



2018 ASVA ANNUAL VISITOR TREND REPORT

Useable data was received from 232 sites (excluding Country Parks). The total number of visits recorded in 2018 was 30,262,245; this compares with 30,232,105 in 2017 and indicates a increase of 0.1% for 2018.

Acknowledgements

This is our sixth annual report which is made possible by the high proportion of members who take the time to respond to the survey. We know this annual report and the monthly reports published throughout the year are used and valued by members. So a big thank you to everyone who supplies data, thus enabling us to publish this meaningful report which clearly shows the contribution being made by our sector to the economy both locally and nationally.

Thank you also to research company STR, who designed the online survey and who collect and collate the responses on our behalf.

Key findings for 2018

The National Museum of Scotland (NMS) is the most visited attraction for the third year, recording 2,227,779 visits which is an increase of 2.9%. Edinburgh Castle was the most visited paid for attraction with 2,111,578 visits which is an increase of 2.3%.

- The modest increase in visitor numbers of 0.1% in 2018 (compared to 2017) marks a consolidation of the outstanding performance seen in 2017 when the ASVA annual report noted a 9.7% increase on 2016.
- Regional differences were on display with the North and East gaining visits while the South and West witnessed slight decreases.
- A number of categories have displayed increased visits compared to 2017, whilst others have declined slightly, however, the overall picture is one of consistent visitor numbers.
- In 2018 the top two sites (see paragraph above) attracted more than 2 million visits each. This is the only second time that any visitor attractions in Scotland have surpassed the 2 million milestone (the first time being in 2017).
- In addition, four additional sites attracted in excess of 1 million visitors - two in Edinburgh (Scottish National Gallery, St Giles Cathedral) and two in Glasgow (Riverside Museum, Kelvingrove Art Gallery & Museum).
- Edinburgh has the top 4 attractions in the country with 10 sites featuring in the Top 20.
- The Top 20 accounted for 59% of all visits recorded nationally (excluding country parks).
- The Top 20 collectively saw a 0.8% decrease in visits.
- Reflecting the consistent year-on-year performance, 52% of attractions reported an increase in visits whilst 48% highlighted decreases.

See overleaf for more information

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Dashboard Summary

Scotland Total

2018 (excl. Country Parks)	30,262,245	0.1% ▲
2018 (incl. Country Parks)	40,741,304	0.5% ▲

Per Region

Northern Scotland	3,971,633	6.3% ▲
*Northern Scotland †	3,325,800	5.2% ▲
Eastern Scotland	16,867,095	2.6% ▲
Southern Scotland	1,660,585	-2.8% ▼
*Southern Scotland †	1,547,385	-3.2% ▼
Western Scotland	18,241,991	-2.1% ▼
*Western Scotland †	8,521,965	-5.6% ▼

Per Attraction Category

Castle/heritage property/historic house	8,995,037	4.2% ▲
Museums & Galleries	12,080,333	-1.5% ▼
Zoo/wildlife/safari park/aquarium	1,488,898	4.3% ▲
Sports & activities	382,158	7.7% ▲
Forest park/country park	10,479,059	1.8% ▲
Gardens	1,007,285	-7.9% ▼
Science Centre	733,993	-2.9% ▼
Distillery/whisky related	989,884	2.3% ▲
Visitor Centre	1,300,070	-4.2% ▼
Boat Trip/Marine	1,402,912	0.2% ▲
Other	1,881,675	-4.8% ▼

Expenditure Figures

Ticket SPV	£4.21 (132)	0.3% ▲
Spent per ticket sold	£9.69 (63)	3.4% ▲
Retail SPV	£1.62 (140)	-2.1% ▼
Catering SPV	£1.15 (44)	-6.4% ▼

