	2,613	2,740	-4.6	HM	ED	S
LA	Camperdown Wildlife Centre, Dundee	59,650	62,319	-4.3	Z	AN	
PLC	Cardhu Distillery Visitor Centre, Aberlour	4,973	3,900	27.5	D	AB	
HS	Cardoness Castle, Castle Douglas	5,441	5,636	-3.5	C	DG	
NTS	Carlyle's Birthplace, Lockerbie	526	639	-17.7	HH	DG	S
HS	Castle Campbell, Dollar	18,470	17,998	2.6	C	AR	
NTS	Castle Fraser, Inverurie	15,390	19,700	-21.9	C	AB	S
P	Castle Kennedy Gardens, Stranraer	15,375	13,347	15.2	G	DG	
CT	Castle Menzies, Aberfeldy	10,000	9,000	11.1	C	PE	S
P	Cawdor Castle, Nairn	86,560	82,897	4.4	C	HI	S
PLC	Celtic Museum Trust, Glasgow	22,000	20,470	7.5	MAG	GG	
P	City Sightseeing Glasgow, Glasgow	103,640	99,624	4.0	O	GG	
CT	Clan Cameron Museum, Spean Bridge	4,000	3,217	24.3	MAG	HI	S
PLC	Clynelish Visitor Centre, Brora	3,182	2,909	9.4	D	HI	
CT	Comann Eachdraidh Lios M'Or (Lismore Historical Society), Lismore	1,749	1,842	-5.0	VC	AR	S
HS	Corgarff Castle, Strathdon	4,286	4,034	6.2	C	AB	
HS	Craigmillar Castle, Edinburgh	19,846	19,215	3.3	C	ED	
HS	Craignethan Castle, Lesmahagow	5,294	5,924	-10.6	C	GG	
P	Craigston Castle, Turriff	160	180	-11.1	C	AB	S
NTS	Crarae Gardens, Inverary	12,010	10,671	12.5	G	AR	S
NTS	Crathes Castle, Banchory	49,823	51,559	-3.4	C	AB	
P	Cream o' Galloway, Castle Douglas	71,452	68,132	4.9	VC	DG	S
P	Creetown Gem Rock Museum, Newton Stewart	35,478	34,938	1.5	MAG	DG	
CT	Creetown Heritage Museum, Newtown Stewart	1,377	1,316	4.6	MAG	DG	S
HS	Crichton Castle, Pathhead	3,999	4,028	-0.7	C	ED	S
HS	Crossraguel Abbey, Maybole	3,331	3,290	1.2	HM	AY	S
NTS	Culloden Visitor Centre, Inverness	112,178	129,327	-13.3	VC	HI	
NTS	Culross Palace, Culross	13,337	12,344	8.0	HH	FI	S
NTS	Culzean Castle and Country Park, Maybole	175,210	165,922	5.6	C	AY	
HS	Dallas Dhu, Forres	11,619	10,743	8.2	D	AB	
PLC	Dalwhinnie Distillery, Dalwhinnie	22,551	19,222	17.3	D	HI	
NTS	David Livingstone Centre, Glasgow	20,159	19,820	1.7	VC	GG	
P	Delgatie Castle, Turriff	6,572	7,047	-6.7	C	AB	
CT	Denny Tank, Dumbarton	3,516	2,797	25.7	MAG	AR	
PLC	Dewar's World of Whisky, Aberfeldy	31,400	27,016	16.2	D	PE	
HS	Dirleton Castle, Dirleton	23,344	19,794	17.9	C	ED	
CT	Discovery Point ⁱⁱⁱ , Dundee	151,365	142,865	5.9	VC	AN	
HS	Doune Castle, Doune	34,058	31,879	6.8	C	AR	
NTS	Drum Castle, Banchory	12,300	18,170	-32.3	C	AB	S
CT	Drummond Gardens, Muthill, Crieff	16,009	14,328	11.7	G	PE	S
HS	Dryburgh Abbey, St Boswells	22,562	19,840	13.7	HM	SB	
P	Duart Castle, Craginure	33,859	33,813	0.1	C	AR	S
O	Duff House Gallery, Banff	11,041	29,241	-62.2	MAG	AB	

Owner	Attraction	2009	2008	%09/08	Category	Region	S
HS	Dumbarton Castle, Dumbarton	13,861	12,137	14.2	C	AR	
CT	Dumfries and Galloway Aviation Museum, Dumfries	6,961	6,776	2.7	MAG	DG	S
HS	Dundonald Castle, Dundonald	7,097	7,703	-7.9	C	AY	S
HS	Dundrennan Abbey, Dundrennan	3,371	3,469	-2.8	HM	DG	
HS	Dunfermline Abbey and Palace, Dunfermline	11,323	9,384	20.7	HM	FI	
P	Dunnottar Castle, Dunecht	52,500	34,610	51.7	C	AB	
CT	Dunoon and Cowal Heritage Centre, Dunoon	5,806	5,812	-0.1	MAG	AR	S
CT	Dunrobin Castle, Golspie	62,689	58,105	7.9	HH	HI	S
HS	Dunstaffnage Castle, by Oban	21,478	20,671	3.9	C	AR	
P	Edinburgh Bus Tours, Edinburgh	531,352	517,793	2.6	O	ED	
P	Edinburgh Butterfly & Insect World, Lasswade	79,075	75,714	4.4	Z	ED	
HS	Edinburgh Castle, Edinburgh	1,196,481	1,128,394	6.0	C	ED	
CT	Edinburgh Zoo, Edinburgh	636,867	661,946	-3.8	Z	ED	
HS	Edzell Castle, By Brechin	6,935	7,109	-2.4	C	AN	
HS	Elcho Castle, Perth	6,401	6,603	-3.1	C	PE	S
HS	Elgin Cathedral, Elgin	23,267	22,831	1.9	HM	AB	
CT	Elgin Museum, Elgin	7,486	6,995	7.0	MAG	AB	
CT	Ellisland Farm, Dumfries	4,506	4,333	4.0	VC	DG	
CT	Eyemouth Museum, Eyemouth	3,602	3,692	-2.4	MAG	SB	S
G	Falkirk Wheel, Falkirk	476,778	500,829	-4.8	VC	AR	
NTS	Falkland Palace, Cupar	48,364	44,679	8.2	HH	FI	S
CT	Falls of Clyde Wildlife Reserve and Visitor Centre, New Lanark	24,376	22,020	10.7	VC	GG	
CT	Fife Folk Museum, Ceres	2,702	2,231	21.1	MAG	FI	S
P	Finlaystone Country Estate, Langbank	63,978	64,350	-0.6	VC	GG	
P	Five Sisters Zoo, West Calder	39,672	26,361	50.5	Z	ED	
HS	Fort George, Inverness	61,460	57,765	6.4	C	HI	
CT	Fraserburgh Heritage Centre, Fraserburgh	4,018	3,336	20.4	VC	AB	S
O	Frigate Unicorn, Dundee	5,287	5,003	5.7	O	AN	
NTS	Fyvie Castle, Turriff	17,514	17,370	0.8	C	AB	S
CT	Gairloch Heritage Museum, Gairloch	4,596	4,510	1.9	MAG	HI	S
P	Galloway Wildlife Conservation Park, Kirkcudbright	30,820	28,279	9.0	Z	DG	
CT	Garrannan Blackhouse Village, Carloway	15,515	13,092	18.5	VC	OH	S
NTS	Geilston House, Helensburgh	8,234	7,582	8.6	G	AR	S
NTS	Georgian House, Edinburgh	40,644	37,392	8.7	HH	ED	
P	Gilnockie Tower, Canonbie	154	147	4.8	HM	DG	S
NTS	Gladstone's Land, Edinburgh	41,485	37,157	11.6	HH	ED	S
P	Glamis Castle, Glamis	101,764	107,280	-5.1	HH	AN	
O	Glasgow School of Art Enterprises Ltd, Glasgow	24,583	17,868	37.6	MAG	GG	
PLC	Glen Grant Distillery and Garden, Aberlour	10,375	8,901	16.6	D	AB	
PLC	Glen Moray Distillery Visitor Centre, Elgin	4,514	5,144	-12.2	D	AB	
PLC	Glen Ord Distillery, Muir of Ord	17,761	17,602	0.9	D	HI	
CT	Glenbarr Abbey - Macalister Clan Visitor Centre, by Tarbert	964	1,038	-7.1	HH	AR	S
NTS	Glencoe Visitor Centre, Ballachulish	37,747	35,654	5.9	VC	HI	
CT	Glenesk Folk Museum, Brechin	12,285	13,460	-8.7	MAG	AN	S
P	Glenfarclas Distillery, Ballindalloch	9,081	9,314	-2.5	D	AB	
NTS	Glenfinnan Monument, Glenfinnan	23,900	21,143	13.0	HM	HI	S
CT	Glenfinnan Station Museum, Glenfinnan	40,350	36,900	9.3	MAG	HI	S
P	Glengoyne Distillery, nr Killlearn	45,610	37,077	23.0	D	AR	
PLC	Glenkinchie Distillery, Tranent	23,634	23,559	0.3	D	ED	
HS	Glenluce Abbey, Newton Stewart	168	2,598	-93.5	HM	DG	S
P	Glenmorangie Distillery, Tain	20,071	22,224	-9.7	D	HI	S
P	Glenwhan Gardens, by Stranraer	7,000	5,299	32.1	G	DG	S
CT	Gordon Highlanders Museum, Aberdeen	25,794	29,879	-13.7	MAG	AB	
P	Gosford House, Longniddry	786	533	47.5	HH	ED	S
CT	Grampian Transport Museum, Alford	47,605	37,351	27.5	MAG	AB	S
CT	Grassic Gibbon Centre, Laurencekirk	6,937	6,839	1.4	MAG	AB	S

Owner	Attraction	2009	2008	%09/08	Category	Region	S
NTS	Greenbank Gardens, Glasgow	32,140	29,624	8.5	G	GG	
HS	Hackness Battery & Martello Tower, Hoy	1,802	1,613	11.7	OHP	OR	S
NTS	Haddo House, Ellon	3,608	6,565	-45.0	HH	AB	S
LA	Hamilton Mausoleum, Hamilton	2,145	1,366	57.0	HM	GG	
P	Hamilton Toy Collection, Callander	4,195	3,703	13.3	MAG	AR	S
CT	Hanseatic Booth, Whalsay	200	205	-2.4	OHP	SH	S
CT	Harbour Cottage Gallery, Kirkcudbright	7,800	7,392	5.5	MAG	DG	
P	Heads of Ayr Farm Park, Ayr	129,858	119,919	8.3	Z	AY	S
HS	Hermitage Castle, Newcastleton	5,531	5,367	3.1	C	SB	S
P	Highland Park Distillery, Kirkwall	15,453	11,207	37.9	D	OR	
CT	Highland Wildlife Park, Kingussie	125,513	78,683	59.5	Z	HI	
P	Highland Wineries, Inverness	20,000	22,000	-9.1	D	HI	
NTS	Hill House, Helensburgh	26,254	24,192	8.5	HH	AR	S
CT	Historylinks Museum, Dornoch	6,371	6,226	2.3	MAG	HI	
NTS	Holmwood House, Glasgow	6,348	4,759	33.4	HH	GG	
NTS	House of Binns, Edinburgh	3,449	3,817	-9.6	HH	ED	S
NTS	House of Dun, Montrose	8,718	7,930	9.9	HH	AN	S
NTS	Hugh Miller's Cottage, Cromarty	3,376	4,948	-31.8	HH	HI	S
HS	Huntingtower Castle, by Perth	8,533	7,542	13.1	C	PE	
HS	Huntly Castle, Huntly	12,430	12,582	-1.2	C	AB	
HS	Inchcolm Abbey, Edinburgh	19,437	15,786	23.1	HM	FI	S
HS	Inchmahome Priory, Stirling	16,862	16,442	2.6	HM	AR	S
CT	Innerpefferay Library, Crieff	960	837	14.7	OHP	PE	S
P	Inveraray Castle, Inveraray	73,670	58,959	25.0	HH	AR	S
LA	Inveraray Jail, Inveraray	65,481	62,779	4.3	OHP	AR	
NTS	Inveresk Lodge Garden, Musselburgh	2,297	1,882	22.1	G	ED	
NTS	Inverewe Garden, Poolewe	76,322	73,307	4.1	G	HI	S
LA	Inverness Floral Hall & Coffee Shop, Inverness	16,424	16,629	-1.2	G	HI	
HS	Iona Abbey & St Columba Centre (Mull), Isle of Iona	60,133	62,467	-3.7	HM	AR	
O	Islesburgh Summer Exhibition, Lerwick	472	DK		MAG	SH	S
HS	Jarlshof, Sumburgh	12,281	11,491	6.9	HM	SH	S
HS	Jedburgh Abbey, Jedburgh	18,086	17,752	1.9	HM	SB	S
P	Jedforest Deer & Farm Park, Jedburgh	13,500	12,169	10.9	Z	SB	S
LA	Jim Clark Trophy Room, Duns	3,965	3,299	20.2	MAG	SB	S
CT	John Buchan Centre, By Biggar	1,015	712	42.6	MAG	SB	S
RO	John Knox House, Edinburgh	15,337	11,017	39.2	HH	ED	
CT	John Paul Jones Birthplace Museum and Cottage, by Dumfries	1,665	1,932	-13.8	MAG	DG	S
P	Kelburn Castle & Country Centre, Fairlie	59,650	67,223	-11.3	VC	AY	
NTS	Kellie Castle, Pittenweem	11,314	13,883	-18.5	C	FI	S
HS	Kildrummy Castle, by Alford	7,200	7,017	2.6	C	AB	S
O	Kilmartin House Museum, Kilmartin	12,249	11,249	8.9	MAG	AR	
NTS	Kirriemuir Camera Obscura, Forfar	3,850	4,207	-8.5	VC	AN	S
HS	Kisimul Castle, Castlebray	5,581	4,918	13.5	C	OH	S
PLC	Lagavulin Distillery Visitor Centre, Port Ellen	5,500	4,973	10.6	D	AR	S
CT	Laidhay Croft Museum, Dunbeath	2,530	1,854	36.5	MAG	HI	S
P	Landmark Forest Adventure Park, Nr Aviemore	141,793	127,460	11.2	VC	HI	
CT	Leadhills & Wanlockhead Railway, Leadhills	2,184	2,606	-16.2	R	DG	S
CT	Leadhills Miners Library, Leadhills	186	163	14.1	MAG	GG	S
P	Legend of the Dew of Ben Nevis, Fort William	25,340	21,244	19.3	D	HI	
CT	Liddesdale Heritage Centre & Museum, Newcastleton	742	695	6.8	VC	SB	S
HS	Linlithgow Palace, Linlithgow	61,413	48,012	27.9	HH	ED	
CT	Linlithgow Story, Linlithgow	3,106	2,823	10.0	MAG	ED	S
CT	Linlithgow Union Canal Society, Linlithgow	4,936	5,021	-1.7	O	ED	S
HS	Loch Leven Castle, Kinross	19,879	15,131	31.4	C	PE	S
CT	Loch of the Lowes, Dunkeld	23,638	20,402	15.9	N	PE	S
CT	Lybster Harbour Visitor Centre, Lybster	707	880	-19.7	VC	HI	S

Owner	Attraction	2009	2008	%09/08	Category	Region	S
P	Lyth Arts Centre, Wick	1,368	1,256	8.9	MAG	HI	S
P	Mabie Farm Park, Dumfries	74,596	70,201	6.3	z	DG	
P	Macallan Distillery, Craigellachie	11,926	10,590	12.6	D	AB	
LA	Macduff Marine Aquarium, Macduff	48,567	44,037	10.3	Z	AB	
HS	Maclellans Castle, Kirkcudbright	6,059	6,269	-3.3	C	DG	S
ED	MacRobert, Stirling	125,000	115,000	8.7	O	AR	
HS	Maeshowe, Stromness	21,357	20,952	1.9	HM	OR	
CT	Maggie's Hoosie, Inverallochy	450	430	4.7	HH	AB	S
LA	Mallaig Heritage Centre, Mallaig	6,852	6,016	13.9	VC	HI	
NTS	Mallen Garden, Edinburgh	5,361	5,027	6.6	G	ED	
P	Manderston, Duns	5,106	5,490	-7.0	HH	SB	S
HS	Meikle Sculptured Stone Museum, Meikle	3,169	3,427	-7.5	MAG	AN	S
CT	Mellerstain House, Gordon	4,169	3,838	8.6	HH	SB	S
HS	Melrose Abbey, Melrose	46,665	40,225	16.0	HM	SB	
CT	Mertoun Gardens, Melrose	395	308	28.2	G	SB	S
NTS	Moirannich Longhouse, Killin	1,142	726	57.3	HH	AR	S
LA	Monikie Country Park, Dundee	236,025	200,043	18.0	CP	AN	
CT	Montrose Basin Wildlife Centre, Montrose	12,859	13,104	-1.9	N	AN	
P	Morrison's Bowmore Distillery Ltd., Bowmore	8,156	8,965	-9.0	D	AR	
CT	Mount Stuart, Rothesay	30,271	34,695	-12.8	HH	AR	S
CT	Museum of Ayrshire Country Life and Costume At Dalgarven Mill, Kilwinning	18,000	16,000	12.5	MAG	AY	
CT	Museum of Islay Life, Port Charlotte	3,351	3,785	-11.5	MAG	AR	S
HS	Museum of Scottish Lighthouses, Fraserburgh	14,653	13,512	8.4	MAG	AB	
G	National Museum of Costume, Dumfries	18,473	17,663	4.6	MAG	DG	S
G	National Museum of Flight, nr Haddington	82,002	70,331	16.6	MAG	ED	
G	National Museum of Rural Life, East Kilbride	69,397	61,346	13.1	MAG	GG	
LA	National Wallace Monument, Stirling	126,237	115,774	9.0	HM	AR	
LA	Nelson Monument ^{viii} , Edinburgh	5,533	11,752	-52.9	HM	ED	
PLC	Nevis Range ⁱ , Fort William	150,865	146,388	3.1	O	HI	
HS	New Abbey Corn Mill, Dumfries	4,581	4,694	-2.4	OHP	DG	
HS	Newark Castle, Port Glasgow	3,059	2,817	8.6	C	GG	S
NTS	Newhailes, Musselburgh	5,676	6,115	-7.2	HH	ED	S
CT	Newton Stewart Museum, Newton Stewart	781	881	-11.4	MAG	DG	S
PLC	Oban Distillery Visitor Centre, Oban	31,200	28,108	11.0	D	AR	
LA	Old Town Jail, Stirling	17,503	18,192	-3.8	OHP	AR	S
P	Orcadian Stone Company Ltd, Golspie	395	247	59.9	VC	HI	S
CT	Orkney Fossil and Vintage Centre, Burray	13,395	12,592	6.4	MAG	OR	S
CT	Orkney Wireless Museum, Kirkwall	1,374	1,314	4.6	MAG	OR	S
CT	Our Dynamic Earth, Edinburgh	298,287	298,288	-0.0	MAG	ED	
CT	Paxton House, nr Berwick	18,180	17,572	3.5	MAG	SB	S
LA	Pictavia Visitor Centre, Brechin	5,750	5,253	9.5	VC	AN	
NTS	Pitmedden Garden & Museum of Farm Life, Ellon	16,737	16,121	3.8	G	AB	S
P	Pitmuies Gardens, by Forfar	3,158	3,081	2.5	G	AN	S
NTS	Pollok House, Glasgow	85,549	72,447	18.1	HH	GG	
NTS	Preston Mill & Phantassie Doocot, East Linton	2,055	1,770	16.1	OHP	ED	S
NTS	Priorwood Garden, Melrose	9,712	12,977	-25.2	G	SB	S
P	Pulteney Distillery Visitor Centre, Wick	4,500	3,277	37.3	D	HI	
CT	Queen's Cross Church, Glasgow	7,042	6,580	7.0	VC	GG	
P	Quendale Water Mill & Visitor Attraction, Dunrossness	2,854	3,000	-4.9	VC	SH	S
NTS	Robert Smail's Printing Works, Innerleithen	3,567	4,041	-11.7	WP	SB	
CT	Rosslyn Chapel, Roslin	138,849	131,312	5.7	WS	ED	
HS	Rothesay Castle, Rothesay	10,116	11,456	-11.7	C	AR	
PLC	Royal Lochnagar Distillery Visitor Centre, nr Ballater	12,004	8,075	48.7	D	AB	
CT	Royal Yacht Britannia, Edinburgh	258,388	255,806	1.0	OHP	ED	
CT	RSPB (Vane Farm), Kinross	56,191	46,577	20.6	N	PE	

Owner	Attraction	2009	2008	%09/08	Category	Region	S
CT	RSPB Nature Reserve, Lochwinnoch	29,554	30,874	-4.3	N	GG	
P	Satrosphere, Aberdeen	39,923	37,224	E 7.3	MAG	AB	
CT	Scallam Visitor Centre,	15,000	9,000	E 66.7	VC	OH	S
P	Scone Palace, Perth	103,000	104,283	-1.2	HH	PE	S
P	Scotch Whisky Heritage Centre, Edinburgh	238,542	220,132	8.4	VC	ED	
P	Scotland's Secret Bunker, St Andrews	34,131	29,505	15.7	MAG	FI	S
LA	Scott Monument, Edinburgh	66,382	54,658	21.4	HM	ED	
CT	Scottish Crannog Centre, Kenmore	24,163	21,259	13.7	VC	PE	S
PLC	Scottish Deer Centre, by Cupar	31,879	27,693	15.1	Z	FI	
CT	Scottish Fisheries Museum, Anstruther	97,326	79,505	22.4	MAG	FI	
CT	Scottish Maritime Museum, Irvine	10,630	10,264	3.6	MAG	AY	
P	Scottish Mining Museum, Newtongrange	45,186	43,546	3.8	MAG	ED	
CT	Scottish Seabird Centre ⁱⁱ , North Berwick	291,474	279,166	4.4	N	ED	
CT	Scottish Vintage Bus Museum, by Dunfermline	3,622	4,104	-11.7	MAG	FI	S
P	Seaprobe Atlantis Cruises, Kyle of Lochalsh	16,941	15,101	12.2	N	HI	S
CT	Sensation - The Dundee Science Centre, Dundee	78,199	72,061	8.5	MAG	AN	
HS	Seton Collegiate Church, Longniddry	3,037	2,705	12.3	OHP	ED	S
P	SFA Football Museum, Glasgow	41,303	48,888	-15.5	MAG	GG	
P	Skail House, Sandwick	49,975	47,258	5.7	HH	OR	S
HS	Skara Brae, Stromness	69,361	65,283	6.2	HM	OR	
CT	Skye Museum of Island Life, Kilmuir	16,800	DK		MAG	HI	S
HS	Smailholm Tower, Kelso	6,506	5,913	10.0	OHP	SB	
NTS	Souter Johnnies Cottage, Kirkoswald	2,118	2,446	-13.4	HH	AY	S
HS	Spynie Palace, nr Elgin	6,932	4,891	41.7	HH	AB	
ED	St Andrews Botanic Garden, St Andrews	19,300	20,000	E -3.5	G	FI	
HS	St Andrew's Castle, St Andrews	55,163	54,919	0.4	C	FI	
HS	St Andrew's Cathedral, St Andrews	30,162	29,560	2.0	HM	FI	
CT	St Peter's Heritage Centre, Peterculter	982	637	54.2	VC	AB	
HS	St Vigean's Museum ^{xi} , Arbroath	2,073	Not Open		MAG	AN	S
HS	Stanley Mills, by Perth	18,190	28,483	-36.1	VC	PE	
HS	Stirling Castle, Stirling	383,293	375,345	2.1	C	AR	
CT	Strachur Smiddy Museum, Strachur	645	848	-23.9	MAG	AR	S
PLC	Strathisla Distillery, Keith	11,998	11,046	8.6	D	AB	S
P	Strathnaver Museum, Thurso	3,618	3,199	13.1	MAG	HI	S
O	Strathspey Steam Railway, Aviemore	58,969	54,592	8.0	R	HI	
CT	Stromness Museum, Stromness	7,626	7,686	-0.8	MAG	OR	
CT	Surgeon's Hall Museum, Edinburgh	12,094	13,134	E -7.9	MAG	ED	
HS	Sweetheart Abbey, Dumfries	9,572	8,241	16.2	HM	DG	
CT	Taigh Chearsabhaigh Museum Arts Centre, North Uist	31,525	29,792	5.8	MAG	OH	
CT	Tain Through Time, Tain	8,841	8,841	0.0	VC	HI	S
PLC	Talisker Distillery Visitor Centre, Carbost	52,000	40,818	E 27.4	D	HI	
CT	Tall Ship at Glasgow Harbour, Glasgow	29,268	31,408	-6.8	MAG	GG	
HS	Tantallon Castle, North Berwick	30,819	27,586	11.7	C	ED	
CT	Tarbat Discovery Centre, Tain	2,227	3,200	-30.4	VC	HI	S
NTS	Tenement House, Glasgow	17,318	16,746	3.4	HH	GG	S
CT	The Castle & Gardens of Mey, Thurso	28,598	27,654	3.4	C	HI	S
P	The Loch Ness Exhibition Centre, Drumnadrochit	330,000	290,000	E 13.8	VC	HI	
P	The Real Mary King's Close, Edinburgh	175,025	180,279	E -2.9	VC	ED	
CT	The Three Hills Roman Heritage Centre, Melrose	3,198	3,140	1.8	VC	SB	S
CT	Thirlestane Castle, Lauder	6,298	6,057	4.0	HH	SB	S
HS	Threave Castle, Castle Douglas	9,514	11,799	-19.4	C	DG	S
NTS	Threave Garden, Castle Douglas	54,769	55,706	-1.7	G	DG	
P	Timespan Heritage Centre, Helmsdale	12,617	11,637	E 8.4	MAG	HI	
CT	Titan Crane, Queens Quay	7,064	7,763	-9.0	VC	AR	S
HS	Tolquhon Castle, Tarves	4,241	3,909	8.5	C	AB	
P	Tomatin Distillery, Tomatin	25,875	22,047	17.4	D	HI	

Owner	Attraction	2009	2008	%09/08	Category	Region	S
P	Tomb of the Eagles, South Ronaldsay	11,088	10,560	5.0	HM	OR	
NTS	Torrison Countryside Centre, Achnasheen	7,053	6,866	2.7	VC	HI	S
P	Toy Museum, Glendale	3,670	2,866	28.1	MAG	HI	
P	Traquair House, Innerleithen	19,367	18,057	7.3	HH	SB	S
CT	Trimontium Museum, Melrose	3,002	3,140	-4.4	VC	SB	
HS	Trinity House Maritime Museum, Edinburgh	933	418	123.2	MAG	ED	
P	Tullibardine Distillery, Blackford	130,000	130,000	0.0	D	PE	
ED	University Marine Biological Station ^{xii} , Isle of Cumbrae	2,394	1,106	116.5	Z	AY	S
HS	Urquhart Castle, Drumnadrochit	282,203	270,101	4.5	C	HI	
CT	Verdant Works, Dundee	11,248	11,186	0.6	VC	AN	
LA	Vikingar, Largs	19,849	22,981	-13.6	VC	AY	
CT	Waverley Excursions Ltd, Glasgow	34,656	33,273	4.2	O	GG	S
NTS	Weaver's Cottage, Kilbarchan	1,426	1,234	15.6	HH	GG	S
CT	West Highland Museum, Fort William	9,179	9,841	-6.7	MAG	HI	
CT	Whithorn Story, Whithorn	8,377	8,785	-4.6	MAG	DG	S

8.2. FREE ADMISSION ATTRACTIONS

(IN ALPHABETICAL ORDER)

Owner	Attraction	2009		2008		%09/08	Category	Region	S
CT	Abbot House Heritage Centre & Gardens ⁱⁱ , Dunfermline	71,797	E	89,755	E	-20.0	VC	FI	
LA	Aberdeen Art Gallery, Aberdeen	178,344		157,589		13.2	MAG	AB	
LA	Aberdeen Maritime Museum, Aberdeen	76,558		85,821		-10.8	MAG	AB	
LA	Aberdeenshire Farming Museum, Mintlaw	15,027		14,811		1.5	MAG	AB	S
LA	Alyth Museum, Perth	1,055		883		19.5	MAG	PE	S
CT	An Lanntair, Stornoway	201,005		193,612		3.8	MAG	OH	
CT	Andrew Carnegie Birthplace Museum ^v , Dunfermline	10,420		5,633		85.0	MAG	FI	S
LA	Arbroath Museum, Arbroath	13,687	E	19,701	E	-30.5	MAG	AN	
LA	Arbuthnot Museum, Peterhead	4,983		4,064		22.6	MAG	AB	
LA	Ardencraig Gardens, Rothesay	10,500	E	DK			G	AR	S
HS	Argyll's Lodging, Stirling	32,439		28,434		14.1	HH	AR	
P	AromaSciences, Aultbea, Achnasheen	19,000	E	15,000	E	26.7	WP	HI	
G	Assynt Visitor Centre, Lochinver	13,881		12,713	E	9.2	VC	HI	S
LA	Auld Kirk Museum, Kirkintilloch	14,378		13,918		3.3	MAG	GG	
LA	Baird Institute Museum & Local History Centre ^{viii} , Cumnock	2,097		3,136		-33.1	MAG	AY	S
LA	Banchory Museum, Banchory	3,160		3,598		-12.2	MAG	AB	
LA	Banff Museum, Banff	771		862		-10.6	MAG	AB	S
PLC	Bank of Scotland Museum on the Mound, Edinburgh	34,924		42,765		-18.3	MAG	ED	
CT	Beatrix Potter Exhibition & Shop, Birnam	30,000	E	33,000	E	-9.1	VC	PE	
G	Beinn Eighe NNR Visitor Centre (SNH), by Achnasheen	13,064		11,591		12.7	N	HI	S
CT	Bennie Museum, Bathgate	2,642		2,791		-5.3	MAG	ED	
CT	Black Watch Regimental Museum, Perth	14,128		12,141		16.4	MAG	PE	
CT	Bod of Gremista, Lerwick	611		650		-6.0	MAG	SH	S
CT	Bonhoga Gallery, Weisdale	15,854		12,496		26.9	MAG	SH	
P	Bourne Fine Arts, Edinburgh	6,800	E	6,000	E	13.3	MAG	ED	
LA	Brander Museum, Huntly	1,098		1,434		-23.4	MAG	AB	
LA	Brass Rubbing Centre ^{iv} , Edinburgh	6,818		2,257		202.1	MAG	ED	S
P	Bridge of Allan Brewery Limited, Bridge of Allan	10,128	E	11,000	E	-7.9	D	PE	
RO	Bridge of Allan Parish Church, Bridge of Allan	205		229		-10.5	WS	AR	S
CT	Bright Water Visitor Centre, Kyleakin	5,047		DK			VC	HI	S
HS	Broughty Castle Museum, Dundee	35,365		37,347		-5.3	MAG	AN	
CT	Burghead Headland Trust, Elgin	2,939		2,184		34.6	VC	HI	S
LA	Burns House Museum, Mauchline	5,614		4,766		17.8	MAG	AY	
G	Cairnmore of Fleet NNR, Gatehouse of Fleet	9,935		5,000	E	98.7	N	DG	
P	Caithness Horizons ^{xi} , Thurso	76,931		Not Open			MAG	HI	
CT	Calanais Visitor Centre, Calanais	25,347	E	14,476		75.1	VC	OH	
LA	Calderglen Country Park ^{vi} , East Kilbride	680,226	E	407,120	E	67.1	CP	GG	
G	Caledonian Canal Visitor Centre, Fort Augustus	29,043		31,504		-7.8	VC	HI	S
LA	Callendar House, Falkirk	32,172		28,426		13.2	MAG	AR	
G	Cardrona Forest nr Peebles, nr Peebles	15,514	E	14,655		5.9	CP	SB	
LA	Carnegie Museum ^{xii} , Inverurie	1,223		759		61.1	MAG	AB	
P	Carsphairn Heritage Centre, Castle Douglas	1,351		1,197		12.9	VC	DG	S
LA	Castle Douglas Art Gallery, Castle Douglas	9,153	E	9,647	E	-5.1	MAG	DG	
RO	Cathedral Church of St Machar, Aberdeen	25,186		25,348		-0.6	WS	AB	
RO	Cathedral Church of St. Andrew, Aberdeen	2,484		2,397		3.6	WS	AB	S
CT	Catsrand, Castle Douglas	20,000	E	18,000	E	11.1	VC	GG	
CT	Charlestown Workshops, Charlestown	495	E	450	E	10.0	VC	FI	
LA	Chatelherault Country Park, Hamilton	674,876	E	618,930	E	9.0	CP	GG	
P	Christian Heritage Museum, Largs	100	E	100	E	0.0	MAG	AY	S
RO	Church of the Holy Rude, Stirling	32,000	E	26,000	E	23.1	WS	AR	S
LA	City Art Centre ^{viii} , Edinburgh	35,518		85,604		-58.5	MAG	ED	S

Owner	Attraction	2009		2008		%09/08	Category	Region	S
G	Clatteringshaws Visitor Centre, nr New Galloway	47,555	E	46,657	E	1.9	VC	DG	S
LA	Clyde Muirshiel Regional Park Cornalees Centre, Greenock	9,421	E	11,406	E	-17.4	CP	GG	
LA	Clyde Muirshiel Regional Park, Castle Semple Centre, Lochwinnoch	75,896	E	79,582	E	-4.6	VC	GG	
LA	Clyde Muirshiel Regional Park, Muirshiel Centre, nr Lochwinnoch	9,310	E	11,554	E	-19.4	VC	GG	
CT	Clydebank Museum, Clydebank	4,748		3,756		26.4	MAG	GG	
ED	Cockburn Museum of Geology and Geophysics, Edinburgh	200	E	127		57.5	MAG	ED	
LA	Coldstream Museum, Coldstream	5,643		6,209		-9.1	MAG	SB	S
CT	Comunn Eachdraidh Nis (Ness Historical Society), Habost	2,272	E	1,724		31.8	VC	OH	
P	Cornice Museum of Ornamental Plasterwork, Peebles	200	E	120	E	66.7	WP	SB	
G	Corrie Fee NNR, by Kirriemuir	14,784	E	14,148		4.5	N	AN	
LA	Corrigall Farm Museum, Harray	5,455		5,899		-7.5	MAG	OR	S
CT	Crail Museum, Crail	11,289	E	10,446		8.1	MAG	FI	S
RO	Crathie Parish Church, Crathie	37,195		39,302		-5.4	WS	AB	S
G	Creag Meagaidh NNR, Newtonmore	11,716	E	8,834		32.6	N	HI	
CT	Cromarty Courthouse Museum ^{ix} , Cromarty	8,337		3,499		138.3	MAG	HI	S
LA	Crombie Country Park, Broughty Ferry	115,040	E	120,036	E	-4.2	CP	AN	
G	Customs and Excise Museum, Greenock	1,291		1,441		-10.4	MAG	GG	
G	Dalbeattie Forest, Dalbeattie	105,000	E	105,000	E	0.0	CP	DG	
G	David Marshall Lodge, Aberfoyle	173,348		181,920		-4.7	VC	AR	
LA	David Welch Winter Gardens, Aberdeen	313,217		308,571		1.5	G	AB	
LA	Dean Castle Country Park, Kilmarnock	244,050	E	245,007	E	-0.4	CP	AY	
LA	Dean Castle, Kilmarnock	32,473		32,473		0.0	C	AY	
O	Dean Gallery, Edinburgh	105,536		109,509		-3.6	MAG	ED	
LA	Dick Institute Museum, Kilmarnock	156,198		170,172		-8.2	MAG	AY	
CT	Dollar Museum, Dollar	2,011		2,013		-0.1	MAG	AR	S
CT	Dolphin & Seal Centre at North Kessock, Spey Bay	17,085	E	17,095		-0.1	N	AB	S
LA	Doon Valley Museum, Dalmellington	1,586		1,345		17.9	MAG	AY	
CT	Douglas Heritage Museum, Douglas	623		494	E	26.1	MAG	GG	S
LA	Drumpellier Country Park, Motherwell	1,041,444	E	951,190		9.5	CP	GG	
LA	Dumfries Museum/Camera Obscura, Dumfries	17,568		17,787		-1.2	MAG	DG	
LA	Dunbar Townhouse Museum, Dunbar	8,683		3,868		124.5	MAG	ED	S
HS	Dunblane Cathedral, Dunblane	9,869		11,552		-14.6	WS	AR	
O	Dundee Contemporary Arts, Dundee	273,750	E	250,514	E	9.3	MAG	AN	
RO	Dunkeld Cathedral, Dunkeld	70,269		70,041		0.3	WS	PE	
CT	Durness Visitor Centre, Durness	23,182		DK			VC	HI	S
P	Edradour Distillery, by Pitlochry	82,195		87,910		-6.5	D	PE	
P	Edrom Nurseries, Eyemouth	2,400	E	1,450	E	65.5	G	SB	S
LA	Eglinton Country Park, Irvine	53,117		51,086		4.0	VC	AY	S
CT	Eilean Donan Castle and Visitor Centre ⁱⁱ , by Kyle of Lochalsh	314,636		270,822		16.2	C	HI	S
LA	Falconer Museum, Forres	14,677		15,712		-6.6	MAG	AB	
LA	Fergusson Gallery, Perth	11,144		11,876		-6.2	MAG	PE	
CT	Findhorn Heritage Centre & Ice House, Forres	6,113		5,258		16.3	VC	AB	S
CT	Fochabers Folk Museum & Heritage Centre, Fochabers	1,946		DK			MAG	AB	S
G	Forest of Ae, Dumfries	55,000	E	50,000	E	10.0	CP	DG	
LA	Forfar Loch Country Park, Forfar	199,317	E	202,979	E	-1.8	CP	AN	
RO	Friends of Govan Old Parish Church, Glasgow	2,372		1,444		64.3	WS	GG	
PLC	Fruitmarket Gallery, Edinburgh	177,600		199,126		-10.8	MAG	ED	
LA	Gallery of Modern Art, Glasgow	536,916		562,595		-4.6	MAG	GG	
CT	Galloway House Gardens Trust, Newton Stewart	9,000	E	12,250		-26.5	G	DG	S
ED	Gateway Galleries, St Andrews	5,500	E	6,000	E	-8.3	MAG	FI	
G	Glasdrum Wood NNR, Creagan	2,596		2,986		-13.1	N	AR	
LA	Glasgow Botanic Gardens, Glasgow	400,000	E	400,000	E	0.0	G	GG	
HS	Glasgow Cathedral, Glasgow	169,833		153,498		10.6	WS	GG	
CT	Glasgow Police Museum ^x , Glasgow	4,992		9,428		-47.1	MAG	GG	S
G	Glen Nevis Visitor Centre (Ionad Nibheis), nr Fort William	110,000	E	110,000		0.0	VC	HI	
LA	Gleniffer Braes Country Park, Paisley	416,688	E	352,959	E	18.1	CP	GG	

Owner	Attraction	2009	2008	%09/08	Category	Region	S
PLC	Glenlivet Distillery, Glenlivet	40,939	44,500	-8.0	D	HI	S
G	Glenmore Forest Park Visitor Centre, by Aviemore	57,744	68,752	-16.0	VC	HI	
G	Glentress Forest, nr Peebles	263,999	E 259,888	1.6	CP	SB	
G	Glentool Visitor Centre, Newton Stewart	41,336	E DK		VC	DG	S
LA	Gore Glen Woodland Park, Newtongrange	100,000	E 100,000	E 0.0	CP	ED	
LA	Gracefield Arts Centre, Dumfries	21,111	20,757	1.7	MAG	DG	
CT	Grangemouth Heritage Trust, Grangemouth	800	E DK		VC	AR	
LA	Grangemouth Museum, Grangemouth	754	837	-9.9	MAG	AR	
RO	Greyfriars' Kirk, Edinburgh	20,150	17,969	12.1	WS	ED	
CT	Groam House Museum, Rosemarkie	7,078	6,962	1.7	MAG	HI	
LA	Halliwel's House Museum & Robson Gallery, Selkirk	7,293	6,581	10.8	MAG	SB	S
LA	Harestanes Countryside Visitor Centre, Jedburgh	30,300	E 19,900	E 52.3	VC	SB	S
LA	Hawick Museum and the Scott Gallery, Hawick	12,105	E 10,540	14.8	MAG	SB	
LA	Heart of Hawick, Hawick	176,747	166,542	6.1	VC	SB	
ED	Heriot Watt University Archive, Edinburgh	404	371	8.9	MAG	ED	
G	Hermaness Visitor Centre ^{viii} , Unst	777	E 1,181	E -34.2	VC	SH	S
LA	Highland Folk Museum, Newtonmore	40,613	32,322	25.7	MAG	HI	S
CT	Highlanders, Regimental Museum, by Inverness	54,060	E 50,120	E 7.9	MAG	HI	
CT	Hoswick Visitor Centre, Sandwick	10,282	10,026	2.6	VC	SH	S
CT	House for an Art Lover ⁱⁱ , Glasgow	92,034	83,136	10.7	MAG	GG	
LA	Hunter House Museum, East Kilbride	1,792	1,966	-8.9	MAG	GG	S
ED	Hunterian Art Gallery, Glasgow	80,039	E 61,632	E 29.9	MAG	GG	
ED	Hunterian Museum, Glasgow	79,248	E 72,738	8.9	MAG	GG	
P	Inshriach Nursery, Aviemore	25,000	E 22,850	9.4	G	HI	S
G	Invereshie and Inshriach NNR, by Aviemore	3,121	3,148	-0.9	N	HI	
LA	Inverness Museum and Art Gallery, Inverness	44,379	E 41,580	E 6.7	MAG	HI	
HS	Island of Mousa Boat Trips, Sandwick	4,589	4,362	5.2	N	SH	S
G	Island of Noss, Lerwick	1,365	1,221	11.8	N	SH	S
P	Isle of Jura Distillery, Craighouse	6,781	5,971	13.6	D	AR	
CT	Isle of Mull Museum, Tobermory	21,119	E 12,396	E 70.4	MAG	AR	S
P	Italian Chapel, Lambholm	92,148	E 92,289	E -0.2	WS	OR	
P	James Pringle Weavers of Inverness, Inverness	195,100	184,498	E 5.7	VC	HI	
LA	Jedburgh Castle Jail and Museum, Jedburgh	24,146	14,168	70.4	MAG	SB	S
LA	John Hastie Museum, Strathaven	2,473	4,100	-39.7	MAG	GG	S
LA	John Muir Country Park, Dunbar	435,000	E 420,000	E 3.6	CP	ED	
CT	John Muir's Birthplace, Dunbar	29,439	10,621	177.2	MAG	ED	
P	Johnston's Cashmere Visitor Centre, Elgin	202,200	194,052	4.2	VC	AB	
LA	Kelvingrove Art Gallery & Museum, Glasgow	1,368,096	1,445,098	-5.3	MAG	GG	
LA	Kinneil Museum, Bo'ness	5,097	4,567	11.6	MAG	AR	
LA	Kirbuster Museum, Birsay	5,171	4,284	20.7	MAG	OR	S
LA	Kirkcaldy Museum & Art Gallery, Kirkcaldy	59,319	61,726	-3.9	MAG	FI	
LA	Kirriemuir Gateway to the Glens Museum, Kirriemuir	9,595	E 9,952	E -3.6	MAG	AN	
G	Kirroughtree Visitor Centre, Newton Stewart	56,455	E DK		VC	DG	
G	Knockan Crag Visitor Centre, Ullapool	10,000	E 10,000	E 0.0	VC	HI	S
LA	Laing Museum, Newburgh	1,429	1,475	-3.1	MAG	FI	S
LA	Lauriston Castle and Grounds, Edinburgh	46,786	39,094	19.7	C	ED	
CT	Leighton Library, Dunblane	977	926	5.5	OHP	AR	S
CT	Linlithgow Canal Centre, Linlithgow	5,358	5,006	7.0	VC	ED	S
G	Loch a' Mhuilinn NNR, by Scourie	2,000	E 2,000	E 0.0	N	HI	
G	Loch Fleet NNR, by Golspie	7,500	E 7,000	E 7.1	N	HI	
G	Loch Lomond Park Centre ^{xiii} , Balmaha	31,960	E 58,430	-45.3	VC	AR	S
P	Loch Muick & Lochnagar Wildlife Reserve, by Ballater	50,397	48,654	3.6	N	AB	
CT	Loch of Kinnordy RSPB Reserve, Perth	6,000	E 6,000	E 0.0	N	PE	
CT	Loch of Strathbeg Nature Reserve, Fraserburgh	16,834	E 13,000	E 29.5	N	AB	
P	Loch Tay Pottery, Aberfeldy	660	E 750	E -12.0	WP	PE	
P	Logie Steading Visitor Centre, Forres	55,000	E 51,227	E 7.4	VC	AB	

Owner	Attraction	2009		2008		%09/08	Category	Region	S
LA	Low Parks Museum, Hamilton	30,068		29,054		3.5	MAG	GG	
G	Mabie Forest, Dumfries	135,000	E	120,000	E	12.5	CP	DG	
CT	MacDougall Collection, Oban	18,000		Closed			MAG	AR	S
LA	Mary Queen of Scot's Visitor Centre, Jedburgh	25,662	E	11,582		121.6	VC	SB	S
LA	McKechnie Institute ^{viii} , Girvan	3,862		5,552		-30.4	MAG	AY	S
LA	McLean Museum and Art Gallery, Greenock	38,672		33,049		17.0	MAG	GG	
LA	Methil Heritage Centre, Methil	4,397		3,629	E	21.2	MAG	FI	
CT	Michael Bruce Cottage Museum, Kinross	161	E	180		-10.6	MAG	PE	
CT	Mill on the Fleet, Castle Douglas	29,431		26,099		12.8	VC	DG	S
LA	Mills Observatory, Dundee	11,651		11,545		0.9	O	AN	
G	Moine Mhor NNR, Kilmartin	7,021	E	6,917		1.5	N	AR	
LA	Motherwell Heritage Centre, Motherwell	20,500	E	22,065		-7.1	VC	GG	
LA	Mugdock Country Park, Milngavie	585,288	E	622,375	E	-6.0	CP	GG	
G	Muir of Dinnet Nature Reserve, Dinnet	25,000	E	25,000	E	0.0	N	AB	
LA	Muiravonside Country Park, Westfield, Falkirk	225,837	E	221,715	E	1.9	CP	AR	
ED	MUSA: The Museum of The University of St Andrews ^{vii} , St Andrews	25,434		6,120		315.6	MAG	FI	
P	Museum of Abernethy, Abernethy	1,055		1,004		5.1	MAG	PE	S
LA	Museum of Childhood, Edinburgh	247,454		218,011		13.5	MAG	ED	
LA	Museum of Edinburgh, Edinburgh	60,429		47,342		27.6	MAG	ED	
LA	Museum of Transport, Glasgow	468,963		456,324		2.8	MAG	GG	
G	National Museum of Scotland, Edinburgh	589,621		614,894		-4.1	MAG	ED	
G	National War Museum, Edinburgh	494,213		474,133	E	4.2	MAG	ED	
G	Nelson's Tower, Forres	2,632		2,750		-4.3	MAG	AB	S
CT	New Lanark Village and Visitor Centre ^{ij} , Lanark	334,185	E	341,340	E	-2.1	VC	GG	
LA	North Ayrshire Museum, Saltcoats	24,115	E	18,437	E	30.8	MAG	AY	
P	Oban War and Peace Museum, Corran Esplanade, Oban	30,491		31,277		-2.5	MAG	AR	S
LA	Old Bridge House Museum, Dumfries	13,632		12,441		9.6	MAG	DG	S
LA	Old Gala House and Christopher Boyd Gallery, Galashiels	5,337		4,019		32.8	MAG	SB	S
CT	Old Haa, Yell	2,994	E	3,194	E	-6.3	MAG	SH	S
LA	Orkney Museum, Kirkwall	26,656		24,387		9.3	MAG	OR	
LA	Paisley Museum and Art Gallery, Paisley	51,149	E	60,621		-15.6	MAG	GG	
LA	Palacerigg Country Park, Cumbernauld	617,081		543,015		13.6	CP	GG	
RO	Parish Church of St. Cuthbert, Edinburgh	5,542		5,407		2.5	WS	ED	S
LA	Park Gallery, Falkirk	6,936		3,782		83.4	MAG	AR	
CT	Peacock Visual Arts, Aberdeen	10,000	E	9,307	E	7.4	MAG	AB	
LA	People's Palace, Glasgow	268,591		252,205		6.5	MAG	GG	
LA	People's Story Museum, Edinburgh	72,070		64,508		11.7	MAG	ED	
LA	Perth Museum & Art Gallery, Perth	106,438		82,709		28.7	MAG	PE	
LA	Peterhead Maritime Heritage, Peterhead	2,817		1,315		114.2	MAG	AB	S
LA	Pittencrieff House Museum, Dunfermline	24,765		22,939		8.0	MAG	FI	
LA	Plean Country Park, Plean	100,000	E	100,000	E	0.0	CP	AR	
LA	Prestongrange Museum, Prestongrange	8,246		6,924		19.1	MAG	ED	S
CT	Provand's Lordship, Glasgow	116,533		113,950		2.3	MAG	GG	
LA	Provanhall, Glasgow	5,483		DK			HH	GG	
LA	Provost Skene's House, Aberdeen	61,071		60,889		0.3	HH	AB	
G	Queens' View Visitor Centre, Pitlochry	150,000	E	140,000	E	7.1	VC	PE	
LA	Queensferry Museum, South Queensferry	9,048		7,653		18.2	MAG	ED	
LA	Renfrew Community Museum ^{xii} , Renfrew	1,561		252		519.4	MAG	GG	
P	Revack Estate, Grantown on Spey	35,000	E	30,000	E	16.7	G	HI	
LA	Robert Burns Centre, Dumfries	37,929		39,910		-5.0	MAG	DG	
LA	Robert Burns House, Dumfries	15,153		12,056		25.7	MAG	DG	
LA	Roslin Glen Country Park, Roslin	50,000	E	50,000	E	0.0	CP	ED	
CT	Ross of Mull Historical Centre, Bunenan	1,005		Closed			VC	AR	S
P	Rothiemurchus Estate, by Aviemore	274,602	E	249,000	E	10.3	O	HI	
CT	RSPB Forsinard Reserve, Forsinard	3,870	E	3,959		-2.2	N	HI	S
CT	RSPB Loch Gruinart Nature Reserve, Bridgend	15,000	E	12,000	E	25.0	N	AR	

Owner	Attraction	2009		2008		%09/08	Category	Region	S
CT	RSPB Shetland (Sumburgh Head Reserve), Virkie	30,000	E	29,000	E	3.4	N	SH	
CT	Saltire Flag Site, North Berwick	929	E	806	E	15.3	VC	ED	S
CT	Samye Ling Monastery, Langholm	33,231	E	33,152	E	0.2	WS	DG	
G	Sands of Forvie National Nature Reserve, Collieston	32,000	E	26,500	E	20.8	N	AB	
LA	Sanquhar Tolbooth Museum, Sanquar	3,048		2,994		1.8	MAG	DG	S
PLC	Savings Banks Museum, Dumfries	1,161		1,154		0.6	MAG	DG	
LA	Scapa Flow Visitor Centre and Museum, Lyness	12,308		9,715		26.7	MAG	OR	
LA	Scotland Street School Museum, Glasgow	64,866		61,419		5.6	MAG	GG	
PLC	Scottish and Southern Energy Visitor Centre, Pitlochry	51,435		47,334		8.7	VC	PE	S
P	Scottish Liqueur Centre, Perth	29,978	E	35,416	E	-15.4	D	PE	
O	Scottish National Gallery of Modern Art, Edinburgh	169,439		184,954		-8.4	MAG	ED	
O	Scottish National Portrait Gallery, Edinburgh	53,295		236,500		-77.5	MAG	ED	S
P	Scottish Wool Centre, Aberfoyle	240,373		300,000	E	-19.9	VC	AR	
O	Shawbost School Museum, Shawbost	500	E	560	E	-10.7	MAG	OH	S
P	Sheila Fleet Jewellery, Tankerness	5,175	E	4,528		14.3	WP	OR	
CT	Shetland Croft House Museum, Dunrossness	4,021		4,100		-1.9	MAG	SH	S
P	Shetland Jewellery, Weisdale	7,891		5,935	E	33.0	WP	SH	
CT	Shetland Museum and Archives, Lerwick	84,679		84,679		0.0	MAG	SH	
LA	Sir Walter Scotts Courtroom, Selkirk	5,134		4,674		9.8	MAG	SB	S
P	Speyside Heather Centre, Dulnain Bridge	72,414	E	80,681	E	-10.2	VC	HI	
LA	Speyside Way Visitor Centre, Aberlour	5,401		4,097		31.8	VC	AB	S
LA	St Andrews Museum, St Andrews	43,556		41,986		3.7	MAG	FI	
RO	St Athernase Norman Church, Leuchars	1,005	E	896	E	12.2	WS	FI	S
G	St Cyrus Nature Reserve, nr Montrose	33,182		12,844		158.3	N	AB	
CT	St Giles' Cathedral, Edinburgh	653,864		536,747		21.8	WS	ED	
LA	St Magnus Cathedral, Kirkwall	120,193		120,909		-0.6	WS	OR	
LA	St Margaret's Cave, Dunfermline	6,150		5,162		19.1	OHP	FI	S
RO	St Mary's Parish Church, Haddington	4,555		4,276		6.5	WS	ED	S
CT	St Mungo Museum, Glasgow	144,366		152,352		-5.2	MAG	GG	
LA	St Ronan's Wells Visitor Centre, Innerleithen	5,395		4,242		27.2	VC	SB	S
HS	St Serf, Dunning	3,292		4,007		-17.8	HM	PE	S
LA	Stewartry Museum, Kirkcudbright	12,894		11,444		12.7	MAG	DG	
CT	Stills Gallery, Edinburgh	21,423		15,495		38.3	MAG	ED	
CT	Stirling Smith Art Gallery and Museum, Stirling	39,408		51,438		-23.4	MAG	AR	
LA	Straighten Pond Local Nature Reserve,	30,000	E	30,000	E	0.0	CP	ED	
LA	Stranraer Museum, Stranraer	10,303		10,275		0.3	MAG	DG	
LA	Strathclyde Country Park, Motherwell	6,352,131		6,275,378		1.2	CP	GG	
CT	Tangwick Haa Museum, Eshaness	4,241		3,967		6.9	MAG	SH	S
P	Taylor Bowls Visitor Centre, Glasgow	5,000	E	8,000	E	-37.5	WP	GG	
G	Tentsmuir National Nature Reserve, by Tayport	25,000	E	27,000	E	-7.4	N	FI	
P	Teviot Watergardens, Kelso	172,686		163,249		5.8	G	SB	
LA	The Burrell Collection, Glasgow	203,153		203,289		-0.1	MAG	GG	
LA	The Meffan [Forfar Museum] ^{viii} , Forfar	12,785		15,334		-16.6	MAG	AN	S
O	The National Gallery Complex, Edinburgh	890,361		842,958		5.6	MAG	ED	
G	The National Park Gateway, Balloch	328,204	E	301,271		8.9	VC	AR	
LA	Tolbooth Art Centre, Kirkcudbright	27,144		27,855		-2.6	MAG	DG	
LA	Tolbooth Museum of Civic History, Aberdeen	7,127		9,330		-23.6	MAG	AB	S
LA	Tolbooth Museum, Stonehaven	9,215		8,741		5.4	MAG	AB	S
LA	Tomintoul Museum & Visitor Centre, Tomintoul	11,985		10,214		17.3	MAG	AB	S
CT	Trades Hall, Glasgow	1,404	E	2,480		-43.4	HH	GG	
LA	Travelling Gallery, Edinburgh	19,802		18,768		5.5	MAG	ED	
LA	Tweeddale Museum, Peebles	10,554	E	9,388	E	12.4	MAG	SB	
PLC	Victorian Pharmacy Museum, Edinburgh	100	E	136		-26.5	MAG	ED	S
LA	Vogrie Country Park, Gorebridge	170,000	E	250,000	E	-32.0	CP	ED	
CT	Water of Leith Visitor Centre, Edinburgh	16,561		17,034		-2.8	VC	ED	
CT	WDCS Wildlife Centre, Spey Bay	56,582	E	64,981	E	-12.9	N	AB	

Owner	Attraction	2009	2008	%09/08	Category	Region	S
CT	West Kilbride Museum, West Kilbride	1,086	1,183	-8.2	MAG	AY	
LA	William Lamb Sculpture Studio, Montrose	490	504	-2.8	MAG	AN	S
P	World Famous Old Blacksmith's Shop Centre ⁱⁱ , Gretna Green	706,633	665,688	6.2	VC	DG	
CT	Writers' Museum, Edinburgh	53,257	49,907	6.7	MAG	ED	
G	Yair Forest, nr Galashiels	13,357 E	11,695 E	14.2	CP	SB	

9. LISTING BY FORMER VISITSCOTLAND AREA

The 2009 Visitor Attraction Monitor illustrates seasonality in the visitor attraction sector by VisitScotland Areas, using a “best fit” curve representing quarterly visitation. This provides useful benchmarking for attractions in particular areas when plotted against the national trend.

Individual visitation performance of attractions is presented from Section 9.3 onwards and is listed by former VisitScotland Area. Please note that these tables do not include attractions that requested their data remain confidential.

9.1. QUARTERLY SEASONAL ANALYSIS

VS Region	Common Sample	2009					2008				
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec
		(%)	(%)	(%)	(%)	(Visits)	(%)	(%)	(%)	(%)	(Visits)
AB	67	14%	30%	41%	15%	1,694,699	16%	30%	40%	15%	1,600,788
AN	27	14%	31%	40%	15%	803,468	15%	31%	39%	15%	822,778
AR	58	8%	33%	46%	13%	3,000,577	11%	33%	44%	13%	2,987,183
AY	17	12%	36%	37%	14%	844,957	13%	34%	37%	15%	851,303
DG	36	8%	34%	47%	11%	586,947	10%	31%	47%	12%	570,321
ED	65	16%	27%	38%	19%	8,329,410	18%	26%	37%	19%	8,067,964
FI	24	12%	31%	43%	14%	611,340	14%	30%	41%	15%	603,072
GG	58	20%	31%	30%	19%	13,288,317	21%	30%	30%	19%	12,610,632
HI	61	6%	31%	52%	11%	2,475,561	8%	30%	51%	12%	2,203,854
OH	8	14%	29%	40%	18%	303,884	16%	27%	39%	18%	274,860
OR	20	3%	34%	58%	6%	484,954	3%	35%	57%	5%	469,163
PE	28	9%	32%	45%	14%	958,650	11%	32%	44%	13%	933,355
SB	33	13%	30%	38%	19%	804,703	14%	30%	37%	19%	713,329
SH	16	11%	30%	47%	12%	149,200	13%	33%	45%	9%	142,392
Scotland	518	15%	30%	37%	17%	34,336,667	17%	29%	37%	17%	32,850,994

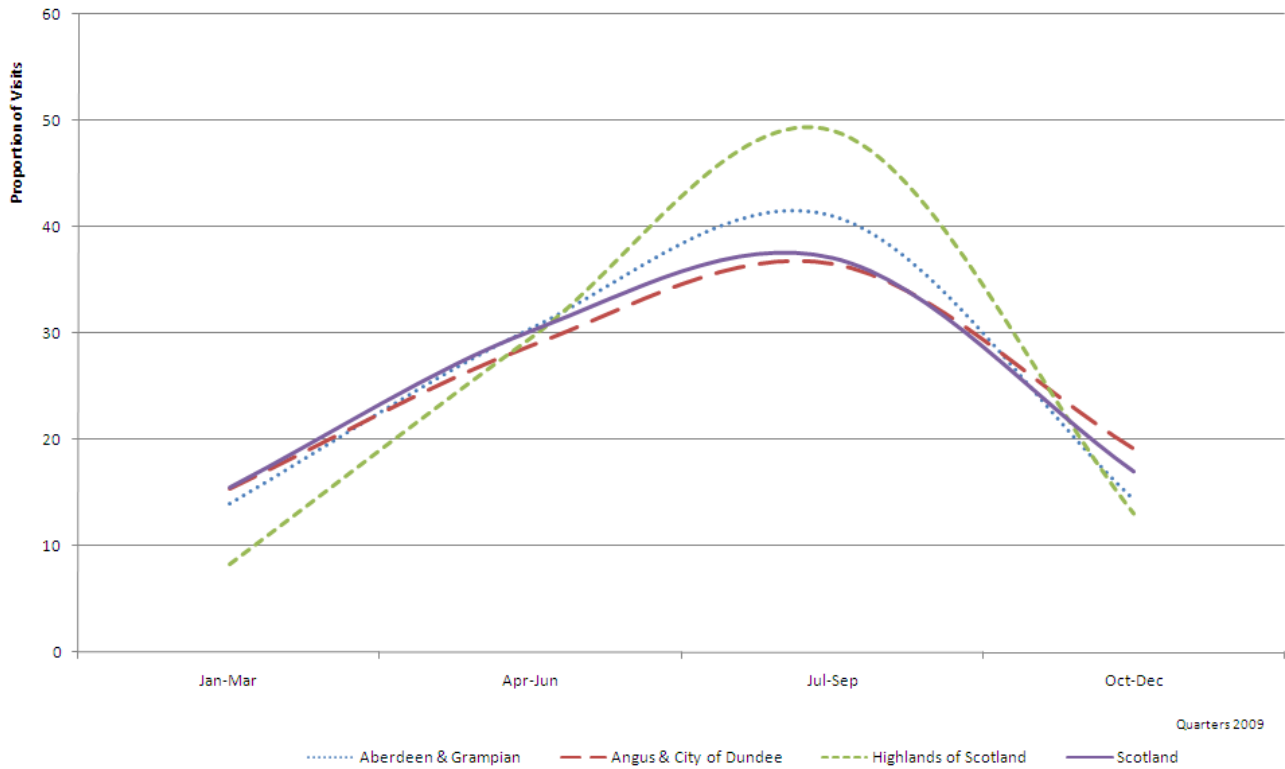
Note: Percentages read horizontally

Once again, Orkney recorded the most marked seasonal pattern, with over half of all recorded visits occurring during the third quarter and low levels of visitation in the first and fourth quarters. Greater Glasgow & Clyde Valley demonstrated the least seasonal variations in visits throughout the year.

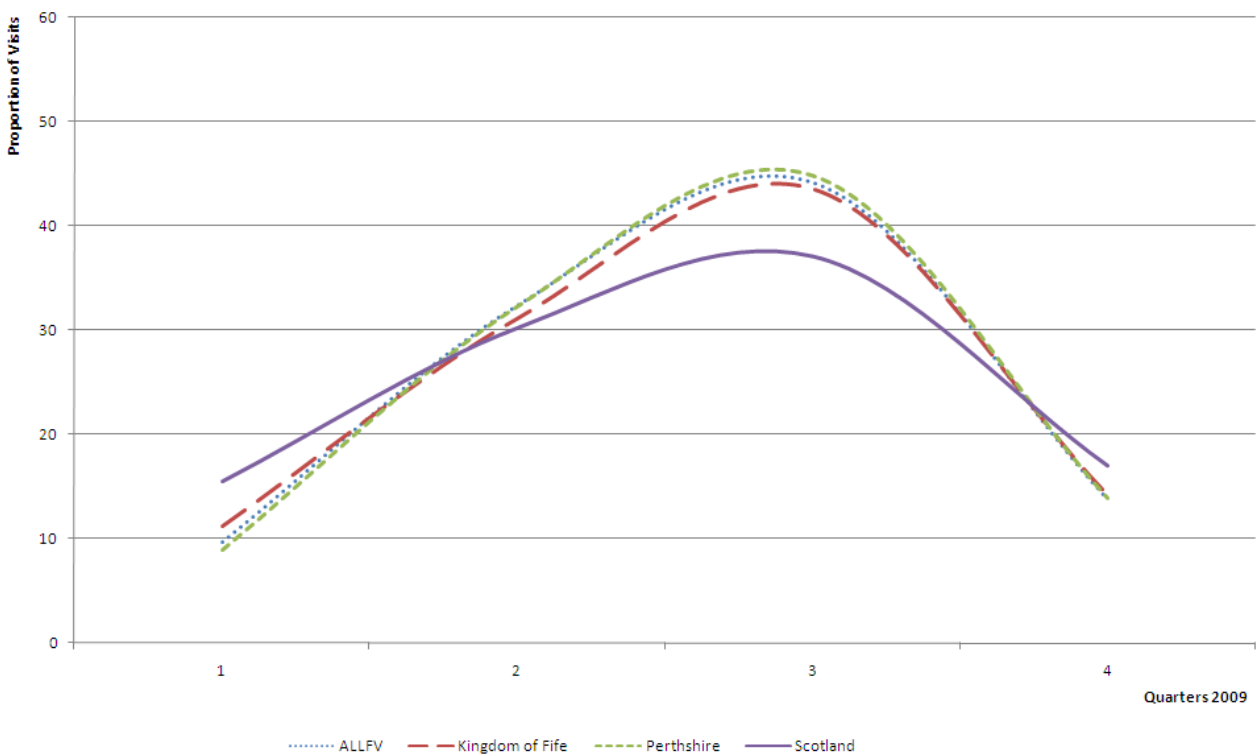
9.2. QUARTERLY SEASONAL CURVES BY AREA

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

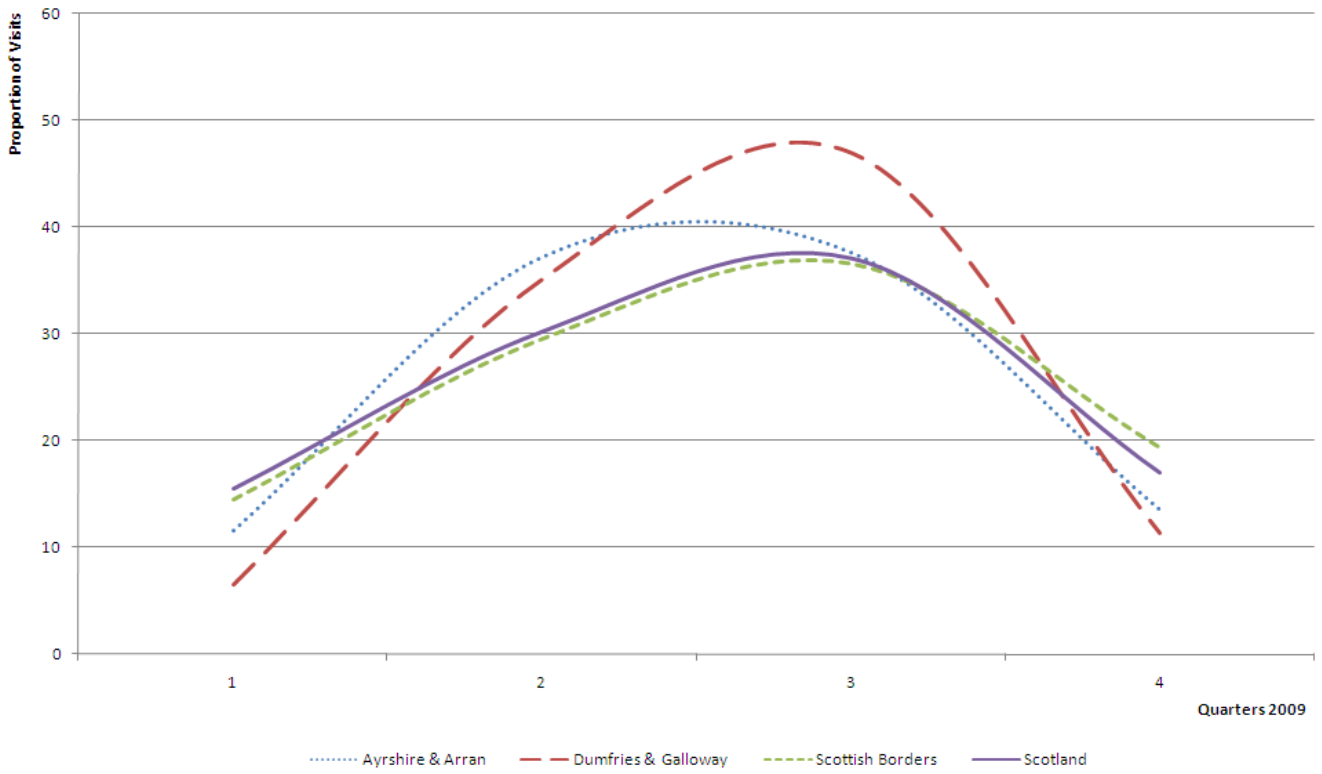
*Graph 9.1
Aberdeen & Grampian; Angus & the City of Dundee; and the Highlands of Scotland*



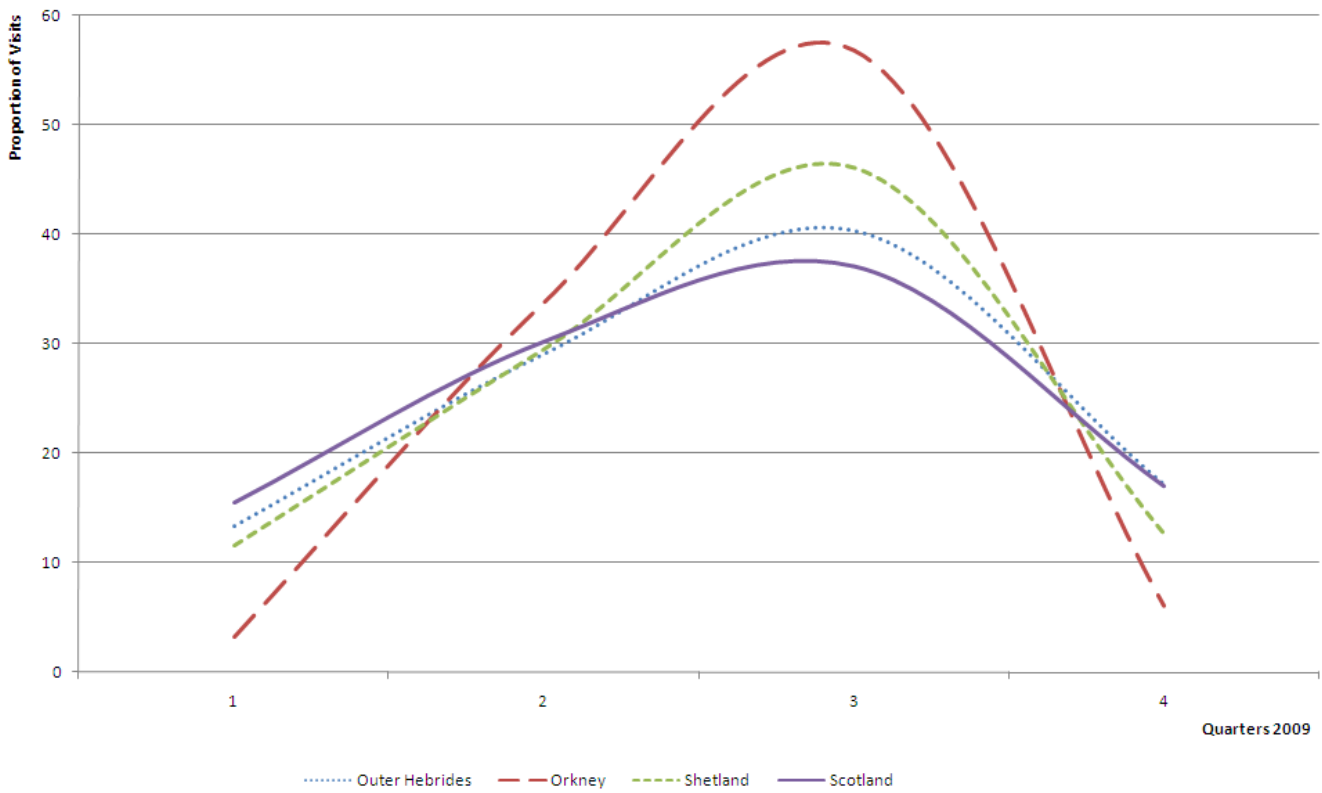
*Graph 9.2
Kingdom of Fife; Perthshire and Argyll, Loch Lomond and Forth Valley*



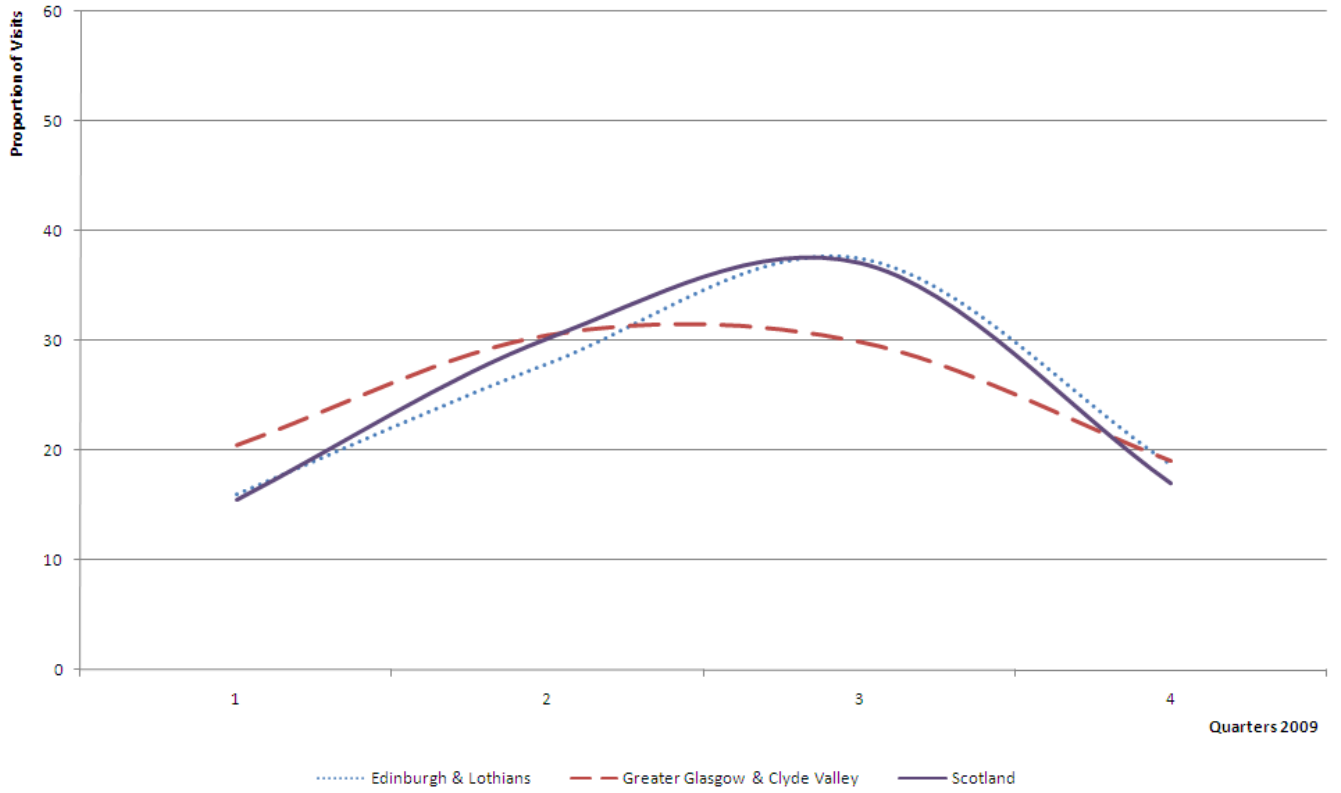
*Graph 9.3
Ayrshire & Arran, Dumfries & Galloway and the Scottish Borders*



*Graph 9.4
Orkney, Shetland and the Outer Hebrides*



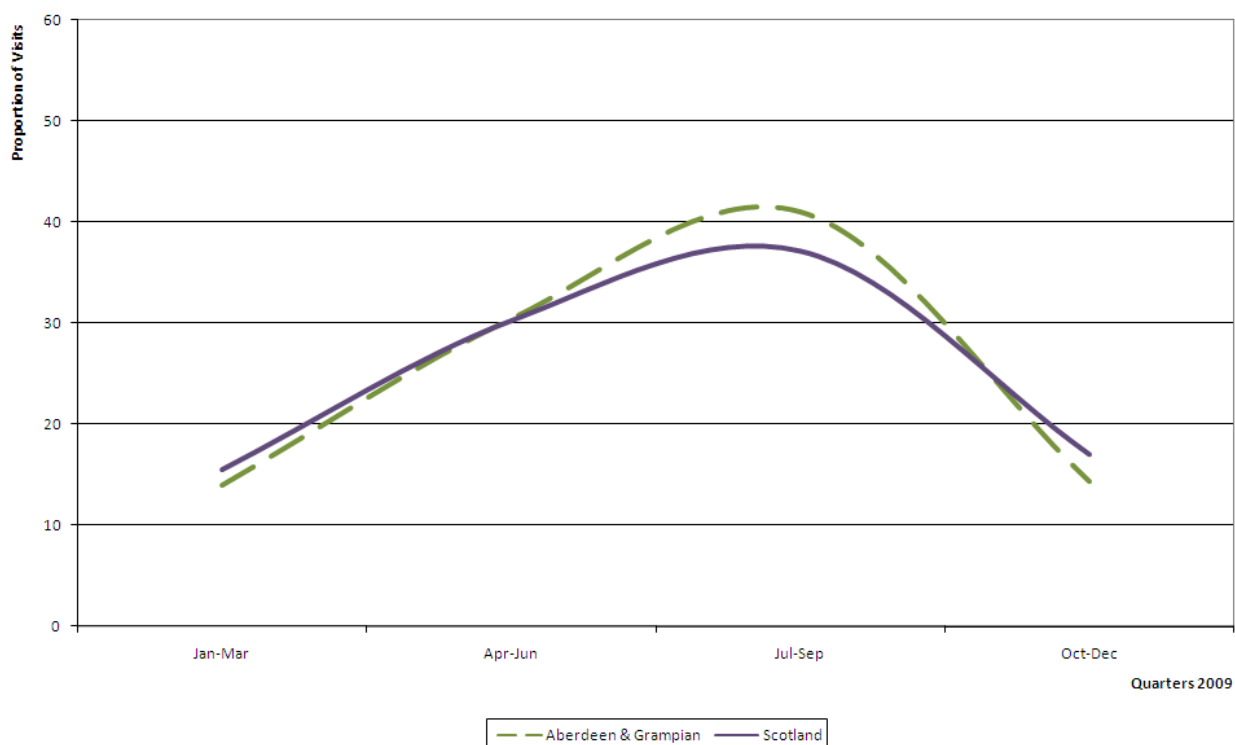
Graph 9.5
Edinburgh & Lothians and Greater Glasgow & Clyde Valley



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.