* † Excluding Country Parks

Behind the headlines

- Although only reporting a modest increase in visitor figures of 0.1% (excluding country parks), it should be remembered that 2017 saw a significant increase on 2016 of 9.7% overall. To be reporting even a modest increase in 2018 visitor figures is therefore a great achievement for the industry.
- The Outlander Effect shows no signs of dissipating, with many attractions with an Outlander connection enjoying increasing visitor numbers in 2018, including Doune Castle, Glasgow Cathedral, Blackness Castle, The Museum of Edinburgh, The Royal Burgh of Culross and Highland Folk Museum.
- In general, it has been a year for increased visitor numbers at Royal Mile attractions in Edinburgh. Notably, for the first time since 2013, St Giles Cathedral moved into the Top 4 most visited attractions in the country. The additional exposure enjoyed by featuring in 2018's big blockbuster hit 'Avengers: Infinity War' has no doubt benefited both St Giles and other sites in and around the Royal Mile.
- Although like for like figures for V&A Dundee will not be available until later in 2019, we already have an idea of the impact this attraction has had in Dundee since opening, with near neighbours Discovery Point and Verdant Works seeing a substantial increase in visitor numbers in the months immediately following the V&A Dundee's official opening.
- 2018 saw investment at a number of sites, nowhere more significant than at Newhailes, where after a period of closure in 2017, the site reopened following a £2.4m investment. One of the most significant areas of investment was in the new Weehailes Playpark. This children's play park has opened up the attraction to a whole new set of visitors and contributed to vastly increased visitor figures of +1169%, compared with those of 2017.

About the results

Only where directly comparable data is available, are sites included in the calculations and listings. Thus some sites have been excluded because the counting method has changed year on year or if the site was closed for refurbishment for more than 40% of either of the years.

A number of sites request confidentiality and although their data is included in the calculations their visitor numbers do not appear in the published listings.

Weather

2018 saw some extremes of weather and this undoubtedly had an impact on visitor numbers at various times of the year. The notorious 'Beast from the East' hit Scotland in February and March and caused major disruption for many attractions, with closures and vastly reduced visitor numbers reported by a number of sites.

In contrast, June and July brought periods of very hot and sunny weather, with temperatures averaging almost 2 degrees above the national average, making it one of the hottest and driest summers on record.

Whilst this benefited those attractions with significant outdoor elements, e.g. forest/country parks and heritage sites with extensive grounds, sites with mainly indoor facilities and services in the main reported decreased numbers, particularly those in the museums and galleries sector.

Regional view

Visits to sites in the Northern Region (which includes local authority areas in the north east of Scotland - Aberdeen City & Shire and Moray, as well as Highland Council, Western Isles, Orkney and Shetland) showed a collective increase of 6.3%, which follows a 12.8% increase in 2017. This shows growth in this region continuing to stay ahead of the national average. This region had 1 entry in the Top 20 listing (Urquhart Castle). Significant increases in numbers were experienced at MacDuff Marine Aquarium, Highland Wildlife Park, Jarlshof, and Brodie Castle.

The Eastern Region reported a slight increase in visits with notable Top 20 sites such as National Museum of Scotland, Edinburgh Castle, Scottish National Gallery and St Giles' Cathedral contributing significant visitor numbers. Notable increases in visits were seen at Newhailes, Royal Burgh Culross, Discovery Point and Aberdour Castle.

In the Southern and Western Regions the majority of attractions experienced quite consistent year-on-year visitor numbers, with increases of 10% or more witnessed in the South at Threave Castle and the Robert Burns Centre. In the West there were notable increases in visits at Robert Burns Birthplace Museum, Culzean Castle and Country Park, and Glasgow Cathedral.

Projections for the year ahead

In response to questions about visitor numbers and turnover projections for 2019, it seems that attractions are expecting to see some decreases compared to the high benchmarks seen in 2017 and 2018. Around one-quarter of attractions have forecast decreases for both visitor numbers and turnover in 2019. In contrast, investment levels remain quite consistent, in fact, attractions are anticipating slightly higher investment in staff training in 2019. This may be linked to visitor number forecasts with attractions foreseeing opportunities for staff upskilling during less busy periods. Also, the implementation in 2019 of the revised VisitScotland Grading Scheme for Visitor Attractions may be a factor, with visitor attractions focusing time and investment on staff training to ensure this new standard is met. (SEE P4)

Tourism Tax

Based on recent considerations of an Edinburgh tourist tax involving an extra charge of £1-2 per night on accommodation 33% of attractions felt it was a good idea, whilst 16% felt it was not a good idea and over half (51%) were undecided.

Further, just over two-fifths of attractions (42%) agreed that '*tourist taxes are a good way of raising funds to improve tourism facilities and services in destinations*'. Just 13% of attractions disagreed with this statement, however 45% neither agreed nor disagreed or were unsure, highlighting a degree of uncertainty around the benefits of tourism taxes.

In response to a hypothetical question on how tourism tax funds could be spent, attractions were clear that they would envisage funding being spent on local (as opposed to national) tourism, for instance on local tourist infrastructure, tourist sites/buildings and marketing campaigns.