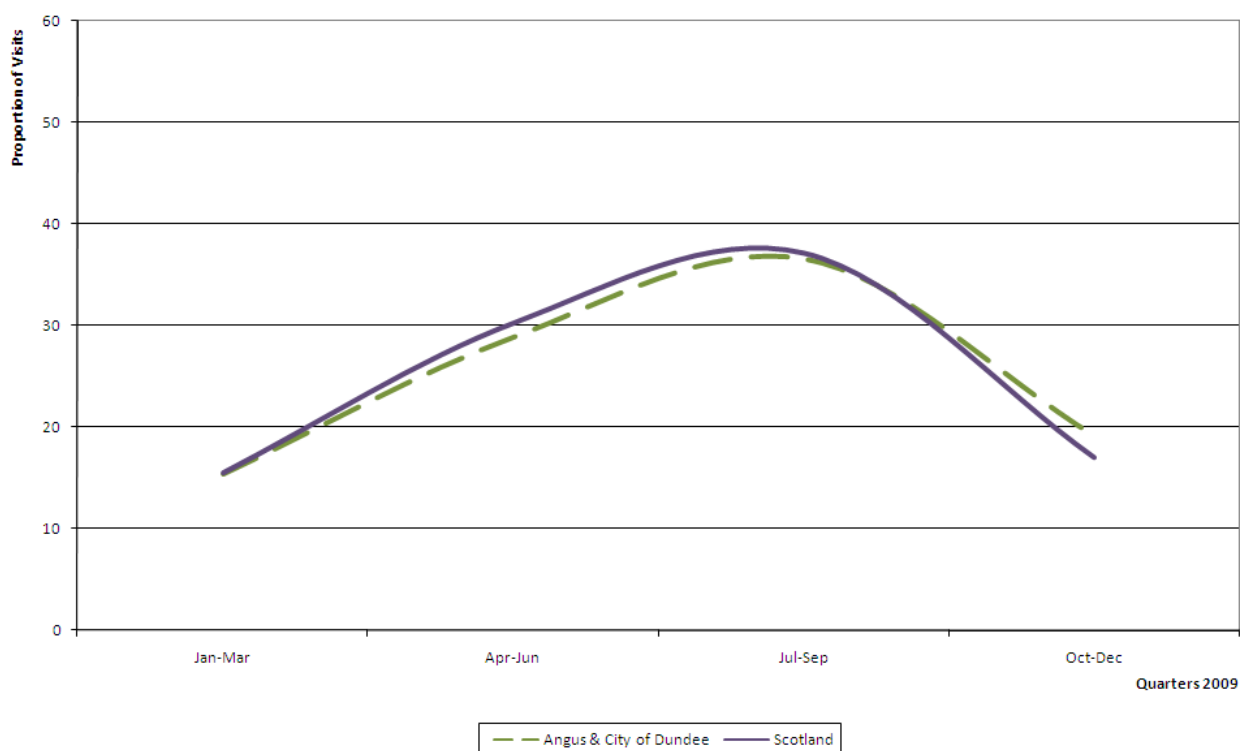
Owner	Attraction	2009	2008	%09/08	Category	F	S
LA	David Welch Winter Gardens, Aberdeen	313,217	308,571	1.5	G	F	
P	Johnston's Cashmere Visitor Centre, Elgin	202,200	194,052	4.2	VC	F	
LA	Aberdeen Art Gallery, Aberdeen	178,344	157,589	13.2	MAG	F	
LA	Aberdeen Maritime Museum, Aberdeen	76,558	85,821	-10.8	MAG	F	
LA	Provost Skene's House, Aberdeen	61,071	60,889	0.3	HH	F	
P	Balmoral Estates, Ballater	59,972	58,000	3.4	C		S
LA	Aberdeen Arts Centre, Aberdeen	58,764 E	40,000 E	46.9	MAG		
CT	WDCS Wildlife Centre, Spey Bay	56,582 E	64,981 E	-12.9	N	F	
P	Logie Steading Visitor Centre, Forres	55,000 E	51,227 E	7.4	VC	F	
P	Dunnottar Castle, Dunecht	52,500 E	34,610	51.7	C		
P	Loch Muick & Lochnagar Wildlife Reserve, by Ballater	50,397	48,654	3.6	N	F	
NTS	Crathes Castle, Banchory	49,823	51,559	-3.4	C		
LA	Macduff Marine Aquarium, Macduff	48,567	44,037	10.3	Z		
CT	Grampian Transport Museum, Alford	47,605	37,351	27.5	MAG		S
P	Satrosphere, Aberdeen	39,923	37,224 E	7.3	MAG		
RO	Crathie Parish Church, Crathie	37,195	39,302	-5.4	WS	F	S
G	St Cyrus Nature Reserve, nr Montrose	33,182	12,844	158.3	N	F	
G	Sands of Forvie National Nature Reserve, Collieston	32,000 E	26,500 E	20.8	N	F	
CT	Gordon Highlanders Museum, Aberdeen	25,794	29,879	-13.7	MAG		
RO	Cathedral Church of St Machar, Aberdeen	25,186	25,348	-0.6	WS	F	
G	Muir of Dinnet Nature Reserve, Dinnet	25,000 E	25,000 E	0.0	N	F	

Owner	Attraction	2009	2008	%09/08	Category	F	S
HS	Elgin Cathedral, Elgin	23,267	22,831	1.9	HM		
NTS	Brodie Castle, Forres	18,705	19,588	-4.5	C		S
NTS	Fyvie Castle, Turriff	17,514	17,370	0.8	C		S
CT	Dolphin & Seal Centre at North Kessock, Spey Bay	17,085	17,095	-0.1	N	F	S
CT	Loch of Strathbeg Nature Reserve, Fraserburgh	16,834	13,000	29.5	N	F	
NTS	Pitmedden Garden & Museum of Farm Life, Ellon	16,737	16,121	3.8	G		S
CT	Archaeolink Prehistory Park, Inch	16,277	16,304	-0.2	VC		
NTS	Castle Fraser, Inverurie	15,390	19,700	-21.9	C		S
LA	Aberdeenshire Farming Museum, Mintlaw	15,027	14,811	1.5	MAG	F	S
LA	Falconer Museum, Forres	14,677	15,712	-6.6	MAG	F	
HS	Museum of Scottish Lighthouses, Fraserburgh	14,653	13,512	8.4	MAG		
P	Alford Valley Railway, Alford	14,354	10,879	31.9	R		S
HS	Huntly Castle, Huntly	12,430	12,582	-1.2	C		
NTS	Drum Castle, Banchory	12,300	18,170	-32.3	C		S
PLC	Royal Lochnagar Distillery Visitor Centre, nr Ballater	12,004	8,075	48.7	D		
PLC	Strathisla Distillery, Keith	11,998	11,046	8.6	D		S
LA	Tomintoul Museum & Visitor Centre, Tomintoul	11,985	10,214	17.3	MAG	F	S
P	Macallan Distillery, Craigellachie	11,926	10,590	12.6	D		
HS	Dallas Dhu, Forres	11,619	10,743	8.2	D		
O	Duff House Gallery, Banff	11,041	29,241	-62.2	MAG		
PLC	Glen Grant Distillery and Garden, Aberlour	10,375	8,901	16.6	D		
CT	Peacock Visual Arts, Aberdeen	10,000	9,307	7.4	MAG	F	
LA	Tolbooth Museum, Stonehaven	9,215	8,741	5.4	MAG	F	S
P	Glenfarclas Distillery, Ballindalloch	9,081	9,314	-2.5	D		
CT	Elgin Museum, Elgin	7,486	6,995	7.0	MAG		
HS	Kildrummy Castle, by Alford	7,200	7,017	2.6	C		S
PLC	Aberlour Distillery Visitors Centre, Aberlour	7,178	5,896	21.7	D		
LA	Tolbooth Museum of Civic History, Aberdeen	7,127	9,330	-23.6	MAG	F	S
CT	Grassic Gibbon Centre, Laurencekirk	6,937	6,839	1.4	MAG		S
HS	Spynie Palace, nr Elgin	6,932	4,891	41.7	HH		
P	Delgatie Castle, Turriff	6,572	7,047	-6.7	C		
CT	Findhorn Heritage Centre & Ice House, Forres	6,113	5,258	16.3	VC	F	S
LA	Speyside Way Visitor Centre, Aberlour	5,401	4,097	31.8	VC	F	S
HS	Balvenie Castle, Keith	5,321	5,388	-1.2	C		S
LA	Arbuthnot Museum, Peterhead	4,983	4,064	22.6	MAG	F	
PLC	Cardhu Distillery Visitor Centre, Aberlour	4,973	3,900	27.5	D		
PLC	Glen Moray Distillery Visitor Centre, Elgin	4,514	5,144	-12.2	D		
HS	Corgarff Castle, Strathdon	4,286	4,034	6.2	C		
HS	Tolquhon Castle, Tarves	4,241	3,909	8.5	C		
CT	Fraserburgh Heritage Centre, Fraserburgh	4,018	3,336	20.4	VC		S
NTS	Haddo House, Ellon	3,608	6,565	-45.0	HH		S
LA	Banchory Museum, Banchory	3,160	3,598	-12.2	MAG	F	
LA	Peterhead Maritime Heritage, Peterhead	2,817	1,315	114.2	MAG	F	S
G	Nelson's Tower, Forres	2,632	2,750	-4.3	MAG	F	S
RO	Cathedral Church of St. Andrew, Aberdeen	2,484	2,397	3.6	WS	F	S
CT	Fochabers Folk Museum & Heritage Centre, Fochabers	1,946	DK		MAG	F	S
LA	Carnegie Museum ^{xii} , Inverurie	1,223	759	61.1	MAG	F	
RO	Blairs Museum Trust [St. Mary's Church], Blairs	1,205	2,145	-43.8	MAG		S
LA	Brander Museum, Huntly	1,098	1,434	-23.4	MAG	F	
CT	St Peter's Heritage Centre, Peterculter	982	637	54.2	VC		
LA	Banff Museum, Banff	771	862	-10.6	MAG	F	S
CT	Maggie's Hoosie, Inverallochy	450	430	4.7	HH		S
P	Craigston Castle, Turriff	160	180	-11.1	C		S

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.

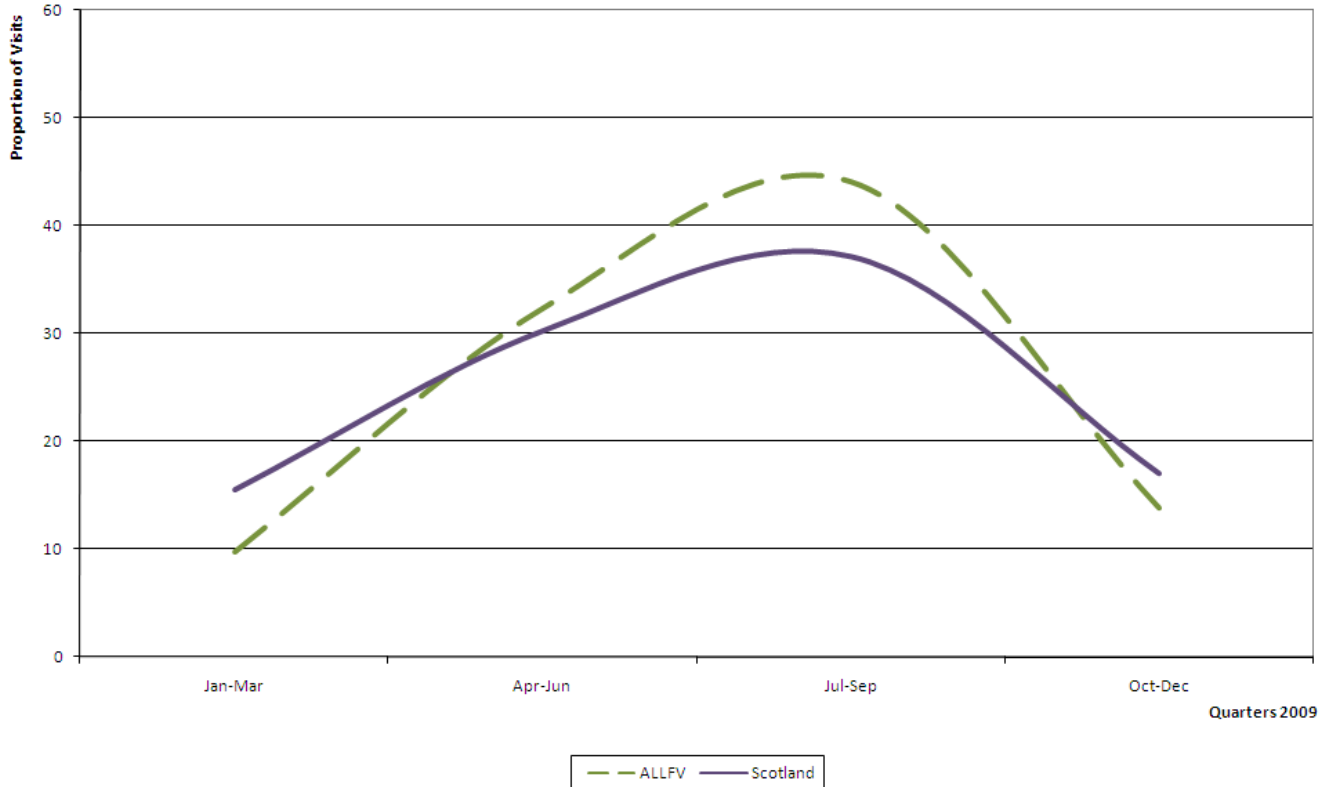
Owner	Attraction	2009	2008	%09/08	Category	F	S
O	Dundee Contemporary Arts, Dundee	273,750 E	250,514 E	9.3	MAG	F	
LA	Monikie Country Park, Dundee	236,025	200,043 E	18.0	CP		
LA	Forfar Loch Country Park, Forfar	199,317 E	202,979 E	-1.8	CP	F	
CT	Discovery Point ⁱⁱ , Dundee	151,365	142,865	5.9	VC		
LA	Crombie Country Park, Broughty Ferry	115,040 E	120,036 E	-4.2	CP	F	
P	Glamis Castle, Glamis	101,764	107,280	-5.1	HH		
CT	Sensation - The Dundee Science Centre, Dundee	78,199	72,061	8.5	MAG		
LA	Camperdown Wildlife Centre, Dundee	59,650	62,319	-4.3	Z		
HS	Broughty Castle Museum, Dundee	35,365	37,347	-5.3	MAG	F	
G	Corrie Fee NNR, by Kirriemuir	14,784 E	14,148	4.5	N	F	
LA	Arbroath Museum, Arbroath	13,687 E	19,701 E	-30.5	MAG	F	
HS	Arbroath Abbey, Arbroath	13,378	13,070	2.4	HM		
CT	Montrose Basin Wildlife Centre, Montrose	12,859	13,104	-1.9	N		
LA	The Meffan [Forfar Museum] ^{viii} , Forfar	12,785	15,334	-16.6	MAG	F	S
CT	Glensesk Folk Museum, Brechin	12,285	13,460	-8.7	MAG		S
LA	Mills Observatory, Dundee	11,651	11,545	0.9	O	F	
CT	Verdant Works, Dundee	11,248	11,186	0.6	VC		
LA	Kirriemuir Gateway to the Glens Museum, Kirriemuir	9,595 E	9,952 E	-3.6	MAG	F	
NTS	House of Dun, Montrose	8,718	7,930	9.9	HH		S
HS	Edzell Castle, By Brechin	6,935	7,109	-2.4	C		
LA	Pictavia Visitor Centre, Brechin	5,750 E	5,253	9.5	VC		

Owner	Attraction	2009	2008	%09/08	Category	F	S
O	Frigate Unicorn, Dundee	5,287	5,003	5.7	O		
NTS	Barrie's Birthplace, Kirriemuir	5,085	5,381	-5.5	OHP		S
NTS	Kirriemuir Camera Obscura, Forfar	3,850	4,207	-8.5	VC		S
NTS	Angus Folk Museum, Forfar	3,632	4,042	-10.1	MAG		S
NTS	Barry Mill, Carnoustie	3,363	2,057	63.5	WP		S
HS	Meigle Sculptured Stone Museum, Meigle	3,169	3,427	-7.5	MAG		S
P	Pitmuies Gardens, by Forfar	3,158 E	3,081 E	2.5	G		S
HS	St Vigeans Museum ^{xi} , Arbroath	2,073	Not Open		MAG		S
LA	William Lamb Sculpture Studio, Montrose	490	504	-2.8	MAG	F	S

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, Loch Lomond and Forth Valley



Attraction Data

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

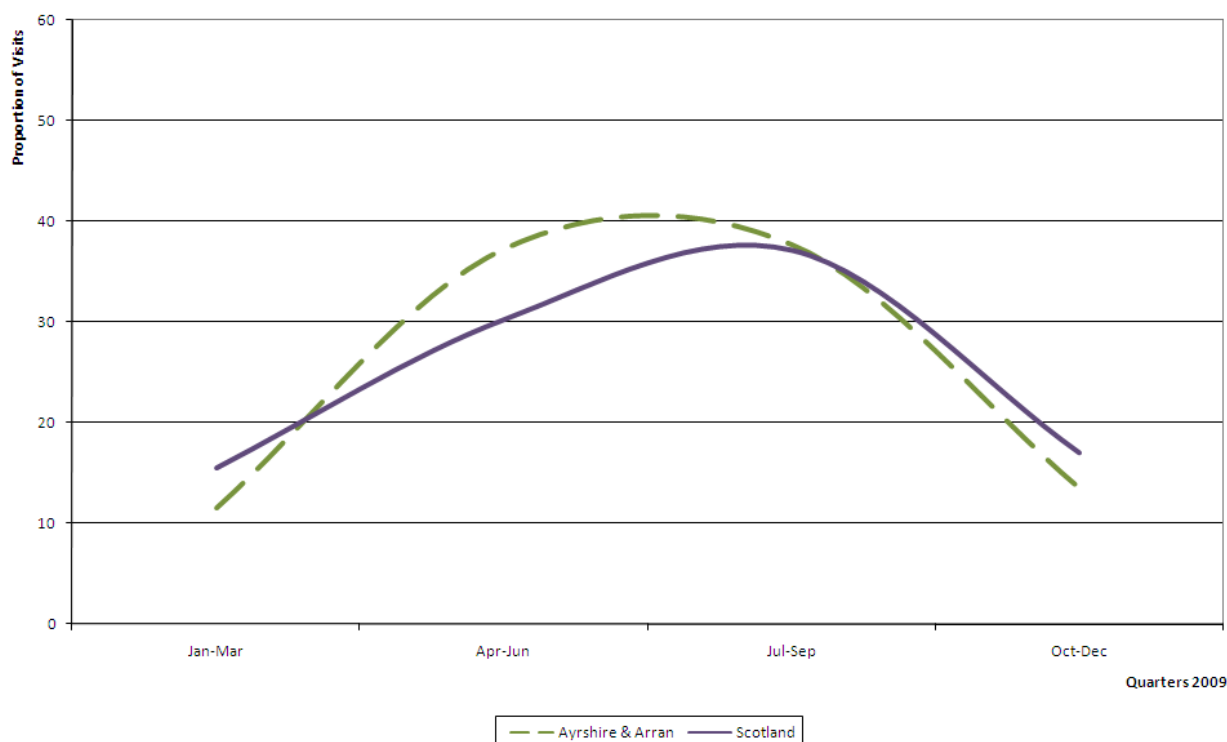
Owner	Attraction	2009	2008	%09/08	Category	F	S
G	Falkirk Wheel, Falkirk	476,778	500,829	-4.8	VC		
HS	Stirling Castle, Stirling	383,293	375,345	2.1	C		
G	The National Park Gateway, Balloch	328,204	E 301,271	8.9	VC	F	
P	Scottish Wool Centre, Aberfoyle	240,373	300,000	E -19.9	VC	F	
LA	Muiravonside Country Park, Westfield, Falkirk	225,837	E 221,715	E 1.9	CP	F	
G	David Marshall Lodge, Aberfoyle	173,348	181,920	-4.7	VC	F	
LA	National Wallace Monument, Stirling	126,237	115,774	9.0	HM		
ED	MacRobert, Stirling	125,000	E 115,000	E 8.7	O		
LA	Plean Country Park, Plean	100,000	E 100,000	E 0.0	CP	F	
P	Inveraray Castle, Inveraray	73,670	58,959	25.0	HH		S
CT	Bo'ness & Kinneil Railway, Bo'ness	70,565	66,737	5.7	R		
LA	Inveraray Jail, Inveraray	65,481	62,779	4.3	OHP		
HS	Iona Abbey & St Columba Centre (Mull), Isle of Iona	60,133	62,467	-3.7	HM		
NTS	Bannockburn Heritage Centre, Stirling	50,571	40,925	23.6	VC		S
P	Glengoyne Distillery, nr Killlearn	45,610	37,077	23.0	D		
CT	Stirling Smith Art Gallery and Museum, Stirling	39,408	51,438	-23.4	MAG	F	
HS	Doune Castle, Doune	34,058	31,879	6.8	C		
P	Duart Castle, Craignure	33,859	E 33,813	E 0.1	C		S
HS	Argyll's Lodging, Stirling	32,439	28,434	14.1	HH	F	

Owner	Attraction	2009	2008	%09/08	Category	F	S
LA	Callendar House, Falkirk	32,172	28,426	13.2	MAG	F	
RO	Church of the Holy Rude, Stirling	32,000	E 26,000	E 23.1	WS	F	S
G	Loch Lomond Park Centre ^{xiii} , Balmaha	31,960	E 58,430	-45.3	VC	F	S
PLC	Oban Distillery Visitor Centre, Oban	31,200	28,108	11.0	D		
P	Oban War and Peace Museum, Corran Esplanade, Oban	30,491	31,277	-2.5	MAG	F	S
CT	Mount Stuart, Rothesay	30,271	34,695	-12.8	HH		S
P	Briarlands Farm, Stirling	30,000	E 25,162	19.2	Z		S
NTS	Hill House, Helensburgh	26,254	24,192	8.5	HH		S
HS	Dunstaffnage Castle, by Oban	21,478	20,671	3.9	C		
CT	Isle of Mull Museum, Tobermory	21,119	E 12,396	E 70.4	MAG	F	S
P	Auchentoshan Distillery, Dalmuir	19,150	17,121	11.9	D		
HS	Castle Campbell, Dollar	18,470	17,998	2.6	C		
CT	MacDougall Collection, Oban	18,000	Closed		MAG	F	S
LA	Old Town Jail, Stirling	17,503	18,192	-3.8	OHP		S
HS	Inchmahome Priory, Stirling	16,862	16,442	2.6	HM		S
NTS	Arduaine Garden, By Oban	15,127	12,650	19.6	G		
HS	Blackness Castle, Linlithgow	15,110	14,028	7.7	C		
CT	RSPB Loch Gruinart Nature Reserve, Bridgend	15,000	E 12,000	E 25.0	N	F	
HS	Dumbarton Castle, Dumbarton	13,861	12,137	14.2	C		
O	Kilmartin House Museum, Kilmartin	12,249	11,249	8.9	MAG		
NTS	Crarae Gardens, Inverary	12,010	10,671	12.5	G		S
LA	Ardencraig Gardens, Rothesay	10,500	E DK		G	F	S
HS	Rothesay Castle, Rothesay	10,116	11,456	-11.7	C		
HS	Dunblane Cathedral, Dunblane	9,869	11,552	-14.6	WS	F	
NTS	Geilston House, Helensburgh	8,234	7,582	8.6	G		S
P	Morrison's Bowmore Distillery Ltd., Bowmore	8,156	8,965	-9.0	D		
NTS	Alloa Tower, Alloa	7,638	6,545	16.7	HH		S
CT	Titan Crane, Queens Quay	7,064	7,763	-9.0	VC		S
G	Moine Mhor NNR, Kilmartin	7,021	E 6,917	1.5	N	F	
LA	Park Gallery, Falkirk	6,936	3,782	83.4	MAG	F	
LA	Birkhill Fireclay Mine, Nr Bo'ness	6,826	5,946	14.8	WP		S
P	Isle of Jura Distillery, Craighouse	6,781	5,971	13.6	D	F	
PLC	Ardbeg Distillery, Port Ellen	6,247	4,306	45.1	D		
CT	Bute Museum, Rothesay	6,031	6,684	-9.8	MAG		
CT	Dunoon and Cowal Heritage Centre, Dunoon	5,806	5,812	-0.1	MAG		S
HS	Bonawe Iron Furnace, Taynuilt	5,786	5,544	4.4	VC		S
P	Bunnahabhain Distillery, Port Askaig	5,676	E 4,917	E 15.4	D		
PLC	Lagavulin Distillery Visitor Centre, Port Ellen	5,500	E 4,973	10.6	D		S
LA	Kinneil Museum, Bo'ness	5,097	4,567	11.6	MAG	F	
LA	Breadalbane Folklore Centre, Killin	4,456	5,612	-20.6	VC		S
CT	Auchindrain Highland Farm Township, Inveraray	4,454	5,395	-17.4	HM		S
P	Ardkinglas Woodland Garden, Cairndow	4,420	E 3,850	14.8	G		
P	Hamilton Toy Collection, Callander	4,195	E 3,703	13.3	MAG		S
CT	Denny Tank, Dumbarton	3,516	2,797	25.7	MAG		
CT	Museum of Islay Life, Port Charlotte	3,351	3,785	-11.5	MAG		S
G	Glasdrum Wood NNR, Creagan	2,596	2,986	-13.1	N	F	
CT	Dollar Museum, Dollar	2,011	2,013	-0.1	MAG	F	S
CT	Comann Eachdraidh Lios M'Or (Lismore Historical Society), Lismore	1,749	1,842	-5.0	VC		S
NTS	Moirilannich Longhouse, Killin	1,142	726	57.3	HH		S
CT	Ross of Mull Historical Centre, Bunesan	1,005	Closed		VC	F	S
CT	Leighton Library, Dunblane	977	926	5.5	OHP	F	S
CT	Glenbarr Abbey - Macalister Clan Visitor Centre, by Tarbert	964	1,038	-7.1	HH		S
CT	Grangemouth Heritage Trust, Grangemouth	800	E DK		VC	F	
LA	Grangemouth Museum, Grangemouth	754	837	-9.9	MAG	F	
CT	Strachur Smiddy Museum, Strachur	645	848	-23.9	MAG		S
RO	Bridge of Allan Parish Church, Bridge of Allan	205	229	-10.5	WS	F	S

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.

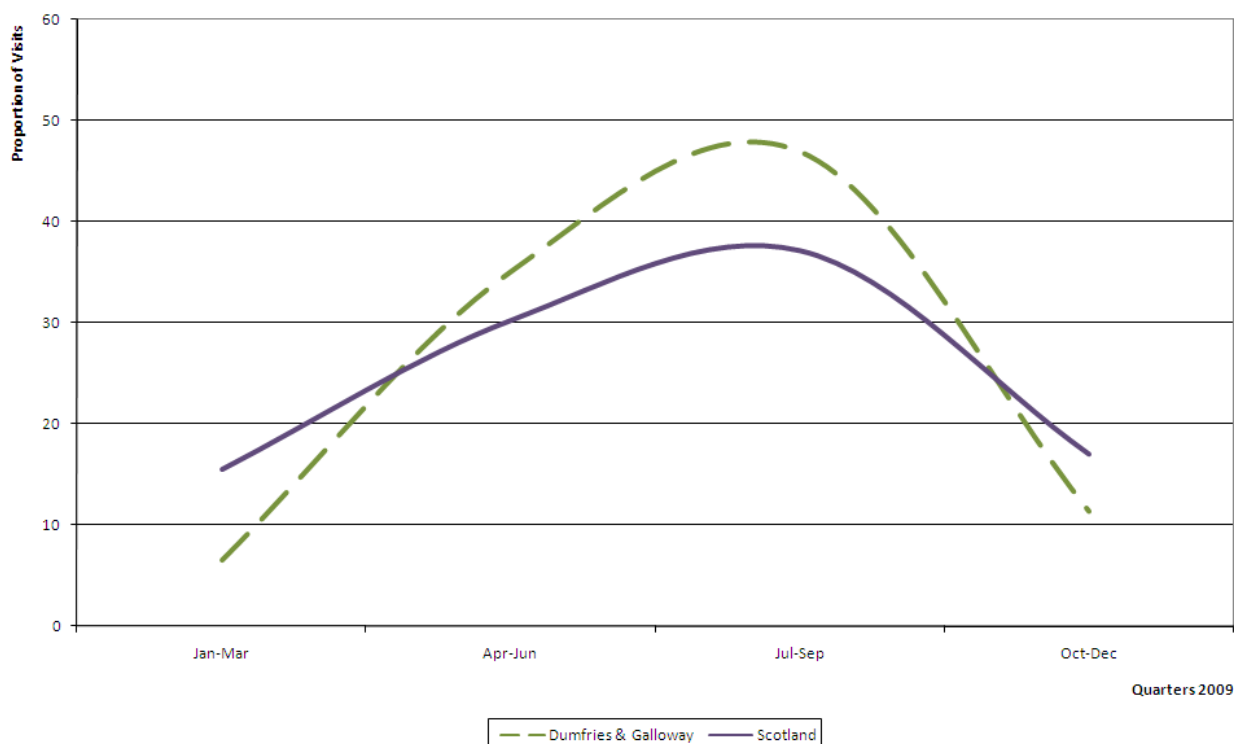
Owner	Attraction	2009	2008	%09/08	Category	F	S
NTS	Burns National Heritage Park, Ayr	282,628 E	292,317	-3.3	VC		
LA	Dean Castle Country Park, Kilmarnock	244,050 E	245,007 E	-0.4	CP	F	
NTS	Culzean Castle and Country Park, Maybole	175,210	165,922	5.6	C		
LA	Dick Institute Museum, Kilmarnock	156,198	170,172	-8.2	MAG	F	
P	Heads of Ayr Farm Park, Ayr	129,858	119,919	8.3	Z		S
P	Kelburn Castle & Country Centre, Fairlie	59,650	67,223	-11.3	VC		
LA	Eglinton Country Park, Irvine	53,117	51,086	4.0	VC	F	S
NTS	Brodick Country Park, Brodick	43,418	48,731	-10.9	CP		S
LA	Dean Castle, Kilmarnock	32,473	32,473	0.0	C	F	
NTS	Brodick Castle, Brodick	25,795	34,168	-24.5	C		S
LA	North Ayrshire Museum, Saltcoats	24,115 E	18,437 E	30.8	MAG	F	
LA	Vikingar, Largs	19,849	22,981	-13.6	VC		
CT	Museum of Ayrshire Country Life and Costume At Dalgarven Mill, Kilwinning	18,000	16,000 E	12.5	MAG		
CT	Scottish Maritime Museum, Irvine	10,630	10,264	3.6	MAG		
HS	Dundonald Castle, Dundonald	7,097	7,703	-7.9	C		S
LA	Burns House Museum, Mauchline	5,614	4,766	17.8	MAG	F	
LA	McKechnie Institute ^{viii} , Girvan	3,862	5,552	-30.4	MAG	F	S
HS	Crossraguel Abbey, Maybole	3,331	3,290	1.2	HM		S
ED	University Marine Biological Station ^{xii} , Isle of Cumbrae	2,394 E	1,106	116.5	Z		S
NTS	Souter Johnnies Cottage, Kirkoswald	2,118	2,446	-13.4	HH		S
LA	Baird Institute Museum & Local History Centre ^{viii} , Cumnock	2,097	3,136	-33.1	MAG	F	S
LA	Doon Valley Museum, Dalmellington	1,586	1,345	17.9	MAG	F	

Owner	Attraction	2009	2008	%09/08	Category	F	S
NTS	Bachelors Club, Tarbolton	1,244	991	25.5	HH		S
CT	West Kilbride Museum, West Kilbride	1,086	1,183	-8.2	MAG	F	
P	Christian Heritage Museum, Largs	100 E	100 E	0.0	MAG	F	S

9.7. ATTRACTIONS IN DUMFRIES & GALLOWAY

(IN DECREASING ORDER OF VISITS)

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



Attraction Data

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

Owner	Attraction	2009	2008	%09/08	Category	F	S
P	World Famous Old Blacksmith's Shop Centre ⁱⁱ , Gretna Green	706,633	665,688	6.2	VC	F	
G	Mabie Forest, Dumfries	135,000 E	120,000 E	12.5	CP	F	
G	Dalbeattie Forest, Dalbeattie	105,000 E	105,000 E	0.0	CP	F	
P	Mabie Farm Park, Dumfries	74,596	70,201	6.3	z		
P	Cream o' Galloway, Castle Douglas	71,452 E	68,132 E	4.9	VC		S
G	Kirroughtree Visitor Centre, Newton Stewart	56,455 E	DK		VC	F	
G	Forest of Ae, Dumfries	55,000 E	50,000 E	10.0	CP	F	
NTS	Threave Garden, Castle Douglas	54,769	55,706	-1.7	G		
G	Clatteringshaws Visitor Centre, nr New Galloway	47,555 E	46,657 E	1.9	VC	F	S
G	Glentrool Visitor Centre, Newton Stewart	41,336 E	DK		VC	F	S
LA	Robert Burns Centre, Dumfries	37,929	39,910	-5.0	MAG	F	
HS	Caerlaverock Castle, Dumfries	36,643	30,258	21.1	C		
P	Creetown Gem Rock Museum, Newton Stewart	35,478	34,938	1.5	MAG		
CT	Samye Ling Monastery, Langholm	33,231 E	33,152 E	0.2	WS	F	
P	Galloway Wildlife Conservation Park, Kirkcudbright	30,820 E	28,279	9.0	Z		
CT	Mill on the Fleet, Castle Douglas	29,431	26,099	12.8	VC	F	S
LA	Tolbooth Art Centre, Kirkcudbright	27,144	27,855	-2.6	MAG	F	
LA	Gracefield Arts Centre, Dumfries	21,111	20,757	1.7	MAG	F	
G	National Museum of Costume, Dumfries	18,473	17,663 E	4.6	MAG		S
LA	Dumfries Museum/Camera Obscura, Dumfries	17,568	17,787	-1.2	MAG	F	
P	Castle Kennedy Gardens, Stranraer	15,375	13,347	15.2	G		

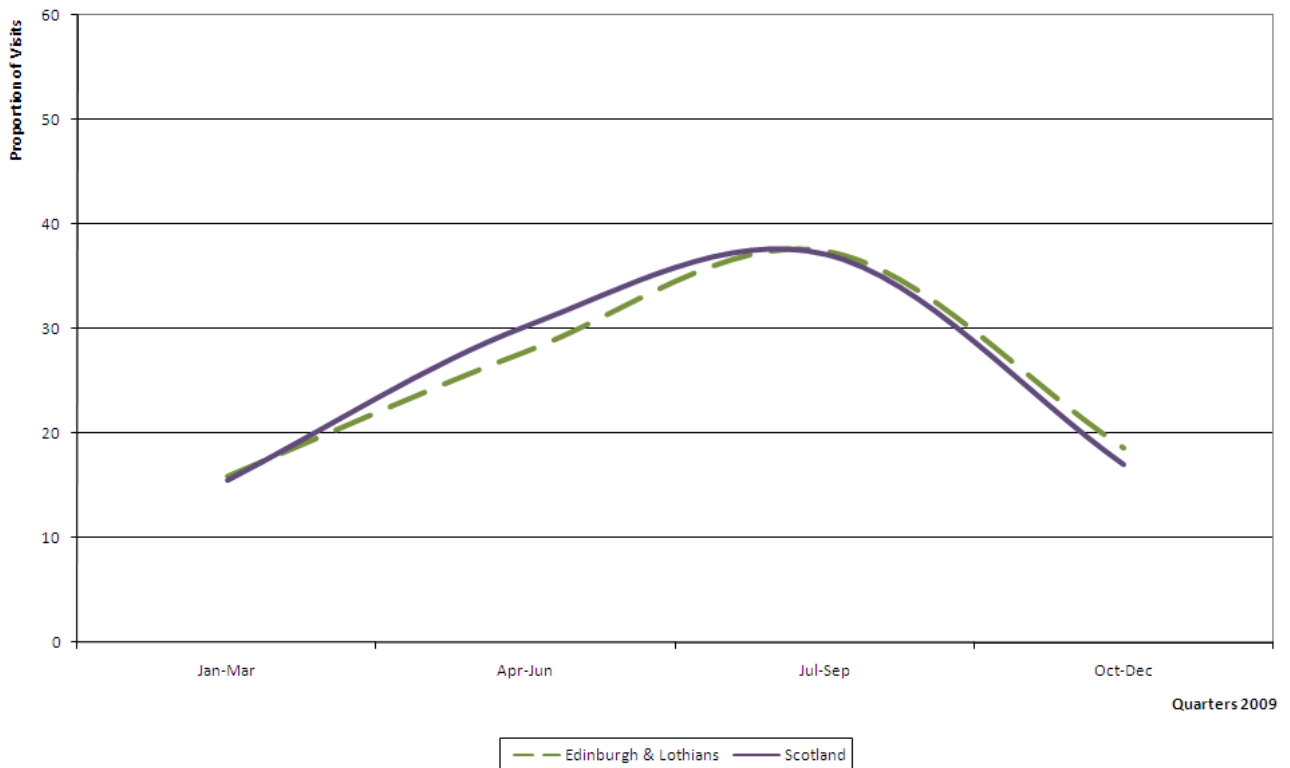
Owner	Attraction	2009	2008	%09/08	Category	F	S
LA	Robert Burns House, Dumfries	15,153	12,056	25.7	MAG	F	
LA	Old Bridge House Museum, Dumfries	13,632	12,441	9.6	MAG	F	S
LA	Stewartry Museum, Kirkcudbright	12,894	11,444	12.7	MAG	F	
NTS	Broughton House & Garden, Kirkcudbright	12,048	10,690	12.7	HH		S
LA	Stranraer Museum, Stranraer	10,303	10,275	0.3	MAG	F	
G	Cairnmore of Fleet NNR, Gatehouse of Fleet	9,935	5,000	E 98.7	N	F	
HS	Sweetheart Abbey, Dumfries	9,572	8,241	16.2	HM		
HS	Threave Castle, Castle Douglas	9,514	11,799	-19.4	C		S
LA	Castle Douglas Art Gallery, Castle Douglas	9,153	E 9,647	E -5.1	MAG	F	
CT	Galloway House Gardens Trust, Newton Stewart	9,000	E 12,250	-26.5	G	F	S
CT	Whithorn Story, Whithorn	8,377	8,785	-4.6	MAG		S
CT	Harbour Cottage Gallery, Kirkcudbright	7,800	E 7,392	E 5.5	MAG		
P	Glenwhan Gardens, by Stranraer	7,000	E 5,299	32.1	G		S
CT	Dumfries and Galloway Aviation Museum, Dumfries	6,961	6,776	2.7	MAG		S
HS	MacLellans Castle, Kirkcudbright	6,059	6,269	-3.3	C		S
HS	Cardoness Castle, Castle Douglas	5,441	5,636	-3.5	C		
HS	New Abbey Corn Mill, Dumfries	4,581	4,694	-2.4	OHP		
CT	Ellisland Farm, Dumfries	4,506	4,333	4.0	VC		
HS	Dundrennan Abbey, Dundrennan	3,371	3,469	-2.8	HM		
LA	Sanquhar Tolbooth Museum, Sanquhar	3,048	2,994	1.8	MAG	F	S
CT	Leadhills & Wanlockhead Railway, Leadhills	2,184	2,606	-16.2	R		S
CT	John Paul Jones Birthplace Museum and Cottage, by Dumfries	1,665	1,932	-13.8	MAG		S
CT	Creetown Heritage Museum, Newtown Stewart	1,377	1,316	4.6	MAG		S
P	Carsphairn Heritage Centre, Castle Douglas	1,351	1,197	12.9	VC	F	S
PLC	Savings Banks Museum, Dumfries	1,161	1,154	0.6	MAG	F	
CT	Newton Stewart Museum, Newton Stewart	781	881	-11.4	MAG		S
NTS	Carlyle's Birthplace, Lockerbie	526	639	-17.7	HH		S
HS	Glenluce Abbey, Newton Stewart	168	2,598	-93.5	HM		S
P	Gilnockie Tower, Canonbie	154	E 147	E 4.8	HM		S

ii: World Famous Old Blacksmith's Shop Centre does have a paid element to the attraction, but the volumes reported are inclusive of all visitors, including a substantial number who do not visit the paid element

9.8. ATTRACTIONS IN EDINBURGH & LoTHIANS

(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.

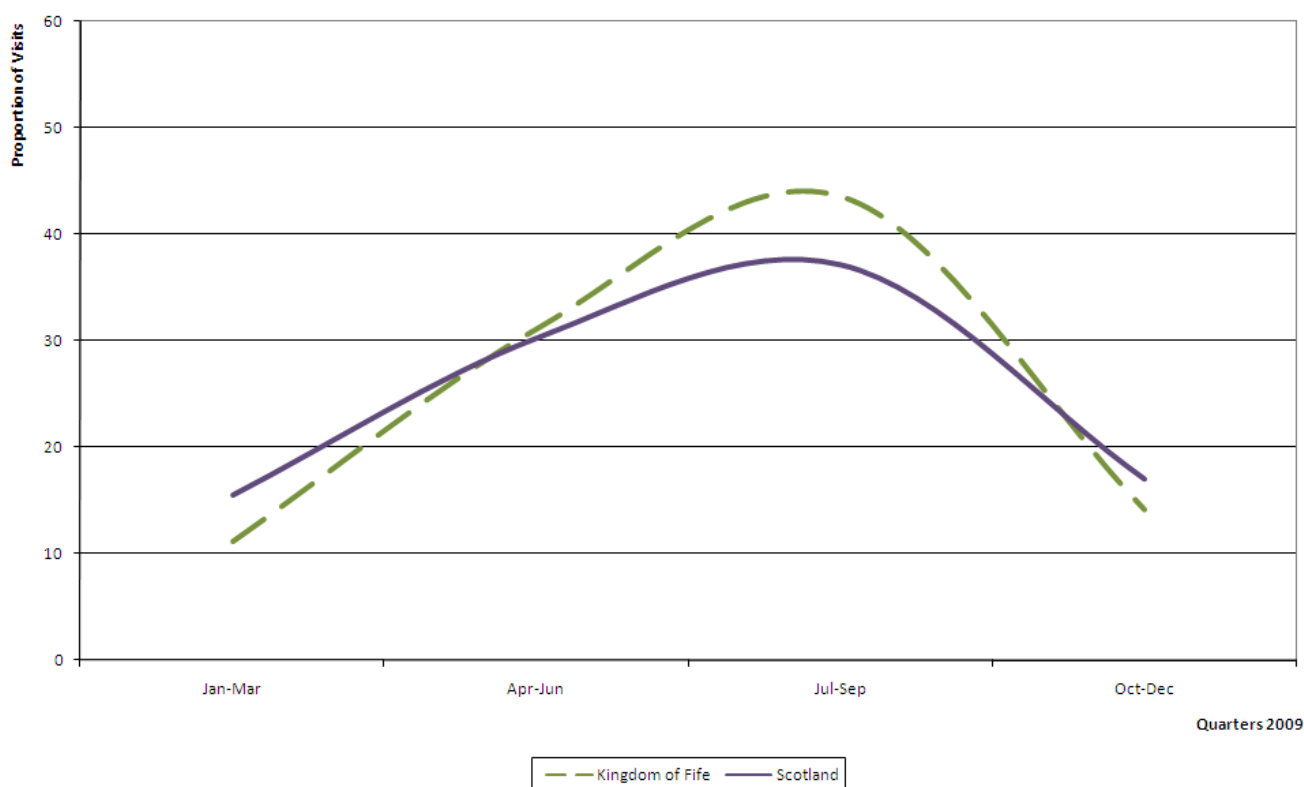
Owner	Attraction	2009	2008	%09/08	Category	F	S
HS	Edinburgh Castle, Edinburgh	1,196,481	1,128,394	6.0	C		
O	The National Gallery Complex, Edinburgh	890,361	842,958	5.6	MAG	F	
CT	St Giles' Cathedral, Edinburgh	653,864	536,747	21.8	WS	F	
CT	Edinburgh Zoo, Edinburgh	636,867	661,946	-3.8	Z		
G	National Museum of Scotland, Edinburgh	589,621	614,894	-4.1	MAG	F	
P	Edinburgh Bus Tours, Edinburgh	531,352	517,793	2.6	O		
G	National War Museum, Edinburgh	494,213	474,133	4.2	MAG	F	
LA	John Muir Country Park, Dunbar	435,000	420,000	3.6	CP	F	
CT	Our Dynamic Earth, Edinburgh	298,287	298,288	-0.0	MAG		
CT	Scottish Seabird Centre ⁱⁱ , North Berwick	291,474	279,166	4.4	N		
CT	Royal Yacht Britannia, Edinburgh	258,388	255,806	1.0	OHP		
LA	Museum of Childhood, Edinburgh	247,454	218,011	13.5	MAG	F	
P	Scotch Whisky Heritage Centre, Edinburgh	238,542	220,132	8.4	VC		
PLC	Fruitmarket Gallery, Edinburgh	177,600	199,126	-10.8	MAG	F	
P	The Real Mary King's Close, Edinburgh	175,025	180,279	-2.9	VC		
LA	Vogrie Country Park, Gorebridge	170,000	250,000	-32.0	CP	F	
O	Scottish National Gallery of Modern Art, Edinburgh	169,439	184,954	-8.4	MAG	F	
CT	Rosslyn Chapel, Roslin	138,849	131,312	5.7	WS		
CT	Almond Valley Heritage Centre, Livingston	118,649	100,166	18.5	VC		
O	Dean Gallery, Edinburgh	105,536	109,509	-3.6	MAG	F	

Owner	Attraction	2009		2008		%09/08	Category	F	S
LA	Gore Glen Woodland Park, Newtongrange	100,000	E	100,000	E	0.0	CP	F	
G	National Museum of Flight, nr Haddington	82,002		70,331	E	16.6	MAG		
P	Edinburgh Butterfly & Insect World, Lasswade	79,075		75,714		4.4	Z		
LA	People's Story Museum, Edinburgh	72,070		64,508		11.7	MAG	F	
LA	Scott Monument, Edinburgh	66,382		54,658		21.4	HM		
HS	Linlithgow Palace, Linlithgow	61,413		48,012		27.9	HH		
LA	Museum of Edinburgh, Edinburgh	60,429		47,342		27.6	MAG	F	
O	Scottish National Portrait Gallery, Edinburgh	53,295		236,500		-77.5	MAG	F	S
CT	Writers' Museum, Edinburgh	53,257		49,907		6.7	MAG	F	
LA	Roslin Glen Country Park, Roslin	50,000	E	50,000	E	0.0	CP	F	
LA	Lauriston Castle and Grounds, Edinburgh	46,786		39,094		19.7	C	F	
P	Scottish Mining Museum, Newtongrange	45,186		43,546		3.8	MAG		
NTS	Gladstone's Land, Edinburgh	41,485		37,157		11.6	HH		S
NTS	Georgian House, Edinburgh	40,644		37,392		8.7	HH		
P	Five Sisters Zoo, West Calder	39,672	E	26,361	E	50.5	Z		
LA	City Art Centre ^{viii} , Edinburgh	35,518		85,604		-58.5	MAG	F	S
PLC	Bank of Scotland Museum on the Mound, Edinburgh	34,924		42,765		-18.3	MAG	F	
HS	Tantallon Castle, North Berwick	30,819		27,586		11.7	C		
LA	Straighten Pond Local Nature Reserve,	30,000	E	30,000	E	0.0	CP	F	
CT	John Muir's Birthplace, Dunbar	29,439		10,621		177.2	MAG	F	
PLC	Glenkinchie Distillery, Tranent	23,634		23,559		0.3	D		
HS	Dirleton Castle, Dirleton	23,344		19,794		17.9	C		
CT	Stills Gallery, Edinburgh	21,423		15,495		38.3	MAG	F	
RO	Greyfriars' Kirk, Edinburgh	20,150		17,969		12.1	WS	F	
HS	Craigmillar Castle, Edinburgh	19,846		19,215		3.3	C		
LA	Travelling Gallery, Edinburgh	19,802		18,768		5.5	MAG	F	
CT	Water of Leith Visitor Centre, Edinburgh	16,561		17,034		-2.8	VC	F	
RO	John Knox House, Edinburgh	15,337		11,017		39.2	HH		
CT	Surgeon's Hall Museum, Edinburgh	12,094	E	13,134	E	-7.9	MAG		
LA	Queensferry Museum, South Queensferry	9,048		7,653		18.2	MAG	F	
LA	Dunbar Townhouse Museum, Dunbar	8,683		3,868		124.5	MAG	F	S
LA	Prestongrange Museum, Prestongrange	8,246		6,924		19.1	MAG	F	S
LA	Brass Rubbing Centre ^{iv} , Edinburgh	6,818		2,257		202.1	MAG	F	S
P	Bourne Fine Arts, Edinburgh	6,800	E	6,000	E	13.3	MAG	F	
NTS	Newhailes, Musselburgh	5,676		6,115		-7.2	HH		S
RO	Parish Church of St. Cuthbert, Edinburgh	5,542		5,407		2.5	WS	F	S
LA	Nelson Monument ^{viii} , Edinburgh	5,533		11,752		-52.9	HM		
NTS	Malleny Garden, Edinburgh	5,361	E	5,027		6.6	G		
CT	Linlithgow Canal Centre, Linlithgow	5,358		5,006		7.0	VC	F	S
CT	Linlithgow Union Canal Society, Linlithgow	4,936		5,021		-1.7	O		S
RO	St Mary's Parish Church, Haddington	4,555		4,276		6.5	WS	F	S
HS	Crichton Castle, Pathhead	3,999		4,028		-0.7	C		S
NTS	House of Binns, Edinburgh	3,449		3,817		-9.6	HH		S
CT	Linlithgow Story, Linlithgow	3,106		2,823		10.0	MAG		S
HS	Seton Collegiate Church, Longniddry	3,037		2,705		12.3	OHP		S
CT	Bennie Museum, Bathgate	2,642		2,791		-5.3	MAG	F	
HS	Cairnpapple Hill, Torphichen	2,613		2,740		-4.6	HM		S
NTS	Inveresk Lodge Garden, Musselburgh	2,297		1,882		22.1	G		
NTS	Preston Mill & Phantassie Doocot, East Linton	2,055		1,770		16.1	OHP		S
HS	Trinity House Maritime Museum, Edinburgh	933		418		123.2	MAG		
CT	Saltire Flag Site, North Berwick	929	E	806	E	15.3	VC	F	S
P	Gosford House, Longniddry	786		533		47.5	HH		S
P	Arniston House, Gorebridge	558		819		-31.9	HH		S
ED	Heriot Watt University Archive, Edinburgh	404		371		8.9	MAG	F	
ED	Cockburn Museum of Geology and Geophysics, Edinburgh	200	E	127		57.5	MAG	F	
PLC	Victorian Pharmacy Museum, Edinburgh	100	E	136		-26.5	MAG	F	S

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.

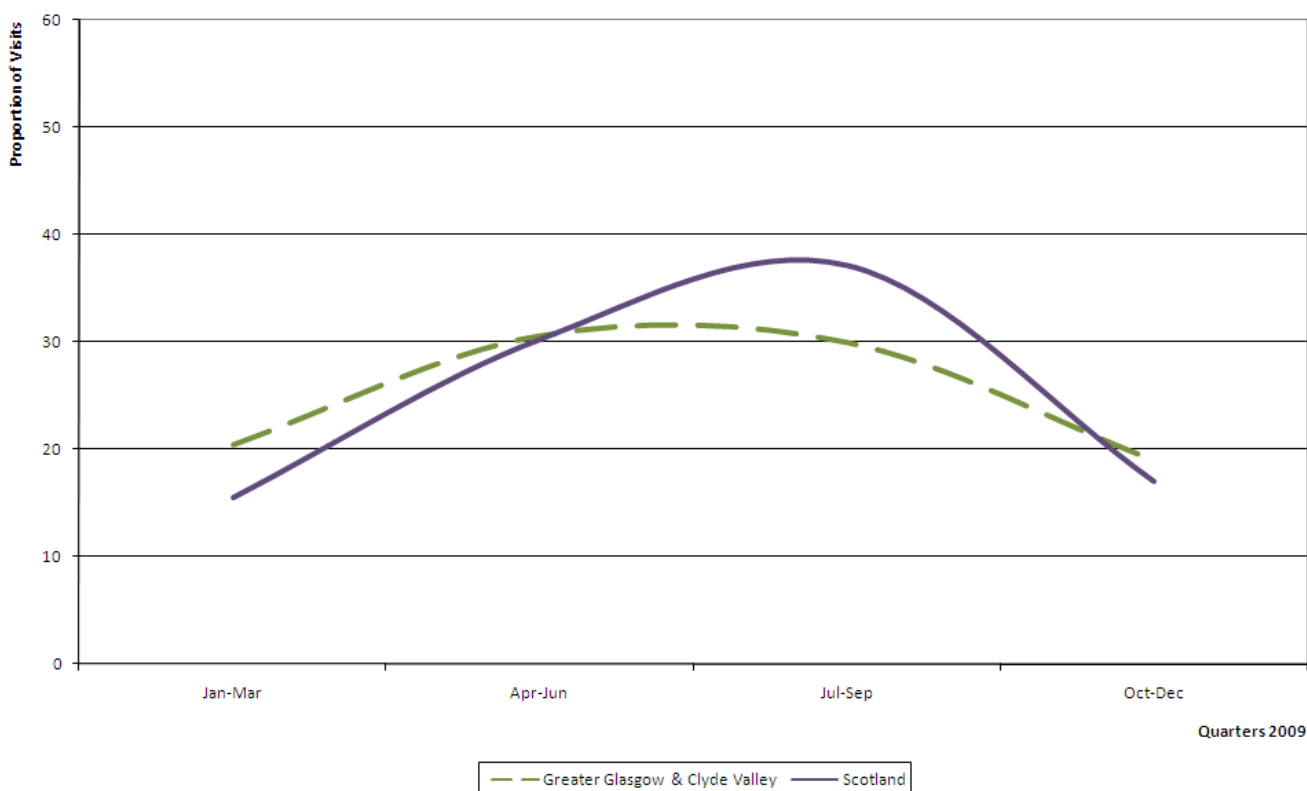
Owner	Attraction	2009	2008	%09/08	Category	F	S
CT	Scottish Fisheries Museum, Anstruther	97,326	79,505	22.4	MAG		
CT	Abbot House Heritage Centre & Gardens ⁱⁱ , Dunfermline	71,797	89,755	-20.0	VC	F	
LA	Kirkcaldy Museum & Art Gallery, Kirkcaldy	59,319	61,726	-3.9	MAG	F	
HS	St Andrew's Castle, St Andrews	55,163	54,919	0.4	C		
NTS	Falkland Palace, Cupar	48,364	44,679	8.2	HH		S
CT	British Golf Museum, St Andrews	43,990	47,502	-7.4	MAG		
LA	St Andrews Museum, St Andrews	43,556	41,986	3.7	MAG	F	
P	Scotland's Secret Bunker, St Andrews	34,131	29,505	15.7	MAG		S
PLC	Scottish Deer Centre, by Cupar	31,879	27,693	15.1	Z		
HS	St Andrew's Cathedral, St Andrews	30,162	29,560	2.0	HM		
ED	MUSA: The Museum of The University of St Andrews ^{vii} , St Andrews	25,434	6,120	315.6	MAG	F	
G	Tentsmuir National Nature Reserve, by Tayport	25,000	27,000	-7.4	N	F	
LA	Pittencrieff House Museum, Dunfermline	24,765	22,939	8.0	MAG	F	
HS	Inchcolm Abbey, Edinburgh	19,437	15,786	23.1	HM		S
ED	St Andrews Botanic Garden, St Andrews	19,300	20,000	-3.5	G		
HS	Aberdour Castle, Aberdour	13,441	11,946	12.5	C		
NTS	Culross Palace, Culross	13,337	12,344	8.0	HH		S
HS	Dunfermline Abbey and Palace, Dunfermline	11,323	9,384	20.7	HM		
NTS	Kellie Castle, Pittenweem	11,314	13,883	-18.5	C		S
CT	Crail Museum, Crail	11,289	10,446	8.1	MAG	F	S
CT	Andrew Carnegie Birthplace Museum ^v , Dunfermline	10,420	5,633	85.0	MAG	F	S

Owner	Attraction	2009	2008	%09/08	Category	F	S
LA	St Margaret's Cave, Dunfermline	6,150	5,162	19.1	OHP	F	S
ED	Gateway Galleries, St Andrews	5,500 E	6,000 E	-8.3	MAG	F	
LA	Methil Heritage Centre, Methil	4,397	3,629 E	21.2	MAG	F	
CT	Scottish Vintage Bus Museum, by Dunfermline	3,622	4,104	-11.7	MAG		S
CT	Fife Folk Museum, Ceres	2,702	2,231	21.1	MAG		S
LA	Laing Museum, Newburgh	1,429	1,475	-3.1	MAG	F	S
RO	St Athernase Norman Church, Leuchars	1,005 E	896 E	12.2	WS	F	S
CT	Charlestown Workshops, Charlestown	495 E	450 E	10.0	VC	F	

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.

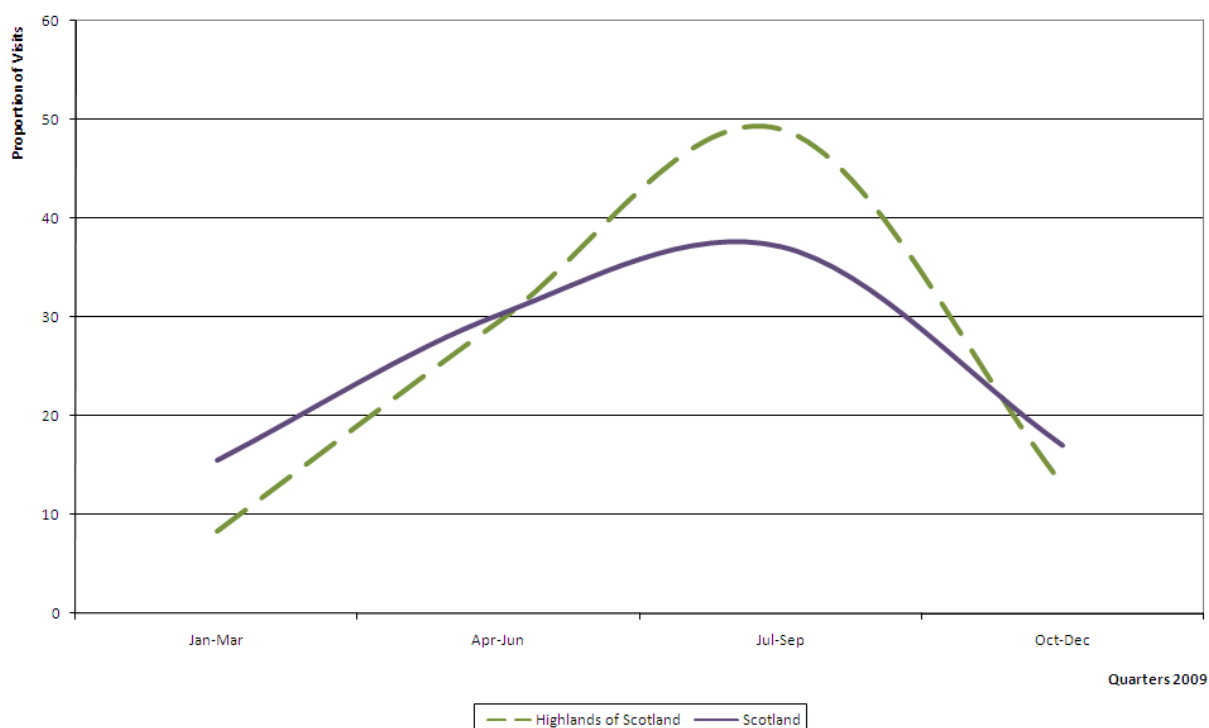
Owner	Attraction	2009	2008	%09/08	Category	F	S
LA	Strathclyde Country Park, Motherwell	6,352,131	6,275,378	1.2	CP	F	
LA	Kelvingrove Art Gallery & Museum, Glasgow	1,368,096	1,445,098	-5.3	MAG	F	
LA	Drumpellier Country Park, Motherwell	1,041,444	951,190	9.5	CP	F	
LA	Calderglen Country Park, East Kilbride	680,226	407,120	67.1	CP	F	
LA	Chatelherault Country Park, Hamilton	674,876	618,930	9.0	CP	F	
LA	Palacerigg Country Park, Cumbernauld	617,081	543,015	13.6	CP	F	
LA	Mugdock Country Park, Milngavie	585,288	622,375	-6.0	CP	F	
LA	Gallery of Modern Art, Glasgow	536,916	562,595	-4.6	MAG	F	
LA	Museum of Transport, Glasgow	468,963	456,324	2.8	MAG	F	
LA	Gleniffer Braes Country Park, Paisley	416,688	352,959	18.1	CP	F	
LA	Glasgow Botanic Gardens, Glasgow	400,000	400,000	0.0	G	F	
CT	New Lanark Village and Visitor Centre ⁱⁱ , Lanark	334,185	341,340	-2.1	VC	F	
LA	People's Palace, Glasgow	268,591	252,205	6.5	MAG	F	
LA	The Burrell Collection, Glasgow	203,153	203,289	-0.1	MAG	F	
HS	Glasgow Cathedral, Glasgow	169,833	153,498	10.6	WS	F	
CT	St Mungo Museum, Glasgow	144,366	152,352	-5.2	MAG	F	
CT	Provand's Lordship, Glasgow	116,533	113,950	2.3	MAG	F	
P	City Sightseeing Glasgow, Glasgow	103,640	99,624	4.0	O		
CT	House for an Art Lover ⁱⁱ , Glasgow	92,034	83,136	10.7	MAG	F	

Owner	Attraction	2009	2008	%09/08	Category	F	S
NTS	Pollok House, Glasgow	85,549	72,447	18.1	HH		
ED	Hunterian Art Gallery, Glasgow	80,039	E 61,632	E 29.9	MAG	F	
ED	Hunterian Museum, Glasgow	79,248	E 72,738	8.9	MAG	F	
LA	Clyde Muirshiel Regional Park, Castle Semple Centre, Lochwinnoch	75,896	E 79,582	E -4.6	VC	F	
G	National Museum of Rural Life, East Kilbride	69,397	61,346	13.1	MAG		
LA	Scotland Street School Museum, Glasgow	64,866	61,419	5.6	MAG	F	
P	Finlaystone Country Estate, Langbank	63,978	E 64,350	-0.6	VC		
LA	Paisley Museum and Art Gallery, Paisley	51,149	E 60,621	-15.6	MAG	F	
P	SFA Football Museum, Glasgow	41,303	48,888	-15.5	MAG		
LA	McLean Museum and Art Gallery, Greenock	38,672	33,049	17.0	MAG	F	
CT	Waverley Excursions Ltd, Glasgow	34,656	33,273	4.2	O		S
NTS	Greenbank Gardens, Glasgow	32,140	29,624	8.5	G		
LA	Low Parks Museum, Hamilton	30,068	29,054	3.5	MAG	F	
CT	RSPB Nature Reserve, Lochwinnoch	29,554	30,874	-4.3	N		
CT	Tall Ship at Glasgow Harbour, Glasgow	29,268	31,408	-6.8	MAG		
O	Glasgow School of Art Enterprises Ltd, Glasgow	24,583	E 17,868	37.6	MAG		
CT	Falls of Clyde Wildlife Reserve and Visitor Centre, New Lanark	24,376	22,020	10.7	VC		
PLC	Celtic Museum Trust, Glasgow	22,000	E 20,470	7.5	MAG		
LA	Motherwell Heritage Centre, Motherwell	20,500	E 22,065	-7.1	VC	F	
NTS	David Livingstone Centre, Glasgow	20,159	19,820	1.7	VC		
CT	Catsrand, Castle Douglas	20,000	E 18,000	E 11.1	VC	F	
NTS	Tenement House, Glasgow	17,318	16,746	3.4	HH		S
LA	Auld Kirk Museum, Kirkintilloch	14,378	13,918	3.3	MAG	F	
LA	Clyde Muirshiel Regional Park Cornalees Centre, Greenock	9,421	E 11,406	E -17.4	CP	F	
HS	Bothwell Castle, Uddingston	9,414	8,853	6.3	C		
LA	Clyde Muirshiel Regional Park, Muirshiel Centre, nr Lochwinnoch	9,310	E 11,554	E -19.4	VC	F	
CT	Queen's Cross Church, Glasgow	7,042	6,580	7.0	VC		
NTS	Holmwood House, Glasgow	6,348	4,759	33.4	HH		
LA	Provanhall, Glasgow	5,483	DK		HH	F	
HS	Craignethan Castle, Lesmahagow	5,294	5,924	-10.6	C		
P	Taylor Bowls Visitor Centre, Glasgow	5,000	E 8,000	E -37.5	WP	F	
CT	Glasgow Police Museum ^x , Glasgow	4,992	9,428	-47.1	MAG	F	S
CT	Clydebank Museum, Clydebank	4,748	3,756	26.4	MAG	F	
HS	Newark Castle, Port Glasgow	3,059	2,817	8.6	C		S
LA	John Hastie Museum, Strathaven	2,473	4,100	-39.7	MAG	F	S
RO	Friends of Govan Old Parish Church, Glasgow	2,372	1,444	64.3	WS	F	
LA	Hamilton Mausoleum, Hamilton	2,145	1,366	57.0	HM		
LA	Hunter House Museum, East Kilbride	1,792	1,966	-8.9	MAG	F	S
LA	Renfrew Community Museum ^{xii} , Renfrew	1,561	252	519.4	MAG	F	
NTS	Weaver's Cottage, Kilbarchan	1,426	1,234	15.6	HH		S
CT	Trades Hall, Glasgow	1,404	E 2,480	-43.4	HH	F	
G	Customs and Excise Museum, Greenock	1,291	1,441	-10.4	MAG	F	
CT	Biggar Gas Works, Biggar	926	973	-4.8	MAG		S
CT	Douglas Heritage Museum, Douglas	623	494	E 26.1	MAG	F	S
CT	Leadhills Miners Library, Leadhills	186	E 163	14.1	MAG		S

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



Attraction Data

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

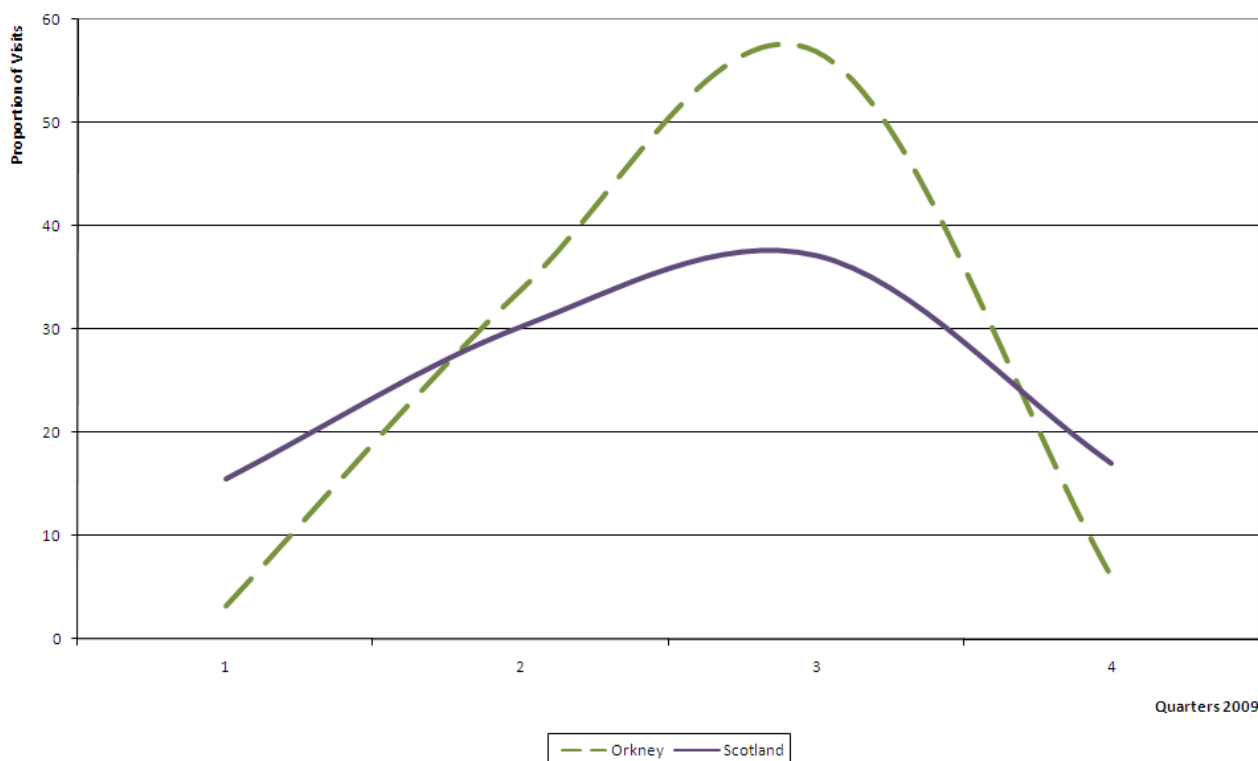
Owner	Attraction	2009	2008	%09/08	Category	F	S
P	The Loch Ness Exhibition Centre, Drumnadrochit	330,000 E	290,000 E	13.8	VC		
CT	Eilean Donan Castle and Visitor Centre ⁱⁱ , by Kyle of Lochalsh	314,636	270,822	16.2	C	F	S
HS	Urquhart Castle, Drumnadrochit	282,203	270,101	4.5	C		
P	Rothiemurchus Estate, by Aviemore	274,602 E	249,000 E	10.3	O	F	
P	James Pringle Weavers of Inverness, Inverness	195,100	184,498 E	5.7	VC	F	
PLC	Nevis Range ⁱ , Fort William	150,865	146,388	3.1	O		
CT	CairnGorm Mountain Railway ^j , nr Aviemore	143,716	145,254	-1.1	O		
P	Landmark Forest Adventure Park, Nr Aviemore	141,793	127,460	11.2	VC	HI	
CT	Highland Wildlife Park, Kingussie	125,513	78,683	59.5	Z		
NTS	Culloden Visitor Centre, Inverness	112,178	129,327	-13.3	VC		
G	Glen Nevis Visitor Centre (Ionad Nibheis), nr Fort William	110,000 E	110,000	0.0	VC	F	
P	Cawdor Castle, Nairn	86,560	82,897	4.4	C		S
P	Caithness Horizons ^{xi} , Thurso	76,931	Not Open		MAG	F	
NTS	Inverewe Garden, Poolewe	76,322	73,307	4.1	G		S
P	Speyside Heather Centre, Dulnain Bridge	72,414 E	80,681 E	-10.2	VC	F	
CT	Dunrobin Castle, Golspie	62,689	58,105	7.9	HH		S
HS	Fort George, Inverness	61,460	57,765	6.4	C		
O	Strathspey Steam Railway, Aviemore	58,969	54,592	8.0	R		
G	Glenmore Forest Park Visitor Centre, by Aviemore	57,744	68,752	-16.0	VC	F	
CT	Highlanders, Regimental Museum, by Inverness	54,060 E	50,120 E	7.9	MAG	F	
PLC	Talisker Distillery Visitor Centre, Carbost	52,000 E	40,818 E	27.4	D		
LA	Inverness Museum and Art Gallery, Inverness	44,379 E	41,580 E	6.7	MAG	F	

Owner	Attraction	2009	2008	%09/08	Category	F	S
PLC	Glenlivet Distillery, Glenlivet	40,939	44,500	-8.0	D	F	S
LA	Highland Folk Museum, Newtonmore	40,613	32,322	25.7	MAG	F	S
CT	Glenfinnan Station Museum, Glenfinnan	40,350	36,900	9.3	MAG		S
NTS	Glencoe Visitor Centre, Ballachulish	37,747	35,654	5.9	VC		
CT	Armadale Castle Gardens & Museum of the Isles, Sleat	36,254	36,075	0.5	VC		S
P	Revack Estate, Grantown on Spey	35,000	30,000	16.7	G	F	
G	Caledonian Canal Visitor Centre, Fort Augustus	29,043	31,504	-7.8	VC	F	S
CT	The Castle & Gardens of Mey, Thurso	28,598	27,654	3.4	C		S
P	Tomatin Distillery, Tomatin	25,875	22,047	17.4	D		
P	Legend of the Dew of Ben Nevis, Fort William	25,340	21,244	19.3	D		
P	Inshriach Nursery, Aviemore	25,000	22,850	9.4	G	F	S
NTS	Glenfinnan Monument, Glenfinnan	23,900	21,143	13.0	HM		S
CT	Durness Visitor Centre, Durness	23,182	DK		VC	F	S
PLC	Dalwhinnie Distillery, Dalwhinnie	22,551	19,222	17.3	D		
P	Glenmorangie Distillery, Tain	20,071	22,224	-9.7	D		S
P	Highland Wineries, Inverness	20,000	22,000	-9.1	D		
P	Cairngorm Reindeer Centre, Aviemore	19,907	21,361	-6.8	Z		
P	AromaSciences, Aultbea, Achnasheen	19,000	15,000	26.7	WP	F	
PLC	Glen Ord Distillery, Muir of Ord	17,761	17,602	0.9	D		
P	Seaprobe Atlantis Cruises, Kyle of Lochalsh	16,941	15,101	12.2	N		S
CT	Skye Museum of Island Life, Kilmuir	16,800	DK		MAG		S
LA	Ardnamurchan Lighthouse Visitor Centre, Acharacle	16,500	15,000	10.0	OHP		S
LA	Inverness Floral Hall & Coffee Shop, Inverness	16,424	16,629	-1.2	G		
G	Assynt Visitor Centre, Lochinver	13,881	12,713	9.2	VC	F	S
G	Beinn Eighe NNR Visitor Centre (SNH), by Achnasheen	13,064	11,591	12.7	N	F	S
P	Timespan Heritage Centre, Helmsdale	12,617	11,637	8.4	MAG		
G	Creag Meagaidh NNR, Newtonmore	11,716	8,834	32.6	N	F	
G	Knockan Crag Visitor Centre, Ullapool	10,000	10,000	0.0	VC	F	S
CT	West Highland Museum, Fort William	9,179	9,841	-6.7	MAG		
CT	Tain Through Time, Tain	8,841	8,841	0.0	VC		S
CT	Cromarty Courthouse Museum ^x , Cromarty	8,337	3,499	138.3	MAG	F	S
G	Loch Fleet NNR, by Golspie	7,500	7,000	7.1	N	F	
CT	Groam House Museum, Rosemarkie	7,078	6,962	1.7	MAG	F	
NTS	Torridon Countryside Centre, Achnasheen	7,053	6,866	2.7	VC		S
LA	Mallaig Heritage Centre, Mallaig	6,852	6,016	13.9	VC		
CT	Historylinks Museum, Dornoch	6,371	6,226	2.3	MAG		
CT	Bright Water Visitor Centre, Kyleakin	5,047	DK		VC	F	S
CT	Gairloch Heritage Museum, Gairloch	4,596	4,510	1.9	MAG		S
P	Pulteney Distillery Visitor Centre, Wick	4,500	3,277	37.3	D		
CT	Clan Cameron Museum, Spean Bridge	4,000	3,217	24.3	MAG		S
CT	RSPB Forsinard Reserve, Forsinard	3,870	3,959	-2.2	N	F	S
P	Toy Museum, Glendale	3,670	2,866	28.1	MAG		
P	Strathnaver Museum, Thurso	3,618	3,199	13.1	MAG		S
NTS	Hugh Miller's Cottage, Cromarty	3,376	4,948	-31.8	HH		S
PLC	Clynesh Visitor Centre, Brora	3,182	2,909	9.4	D		
G	Invereshie and Inshriach NNR, by Aviemore	3,121	3,148	-0.9	N	F	
CT	Burghead Headland Trust, Elgin	2,939	2,184	34.6	VC	F	S
P	Auchgourish Botanic Garden, Boat of Garten	2,600	2,200	18.2	G		S
CT	Laidhay Croft Museum, Dunbeath	2,530	1,854	36.5	MAG		S
CT	Tarbat Discovery Centre, Tain	2,227	3,200	-30.4	VC		S
G	Loch a' Mhuilinn NNR, by Scourie	2,000	2,000	0.0	N	F	
P	Lyth Arts Centre, Wick	1,368	1,256	8.9	MAG		S
CT	Lybster Harbour Visitor Centre, Lybster	707	880	-19.7	VC		S
P	Orcadian Stone Company Ltd, Golspie	395	247	59.9	VC		S

9.12. ATTRACTIONS IN ORKNEY

(IN DECREASING ORDER OF VISITS)

Graph 9.15 – Quarterly Visitation Pattern to Attractions located in Orkney



Attraction Data

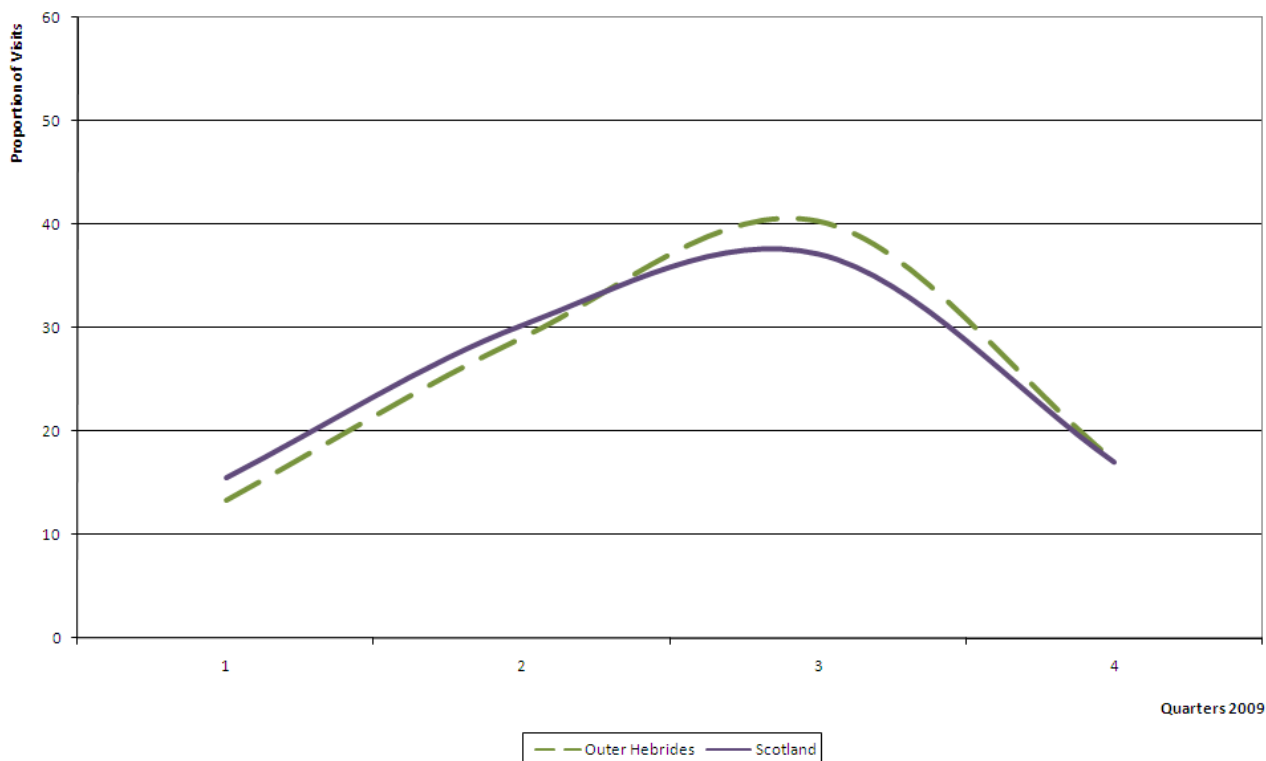
Note: those attractions which requested their visits figures to remain confidential do not appear in this report.