Brexit

Feedback suggests that attractions anticipate lower numbers of EU employees and future applications. Almost half of all attractions (47%) anticipated fewer applications from EU nationals as a result of Brexit whilst 20% foresaw a reduction in the number of EU nationals employed.

Digital Development

Over half (54%) of attractions currently enable visitors to book tickets online prior to their visit. There was quite high interest in ASVA training on developing online booking functions, with 58% of attractions either quite or very interested in this possibility.

Advice and support

During 2018, almost nine-tenths of attractions (87%) had received support, advice and/or training from at least one external organisation. In particular, VisitScotland (67%) and ASVA (61%) had worked with a significant proportion of attractions.

The year ahead

It is impossible to look at the year ahead and not talk about Brexit. As it stands, the UK is set to leave the European Union on the 29th of March, with the only certainty being that we are uncertain about what this means. There are concerns about the impact that leaving the EU will have on tourism in this country, with the loss of frictionless travel and transfer of goods between EU countries and the UK and potential issues with staff recruitment in areas where EU migrants represent a considerable percentage of the workforce. There are no answers to these concerns as yet, as there is still no clarity on what type of Brexit we will be facing. What we can say, however, is that it is highly likely the pound will remain weak when compared with the currencies of the top international markets, and therefore Scotland should still be an attractive destination for international visitors. The weak pound and uncertainty about travel could also encourage more 'staycationers' in 2019, so the picture is not necessarily universally bleak. It should also be recognised that Scotland has a reputation for being a welcoming and friendly country, and through campaigns such as 'Scotland is Now', efforts are being made to strengthen this reputation and get the message out that this country will continue to welcome visitors from across the globe in 2019 and beyond.

With promotion of Scotland through TV and film, as seen with the Outlander Effect, increasingly motivating both international and domestic travel, 2019 is set to be a year where "set-jetting" offers opportunities for growth to attractions across the country. Late 2018 and early 2019 saw the release of two big budget, high profile movies set and filmed in Scotland, Mary Queen of Scots and Outlaw King. These movies are sure to continue to drive interest in Scotland as a must visit destination for those interested in history, heritage, legends and, of course, film.

2019 is a significant year for quality standards in the attractions sector, with the implementation of VisitScotland's revised Quality Assurance Scheme for Visitor Attractions. Both VisitScotland and ASVA will continue to work together to provide advice and support to ASVA members on the new scheme and on improving quality standards. It is interesting to note that member sites who indicated they had taken advantage of advice and support offered by ASVA reported an overall average growth in visitor numbers of 2.7%, versus an average decrease of 1.8% for those who did not.

The major sporting event of the year in Scotland will undoubtedly be the Solheim Cup, taking place at Gleneagles from the 9th to the 15th of September. This is an event with huge international appeal and will attract many visitors to our country. It has been forecast that the event will attract many women and families, from both domestic and international markets, so visitor attractions with a family offering could see an added boost over the period.

Early 2019 has already seen a few significant events in the attractions sector in Scotland. Kelvingrove Museum and Art Gallery has welcomed Dippy the Dinosaur with great fanfare and early reports confirm that Dippy is already proving to be a considerable draw, particularly for younger visitors. It is also great to see that February saw the completion of the transformation of the National Museum of Scotland's Victorian galleries after 15 years of hard work, with the new Egyptian, East Asian and Ceramics galleries sure to bolster the Museum's reputation as a 'must visit' destination. Work is also now underway at one of Scotland's most historic and iconic attractions, the National Wallace Monument. To celebrate its 150th anniversary, the Monument will be transforming its exhibition and galleries spaces to provide a brand new, state of the art visitor experience opening in the spring, which is sure to encourage increased visitor numbers to both the attraction and the region.

Guide to free (F) and paid (P) entry

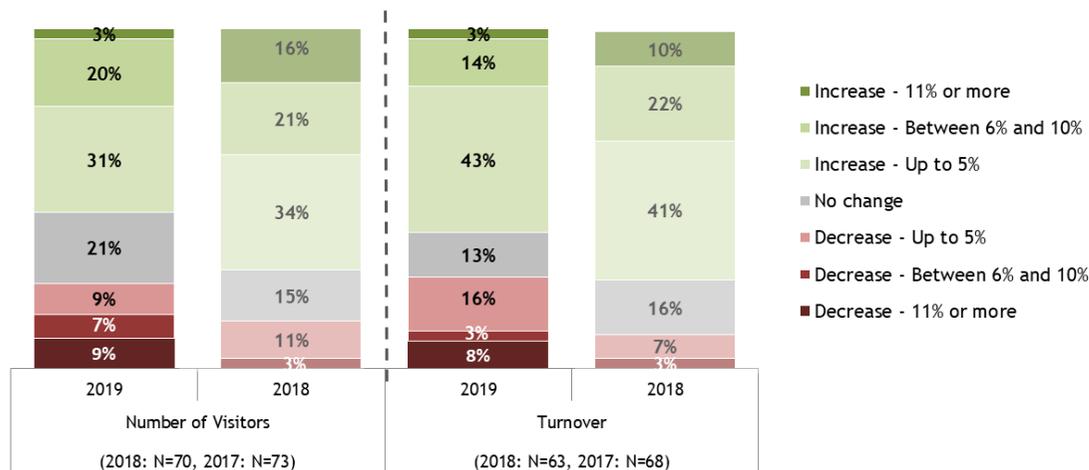
'F' indicates free entry and 'P' denotes where an entry charge applies. We are aware that some free attractions may charge for special exhibitions etc and that some paid admission sites will similarly have some free entry visitors which are included in their overall numbers. 'P/F' label is used for these types of attractions.

Projections For the Year Ahead

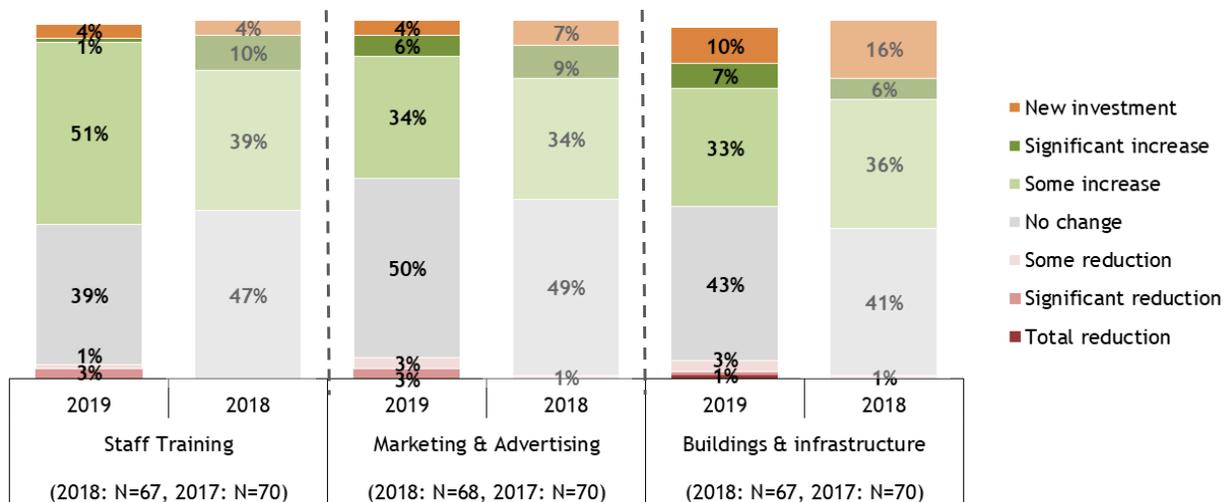
We asked attractions to indicate their projections for the year ahead. The results for this year are illustrated below along with the results from last year's survey.

Note: A number of respondents stated 'Don't Know / Not Applicable' and, hence, their response has not been factored in to the analysis below. Overall, attractions are less optimistic than last year, with around one-quarter expecting decreases in visitors and turnover in 2019. Investment levels remain quite consistent, in fact, attractions are anticipating slightly higher investment in staff training in 2019.

Projected change for the next year: Number of visitors, Turnover.



Projected change for the next year: Staff Training, Marketing & Advertising, Buildings & Infrastructure.