Owner	Attraction	2009	2008	%09/08	Category	F	S
LA	St Magnus Cathedral, Kirkwall	120,193	120,909	-0.6	WS	F	
P	Italian Chapel, Lambholm	92,148	92,289	-0.2	WS	F	
HS	Skara Brae, Stromness	69,361	65,283	6.2	HM		
P	Skail House, Sandwick	49,975	47,258	5.7	HH		S
LA	Orkney Museum, Kirkwall	26,656	24,387	9.3	MAG	F	
HS	Maeshowe, Stromness	21,357	20,952	1.9	HM		
P	Highland Park Distillery, Kirkwall	15,453	11,207	37.9	D		
CT	Orkney Fossil and Vintage Centre, Burray	13,395	12,592	6.4	MAG		S
LA	Scapa Flow Visitor Centre and Museum, Lyness	12,308	9,715	26.7	MAG	F	
P	Tomb of the Eagles, South Ronaldsay	11,088	10,560	5.0	HM		
HS	Bishop's and Earl's Palaces, Kirkwall	10,895	11,492	-5.2	HH		S
HS	Broch of Gurness, Evie	9,547	10,128	-5.7	HM		S
CT	Stromness Museum, Stromness	7,626	7,686	-0.8	MAG		
LA	Corrigall Farm Museum, Harray	5,455	5,899	-7.5	MAG	F	S
P	Sheila Fleet Jewellery, Tankerness	5,175	4,528	14.3	WP	F	
LA	Kirbuster Museum, Birsay	5,171	4,284	20.7	MAG	F	S
HS	Brough of Birsay, Birsay	5,126	4,641	10.5	HM		S
HS	Hackness Battery & Martello Tower, Hoy	1,802	1,613	11.7	OHP		S
CT	Orkney Wireless Museum, Kirkwall	1,374	1,314	4.6	MAG		S

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

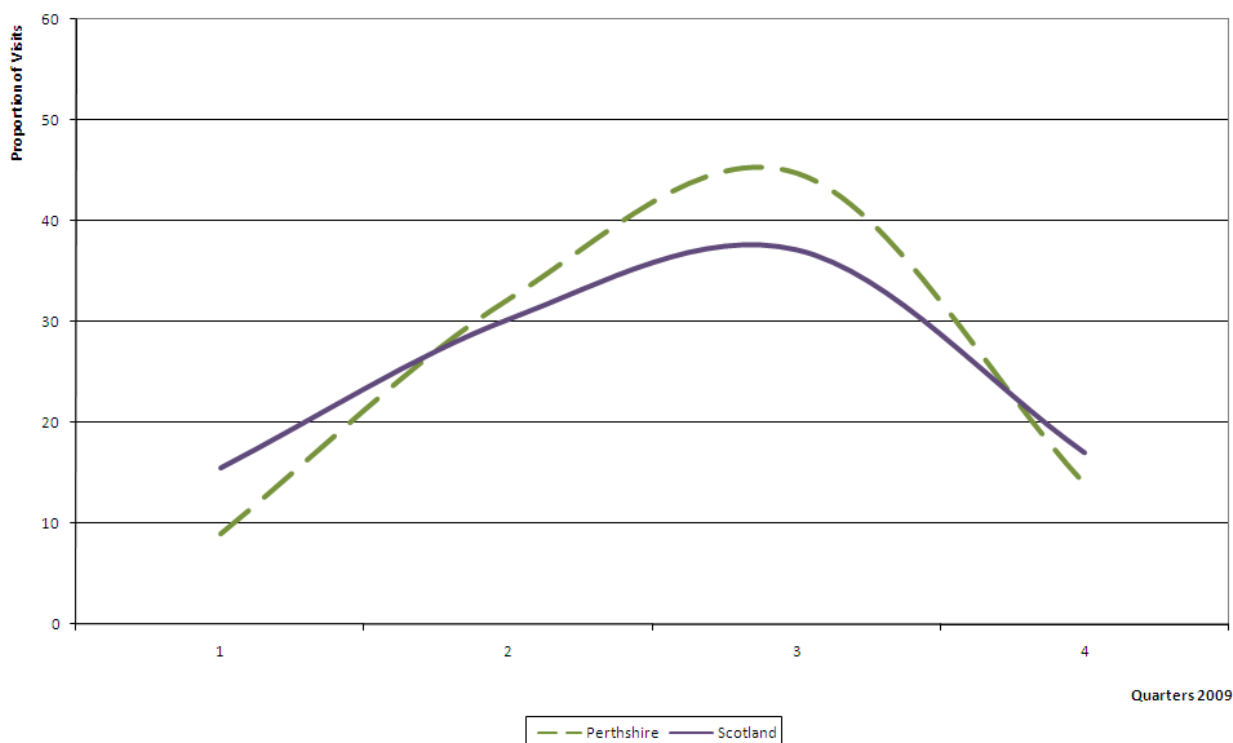
Note: those attractions which requested their visits figures to remain confidential do not appear in this report.

Owner	Attraction	2009	2008	%09/08	Category	F	S
CT	An Lanntair, Stornoway	201,005	193,612	3.8	MAG	F	
CT	Taigh Chearsabhaigh Museum Arts Centre, North Uist	31,525	29,792	5.8	MAG		
CT	Calanais Visitor Centre, Calanais	25,347 E	14,476	75.1	VC	F	
CT	Gearrannan Blackhouse Village, Carloway	15,515	13,092	18.5	VC		S
CT	Scallam Visitor Centre,	15,000 E	9,000 E	66.7	VC		S
HS	Black House Arnol, Bragar	12,494	11,431	9.3	HH		
HS	Kisimul Castle, Castlebray	5,581	4,918	13.5	C		S
CT	Comunn Eachdraidh Nis (Ness Historical Society), Habost	2,272 E	1,724	31.8	VC	F	
O	Shawbost School Museum, Shawbost	500 E	560 E	-10.7	MAG	F	S
P	Berner Museum, Bernera	482 E	463	4.1	MAG		S

9.14. ATTRACTIONS IN PERTSHIRE

(In decreasing order of visits)

Graph 9.17 – Quarterly Visitation Pattern to Attractions located in Perthshire



Attraction Data

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

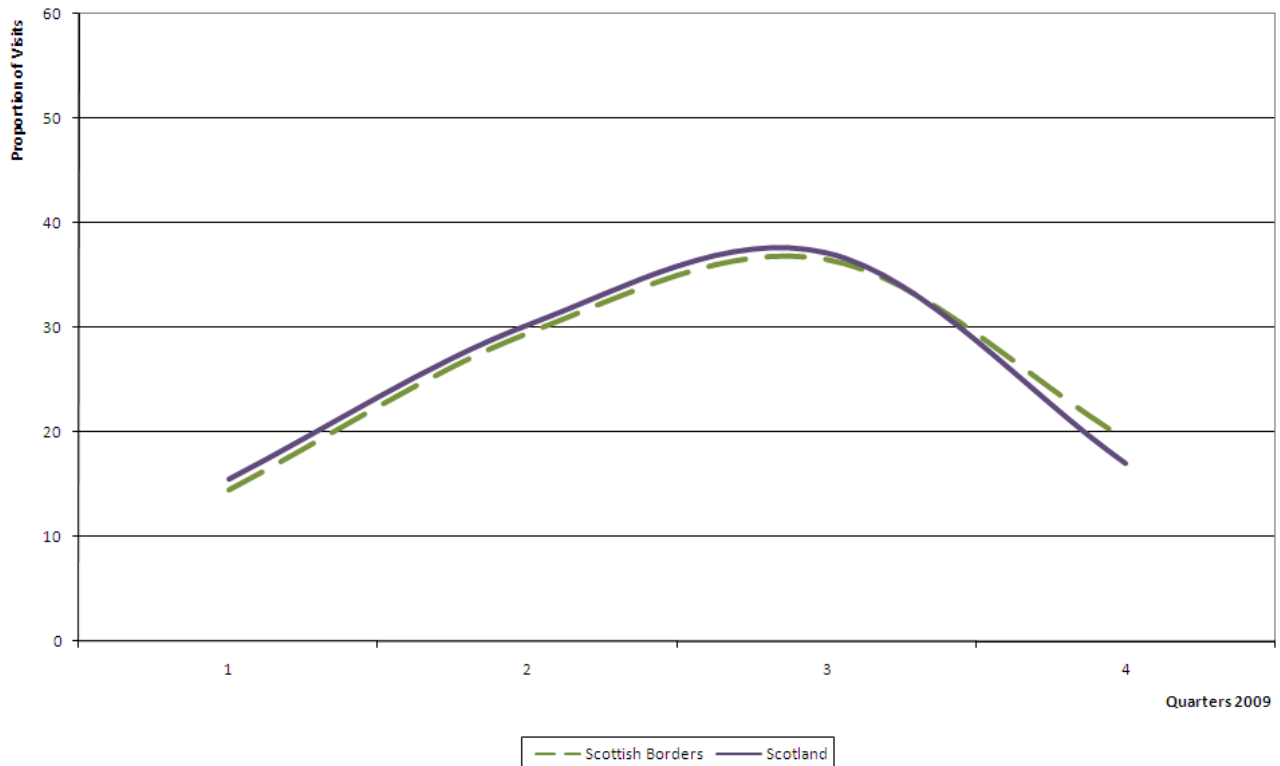
Owner	Attraction	2009	2008	%09/08	Category	F	S
G	Queens' View Visitor Centre, Pitlochry	150,000 E	140,000 E	7.1	VC	F	
CT	Blair Castle, nr Pitlochry	135,119	132,900	1.7	HH		
P	Tullibardine Distillery, Blackford	130,000 E	130,000 E	0.0	D		
LA	Perth Museum & Art Gallery, Perth	106,438	82,709	28.7	MAG	F	
P	Scone Palace, Perth	103,000	104,283	-1.2	HH		S
P	Edradour Distillery, by Pitlochry	82,195	87,910	-6.5	D	F	
RO	Dunkeld Cathedral, Dunkeld	70,269	70,041	0.3	WS	F	
CT	RSPB (Vane Farm), Kinross	56,191	46,577	20.6	N		
PLC	Scottish and Southern Energy Visitor Centre, Pitlochry	51,435	47,334	8.7	VC	F	S
PLC	Dewar's World of Whisky, Aberfeldy	31,400	27,016	16.2	D		
CT	Beatrix Potter Exhibition & Shop, Birnam	30,000 E	33,000 E	-9.1	VC	F	
P	Scottish Liqueur Centre, Perth	29,978 E	35,416 E	-15.4	D	F	
PLC	Blair Athol Distillery, Pitlochry	28,700 E	30,250 E	-5.1	D		
CT	Scottish Crannog Centre, Kenmore	24,163	21,259	13.7	VC		S
CT	Loch of the Lowes, Dunkeld	23,638	20,402	15.9	N		S
HS	Loch Leven Castle, Kinross	19,879	15,131	31.4	C		S
HS	Stanley Mills, by Perth	18,190	28,483	-36.1	VC		
CT	Drummond Gardens, Muthill, Crieff	16,009	14,328	11.7	G		S
CT	Black Watch Regimental Museum, Perth	14,128	12,141	16.4	MAG	F	
LA	Fergusson Gallery, Perth	11,144	11,876	-6.2	MAG	F	
P	Bridge of Allan Brewery Limited, Bridge of Allan	10,128 E	11,000 E	-7.9	D	F	

Owner	Attraction	2009		2008		%09/08	Category	F	S
CT	Castle Menzies, Aberfeldy	10,000	E	9,000	E	11.1	C		S
HS	Huntingtower Castle, by Perth	8,533		7,542		13.1	C		
NTS	Branklyn Garden, Perth	8,450		6,743		25.3	G		S
HS	Elcho Castle, Perth	6,401		6,603		-3.1	C		S
CT	Loch of Kinnordy RSPB Reserve, Perth	6,000	E	6,000	E	0.0	N	F	
HS	St Serf, Dunning	3,292		4,007		-17.8	HM	F	S
CT	Blair Atholl Country Life Museum, Blair Atholl	2,537		2,353		7.8	MAG		S
CT	Bolfracks Garden, Aberfeldy	1,653		1,288		28.3	G		S
LA	Alyth Museum, Perth	1,055		883		19.5	MAG	F	S
P	Museum of Abernethy, Abernethy	1,055		1,004		5.1	MAG	F	S
CT	Innerpeffray Library, Crieff	960		837		14.7	OHP		S
P	Loch Tay Pottery, Aberfeldy	660	E	750	E	-12.0	WP	F	
CT	Michael Bruce Cottage Museum, Kinross	161	E	180		-10.6	MAG	F	

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.

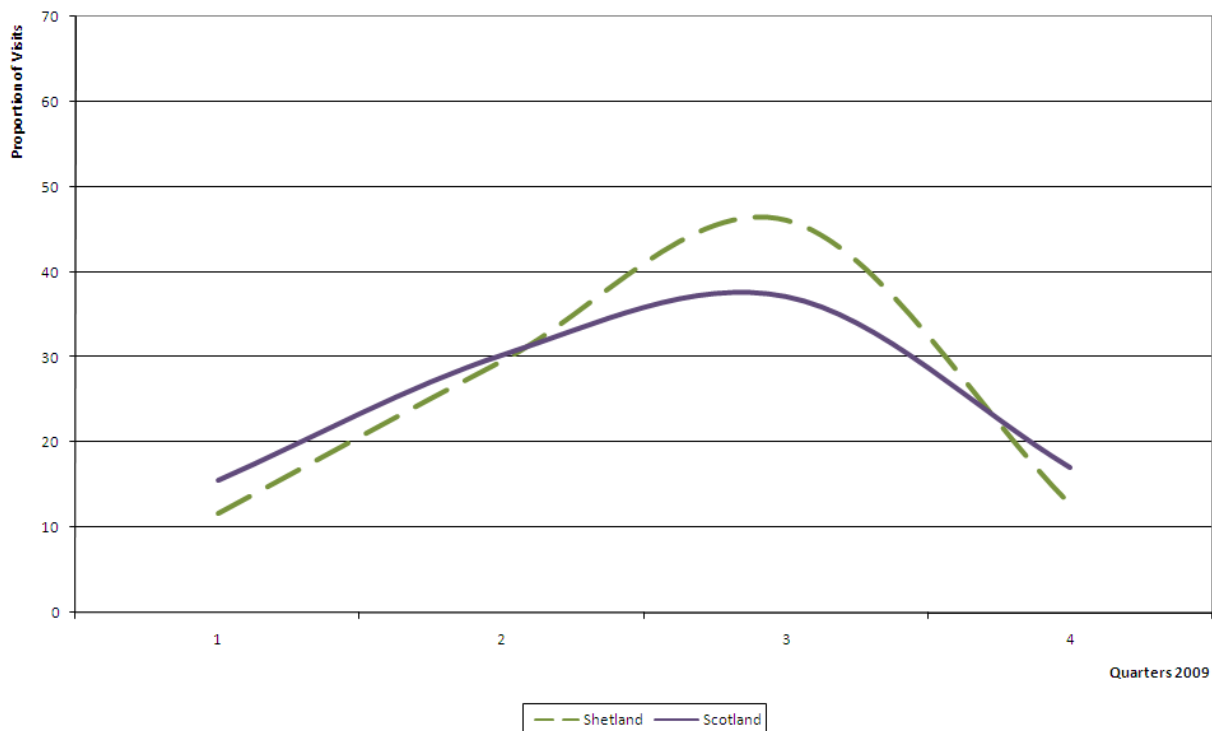
Owner	Attraction	2009		2008	%09/08	Category	F	S
G	Glentress Forest, nr Peebles	263,999	E	259,888	1.6	CP	F	
LA	Heart of Hawick, Hawick	176,747		166,542	6.1	VC	F	
P	Teviot Watergardens, Kelso	172,686		163,249	5.8	G	F	
HS	Melrose Abbey, Melrose	46,665		40,225	16.0	HM		
LA	Harestanes Countryside Visitor Centre, Jedburgh	30,300	E	19,900	52.3	VC	F	S
CT	Abbotsford, Melrose	26,626		26,486	0.5	HH		
LA	Mary Queen of Scot's Visitor Centre, Jedburgh	25,662	E	11,582	121.6	VC	F	S
LA	Jedburgh Castle Jail and Museum, Jedburgh	24,146		14,168	70.4	MAG	F	S
HS	Dryburgh Abbey, St Boswells	22,562		19,840	13.7	HM		
P	Traquair House, Innerleithen	19,367		18,057	7.3	HH		S
CT	Paxton House, nr Berwick	18,180		17,572	3.5	MAG		S
HS	Jedburgh Abbey, Jedburgh	18,086		17,752	1.9	HM		S
G	Cardrona Forest nr Peebles, nr Peebles	15,514	E	14,655	5.9	CP	F	
P	Jedforest Deer & Farm Park, Jedburgh	13,500	E	12,169	10.9	Z		S
G	Yair Forest, nr Galashiels	13,357	E	11,695	14.2	CP	F	
LA	Hawick Museum and the Scott Gallery, Hawick	12,105	E	10,540	14.8	MAG	F	
LA	Tweeddale Museum, Peebles	10,554	E	9,388	12.4	MAG	F	
NTS	Priorwood Garden, Melrose	9,712		12,977	-25.2	G		S
LA	Halliwell's House Museum & Robson Gallery, Selkirk	7,293		6,581	10.8	MAG	F	S
HS	Smailholm Tower, Kelso	6,506		5,913	10.0	OHP		
CT	Thirlestane Castle, Lauder	6,298		6,057	4.0	HH		S

Owner	Attraction	2009	2008	%09/08	Category	F	S
LA	Coldstream Museum, Coldstream	5,643	6,209	-9.1	MAG	F	S
HS	Hermitage Castle, Newcastleton	5,531	5,367	3.1	C		S
LA	St Ronan's Wells Visitor Centre, Innerleithen	5,395	4,242	27.2	VC	F	S
LA	Old Gala House and Christopher Boyd Gallery, Galashiels	5,337	4,019	32.8	MAG	F	S
LA	Sir Walter Scotts Courtroom, Selkirk	5,134	4,674	9.8	MAG	F	S
P	Manderston, Duns	5,106	5,490	-7.0	HH		S
CT	Mellerstain House, Gordon	4,169	3,838	8.6	HH		S
LA	Jim Clark Trophy Room, Duns	3,965	3,299	20.2	MAG		S
CT	Eyemouth Museum, Eyemouth	3,602	3,692	-2.4	MAG		S
NTS	Robert Smail's Printing Works, Innerleithen	3,567	4,041	-11.7	WP		
CT	The Three Hills Roman Heritage Centre, Melrose	3,198	3,140	1.8	VC		S
CT	Trimontium Museum, Melrose	3,002 E	3,140	-4.4	VC		
P	Edrom Nurseries, Eyemouth	2,400 E	1,450 E	65.5	G	F	S
CT	John Buchan Centre, By Biggar	1,015	712	42.6	MAG		S
CT	Liddesdale Heritage Centre & Museum, Newcastleton	742	695	6.8	VC		S
CT	Mertoun Gardens, Melrose	395 E	308 E	28.2	G		S
P	Cornice Museum of Ornamental Plasterwork, Peebles	200 E	120 E	66.7	WP	F	

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	Attraction	2009	2008	%09/08	Category	F	S
CT	Shetland Museum and Archives, Lerwick	84,679	84,679	0.0	MAG	F	
CT	RSPB Shetland (Sumburgh Head Reserve), Virkie	30,000 E	29,000 E	3.4	N	F	
CT	Bonhoga Gallery, Weisdale	15,854	12,496	26.9	MAG	F	
HS	Jarlshof, Sumburgh	12,281	11,491	6.9	HM		S
CT	Hoswick Visitor Centre, Sandwick	10,282	10,026	2.6	VC	F	S
P	Shetland Jewellery, Weisdale	7,891	5,935 E	33.0	WP	F	
HS	Island of Mousa Boat Trips, Sandwick	4,589	4,362	5.2	N	F	S
CT	Tangwick Haa Museum, Eshaness	4,241	3,967	6.9	MAG	F	S
CT	Shetland Croft House Museum, Dunrossness	4,021	4,100	-1.9	MAG	F	S
CT	Old Haa, Yell	2,994 E	3,194 E	-6.3	MAG	F	S
P	Quendale Water Mill & Visitor Attraction, Dunrossness	2,854	3,000 E	-4.9	VC		S
G	Island of Noss, Lerwick	1,365	1,221	11.8	N	F	S
G	Hermaness Visitor Centre ^{viii} , Unst	777 E	1,181 E	-34.2	VC	F	S
CT	Bod of Gremista, Lerwick	611	650	-6.0	MAG	F	S
O	Islesburgh Summer Exhibition, Lerwick	472	DK		MAG		S
CT	Hanseatic Booth, Whalsay	200 E	205 E	-2.4	OHP		S

10. LISTING BY ATTRACTION CATEGORY

The quarterly seasonality pattern of visitor attractions is based upon 489 attractions which provided monthly visits data for both years 2009 and 2008.

10.1. QUARTERLY VISITATION ANALYSIS BY ATTRACTION CATEGORY

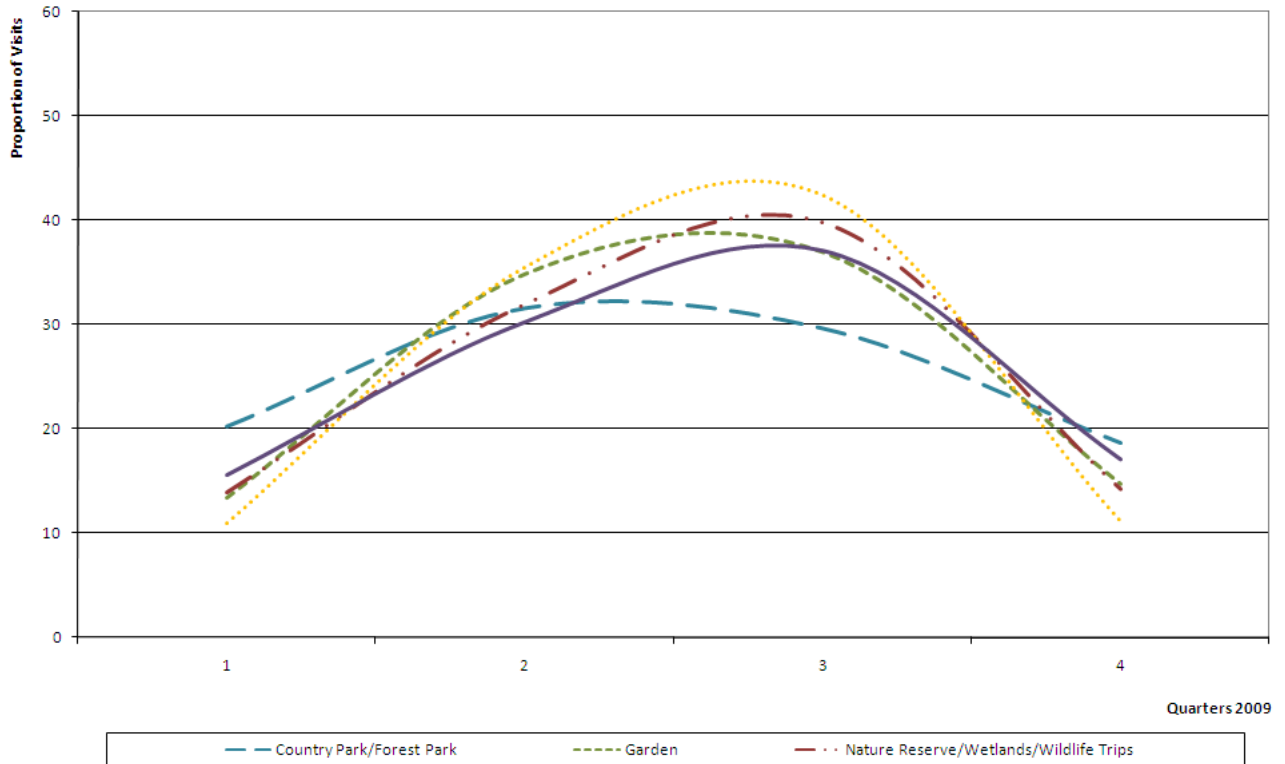
Former VS Area	Common Sample	2009					2008				
		Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Dec
		(%)	(%)	(%)	(%)	(Visits)	(%)	(%)	(%)	(%)	(Visits)
C	54	8%	31%	47%	13%	3,417,444	10%	31%	45%	14%	3,222,670
CP	16	20%	32%	29%	19%	11,398,645	21%	30%	29%	19%	10,777,650
D	30	8%	31%	48%	13%	676,303	10%	29%	46%	15%	653,735
G	26	13%	35%	37%	15%	850,808	14%	32%	38%	16%	820,585
HH	42	6%	31%	50%	13%	1,387,435	8%	30%	49%	13%	1,313,419
HM	29	5%	33%	53%	9%	636,692	7%	32%	52%	9%	605,872
MAG	176	18%	27%	36%	19%	7,858,986	20%	25%	35%	19%	7,814,864
N	16	14%	31%	41%	14%	636,917	14%	30%	40%	15%	581,290
OHP	14	12%	28%	44%	16%	372,926	14%	28%	43%	15%	375,602
R*	3	4%	29%	43%	23%	87,670	7%	27%	46%	20%	80,222
VC	71	12%	31%	40%	17%	3,839,785	15%	30%	38%	18%	3,695,487
WP*	7	2%	34%	55%	9%	27,525	11%	33%	45%	11%	30,627
WS	17	11%	29%	45%	16%	1,357,049	12%	29%	45%	14%	1,210,176
Z	11	5%	38%	47%	10%	958,213	8%	37%	46%	9%	867,754
O*	6	16%	26%	40%	18%	830,269	17%	26%	40%	17%	801,041
Scotland	518	15%	30%	37%	17%	34,336,667	17%	29%	37%	17%	32,850,994

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

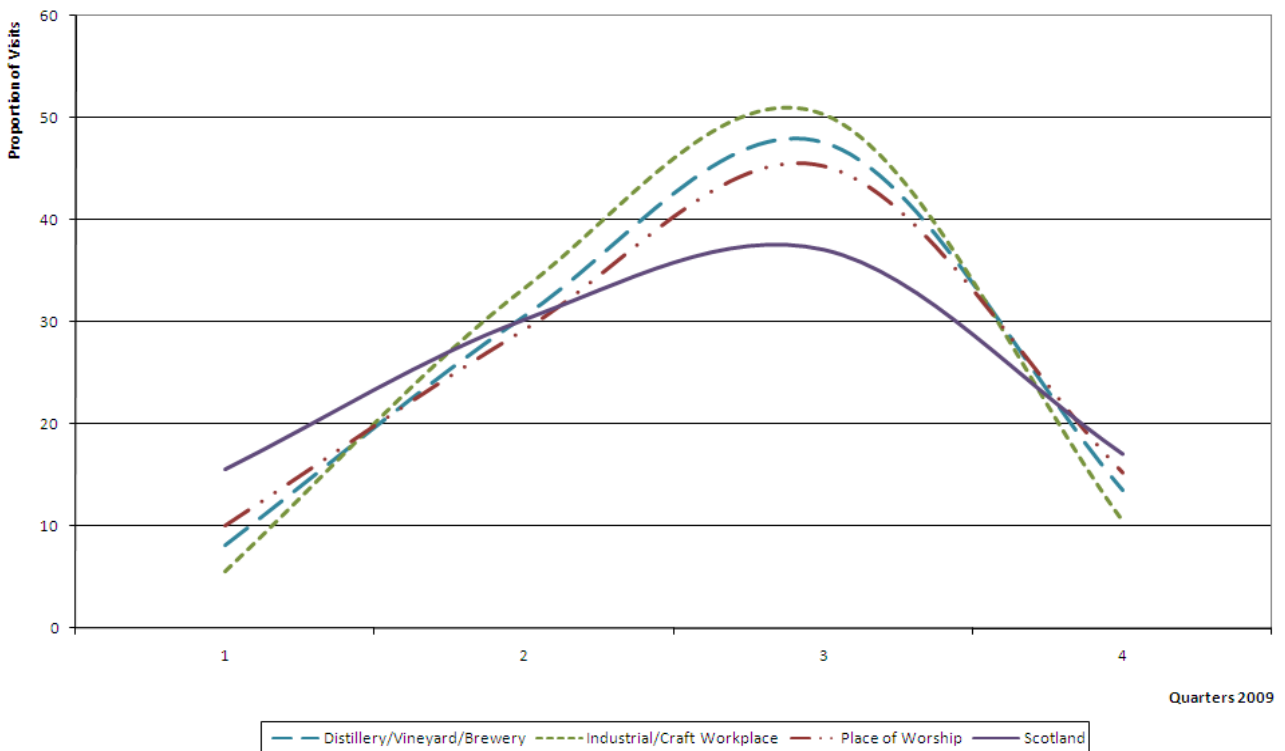
Industrial/Craft Workplace type attractions demonstrated the greatest seasonality with over half of all visits in 2009 occurring in the third quarter. Country/Forest Park visitor attractions demonstrated the most regular distribution of visits throughout the year in 2009.