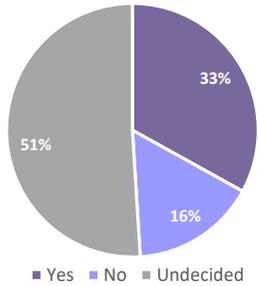
Top 20 Visitor Attractions

	2018	2017	Y-o-Y	Paid/Free*
National Museum of Scotland	2,227,773	2,165,601	2.9%	F
Edinburgh Castle	2,111,578	2,063,709	2.3%	P
Scottish National Gallery	1,739,128	1,600,761	8.6%	F
St Giles' Cathedral	1,330,816	1,285,654	3.5%	F
Riverside Museum	1,254,498	1,355,359	-7.4%	F
Kelvingrove Art Gallery and Museum	1,054,562	1,304,072	-19.1%	F
Royal Botanic Garden Edinburgh	826,860	904,956	-8.6%	F
National War Museum	798,165	764,079	4.5%	F
Old Blacksmiths Shop	770,602	812,177	-5.1%	F
Edinburgh Bus Tours	702,235	690,082	1.8%	P
Gallery of Modern Art	616,533	670,485	-8.0%	F
Stirling Castle	605,241	567,259	6.7%	P
Scottish National Gallery of Modern Art	569,937	605,766	-5.9%	F
Urquhart Castle	518,194	488,136	6.2%	P
Edinburgh Zoo	509,714	556,356	-8.4%	P
The Falkirk Wheel	496,082	521,710	-4.9%	F/P
Glasgow Cathedral	482,782	389,101	24.1%	F
Blair Drummond Safari Park	413,439	395,565	4.5%	P
Glasgow Science Centre	402,111	425,961	-5.6%	P
The Royal Yacht Britannia	390,848	390,482	0.1%	P

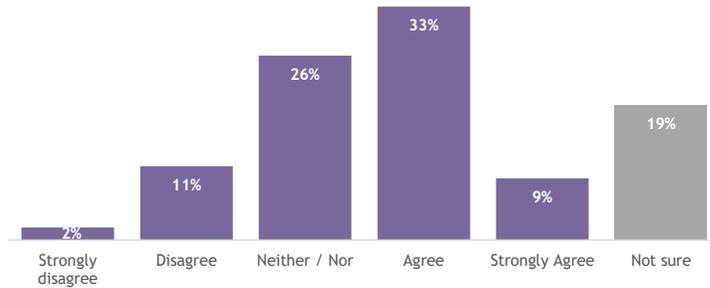
* See p3 for further information

Views on Tourism Tax

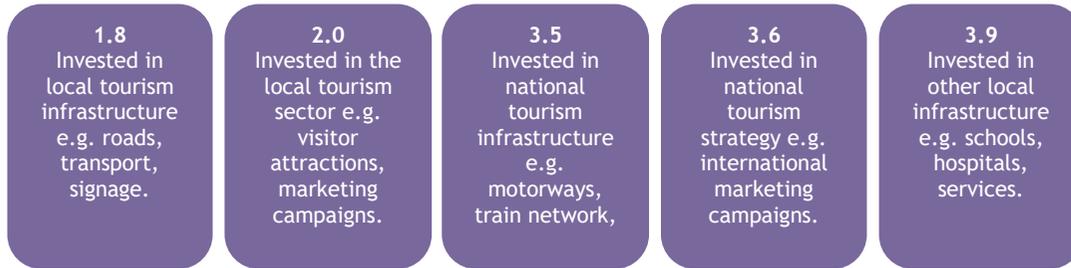
In principle do you think the introduction of a Transient Visitor Levy (often referred to as a Tourist Tax) is a good idea?



Agreement levels with the following statement:
Tourist taxes are a good way of raising funds to improve tourism facilities and services in destinations.

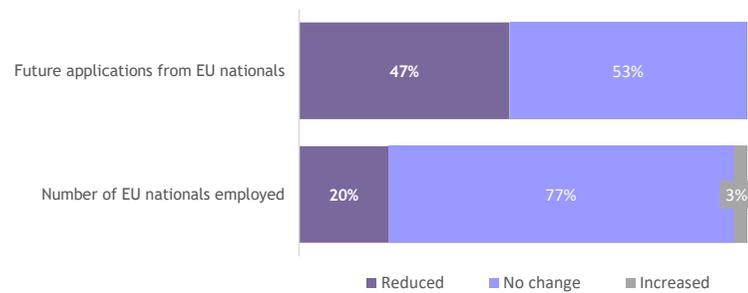


Attractions highlighted how they would like to see funds from a hypothetical tourism tax in their area spent. The priorities (ranked out of 5) highlight a preference for funds to be spent on local tourism e.g. infrastructure/marketing.