10.2. QUARTERLY VISITATION PATTERNS BY ATTRACTION CATEGORY

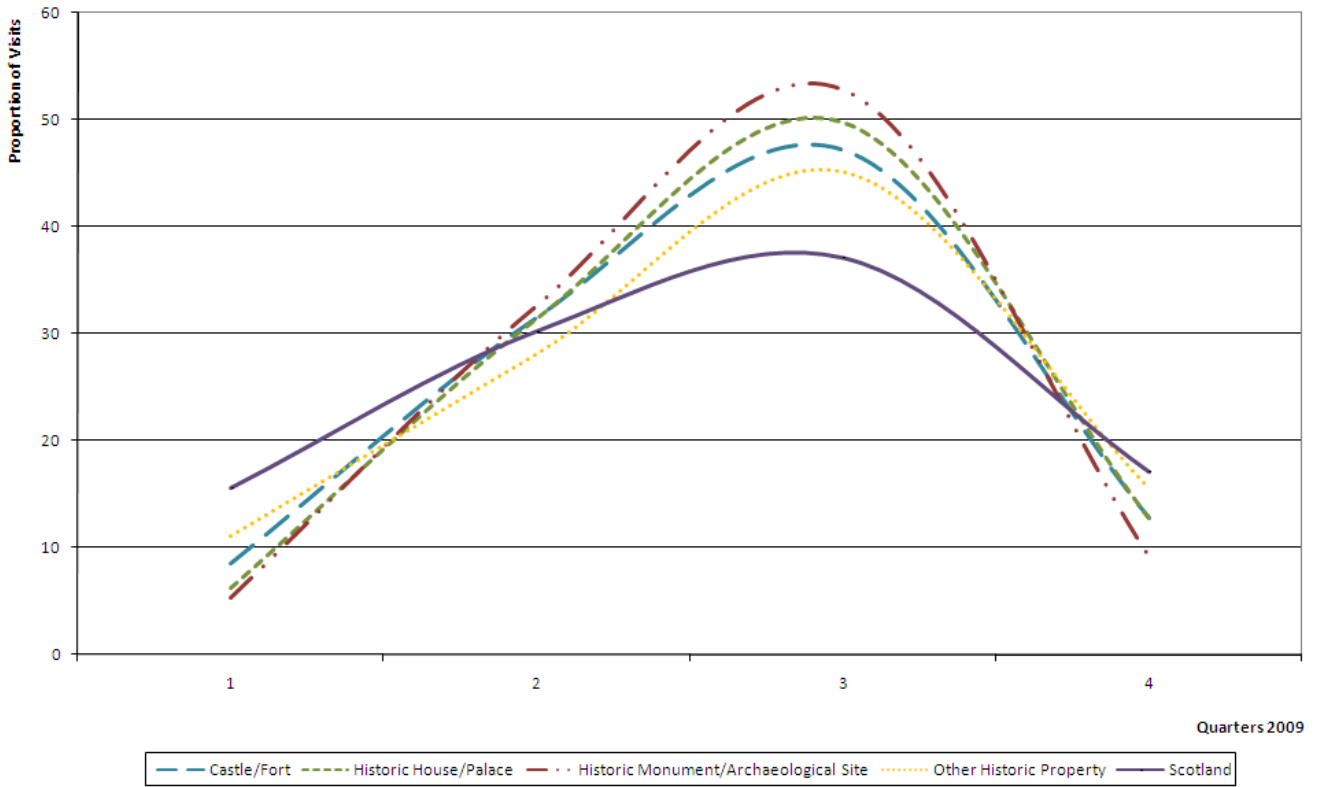
Graph 10.1 – Quarterly Visitation Pattern to Attractions Related to the Environment and the Outdoors



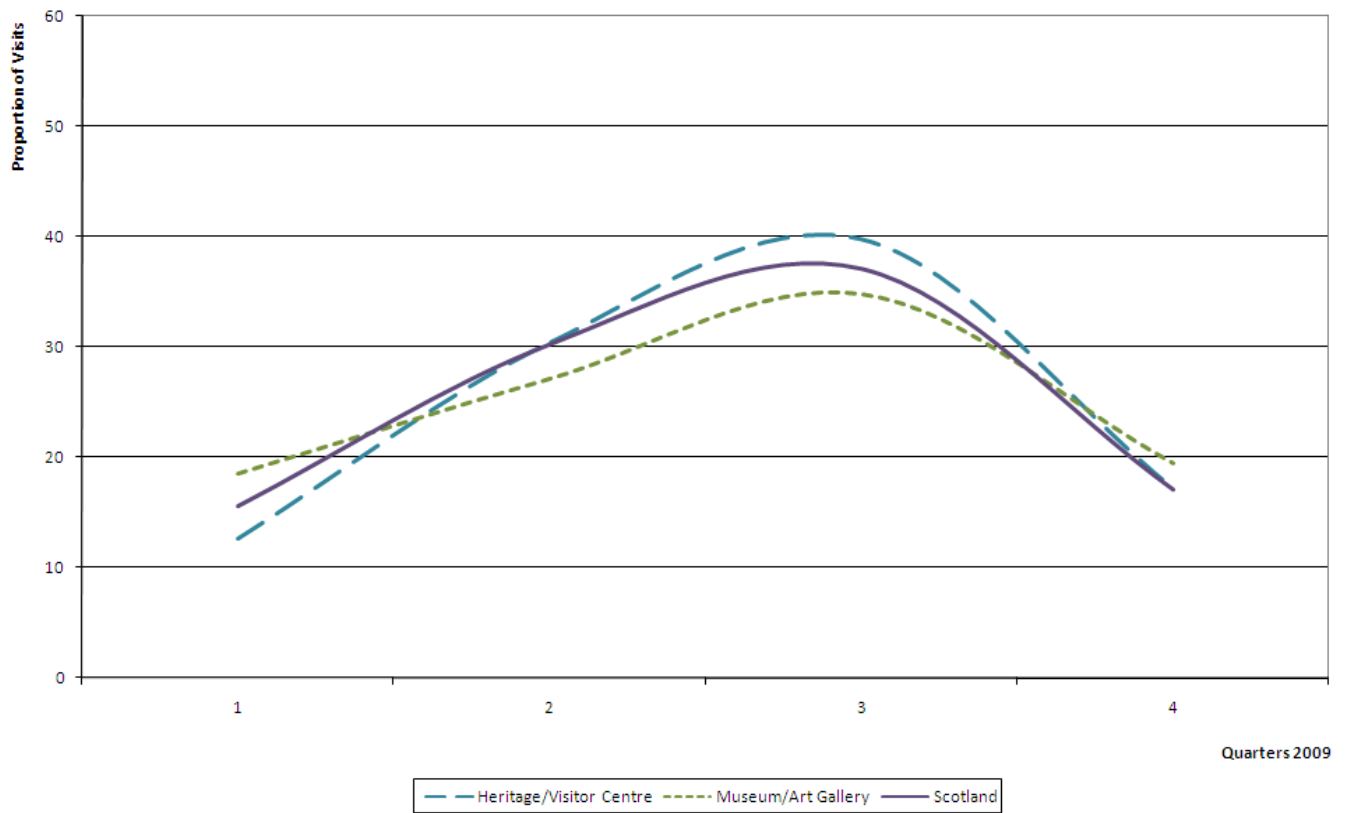
Graph 10.2 – Quarterly Visitation Pattern to Workplaces and Places of Worship



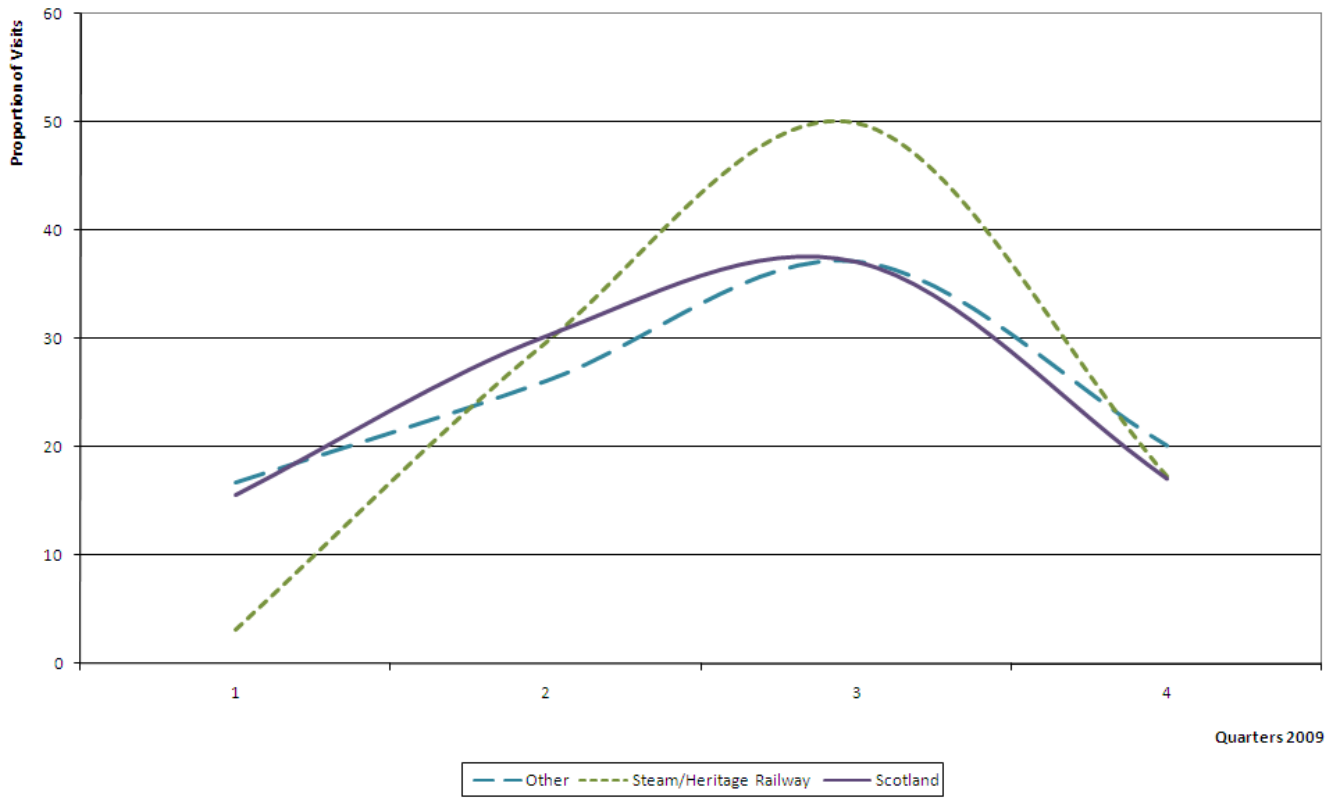
Graph 10.3 – Quarterly Visitation Pattern to Heritage-related Attractions



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



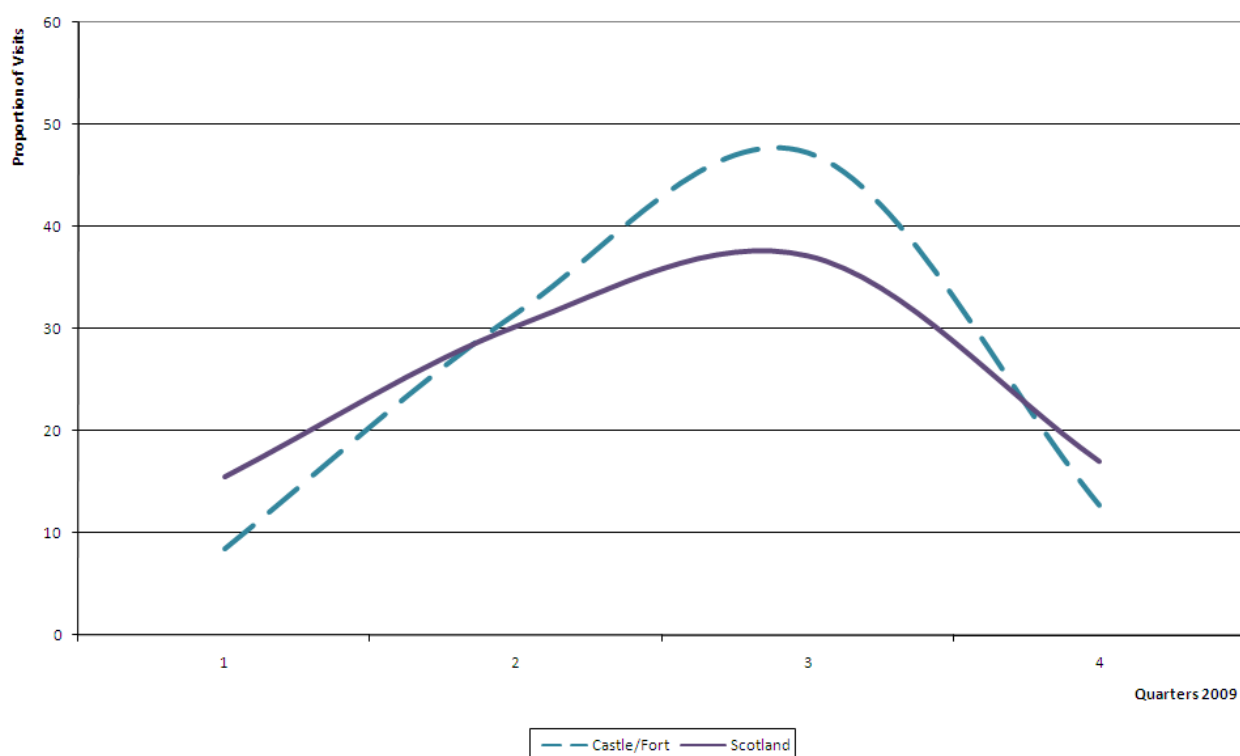
Graph 10.5 – Quarterly Visitation Pattern to Railways and Other Attractions



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.

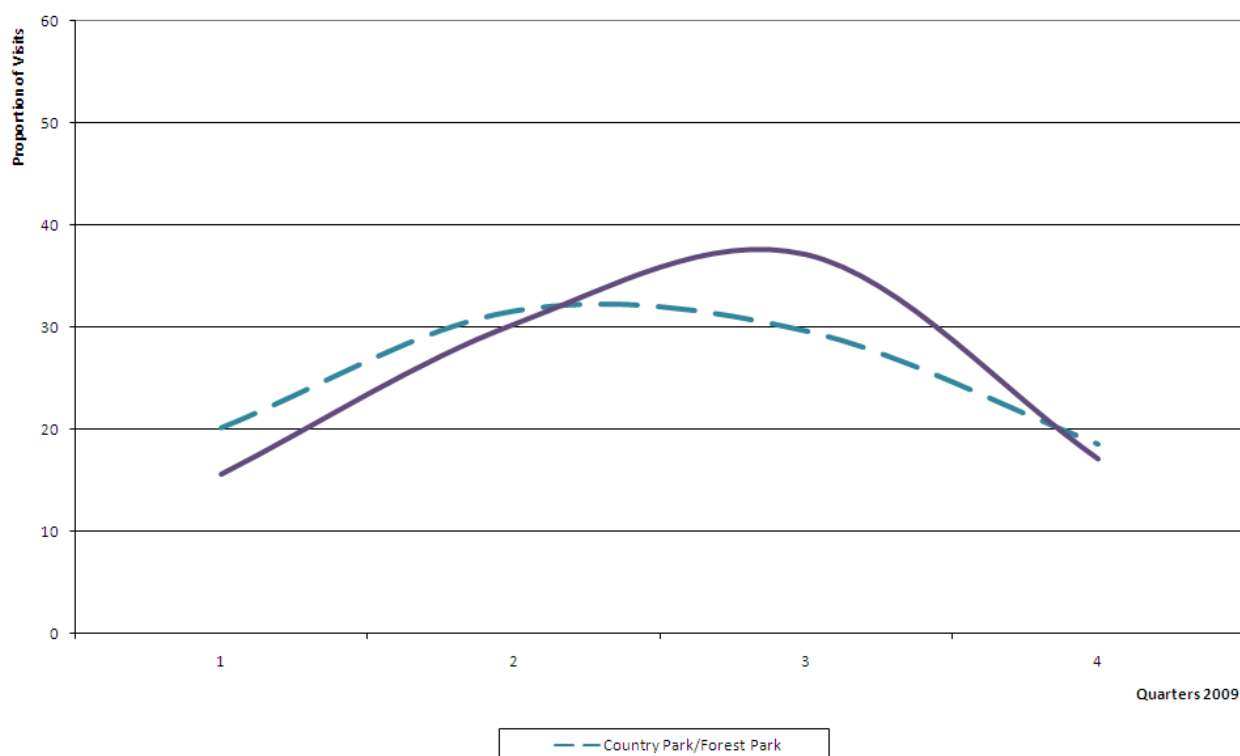
Owner	Attraction	2009	2008	%09/08	Region	F	S
HS	Edinburgh Castle, Edinburgh	1,196,481	1,128,394	6.0	ED		
HS	Stirling Castle, Stirling	383,293	375,345	2.1	AR		
CT	Eilean Donan Castle and Visitor Centre ⁱⁱ , by Kyle of Lochalsh	314,636	270,822	16.2	HI	F	S
HS	Urquhart Castle, Drumadrochit	282,203	270,101	4.5	HI		
NTS	Culzean Castle and Country Park, Maybole	175,210	165,922	5.6	AY		
P	Cawdor Castle, Nairn	86,560	82,897	4.4	HI		S
HS	Fort George, Inverness	61,460	57,765	6.4	HI		
P	Balmoral Estates, Ballater	59,972	58,000	3.4	AB		S
HS	St Andrew's Castle, St Andrews	55,163	54,919	0.4	FI		
P	Dunnottar Castle, Dunecht	52,500 E	34,610	51.7	AB		
NTS	Crathes Castle, Banchory	49,823	51,559	-3.4	AB		
LA	Lauriston Castle and Grounds, Edinburgh	46,786	39,094	19.7	ED	F	
HS	Caerlaverock Castle, Dumfries	36,643	30,258	21.1	DG		
HS	Doune Castle, Doune	34,058	31,879	6.8	AR		
P	Duart Castle, Craginure	33,859 E	33,813 E	0.1	AR		S
LA	Dean Castle, Kilmarnock	32,473	32,473	0.0	AY	F	
HS	Tantallon Castle, North Berwick	30,819	27,586	11.7	ED		
CT	The Castle & Gardens of Mey, Thurso	28,598	27,654	3.4	HI		S
NTS	Brodick Castle, Brodick	25,795	34,168	-24.5	AY		S
HS	Dirleton Castle, Dirleton	23,344	19,794	17.9	ED		
HS	Dunstaffnage Castle, by Oban	21,478	20,671	3.9	AR		

Owner	Attraction	2009	2008	%09/08	Region	F	S
HS	Loch Leven Castle, Kinross	19,879	15,131	31.4	PE		S
HS	Craigmillar Castle, Edinburgh	19,846	19,215	3.3	ED		
NTS	Brodie Castle, Forres	18,705	19,588	-4.5	AB		S
HS	Castle Campbell, Dollar	18,470	17,998	2.6	AR		
NTS	Fyvie Castle, Turriff	17,514	17,370	0.8	AB		S
NTS	Castle Fraser, Inverurie	15,390	19,700	-21.9	AB		S
HS	Blackness Castle, Linlithgow	15,110	14,028	7.7	AR		
HS	Dumbarton Castle, Dumbarton	13,861	12,137	14.2	AR		
HS	Aberdour Castle, Aberdour	13,441	11,946	12.5	FI		
HS	Huntly Castle, Huntly	12,430	12,582	-1.2	AB		
NTS	Drum Castle, Banchory	12,300	18,170	-32.3	AB		S
NTS	Kellie Castle, Pittenweem	11,314	13,883	-18.5	FI		S
HS	Rothesay Castle, Rothesay	10,116	11,456	-11.7	AR		
CT	Castle Menzies, Aberfeldy	10,000 E	9,000 E	11.1	PE		S
HS	Threave Castle, Castle Douglas	9,514	11,799	-19.4	DG		S
HS	Bothwell Castle, Uddingston	9,414	8,853	6.3	GG		
HS	Huntingtower Castle, by Perth	8,533	7,542	13.1	PE		
HS	Kildrummy Castle, by Alford	7,200	7,017	2.6	AB		S
HS	Dundonald Castle, Dundonald	7,097	7,703	-7.9	AY		S
HS	Edzell Castle, By Brechin	6,935	7,109	-2.4	AN		
P	Delgatie Castle, Turriff	6,572	7,047	-6.7	AB		
HS	Elcho Castle, Perth	6,401	6,603	-3.1	PE		S
HS	Maclellans Castle, Kirkcudbright	6,059	6,269	-3.3	DG		S
HS	Kisimul Castle, Castlebray	5,581	4,918	13.5	OH		S
HS	Hermitage Castle, Newcastleton	5,531	5,367	3.1	SB		S
HS	Cardoness Castle, Castle Douglas	5,441	5,636	-3.5	DG		
HS	Balvenie Castle, Keith	5,321	5,388	-1.2	AB		S
HS	Craignethan Castle, Lesmahagow	5,294	5,924	-10.6	GG		
HS	Corgarff Castle, Strathdon	4,286	4,034	6.2	AB		
HS	Tolquhon Castle, Tarves	4,241	3,909	8.5	AB		
HS	Crichton Castle, Pathhead	3,999	4,028	-0.7	ED		S
HS	Newark Castle, Port Glasgow	3,059	2,817	8.6	GG		S
P	Craigston Castle, Turriff	160 E	180 E	-11.1	AB		S

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.

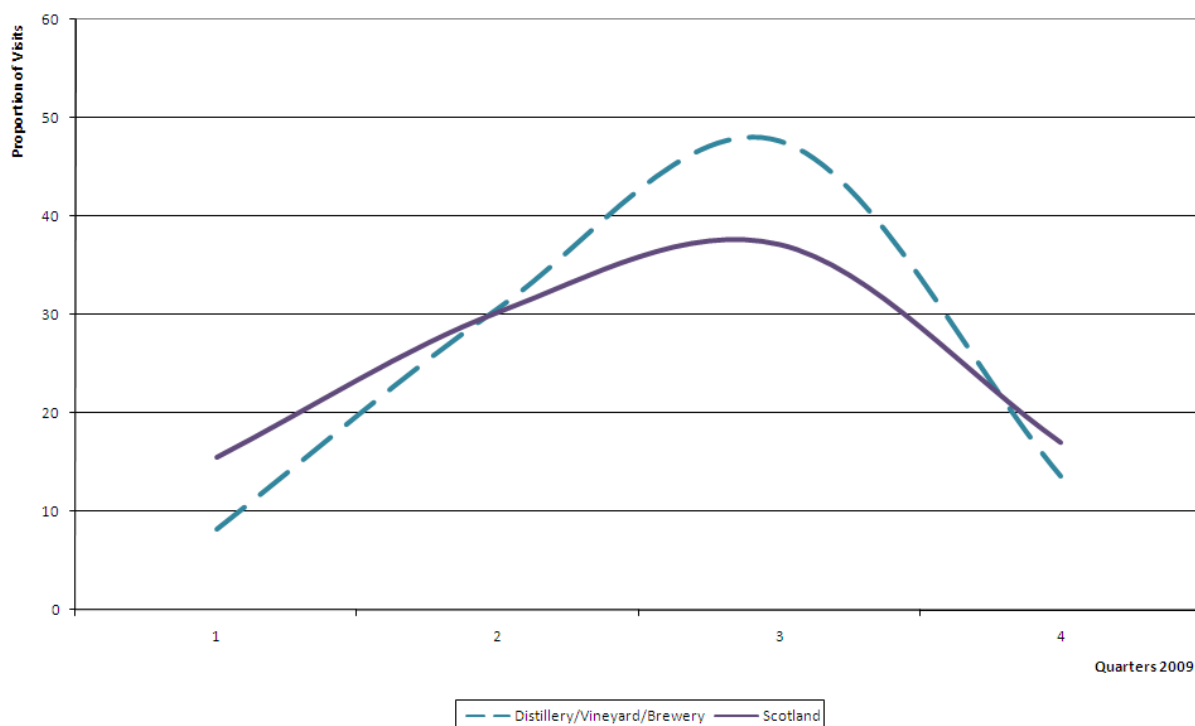
Owner	Attraction	2009	2008	%09/08	Region	F	S
LA	Strathclyde Country Park, Motherwell	6,352,131	6,275,378	1.2	GG	F	
LA	Drumpellier Country Park, Motherwell	1,041,444 E	951,190	9.5	GG	F	
LA	Calderglen Country Park ^{vi} , East Kilbride	680,226 E	407,120 E	67.1	GG	F	
LA	Chatelherault Country Park, Hamilton	674,876 E	618,930 E	9.0	GG	F	
LA	Palacerigg Country Park, Cumbernauld	617,081	543,015	13.6	GG	F	
LA	Mugdock Country Park, Milngavie	585,288 E	622,375 E	-6.0	GG	F	
LA	John Muir Country Park, Dunbar	435,000 E	420,000 E	3.6	ED	F	
LA	Gleniffer Braes Country Park, Paisley	416,688 E	352,959 E	18.1	GG	F	
G	Glentress Forest, nr Peebles	263,999 E	259,888	1.6	SB	F	
LA	Dean Castle Country Park, Kilmarnock	244,050 E	245,007 E	-0.4	AY	F	
LA	Monikie Country Park, Dundee	236,025	200,043 E	18.0	AN		
LA	Muiravonside Country Park, Westfield, Falkirk	225,837 E	221,715 E	1.9	AR	F	
LA	Forfar Loch Country Park, Forfar	199,317 E	202,979 E	-1.8	AN	F	
LA	Vogrie Country Park, Gorebridge	170,000 E	250,000 E	-32.0	ED	F	
G	Mabie Forest, Dumfries	135,000 E	120,000 E	12.5	DG	F	
LA	Crombie Country Park, Broughty Ferry	115,040 E	120,036 E	-4.2	AN	F	
G	Dalbeattie Forest, Dalbeattie	105,000 E	105,000 E	0.0	DG	F	
LA	Gore Glen Woodland Park, Newtongrange	100,000 E	100,000 E	0.0	ED	F	
LA	Plean Country Park, Plean	100,000 E	100,000 E	0.0	AR	F	
G	Forest of Ae, Dumfries	55,000 E	50,000 E	10.0	DG	F	
LA	Roslin Glen Country Park, Roslin	50,000 E	50,000 E	0.0	ED	F	

Owner	Attraction	2009		2008		%09/08	Region	F	S
NTS	Brodick Country Park, Brodick	43,418		48,731		-10.9	AY		S
LA	Straighten Pond Local Nature Reserve,	30,000	E	30,000	E	0.0	ED	F	
G	Cardrona Forest nr Peebles, nr Peebles	15,514	E	14,655		5.9	SB	F	
G	Yair Forest, nr Galashiels	13,357	E	11,695	E	14.2	SB	F	
LA	Clyde Muirshiel Regional Park Cornalees Centre, Greenock	9,421	E	11,406	E	-17.4	GG	F	

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.

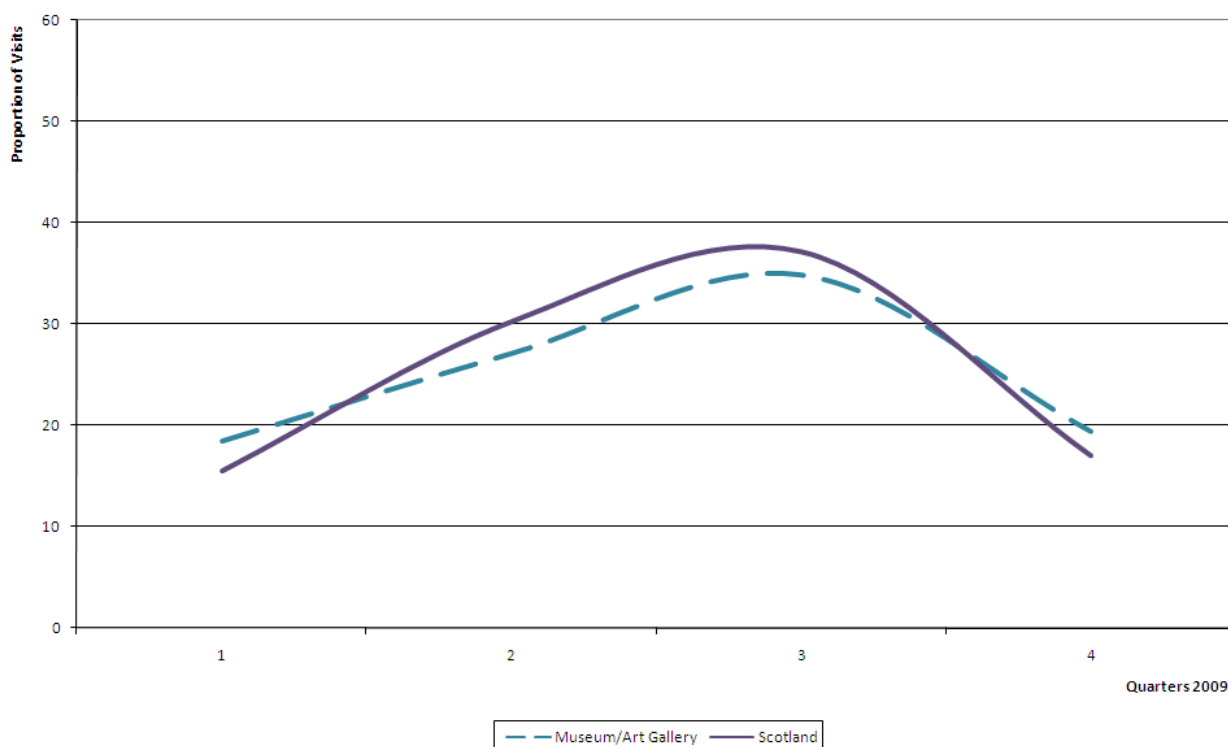
Owner	Attraction	2009	2008	%09/08	Region	F	S
P	Tullibardine Distillery, Blackford	130,000	130,000	0.0	PE		
P	Edradour Distillery, by Pitlochry	82,195	87,910	-6.5	PE	F	
PLC	Talisker Distillery Visitor Centre, Carbost	52,000	40,818	27.4	HI		
P	Glengoyne Distillery, nr Killlearn	45,610	37,077	23.0	AR		
PLC	Glenlivet Distillery, Glenlivet	40,939	44,500	-8.0	HI	F	S
PLC	Dewar's World of Whisky, Aberfeldy	31,400	27,016	16.2	PE		
PLC	Oban Distillery Visitor Centre, Oban	31,200	28,108	11.0	AR		
P	Scottish Liqueur Centre, Perth	29,978	35,416	-15.4	PE	F	
PLC	Blair Athol Distillery, Pitlochry	28,700	30,250	-5.1	PE		
P	Tomatin Distillery, Tomatin	25,875	22,047	17.4	HI		
P	Legend of the Dew of Ben Nevis, Fort William	25,340	21,244	19.3	HI		
PLC	Glenkinchie Distillery, Tranent	23,634	23,559	0.3	ED		
PLC	Dalwhinnie Distillery, Dalwhinnie	22,551	19,222	17.3	HI		
P	Glenmorangie Distillery, Tain	20,071	22,224	-9.7	HI		S
P	Highland Wineries, Inverness	20,000	22,000	-9.1	HI		
P	Auchentoshan Distillery, Dalmuir	19,150	17,121	11.9	AR		
PLC	Glen Ord Distillery, Muir of Ord	17,761	17,602	0.9	HI		
P	Highland Park Distillery, Kirkwall	15,453	11,207	37.9	OR		
PLC	Royal Lochnagar Distillery Visitor Centre, nr Ballater	12,004	8,075	48.7	AB		
PLC	Strathisla Distillery, Keith	11,998	11,046	8.6	AB		S
P	Macallan Distillery, Craigellachie	11,926	10,590	12.6	AB		
HS	Dallas Dhu, Forres	11,619	10,743	8.2	AB		

Owner	Attraction	2009		2008		%09/08	Region	F	S
PLC	Glen Grant Distillery and Garden, Aberlour	10,375		8,901		16.6	AB		
P	Bridge of Allan Brewery Limited, Bridge of Allan	10,128	E	11,000	E	-7.9	PE	F	
P	Glenfarclas Distillery, Ballindalloch	9,081		9,314		-2.5	AB		
P	Morrison's Bowmore Distillery Ltd., Bowmore	8,156		8,965		-9.0	AR		
PLC	Aberlour Distillery Visitors Centre, Aberlour	7,178		5,896		21.7	AB		
P	Isle of Jura Distillery, Craighouse	6,781		5,971		13.6	AR	F	
PLC	Ardbeg Distillery, Port Ellen	6,247		4,306		45.1	AR		
P	Bunnahabhain Distillery, Port Askaig	5,676	E	4,917	E	15.4	AR		
PLC	Lagavulin Distillery Visitor Centre, Port Ellen	5,500	E	4,973		10.6	AR		S
PLC	Cardhu Distillery Visitor Centre, Aberlour	4,973	E	3,900		27.5	AB		
PLC	Glen Moray Distillery Visitor Centre, Elgin	4,514		5,144		-12.2	AB		
P	Pulteney Distillery Visitor Centre, Wick	4,500		3,277		37.3	HI		
PLC	Clynelish Visitor Centre, Brora	3,182		2,909		9.4	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	2009	2008	%09/08	Region	F	S
LA	Kelvingrove Art Gallery & Museum, Glasgow	1,368,096	1,445,098	-5.3	GG	F	
O	The National Gallery Complex, Edinburgh	994,537	842,958	18.0	ED	F	
G	National Museum of Scotland, Edinburgh	589,621	614,894	-4.1	ED	F	
LA	Gallery of Modern Art, Glasgow	536,916	562,595	-4.6	GG	F	
G	National War Museum, Edinburgh	494,213	474,133	E 4.2	ED	F	
LA	Museum of Transport, Glasgow	468,963	456,324	2.8	GG	F	
CT	Our Dynamic Earth, Edinburgh	298,287	298,288	-0.0	ED		
O	Dundee Contemporary Arts, Dundee	273,750	E 250,514	E 9.3	AN	F	
LA	People's Palace, Glasgow	268,591	252,205	6.5	GG	F	
LA	Museum of Childhood, Edinburgh	247,454	218,011	13.5	ED	F	
LA	The Burrell Collection, Glasgow	203,153	203,289	-0.1	GG	F	
CT	An Lanntair, Stornoway	201,005	193,612	3.8	OH	F	
LA	Aberdeen Art Gallery, Aberdeen	178,344	157,589	13.2	AB	F	
PLC	Fruitmarket Gallery, Edinburgh	177,600	199,126	-10.8	ED	F	
O	Scottish National Gallery of Modern Art, Edinburgh	169,439	184,954	-8.4	ED	F	
LA	Dick Institute Museum, Kilmarnock	156,198	170,172	-8.2	AY	F	
CT	St Mungo Museum, Glasgow	144,366	152,352	-5.2	GG	F	
CT	Provand's Lordship, Glasgow	116,533	113,950	2.3	GG	F	
LA	Perth Museum & Art Gallery, Perth	106,438	82,709	28.7	PE	F	
O	Dean Gallery, Edinburgh	105,536	109,509	-3.6	ED	F	
CT	Scottish Fisheries Museum, Anstruther	97,326	79,505	22.4	FI		

Owner	Attraction	2009	2008	%09/08	Region	F	S
CT	House for an Art Lover ⁱⁱ , Glasgow	92,034	83,136	10.7	GG	F	
CT	Shetland Museum and Archives, Lerwick	84,679	84,679	0.0	SH	F	
G	National Museum of Flight, nr Haddington	82,002	70,331	E 16.6	ED		
ED	Hunterian Art Gallery, Glasgow	80,039	E 61,632	E 29.9	GG	F	
ED	Hunterian Museum, Glasgow	79,248	E 72,738	8.9	GG	F	
CT	Sensation - The Dundee Science Centre, Dundee	78,199	72,061	8.5	AN		
P	Caithness Horizons ^{xi} , Thurso	76,931	Not Open		HI	F	
LA	Aberdeen Maritime Museum, Aberdeen	76,558	85,821	-10.8	AB	F	
LA	People's Story Museum, Edinburgh	72,070	64,508	11.7	ED	F	
G	National Museum of Rural Life, East Kilbride	69,397	61,346	13.1	GG		
LA	Scotland Street School Museum, Glasgow	64,866	61,419	5.6	GG	F	
LA	Museum of Edinburgh, Edinburgh	60,429	47,342	27.6	ED	F	
LA	Kirkcaldy Museum & Art Gallery, Kirkcaldy	59,319	61,726	-3.9	FI	F	
LA	Aberdeen Arts Centre, Aberdeen	58,764	E 40,000	E 46.9	AB		
CT	Highlanders, Regimental Museum, by Inverness	54,060	E 50,120	E 7.9	HI	F	
O	Scottish National Portrait Gallery, Edinburgh	53,295	236,500	-77.5	ED	F	S
CT	Writers' Museum, Edinburgh	53,257	49,907	6.7	ED	F	
LA	Paisley Museum and Art Gallery, Paisley	51,149	E 60,621	-15.6	GG	F	
CT	Grampian Transport Museum, Alford	47,605	37,351	27.5	AB		S
P	Scottish Mining Museum, Newtongrange	45,186	43,546	3.8	ED		
LA	Inverness Museum and Art Gallery, Inverness	44,379	E 41,580	E 6.7	HI	F	
CT	British Golf Museum, St Andrews	43,990	47,502	-7.4	FI		
LA	St Andrews Museum, St Andrews	43,556	41,986	3.7	FI	F	
P	SFA Football Museum, Glasgow	41,303	48,888	-15.5	GG		
LA	Highland Folk Museum, Newtonmore	40,613	32,322	25.7	HI	F	S
CT	Glenfinnan Station Museum, Glenfinnan	40,350	E 36,900	E 9.3	HI		S
P	Satrosphere, Aberdeen	39,923	37,224	E 7.3	AB		
CT	Stirling Smith Art Gallery and Museum, Stirling	39,408	51,438	-23.4	AR	F	
LA	McLean Museum and Art Gallery, Greenock	38,672	33,049	17.0	GG	F	
LA	Robert Burns Centre, Dumfries	37,929	39,910	-5.0	DG	F	
LA	City Art Centre ^{viii} , Edinburgh	35,518	85,604	-58.5	ED	F	S
P	Creetown Gem Rock Museum, Newton Stewart	35,478	34,938	1.5	DG		
HS	Broughty Castle Museum, Dundee	35,365	37,347	-5.3	AN	F	
PLC	Bank of Scotland Museum on the Mound, Edinburgh	34,924	42,765	-18.3	ED	F	
P	Scotland's Secret Bunker, St Andrews	34,131	29,505	15.7	FI		S
LA	Callendar House, Falkirk	32,172	28,426	13.2	AR	F	
CT	Taigh Chearsabhair Museum Arts Centre, North Uist	31,525	29,792	5.8	OH		
P	Oban War and Peace Museum, Corran Esplanade, Oban	30,491	31,277	-2.5	AR	F	S
LA	Low Parks Museum, Hamilton	30,068	29,054	3.5	GG	F	
CT	John Muir's Birthplace, Dunbar	29,439	10,621	177.2	ED	F	
CT	Tall Ship at Glasgow Harbour, Glasgow	29,268	31,408	-6.8	GG		
LA	Tolbooth Art Centre, Kirkcudbright	27,144	27,855	-2.6	DG	F	
LA	Orkney Museum, Kirkwall	26,656	24,387	9.3	OR	F	
CT	Gordon Highlanders Museum, Aberdeen	25,794	29,879	-13.7	AB		
ED	MUSA: The Museum of The University of St Andrews ^{vii} , St Andrews	25,434	6,120	315.6	FI	F	
LA	Pittencrieff House Museum, Dunfermline	24,765	22,939	8.0	FI	F	
O	Glasgow School of Art Enterprises Ltd, Glasgow	24,583	E 17,868	37.6	GG		
LA	Jedburgh Castle Jail and Museum, Jedburgh	24,146	14,168	70.4	SB	F	S
LA	North Ayrshire Museum, Saltcoats	24,115	E 18,437	E 30.8	AY	F	
PLC	Celtic Museum Trust, Glasgow	22,000	E 20,470	7.5	GG		
CT	Stills Gallery, Edinburgh	21,423	15,495	38.3	ED	F	
CT	Isle of Mull Museum, Tobermory	21,119	E 12,396	E 70.4	AR	F	S
LA	Gracefield Arts Centre, Dumfries	21,111	20,757	1.7	DG	F	
LA	Travelling Gallery, Edinburgh	19,802	18,768	5.5	ED	F	
G	National Museum of Costume, Dumfries	18,473	17,663	E 4.6	DG		S

Owner	Attraction	2009	2008	%09/08	Region	F	S
CT	Paxton House, nr Berwick	18,180	17,572	3.5	SB		S
CT	MacDougall Collection, Oban	18,000	Closed		AR	F	S
CT	Museum of Ayrshire Country Life and Costume At Dalgarnen Mill, Kilwinning	18,000	16,000	E 12.5	AY		
LA	Dumfries Museum/Camera Obscura, Dumfries	17,568	17,787	-1.2	DG	F	
CT	Skye Museum of Island Life, Kilmuir	16,800	E DK		HI		S
CT	Bonhoga Gallery, Weisdale	15,854	12,496	26.9	SH	F	
LA	Robert Burns House, Dumfries	15,153	12,056	25.7	DG	F	
LA	Aberdeenshire Farming Museum, Mintlaw	15,027	14,811	1.5	AB	F	S
LA	Falconer Museum, Forres	14,677	15,712	-6.6	AB	F	
HS	Museum of Scottish Lighthouses, Fraserburgh	14,653	13,512	8.4	AB		
LA	Auld Kirk Museum, Kirkintilloch	14,378	13,918	3.3	GG	F	
CT	Black Watch Regimental Museum, Perth	14,128	12,141	16.4	PE	F	
LA	Arbroath Museum, Arbroath	13,687	E 19,701	E -30.5	AN	F	
LA	Old Bridge House Museum, Dumfries	13,632	12,441	9.6	DG	F	S
CT	Orkney Fossil and Vintage Centre, Burray	13,395	12,592	6.4	OR		S
LA	Stewartry Museum, Kirkcudbright	12,894	11,444	12.7	DG	F	
LA	The Meffan [Forfar Museum] ^{viii} , Forfar	12,785	15,334	-16.6	AN	F	S
P	Timespan Heritage Centre, Helmsdale	12,617	E 11,637	E 8.4	HI		
LA	Scapa Flow Visitor Centre and Museum, Lyness	12,308	9,715	26.7	OR	F	
CT	Glenesk Folk Museum, Brechin	12,285	13,460	-8.7	AN		S
O	Kilmartin House Museum, Kilmartin	12,249	11,249	8.9	AR		
LA	Hawick Museum and the Scott Gallery, Hawick	12,105	E 10,540	14.8	SB	F	
CT	Surgeon's Hall Museum, Edinburgh	12,094	E 13,134	E -7.9	ED		
LA	Tomintoul Museum & Visitor Centre, Tomintoul	11,985	10,214	17.3	AB	F	S
CT	Crail Museum, Crail	11,289	E 10,446	8.1	FI	F	S
LA	Fergusson Gallery, Perth	11,144	11,876	-6.2	PE	F	
O	Duff House Gallery, Banff	11,041	29,241	-62.2	AB		
CT	Scottish Maritime Museum, Irvine	10,630	10,264	3.6	AY		
LA	Tweeddale Museum, Peebles	10,554	E 9,388	E 12.4	SB	F	
CT	Andrew Carnegie Birthplace Museum ^v , Dunfermline	10,420	5,633	85.0	FI	F	S
LA	Stranraer Museum, Stranraer	10,303	10,275	0.3	DG	F	
CT	Peacock Visual Arts, Aberdeen	10,000	E 9,307	E 7.4	AB	F	
LA	Kirriemuir Gateway to the Glens Museum, Kirriemuir	9,595	E 9,952	E -3.6	AN	F	
LA	Tolbooth Museum, Stonehaven	9,215	8,741	5.4	AB	F	S
CT	West Highland Museum, Fort William	9,179	9,841	E -6.7	HI		
LA	Castle Douglas Art Gallery, Castle Douglas	9,153	E 9,647	E -5.1	DG	F	
LA	Queensferry Museum, South Queensferry	9,048	7,653	18.2	ED	F	
LA	Dunbar Townhouse Museum, Dunbar	8,683	3,868	124.5	ED	F	S
CT	Whithorn Story, Whithorn	8,377	8,785	-4.6	DG		S
CT	Cromarty Courthouse Museum ^{ix} , Cromarty	8,337	3,499	138.3	HI	F	S
LA	Prestongrange Museum, Prestongrange	8,246	6,924	19.1	ED	F	S
CT	Harbour Cottage Gallery, Kirkcudbright	7,800	E 7,392	E 5.5	DG		
CT	Stromness Museum, Stromness	7,626	7,686	-0.8	OR		
CT	Elgin Museum, Elgin	7,486	6,995	7.0	AB		
LA	Halliwell's House Museum & Robson Gallery, Selkirk	7,293	6,581	10.8	SB	F	S
LA	Tolbooth Museum of Civic History, Aberdeen	7,127	9,330	-23.6	AB	F	S
CT	Groam House Museum, Rosemarkie	7,078	6,962	1.7	HI	F	
CT	Dumfries and Galloway Aviation Museum, Dumfries	6,961	6,776	2.7	DG		S
CT	Grassic Gibbon Centre, Laurencekirk	6,937	E 6,839	E 1.4	AB		S
LA	Park Gallery, Falkirk	6,936	3,782	83.4	AR	F	
LA	Brass Rubbing Centre ^{iv} , Edinburgh	6,818	2,257	202.1	ED	F	S
P	Bourne Fine Arts, Edinburgh	6,800	E 6,000	E 13.3	ED	F	
CT	Historylinks Museum, Dornoch	6,371	6,226	2.3	HI		
CT	Bute Museum, Rothesay	6,031	6,684	-9.8	AR		
CT	Dunoon and Cowal Heritage Centre, Dunoon	5,806	5,812	-0.1	AR		S

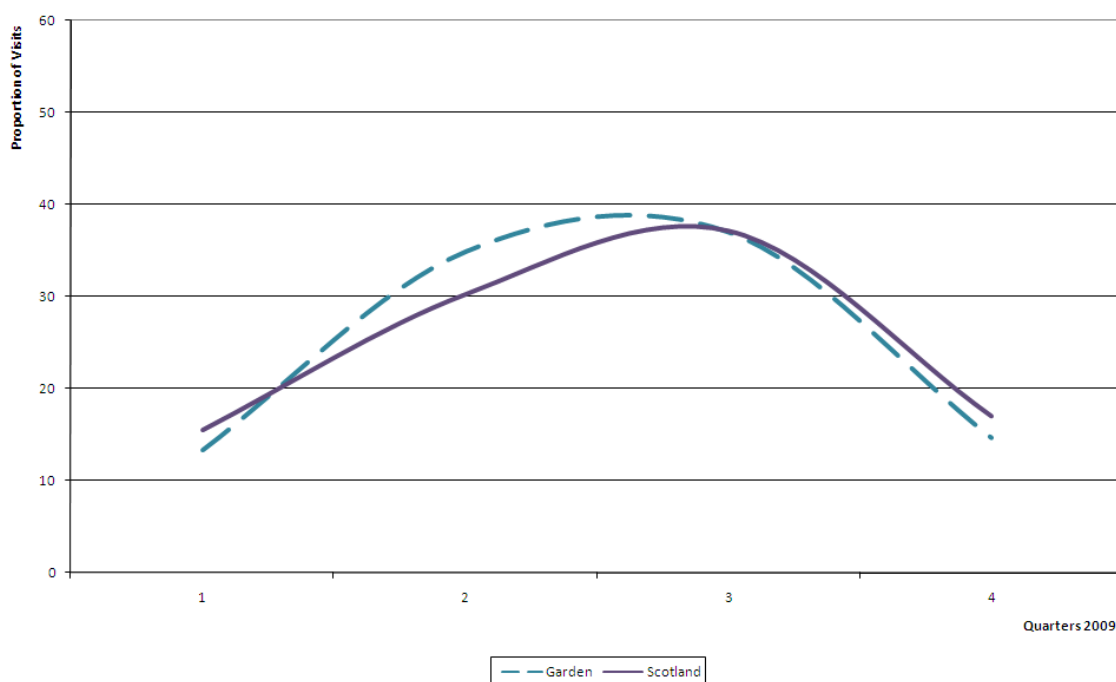
Owner	Attraction	2009	2008	%09/08	Region	F	S
LA	Coldstream Museum, Coldstream	5,643	6,209	-9.1	SB	F	S
LA	Burns House Museum, Mauchline	5,614	4,766	17.8	AY	F	
ED	Gateway Galleries, St Andrews	5,500 E	6,000 E	-8.3	FI	F	
LA	Corrigall Farm Museum, Harray	5,455	5,899	-7.5	OR	F	S
LA	Old Gala House and Christopher Boyd Gallery, Galashiels	5,337	4,019	32.8	SB	F	S
LA	Kirbuster Museum, Birsay	5,171	4,284	20.7	OR	F	S
LA	Sir Walter Scotts Courtroom, Selkirk	5,134	4,674	9.8	SB	F	S
LA	Kinneil Museum, Bo'ness	5,097	4,567	11.6	AR	F	
CT	Glasgow Police Museum ^x , Glasgow	4,992	9,428	-47.1	GG	F	S
LA	Arbuthnot Museum, Peterhead	4,983	4,064	22.6	AB	F	
CT	Clydebank Museum, Clydebank	4,748	3,756	26.4	GG	F	
CT	Gairloch Heritage Museum, Gairloch	4,596	4,510	1.9	MAG		S
LA	Methil Heritage Centre, Methil	4,397	3,629 E	21.2	FI	F	
CT	Tangwick Haa Museum, Eshaness	4,241	3,967	6.9	SH	F	S
P	Hamilton Toy Collection, Callander	4,195 E	3,703	13.3	AR		S
CT	Shetland Croft House Museum, Dunrossness	4,021	4,100	-1.9	SH	F	S
CT	Clan Cameron Museum, Spean Bridge	4,000 E	3,217	24.3	HI		S
LA	Jim Clark Trophy Room, Duns	3,965	3,299	20.2	SB		S
LA	McKechnie Institute ^{viii} , Girvan	3,862	5,552	-30.4	AY	F	S
P	Toy Museum, Glendale	3,670	2,866	28.1	HI		
NTS	Angus Folk Museum, Forfar	3,632	4,042	-10.1	AN		S
CT	Scottish Vintage Bus Museum, by Dunfermline	3,622	4,104	-11.7	FI		S
P	Strathnaver Museum, Thurso	3,618	3,199	13.1	HI		S
CT	Eyemouth Museum, Eyemouth	3,602	3,692	-2.4	SB		S
CT	Denny Tank, Dumbarton	3,516	2,797	25.7	AR		
CT	Museum of Islay Life, Port Charlotte	3,351	3,785	-11.5	AR		S
HS	Meikle Sculptured Stone Museum, Meikle	3,169	3,427	-7.5	AN		S
LA	Banchory Museum, Banchory	3,160	3,598	-12.2	AB	F	
CT	Linlithgow Story, Linlithgow	3,106	2,823	10.0	ED		S
LA	Sanquhar Tolbooth Museum, Sanquhar	3,048	2,994	1.8	DG	F	S
CT	Old Haa, Yell	2,994 E	3,194 E	-6.3	SH	F	S
LA	Peterhead Maritime Heritage, Peterhead	2,817	1,315	114.2	AB	F	S
CT	Fife Folk Museum, Ceres	2,702	2,231	21.1	FI		S
CT	Bennie Museum, Bathgate	2,642	2,791	-5.3	ED	F	
G	Nelson's Tower, Forres	2,632	2,750	-4.3	AB	F	S
CT	Blair Atholl Country Life Museum, Blair Atholl	2,537	2,353	7.8	PE		S
CT	Laidhay Croft Museum, Dunbeath	2,530	1,854	36.5	HI		S
LA	John Hastie Museum, Strathaven	2,473	4,100	-39.7	GG	F	S
LA	Baird Institute Museum & Local History Centre ^{viii} , Cumnock	2,097	3,136	-33.1	AY	F	S
HS	St Vigeans Museum ^{xi} , Arbroath	2,073	Not Open		AN		S
CT	Dollar Museum, Dollar	2,011	2,013	-0.1	AR	F	S
CT	Fochabers Folk Museum & Heritage Centre, Fochabers	1,946	DK		AB	F	S
LA	Hunter House Museum, East Kilbride	1,792	1,966	-8.9	GG	F	S
CT	John Paul Jones Birthplace Museum and Cottage, by Dumfries	1,665	1,932	-13.8	DG		S
LA	Doon Valley Museum, Dalmellington	1,586	1,345	17.9	AY	F	
LA	Renfrew Community Museum ^{xii} , Renfrew	1,561	252	519.4	GG	F	
LA	Laing Museum, Newburgh	1,429	1,475	-3.1	FI	F	S
CT	Creetown Heritage Museum, Newtown Stewart	1,377	1,316	4.6	DG		S
CT	Orkney Wireless Museum, Kirkwall	1,374	1,314	4.6	OR		S
P	Lyth Arts Centre, Wick	1,368	1,256	8.9	HI		S
G	Customs and Excise Museum, Greenock	1,291	1,441	-10.4	GG	F	
LA	Carnegie Museum ^{xii} , Inverurie	1,223	759	61.1	AB	F	
RO	Blairs Museum Trust [St. Mary's Church], Blairs	1,205	2,145	-43.8	AB		S
PLC	Savings Banks Museum, Dumfries	1,161	1,154	0.6	DG	F	
LA	Brander Museum, Huntly	1,098	1,434	-23.4	AB	F	
CT	West Kilbride Museum, West Kilbride	1,086	1,183	-8.2	AY	F	

Owner	Attraction	2009	2008	%09/08	Region	F	S
LA	Alyth Museum, Perth	1,055	883	19.5	PE	F	S
P	Museum of Abernethy, Abernethy	1,055	1,004	5.1	PE	F	S
CT	John Buchan Centre, By Biggar	1,015	712	42.6	SB		S
HS	Trinity House Maritime Museum, Edinburgh	933	418	123.2	ED		
CT	Biggar Gas Works, Biggar	926	973	-4.8	GG		S
CT	Newton Stewart Museum, Newton Stewart	781	881	-11.4	DG		S
LA	Banff Museum, Banff	771	862	-10.6	AB	F	S
LA	Grangemouth Museum, Grangemouth	754	837	-9.9	AR	F	
CT	Strachur Smiddy Museum, Strachur	645	848	-23.9	AR		S
CT	Douglas Heritage Museum, Douglas	623	494 E	26.1	GG	F	S
CT	Bod of Gremista, Lerwick	611	650	-6.0	SH	F	S
O	Shawbost School Museum, Shawbost	500 E	560 E	-10.7	OH	F	S
LA	William Lamb Sculpture Studio, Montrose	490	504	-2.8	AN	F	S
P	Bernera Museum, Bernera	482 E	463	4.1	OH		S
O	Islesburgh Summer Exhibition, Lerwick	472	DK		SH		S
ED	Heriot Watt University Archive, Edinburgh	404	371	8.9	ED	F	
ED	Cockburn Museum of Geology and Geophysics, Edinburgh	200 E	127	57.5	ED	F	
CT	Leadhills Miners Library, Leadhills	186 E	163	14.1	GG		S
CT	Michael Bruce Cottage Museum, Kinross	161 E	180	-10.6	PE	F	
PLC	Victorian Pharmacy Museum, Edinburgh	100 E	136	-26.5	ED	F	S
P	Christian Heritage Museum, Largs	100 E	100 E	0.0	AY	F	S

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.

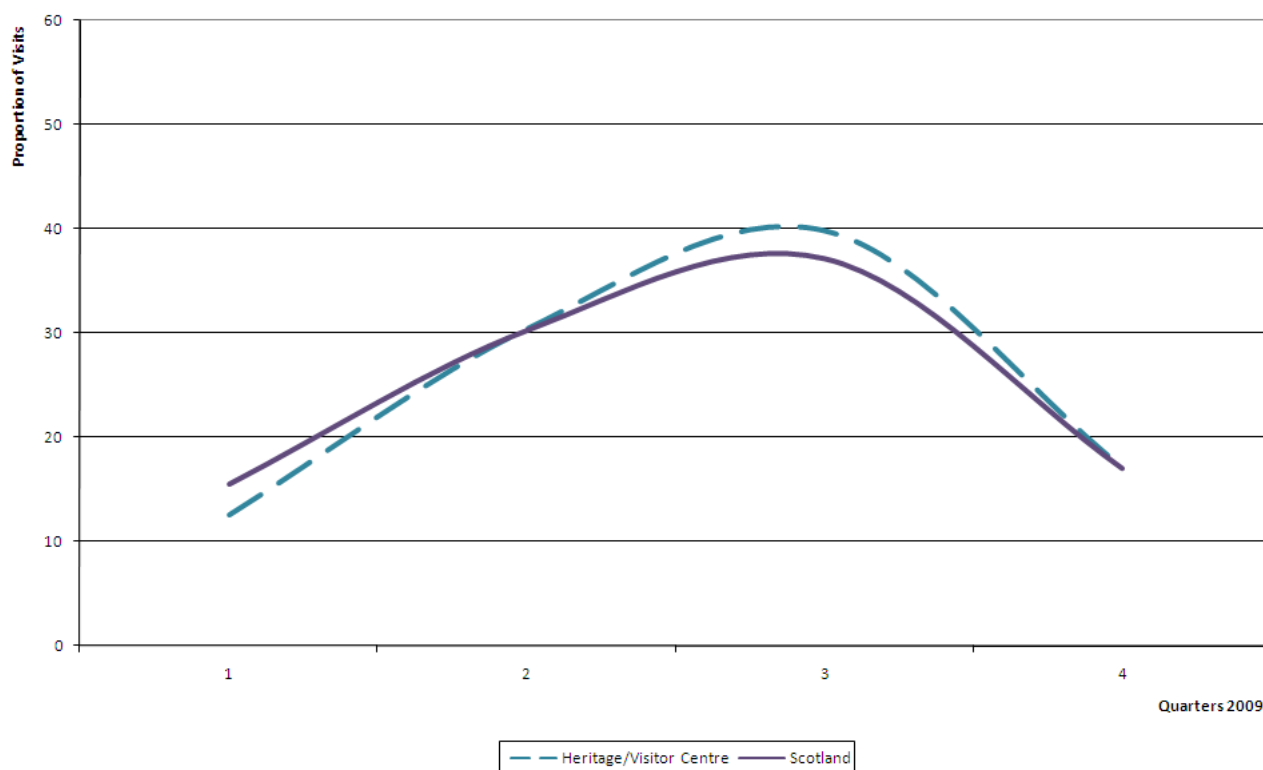
Owner	Attraction	2009	2008	%09/08	Region	F	S
LA	Glasgow Botanic Gardens, Glasgow	400,000 E	400,000 E	0.0	GG	F	
LA	David Welch Winter Gardens, Aberdeen	313,217	308,571	1.5	AB	F	
P	Teviot Watergardens, Kelso	172,686	163,249	5.8	SB	F	
NTS	Inverewe Garden, Poolewe	76,322	73,307	4.1	HI		S
NTS	Threave Garden, Castle Douglas	54,769	55,706	-1.7	DG		
P	Revack Estate, Grantown on Spey	35,000 E	30,000 E	16.7	HI	F	
NTS	Greenbank Gardens, Glasgow	32,140	29,624	8.5	GG		
P	Inshriach Nursery, Aviemore	25,000 E	22,850	9.4	HI	F	S
ED	St Andrews Botanic Garden, St Andrews	19,300 E	20,000 E	-3.5	FI		
NTS	Pitmedden Garden & Museum of Farm Life, Ellon	16,737	16,121	3.8	AB		S
LA	Inverness Floral Hall & Coffee Shop, Inverness	16,424	16,629	-1.2	HI		
CT	Drummond Gardens, Muthill, Crieff	16,009	14,328	11.7	PE		S
P	Castle Kennedy Gardens, Stranraer	15,375	13,347	15.2	DG		
NTS	Arduaine Garden, By Oban	15,127	12,650	19.6	AR		
NTS	Crarae Gardens, Inverary	12,010	10,671	12.5	AR		S
LA	Arden Craig Gardens, Rothesay	10,500 E	DK		AR	F	S
NTS	Priorwood Garden, Melrose	9,712	12,977	-25.2	SB		S
CT	Galloway House Gardens Trust, Newton Stewart	9,000 E	12,250	-26.5	DG	F	S
NTS	Branklyn Garden, Perth	8,450	6,743	25.3	PE		S
NTS	Geilston House, Helensburgh	8,234	7,582	8.6	AR		S
P	Glenwhan Gardens, by Stranraer	7,000 E	5,299	32.1	DG		S
NTS	Malleny Garden, Edinburgh	5,361 E	5,027	6.6	ED		
P	Ardkinglas Woodland Garden, Cairndow	4,420 E	3,850	14.8	AR		

Owner	Attraction	2009		2008		%09/08	Region	F	S
P	Pitmuies Gardens, by Forfar	3,158	E	3,081	E	2.5	AN		S
P	Auchgourish Botanic Garden, Boat of Garten	2,600	E	2,200	E	18.2	HI		S
P	Edrom Nurseries, Eyemouth	2,400	E	1,450	E	65.5	SB	F	S
NTS	Inveresk Lodge Garden, Musselburgh	2,297		1,882		22.1	ED		
CT	Bolfracks Garden, Aberfeldy	1,653		1,288		28.3	PE		S
CT	Mertoun Gardens, Melrose	395	E	308	E	28.2	SB		S

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	2009	2008	%09/08	Region	F	S
P	World Famous Old Blacksmith's Shop Centre ⁱⁱ , Gretna Green	706,633	665,688	6.2	DG	F	
G	Falkirk Wheel, Falkirk	476,778	500,829	-4.8	AR		
CT	New Lanark Village and Visitor Centre ⁱⁱ , Lanark	334,185 E	341,340 E	-2.1	GG	F	
P	The Loch Ness Exhibition Centre, Drumnadrochit	330,000 E	290,000 E	13.8	HI		
G	The National Park Gateway, Balloch	328,204 E	301,271	8.9	AR	F	
NTS	Burns National Heritage Park, Ayr	282,628 E	292,317	-3.3	AY		
P	Scottish Wool Centre, Aberfoyle	240,373	300,000 E	-19.9	AR	F	
P	Scotch Whisky Heritage Centre, Edinburgh	238,542	220,132	8.4	ED		
P	Johnston's Cashmere Visitor Centre, Elgin	202,200	194,052	4.2	AB	F	
P	James Pringle Weavers of Inverness, Inverness	195,100	184,498 E	5.7	HI	F	
LA	Heart of Hawick, Hawick	176,747	166,542	6.1	SB	F	
P	The Real Mary King's Close, Edinburgh	175,025	180,279 E	-2.9	ED		
G	David Marshall Lodge, Aberfoyle	173,348	181,920	-4.7	AR	F	
CT	Discovery Point ⁱⁱⁱ , Dundee	151,365	142,865	5.9	AN		
G	Queens' View Visitor Centre, Pitlochry	150,000 E	140,000 E	7.1	PE	F	
P	Landmark Forest Adventure Park, Nr Aviemore	141,793	127,460	11.2	VC		
CT	Almond Valley Heritage Centre, Livingston	118,649	100,166	18.5	ED		
NTS	Culloden Visitor Centre, Inverness	112,178	129,327	-13.3	HI		
G	Glen Nevis Visitor Centre (Ionad Nibheis), nr Fort William	110,000 E	110,000	0.0	HI	F	
LA	Clyde Muirshiel Regional Park, Castle Semple Centre, Lochwinnoch	75,896 E	79,582 E	-4.6	GG	F	
P	Speyside Heather Centre, Dulnain Bridge	72,414 E	80,681 E	-10.2	HI	F	

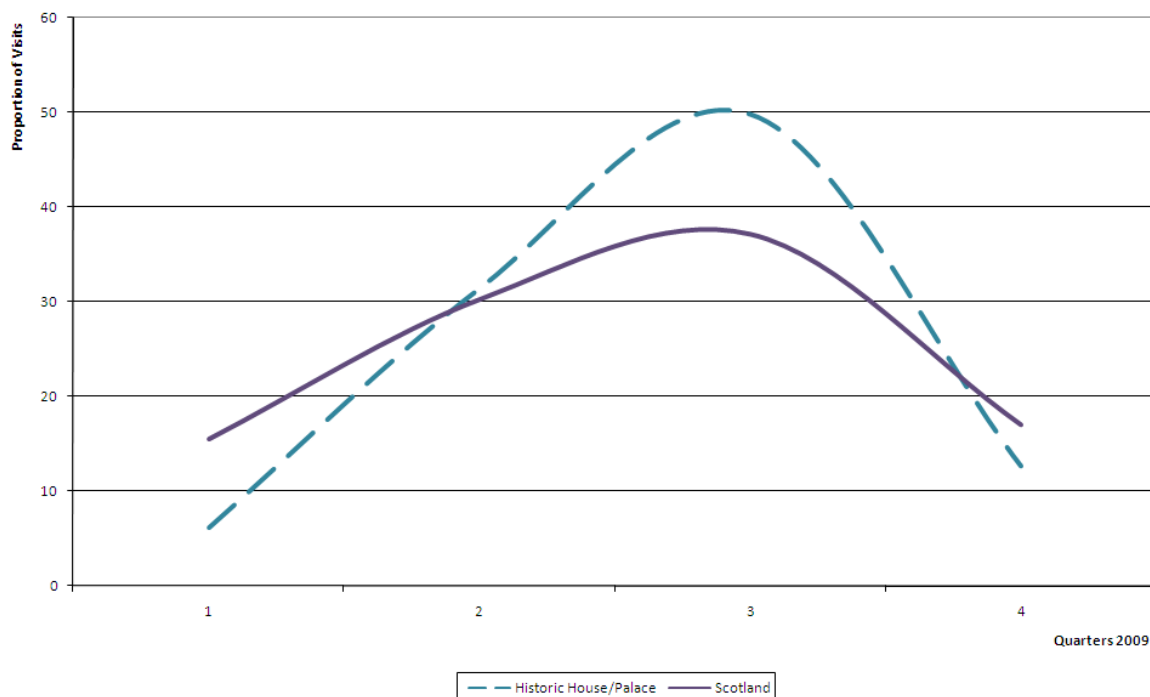
Owner	Attraction	2009		2008		%09/08	Region	F	S
CT	Abbot House Heritage Centre & Gardens ⁱⁱ , Dunfermline	71,797	E	89,755	E	-20.0	FI	F	
P	Cream o' Galloway, Castle Douglas	71,452	E	68,132	E	4.9	DG		S
P	Finlaystone Country Estate, Langbank	63,978	E	64,350		-0.6	GG		
P	Kelburn Castle & Country Centre, Fairlie	59,650		67,223		-11.3	AY		
G	Glenmore Forest Park Visitor Centre, by Aviemore	57,744		68,752		-16.0	HI	F	
G	Kirroughtree Visitor Centre, Newton Stewart	56,455	E	DK			DG	F	
P	Logie Steading Visitor Centre, Forres	55,000	E	51,227	E	7.4	AB	F	
LA	Eglinton Country Park, Irvine	53,117		51,086		4.0	AY	F	S
PLC	Scottish and Southern Energy Visitor Centre, Pitlochry	51,435		47,334		8.7	PE	F	S
NTS	Bannockburn Heritage Centre, Stirling	50,571		40,925		23.6	AR		S
G	Clatteringshaws Visitor Centre, nr New Galloway	47,555	E	46,657	E	1.9	DG	F	S
G	Glentool Visitor Centre, Newton Stewart	41,336	E	DK			DG	F	S
NTS	Glencoe Visitor Centre, Ballachulish	37,747		35,654		5.9	HI		
CT	Armadale Castle Gardens & Museum of the Isles, Sleat	36,254		36,075		0.5	HI		S
G	Loch Lomond Park Centre ^{xiii} , Balmaha	31,960	E	58,430		-45.3	AR	F	S
LA	Harestanes Countryside Visitor Centre, Jedburgh	30,300	E	19,900	E	52.3	SB	F	S
CT	Beatrix Potter Exhibition & Shop, Birnam	30,000	E	33,000	E	-9.1	PE	F	
CT	Mill on the Fleet, Castle Douglas	29,431		26,099		12.8	DG	F	S
G	Caledonian Canal Visitor Centre, Fort Augustus	29,043		31,504		-7.8	HI	F	S
LA	Mary Queen of Scot's Visitor Centre, Jedburgh	25,662	E	11,582		121.6	SB	F	S
CT	Calanais Visitor Centre, Calanais	25,347	E	14,476		75.1	OH	F	
CT	Falls of Clyde Wildlife Reserve and Visitor Centre, New Lanark	24,376		22,020		10.7	GG		
CT	Scottish Crannog Centre, Kenmore	24,163		21,259		13.7	PE		S
CT	Durness Visitor Centre, Durness	23,182		DK			HI	F	S
LA	Motherwell Heritage Centre, Motherwell	20,500	E	22,065		-7.1	GG	F	
NTS	David Livingstone Centre, Glasgow	20,159		19,820		1.7	GG		
CT	Catsrand, Castle Douglas	20,000	E	18,000	E	11.1	GG	F	
LA	Vikingar, Largs	19,849		22,981		-13.6	AY		
HS	Stanley Mills, by Perth	18,190		28,483		-36.1	PE		
CT	Water of Leith Visitor Centre, Edinburgh	16,561		17,034		-2.8	ED	F	
CT	Archaeolink Prehistory Park, Inch	16,277		16,304		-0.2	AB		
CT	Garrannan Blackhouse Village, Carloway	15,515		13,092		18.5	OH		S
CT	Scallam Visitor Centre,	15,000	E	9,000	E	66.7	OH		S
G	Assynt Visitor Centre, Lochinver	13,881		12,713	E	9.2	HI	F	S
CT	Verdant Works, Dundee	11,248		11,186		0.6	AN		
CT	Hoswick Visitor Centre, Sandwick	10,282		10,026		2.6	SH	F	S
G	Knockan Crag Visitor Centre, Ullapool	10,000	E	10,000	E	0.0	HI	F	S
LA	Clyde Muirshiel Regional Park, Muirshiel Centre, nr Lochwinnoch	9,310	E	11,554	E	-19.4	GG	F	
CT	Tain Through Time, Tain	8,841		8,841		0.0	HI		S
CT	Titan Crane, Queens Quay	7,064		7,763		-9.0	AR		S
NTS	Torridon Countryside Centre, Achnasheen	7,053		6,866		2.7	HI		S
CT	Queen's Cross Church, Glasgow	7,042		6,580		7.0	GG		
LA	Mallaig Heritage Centre, Mallaig	6,852		6,016		13.9	HI		
CT	Findhorn Heritage Centre & Ice House, Forres	6,113		5,258		16.3	AB	F	S
HS	Bonawe Iron Furnace, Taynuilt	5,786		5,544		4.4	AR		S
LA	Pictavia Visitor Centre, Brechin	5,750	E	5,253		9.5	AN		
LA	Speyside Way Visitor Centre, Aberlour	5,401		4,097		31.8	AB	F	S
LA	St Ronan's Wells Visitor Centre, Innerleithen	5,395		4,242		27.2	SB	F	S
CT	Linlithgow Canal Centre, Linlithgow	5,358		5,006		7.0	ED	F	S
CT	Bright Water Visitor Centre, Kyleakin	5,047		DK			HI	F	S
CT	Ellisland Farm, Dumfries	4,506		4,333		4.0	DG		
LA	Breadalbane Folklore Centre, Killin	4,456		5,612		-20.6	AR		S
CT	Fraserburgh Heritage Centre, Fraserburgh	4,018		3,336		20.4	AB		S
NTS	Kirriemuir Camera Obscura, Forfar	3,850		4,207		-8.5	AN		S
CT	The Three Hills Roman Heritage Centre, Melrose	3,198		3,140		1.8	SB		S
CT	Trimontium Museum, Melrose	3,002	E	3,140		-4.4	SB		

Owner	Attraction	2009	2008	%09/08	Region	F	S
CT	Burghead Headland Trust, Elgin	2,939	2,184	34.6	HI	F	S
P	Quendale Water Mill & Visitor Attraction, Dunrossness	2,854	3,000	E -4.9	SH		S
CT	Comunn Eachdraidh Nis (Ness Historical Society), Habost	2,272	1,724	E 31.8	OH	F	
CT	Tarbat Discovery Centre, Tain	2,227	3,200	-30.4	HI		S
CT	Comann Eachdraidh Lios M'Or (Lismore Historical Society), Lismore	1,749	1,842	-5.0	AR		S
P	Carsphairn Heritage Centre, Castle Douglas	1,351	1,197	12.9	DG	F	S
CT	Ross of Mull Historical Centre, Bunesan	1,005	Closed		AR	F	S
CT	St Peter's Heritage Centre, Peterculter	982	637	54.2	AB		
CT	Saltire Flag Site, North Berwick	929	806	E 15.3	ED	F	S
CT	Grangemouth Heritage Trust, Grangemouth	800	DK		AR	F	
G	Hermaness Visitor Centre ^{viii} , Unst	777	1,181	E -34.2	SH	F	S
CT	Liddesdale Heritage Centre & Museum, Newcastleton	742	695	6.8	SB		S
CT	Lybster Harbour Visitor Centre, Lybster	707	880	-19.7	HI		S
CT	Charlestown Workshops, Charlestown	495	450	E 10.0	FI	F	
P	Orcadian Stone Company Ltd, Golspie	395	247	59.9	HI		S

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.

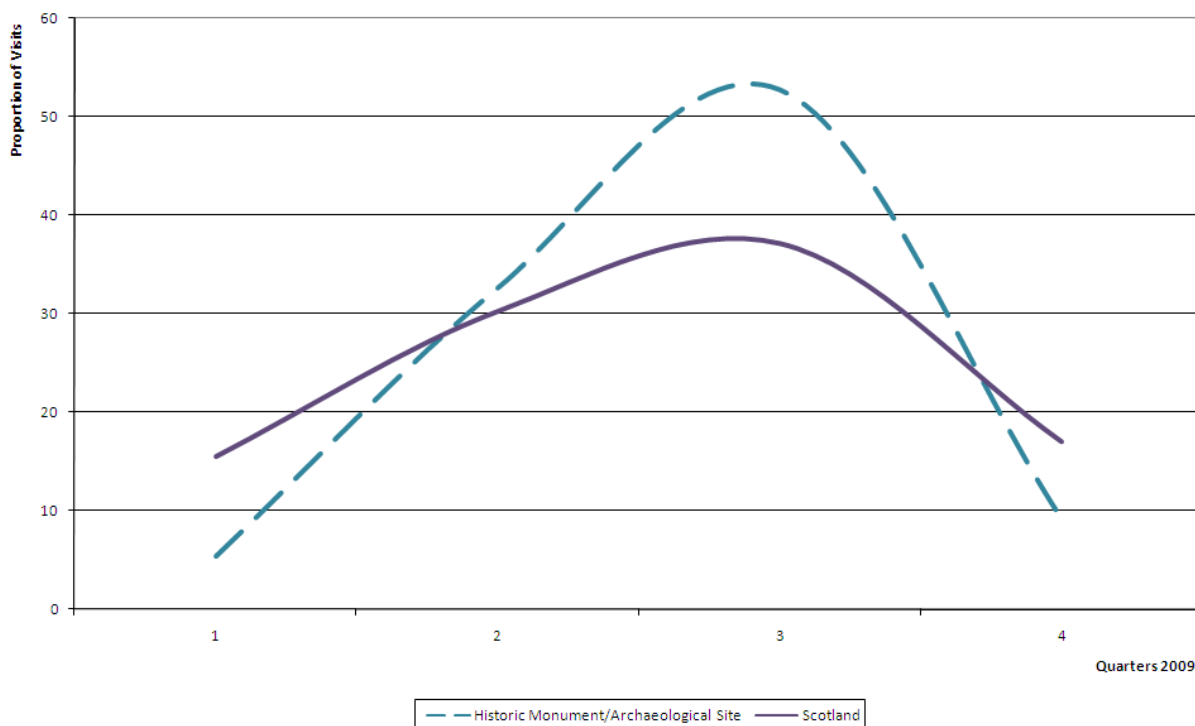
Owner	Attraction	2009	2008	%09/08	Region	F	S
CT	Blair Castle, nr Pitlochry	135,119	132,900	1.7	PE		
P	Scone Palace, Perth	103,000	104,283	-1.2	PE		S
P	Glamis Castle, Glamis	101,764	107,280	-5.1	AN		
NTS	Pollok House, Glasgow	85,549	72,447	18.1	GG		
P	Inveraray Castle, Inveraray	73,670	58,959	25.0	AR		S
CT	Dunrobin Castle, Golspie	62,689	58,105	7.9	HI		S
HS	Linlithgow Palace, Linlithgow	61,413	48,012	27.9	ED		
LA	Provost Skene's House, Aberdeen	61,071	60,889	0.3	AB	F	
P	Skail House, Sandwick	49,975	47,258	5.7	OR		S
NTS	Falkland Palace, Cupar	48,364	44,679	8.2	FI		S
NTS	Gladstone's Land, Edinburgh	41,485	37,157	11.6	ED		S
NTS	Georgian House, Edinburgh	40,644	37,392	8.7	ED		
HS	Argyll's Lodging, Stirling	32,439	28,434	14.1	AR	F	
CT	Mount Stuart, Rothesay	30,271	34,695	-12.8	AR		S
CT	Abbotsford, Melrose	26,626	26,486	0.5	SB		
NTS	Hill House, Helensburgh	26,254	24,192	8.5	AR		S
P	Traquair House, Innerleithen	19,367	18,057	7.3	SB		S
NTS	Tenement House, Glasgow	17,318	16,746	3.4	GG		S
RO	John Knox House, Edinburgh	15,337	11,017	39.2	ED		
NTS	Culross Palace, Culross	13,337	12,344	8.0	FI		S
HS	Black House Arnol, Bragar	12,494	11,431	9.3	OH		
NTS	Broughton House & Garden, Kircudbright	12,048	10,690	12.7	DG		S
HS	Bishop's and Earl's Palaces, Kirkwall	10,895	11,492	-5.2	OR		S

Owner	Attraction	2009	2008	%09/08	Region	F	S
NTS	House of Dun, Montrose	8,718	7,930	9.9	AN		S
NTS	Alloa Tower, Alloa	7,638	6,545	16.7	AR		S
HS	Spynie Palace, nr Elgin	6,932	4,891	41.7	AB		
NTS	Holmwood House, Glasgow	6,348	4,759	33.4	GG		
CT	Thirlestane Castle, Lauder	6,298	6,057	4.0	SB		S
NTS	Newhailes, Musselburgh	5,676	6,115	-7.2	ED		S
LA	Provanhall, Glasgow	5,483	DK		GG	F	
P	Manderston, Duns	5,106	5,490	-7.0	SB		S
CT	Mellerstain House, Gordon	4,169	3,838	8.6	SB		S
NTS	Haddo House, Ellon	3,608	6,565	-45.0	AB		S
NTS	House of Binns, Edinburgh	3,449	3,817	-9.6	ED		S
NTS	Hugh Miller's Cottage, Cromarty	3,376	4,948	-31.8	HI		S
NTS	Souter Johnnies Cottage, Kirkoswald	2,118	2,446	-13.4	AY		S
NTS	Weaver's Cottage, Kilbarchan	1,426	1,234	15.6	GG		S
CT	Trades Hall, Glasgow	1,404	E 2,480	-43.4	GG	F	
NTS	Bachelors Club, Tarbolton	1,244	991	25.5	AY		S
NTS	Moirlannich Longhouse, Killin	1,142	726	57.3	AR		S
CT	Glenbarr Abbey - Macalister Clan Visitor Centre, by Tarbert	964	1,038	-7.1	AR		S
P	Gosford House, Longniddry	786	533	47.5	ED		S
P	Arniston House, Gorebridge	558	819	-31.9	ED		S
NTS	Carlyle's Birthplace, Lockerbie	526	639	-17.7	DG		S
CT	Maggie's Hoosie, Inverallochy	450	430	4.7	AB		S

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.

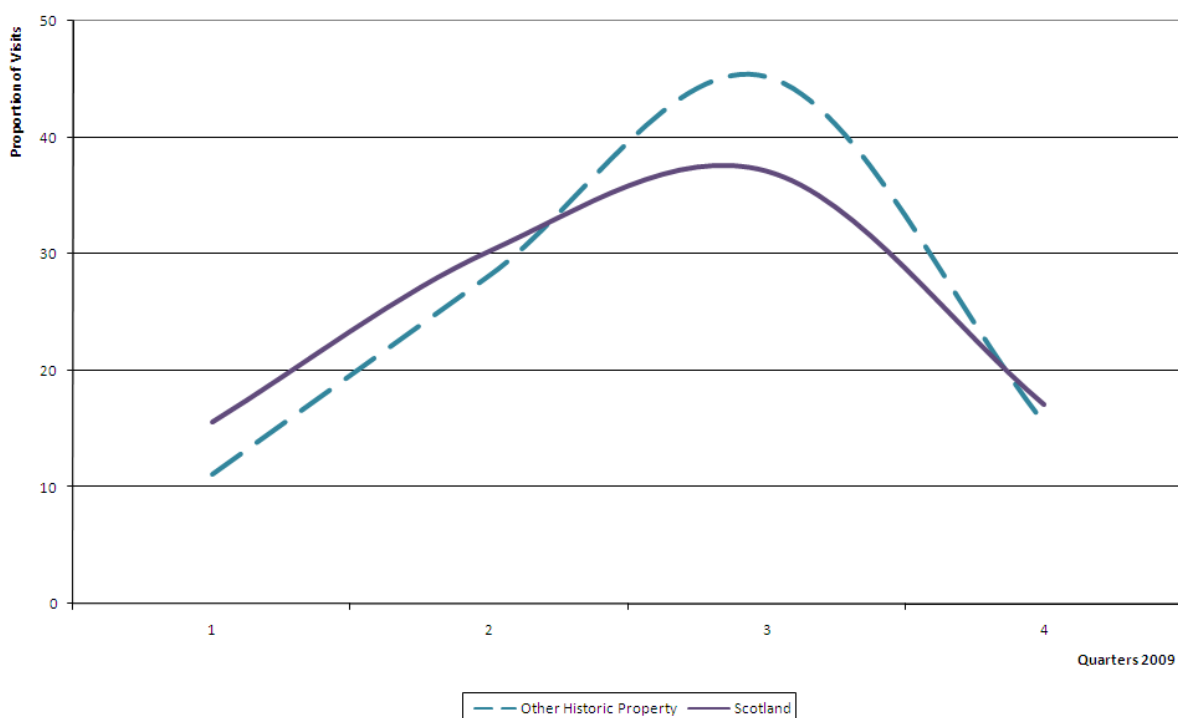
Owner	Attraction	2009	2008	%09/08	Region	F	S
LA	National Wallace Monument, Stirling	126,237	115,774	9.0	AR		
HS	Skara Brae, Stromness	69,361	65,283	6.2	OR		
LA	Scott Monument, Edinburgh	66,382	54,658	21.4	ED		
HS	Iona Abbey & St Columba Centre (Mull), Isle of Iona	60,133	62,467	-3.7	AR		
HS	Melrose Abbey, Melrose	46,665	40,225	16.0	SB		
HS	St Andrew's Cathedral, St Andrews	30,162	29,560	2.0	FI		
NTS	Glenfinnan Monument, Glenfinnan	23,900	21,143	13.0	HI		S
HS	Elgin Cathedral, Elgin	23,267	22,831	1.9	AB		
HS	Dryburgh Abbey, St Boswells	22,562	19,840	13.7	SB		
HS	Maeshowe, Stromness	21,357	20,952	1.9	OR		
HS	Inchcolm Abbey, Edinburgh	19,437	15,786	23.1	FI		S
HS	Jedburgh Abbey, Jedburgh	18,086	17,752	1.9	SB		S
HS	Inchmahome Priory, Stirling	16,862	16,442	2.6	AR		S
HS	Arbroath Abbey, Arbroath	13,378	13,070	2.4	AN		
HS	Jarlshof, Sumburgh	12,281	11,491	6.9	SH		S
HS	Dunfermline Abbey and Palace, Dunfermline	11,323	9,384	20.7	FI		
P	Tomb of the Eagles, South Ronaldsay	11,088	10,560	5.0	OR		
HS	Sweetheart Abbey, Dumfries	9,572	8,241	16.2	DG		
HS	Broch of Gurness, Evie	9,547	10,128	-5.7	OR		S
LA	Nelson Monument ^{viii} , Edinburgh	5,533	11,752	-52.9	ED		
HS	Brough of Birsay, Birsay	5,126	4,641	10.5	OR		S
CT	Auchindrain Highland Farm Township, Inveraray	4,454	5,395	-17.4	AR		S

Owner	Attraction	2009	2008	%09/08	Region	F	S
HS	Dundrennan Abbey, Dundrennan	3,371	3,469	-2.8	DG		
HS	Crossraguel Abbey, Maybole	3,331	3,290	1.2	AY		S
HS	St Serf, Dunning	3,292	4,007	-17.8	PE	F	S
HS	Cairnpapple Hill, Torphichen	2,613	2,740	-4.6	ED		S
LA	Hamilton Mausoleum, Hamilton	2,145	1,366	57.0	GG		
HS	Glenluce Abbey, Newton Stewart	168	2,598	-93.5	DG		S
P	Gilnockie Tower, Canonbie	154	147	E 4.8	DG		S

10.11. VISITS TO OTHER HISTORIC PROPERTIES

(IN DECREASING ORDER OF VISITS)

Graph 10.14 – Quarterly Visitation Pattern to Other Historic Properties



Attraction Data

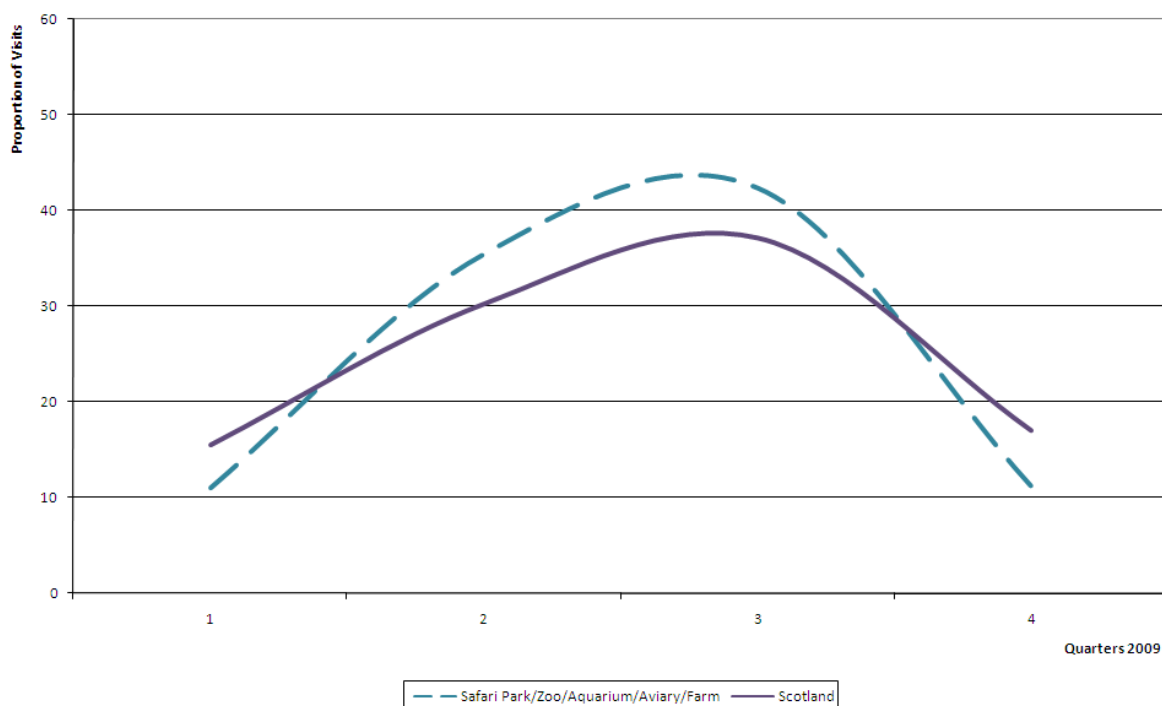
Note: those attractions which requested their visits figures to remain confidential do not appear in this report.

Owner	Attraction	2009	2008	%09/08	Region	F	S
CT	Royal Yacht Britannia, Edinburgh	258,388	255,806	1.0	ED		
LA	Inveraray Jail, Inveraray	65,481	62,779	4.3	AR		
LA	Old Town Jail, Stirling	17,503	18,192	-3.8	AR		S
LA	Ardnamurchan Lighthouse Visitor Centre, Acharacle	16,500 E	15,000 E	10.0	HI		S
HS	Smailholm Tower, Kelso	6,506	5,913	10.0	SB		
LA	St Margaret's Cave, Dunfermline	6,150	5,162	19.1	FI	F	S
NTS	Barrie's Birthplace, Kirriemuir	5,085	5,381	-5.5	AN		S
HS	New Abbey Corn Mill, Dumfries	4,581	4,694	-2.4	DG		
HS	Seton Collegiate Church, Longniddry	3,037	2,705	12.3	ED		S
NTS	Preston Mill & Phantassie Doocot, East Linton	2,055	1,770	16.1	ED		S
HS	Hackness Battery & Martello Tower, Hoy	1,802	1,613	11.7	OR		S
CT	Leighton Library, Dunblane	977	926	5.5	AR	F	S
CT	Innerpeffray Library, Crieff	960	837	14.7	PE		S
CT	Hanseatic Booth, Whalsay	200 E	205 E	-2.4	SH		S

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

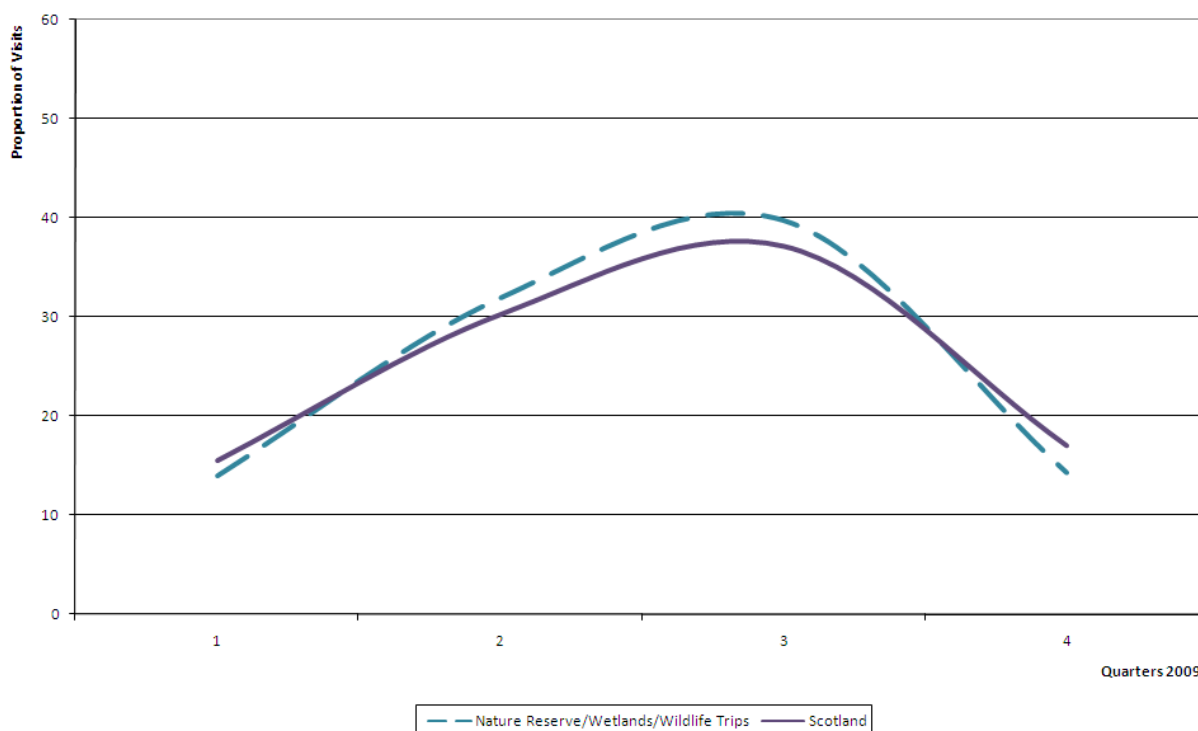
Note: those attractions which requested their visits figures to remain confidential do not appear in this report.

Owner	Attraction	2009	2008	%09/08	Region	F	S
CT	Edinburgh Zoo, Edinburgh	636,867	661,946	-3.8	ED		
P	Heads of Ayr Farm Park, Ayr	129,858	119,919	8.3	AY		S
CT	Highland Wildlife Park, Kingussie	125,513	78,683	59.5	HI		
P	Edinburgh Butterfly & Insect World, Lasswade	79,075	75,714	4.4	ED		
P	Mabie Farm Park, Dumfries	74,596	70,201	6.3	DG		
LA	Camperdown Wildlife Centre, Dundee	59,650	62,319	-4.3	AN		
LA	Macduff Marine Aquarium, Macduff	48,567	44,037	10.3	AB		
P	Five Sisters Zoo, West Calder	39,672 E	26,361 E	50.5	ED		
PLC	Scottish Deer Centre, by Cupar	31,879	27,693	15.1	FI		
P	Galloway Wildlife Conservation Park, Kirkcudbright	30,820 E	28,279	9.0	DG		
P	Briarlands Farm, Stirling	30,000 E	25,162	19.2	AR		S
P	Cairngorm Reindeer Centre, Aviemore	19,907	21,361	-6.8	HI		
P	Jedforest Deer & Farm Park, Jedburgh	13,500 E	12,169	10.9	SB		S
ED	University Marine Biological Station ^{xii} , Isle of Cumbrae	2,394 E	1,106	116.5	AY		S

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	2009	2008	%09/08	Region	F	S
CT	Scottish Seabird Centre ⁱⁱ , North Berwick	291,474	279,166	4.4	ED		
CT	WDCS Wildlife Centre, Spey Bay	56,582 E	64,981 E	-12.9	AB	F	
CT	RSPB (Vane Farm), Kinross	56,191	46,577	20.6	PE		
P	Loch Muick & Lochnagar Wildlife Reserve, by Ballater	50,397	48,654	3.6	AB	F	
G	St Cyrus Nature Reserve, nr Montrose	33,182	12,844	158.3	AB	F	
G	Sands of Forvie National Nature Reserve, Collieston	32,000 E	26,500 E	20.8	AB	F	
CT	RSPB Shetland (Sumburgh Head Reserve), Virkie	30,000 E	29,000 E	3.4	SH	F	
CT	RSPB Nature Reserve, Lochwinnoch	29,554	30,874	-4.3	GG		
G	Tentsmuir National Nature Reserve, by Tayport	25,000 E	27,000 E	-7.4	FI	F	
G	Muir of Dinnet Nature Reserve, Dinnet	25,000 E	25,000 E	0.0	AB	F	
CT	Loch of the Lowes, Dunkeld	23,638	20,402	15.9	PE		S
CT	Dolphin & Seal Centre at North Kessock, Spey Bay	17,085 E	17,095	-0.1	AB	F	S
P	Seaprobe Atlantis Cruises, Kyle of Lochalsh	16,941	15,101	12.2	HI		S
CT	Loch of Strathbeg Nature Reserve, Fraserburgh	16,834 E	13,000 E	29.5	AB	F	
CT	RSPB Loch Gruinart Nature Reserve, Bridgend	15,000 E	12,000 E	25.0	AR	F	
G	Corrie Fee NNR, by Kirriemuir	14,784 E	14,148	4.5	AN	F	
G	Beinn Eighe NNR Visitor Centre (SNH), by Achnasheen	13,064	11,591	12.7	HI	F	S
CT	Montrose Basin Wildlife Centre, Montrose	12,859	13,104	-1.9	AN		
G	Creag Meagaidh NNR, Newtonmore	11,716 E	8,834	32.6	HI	F	
G	Cairnmore of Fleet NNR, Gatehouse of Fleet	9,935	5,000 E	98.7	DG	F	
G	Loch Fleet NNR, by Golspie	7,500 E	7,000 E	7.1	HI	F	
G	Moine Mhor NNR, Kilmartin	7,021 E	6,917	1.5	AR	F	

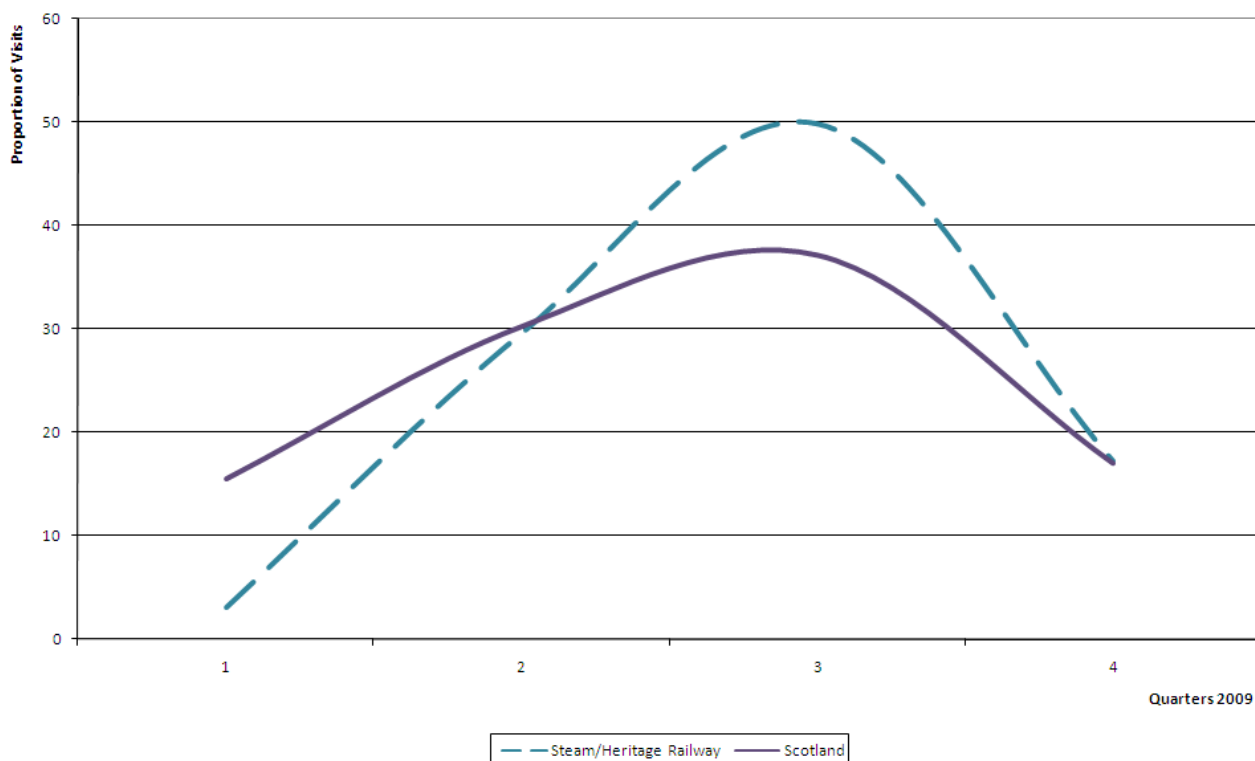
Owner	Attraction	2009		2008		%09/08	Region	F	S
CT	Loch of Kinnordy RSPB Reserve, Perth	6,000	E	6,000	E	0.0	PE	F	
HS	Island of Mousa Boat Trips, Sandwick	4,589		4,362		5.2	SH	F	S
CT	RSPB Forsinard Reserve, Forsinard	3,870	E	3,959		-2.2	HI	F	S
G	Invereshie and Inshriach NNR, by Aviemore	3,121		3,148		-0.9	HI	F	
G	Glasdrum Wood NNR, Creagan	2,596		2,986		-13.1	AR	F	
G	Loch a' Mhuilinn NNR, by Scourie	2,000	E	2,000	E	0.0	HI	F	
G	Island of Noss, Lerwick	1,365		1,221		11.8	SH	F	S

ii: Scottish Seabird Centre does have a paid element to the attraction, but the volumes reported are inclusive of all visitors, including a substantial number who do not visit the paid element.

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

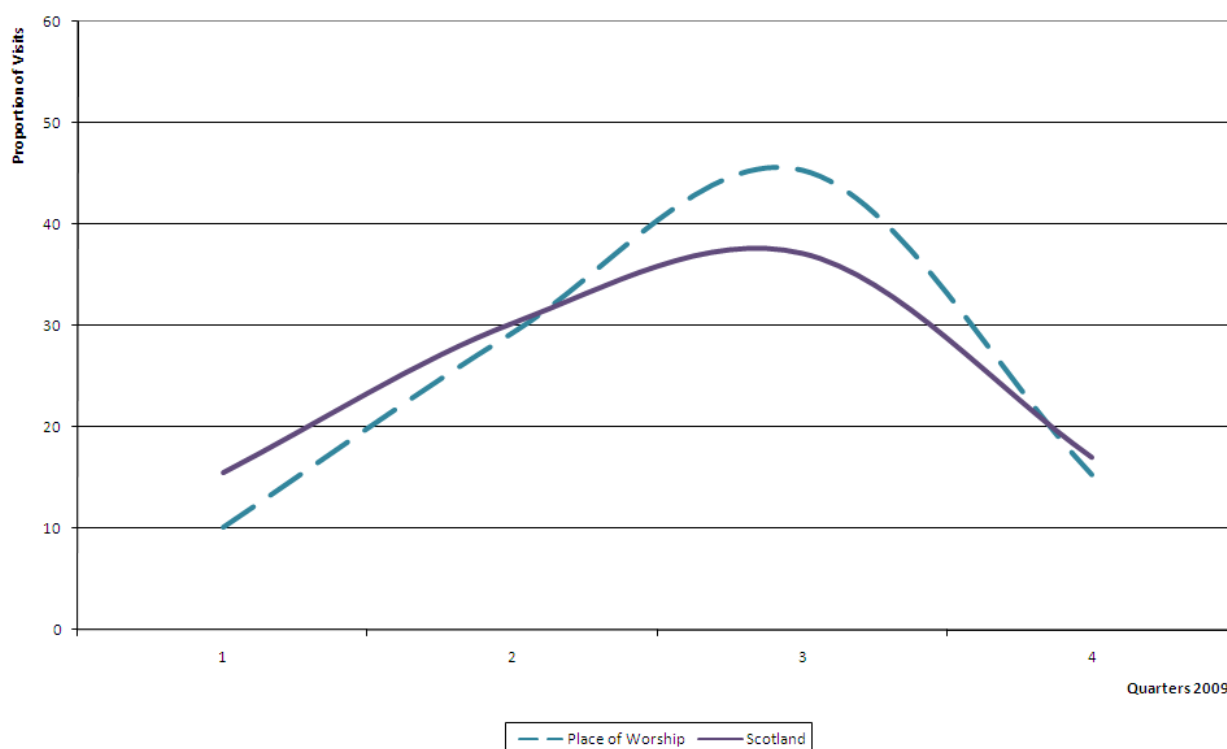
Note: those attractions which requested their visits figures to remain confidential do not appear in this report.

Owner	Attraction	2009	2008	%09/08	Region	F	S
CT	Bo'ness & Kinneil Railway, Bo'ness	70,565	66,737	5.7	AR		
O	Strathspey Steam Railway, Aviemore	58,969	54,592	8.0	HI		
P	Alford Valley Railway, Alford	14,354	10,879	31.9	AB		S
CT	Leadhills & Wanlockhead Railway, Leadhills	2,184	2,606	-16.2	DG		S

10.15. VISITS TO PLACES OF WORSHIP

(IN DECREASING ORDER OF VISITS)

Graph 10.18 – Quarterly Visitation Pattern to Places of Worship



Attraction Data

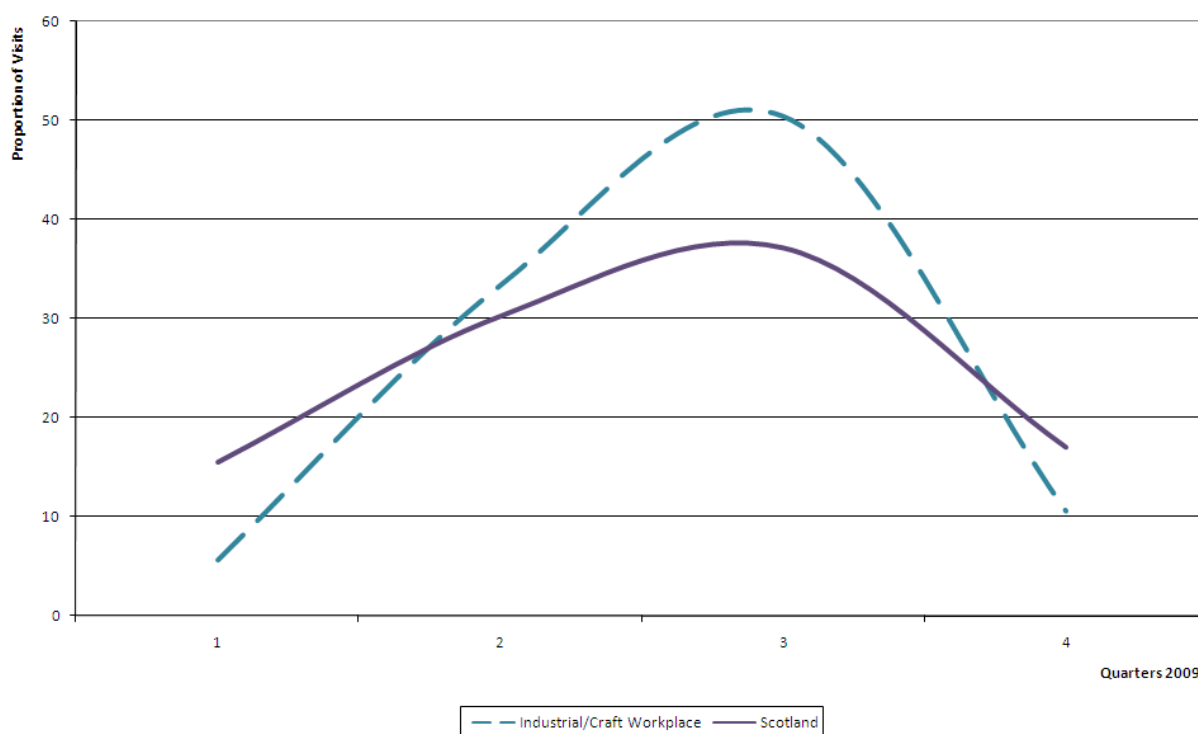
Note: those attractions which requested their visits figures to remain confidential do not appear in this report.

Owner	Attraction	2009	2008	%09/08	Region	F	S
CT	St Giles' Cathedral, Edinburgh	653,864	536,747	21.8	ED	F	
HS	Glasgow Cathedral, Glasgow	169,833	153,498	10.6	GG	F	
CT	Rosslyn Chapel, Roslin	138,849	131,312	5.7	ED		
LA	St Magnus Cathedral, Kirkwall	120,193	120,909	-0.6	OR	F	
P	Italian Chapel, Lambholm	92,148 E	92,289 E	-0.2	OR	F	
RO	Dunkeld Cathedral, Dunkeld	70,269	70,041	0.3	PE	F	
RO	Crathie Parish Church, Crathie	37,195	39,302	-5.4	AB	F	S
CT	Samye Ling Monastery, Langholm	33,231 E	33,152 E	0.2	DG	F	
RO	Church of the Holy Rude, Stirling	32,000 E	26,000 E	23.1	AR	F	S
RO	Cathedral Church of St Machar, Aberdeen	25,186	25,348	-0.6	AB	F	
RO	Greyfriars' Kirk, Edinburgh	20,150	17,969	12.1	ED	F	
HS	Dunblane Cathedral, Dunblane	9,869	11,552	-14.6	AR	F	
RO	Parish Church of St. Cuthbert, Edinburgh	5,542	5,407	2.5	ED	F	S
RO	St Mary's Parish Church, Haddington	4,555	4,276	6.5	ED	F	S
RO	Cathedral Church of St. Andrew, Aberdeen	2,484	2,397	3.6	AB	F	S
RO	Friends of Govan Old Parish Church, Glasgow	2,372	1,444	64.3	GG	F	
RO	St Athernase Norman Church, Leuchars	1,005 E	896 E	12.2	FI	F	S
RO	Bridge of Allan Parish Church, Bridge of Allan	205	229	-10.5	AR	F	S

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

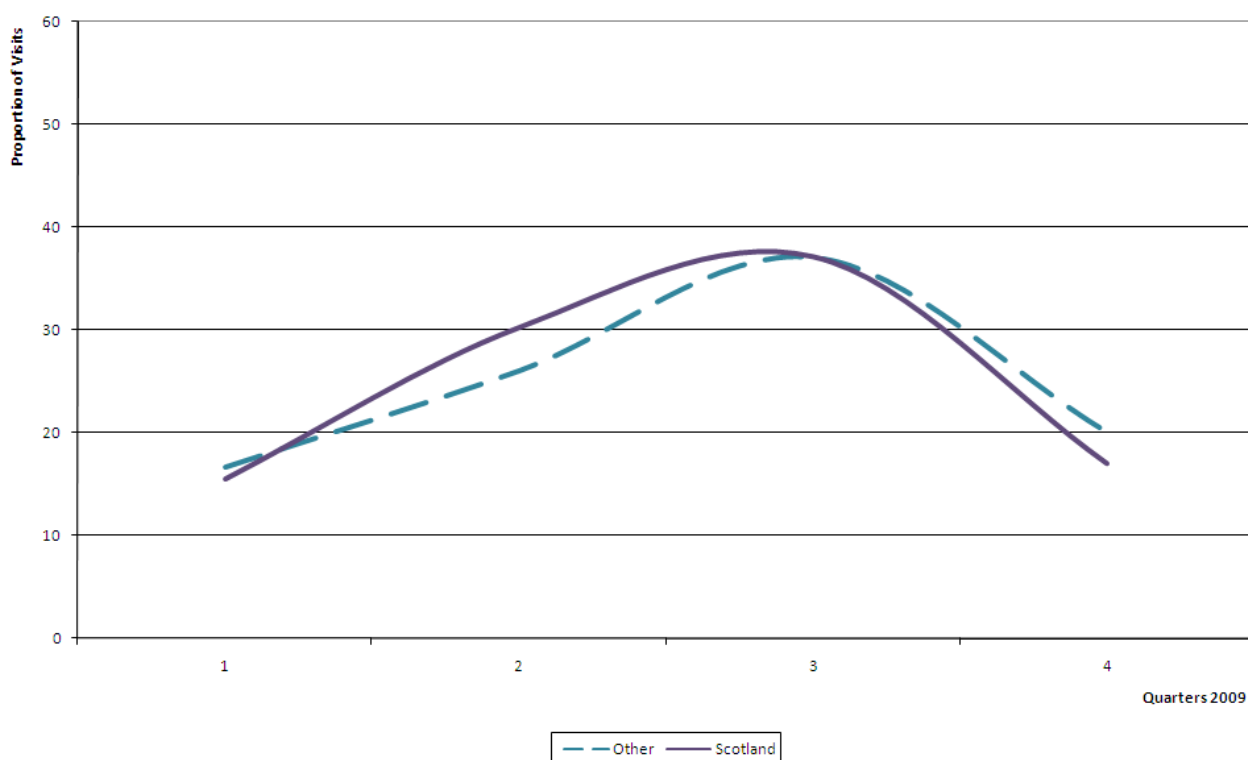
Note: those attractions which requested their visits figures to remain confidential do not appear in this report.

Owner	Attraction	2009	2008	%09/08	Region	F	S
P	AromaSciences, Aultbea, Achnasheen	19,000 E	15,000 E	26.7	HI	F	
P	Shetland Jewellery, Weisdale	7,891	5,935 E	33.0	SH	F	
LA	Birkhill Fireclay Mine, Nr Bo'nness	6,826	5,946	14.8	AR		S
P	Sheila Fleet Jewellery, Tankerness	5,175 E	4,528	14.3	OR	F	
P	Taylor Bowls Visitor Centre, Glasgow	5,000 E	8,000 E	-37.5	GG	F	
NTS	Robert Smail's Printing Works, Innerleithen	3,567	4,041	-11.7	SB		
NTS	Barry Mill, Carnoustie	3,363	2,057	63.5	AN		S
P	Loch Tay Pottery, Aberfeldy	660 E	750 E	-12.0	PE	F	
P	Cornice Museum of Ornamental Plasterwork, Peebles	200 E	120 E	66.7	SB	F	

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	2009	2008	%09/08	Region	F	S
P	Edinburgh Bus Tours, Edinburgh	531,352	517,793	2.6	ED		
P	Rothiemurchus Estate, by Aviemore	274,602	249,000	10.3	HI	F	
PLC	Nevis Range ⁱ , Fort William	150,865	146,388	3.1	HI		
CT	CairnGorm Mountain Railway ^j , nr Aviemore	143,716	145,254	-1.1	HI		
ED	MacRobert, Stirling	125,000	115,000	8.7	AR		
P	City Sightseeing Glasgow, Glasgow	103,640	99,624	4.0	GG		
CT	Waverley Excursions Ltd, Glasgow	34,656	33,273	4.2	GG		S
LA	Mills Observatory, Dundee	11,651	11,545	0.9	AN	F	
O	Frigate Unicorn, Dundee	5,287	5,003	5.7	AN		
CT	Linlithgow Union Canal Society, Linlithgow	4,936	5,021	-1.7	ED		S

APPENDIX 1: SURVEY OF VISITS 2009 & GUIDELINES



Survey of Visits to Visitor Attractions 2009

This survey is conducted by the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University, on behalf of Visit Scotland. Please return the completed questionnaire in the Freepost envelope provided by:

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

SECTION ONE - ATTRACTION DETAILS

- 1.1 Please state whether your attraction is... (Please tick only one option)
 Mostly Outdoors Mostly Indoors Both Outdoors and Indoors
- 1.2 Please indicate what is the main attraction category:
- | | | | | | |
|-------------------------------------|-----------------------|--|-----------------------|--------------------------------------|-----------------------|
| Castle/Fort..... | <input type="radio"/> | Historic House/Palace..... | <input type="radio"/> | Safari Park/Zoo/Aquarium/Aviary..... | <input type="radio"/> |
| Country Park..... | <input type="radio"/> | Historic Monument/Archaeological Site.. | <input type="radio"/> | Science/Technology Centre..... | <input type="radio"/> |
| Distillery/Vineyard or Brewery..... | <input type="radio"/> | Museum and/or Art Gallery..... | <input type="radio"/> | Steam/Heritage Railways..... | <input type="radio"/> |
| Farm/Rare Breeds/Farm Animals..... | <input type="radio"/> | Nature Reserve/Wetlands/Wildlife Trips.. | <input type="radio"/> | Theme Park..... | <input type="radio"/> |
| Garden..... | <input type="radio"/> | Other Historic Property..... | <input type="radio"/> | Other (please specify below)..... | <input type="radio"/> |
| Industrial/Craft Workplace..... | <input type="radio"/> | Other Historic/Scenic Transport Operator | <input type="radio"/> | | |
| Heritage/Visitor Centre..... | <input type="radio"/> | Place of Worship (still in use)..... | <input type="radio"/> | | |
- 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 2009 (Calendar Year). Please exclude special events outside normal opening hours or any private hire.
- a) Total visits numbers (paid and free) , , Is this number: Exact? An Estimate?
- b) Total number of paid visits only , , Is this number: Exact? An Estimate?
- 2.2 Please write in below the total number of visits (paid and free) by month in 2009 and tick whether open or closed.
- | | Total number | | Please tick if | | Total number | | Please tick if | |
|----------|--|--|-----------------------|-----------------------|----------------|--|-----------------------|-----------------------|
| | | | Open | Closed | | | Open | Closed |
| | all/part month | | | | all/part month | | | |
| 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 (2008) were: Is this correct? Yes No
 If No or missing, please indicate the correct 2008 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 2009 (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 2009?
 Number of school children: , , Is this number: Exact? An Estimate?
- 2.7 Did you change fee/admission to the main attraction in 2009? Yes No
- 2.8 Please provide the standard admission charge (in high season/summer) per person for the main attraction in 2009 (including VAT):
 Adult: £ . p Child: £ . p

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2.9 Please indicate which positive and negative factors you believe affected your total visits numbers in 2009 compared to 2008

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 2009 do you estimate were from overseas? %

What are your main overseas markets? (Please specify countries)

1: _____ 2: _____ 3: _____

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 2009 compare with 2008? 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 2009: 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 p + Donations p + Catering p + Retail p + Other p = Overall average spend p

Please specify 'Other' (if relevant): _____

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

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

3.5 Did you make any kind of upgrade or improvements to your attraction in 2009? (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 2009, 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 2009, did you have any difficulties recruiting and/or retaining staff? (If you did not recruit any staff in 2009 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 2008, was expenditure on marketing activities in general in 2009: Up Down Similar Not Applicable*

* No marketing expenditure

5.2 Compared with 2008, was expenditure on marketing activities with VisitScotland in 2009: 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.

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GUIDELINES TO COMPLETION OF QUESTIONNAIRE 'SURVEY OF VISITS TO VISITOR ATTRACTIONS' 2009

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.

1.3 Tick only one category that describes the visitor attraction element of your organisation. 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, house and garden where possible. If not you should tick the main attraction category.	
**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.

- 2.1** The figures you provide in this question for year 2009 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 2009 **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

i Visits figures for Cairn Gorm Mountain Railway and Nevis Range do not include skiers and snowboarders who are an additional important sports related visitor market.

ii New Lanark Village and Visitor Centre, The World Famous Old Blacksmith Shop Centre, Scottish Seabird Centre, Eilean Donan Castle, House for an Art Lover and Abbot House Heritage Centre & Garden do have a paid element to their attractions, but the volumes reported are inclusive of all visitors, including a substantial number who do not visit the paid element.

iii Visitor figures for Discovery Point include paid museum visits and visits to free temporary exhibition space.

iv Brass Rubbing Centre experienced limited opening in 2008, impacting on visits figures for 2008.

v Andrew Carnegie Birthplace Museum was refurbished in 2008, impacting on visits figures for both 2008 and 2009.

vi Calderglen Country Park introduced a more accurate method of counting visits in 2009 which impacts on overall visits figures.

vii MUSA: The Museum of the University of St Andrews opened in October 2008, impacting on overall figures for 2008.

viii Partial closure in 2009 as a result of refurbishment impacted on visits figures for Nelson Monument, City Art Centre, Scotch Whisky Heritage Centre, McKechnie Institute, The Meffan [Forfar Museum], Baird Institute Museum & Local History Centre and Hermaness Visitor Centre in 2009.

ix Cromarty Courthouse Museum offered free entry during 2009 impacting on visits figures.

x Glasgow Police Museum closed for relocation for 6 months in 2009 impacting on visits figures.

xi St Vigean's and Caithness Horizons, both new attractions not open in 2008.

xii Partial closure of Carnegie Museum, University Marine Biological Station and Renfrew Community Museum in 2008 impacted on visits figures for 2008.

xiii Loch Lomond Park Centre, Balmaha experienced reduced opening hours in 2009 which impacted on visits figures.