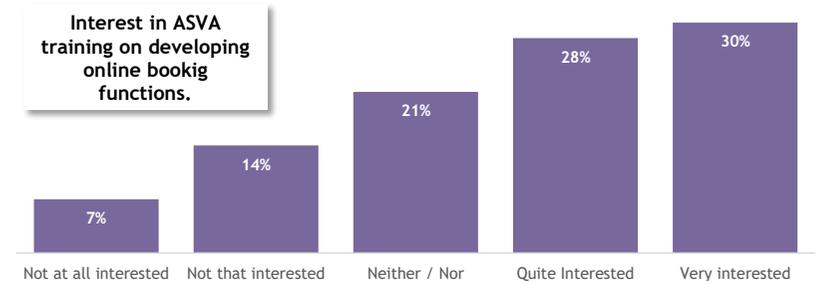
Views on Brexit

Attractions highlighted the implications they thought Brexit would have for their organisation's workforce.



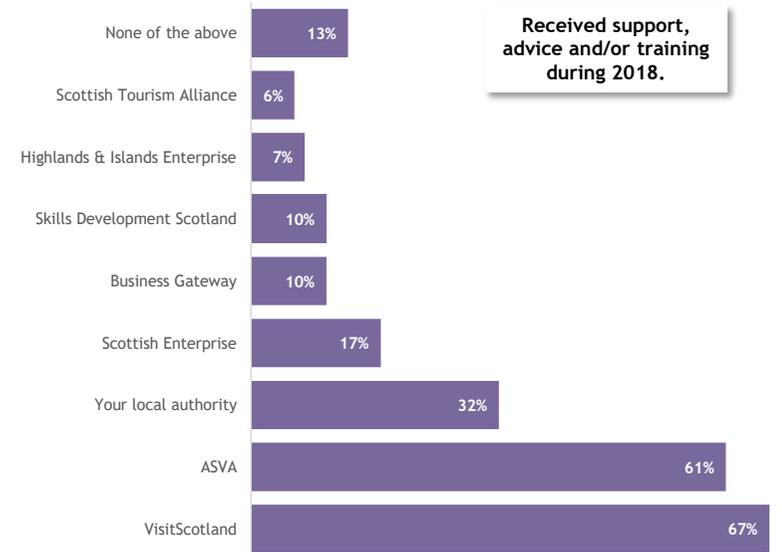
Digital Development

Attractions displayed quite high interest levels in training related to online booking functions.



Advice and Support

During 2018, almost nine-tenths of attractions (87%) had received *support, advice and/or training* from at least one of the organisations listed. In particular, VisitScotland and ASVA had worked with between three-fifths and two-thirds of attractions.



Additional Comments 2018

Positive influences

Blair Castle	"A very good year in visitor numbers and a lot more people coming from emerging markets such as Canada and Australia."
Blair Drummond Safari Park	"We feel we have had a successful 2018 - in terms of both visitor numbers and positive customer feedback."
BT Murrayfield Stadium Tour	"We have had a record number of visitors in 2018. Several factors have influenced this, including an increased social media presence for our tours and the success of the Scottish Rugby team."
Discovery Point	"Very good year due to the V&A opening in September."
Edinburgh Bus Tours	"A good strong year - dips in April and August."
Highland Wildlife Park	"The birth of Hamish, our baby polar bear has resulted in a large increase in visitor numbers. The excellent weather also helped."
Hopetoun House	"Our visitor figure numbers continued to increase during 2018. We attributed much of this to the "Outlander" effect. The show has a massive following and showcases Scotland beautifully."
Macduff Marine Aquarium	"Joint ticket promotion with other Aberdeenshire attractions boosted free visits during April -June and September - October."

Negative influences

Centre for Contemporary Arts	"CCA was closed from 16 June - 20 October 2018 following the fire at Glasgow School of Art."
Dewar's Aberfeldy Distillery	"In sum, the year has been good, we have grown, but not outstanding. We were affected at the margins by bad weather, choosing to close during the high winds relating to Storm Ali."
Edinburgh Zoo	"Couple of closures in the year due to weather conditions."
Glasgow Science Centre	"The extended good weather through May to July has resulted in a significant drop in visitor numbers against the GSC target causing a significant financial shortfall."
Low Parks Museum	"While we did have events across the way from us in Strathclyde Park during the European Games, we didn't get much benefit from them. Ironically, it was the unusually long hot summer weather that effected us. People wanted to be outdoors rather than come inside a museum!"
New Lanark Visitor Centre	"Good weather in the summer saw a decrease in revenue for events."
Strathisla Distillery	"After major refurbishment our Spring Opening was delayed by 6 weeks until 23rd April. We then could not access the Still House due to maintainance until the end of July resulting in discounted tours and loss of business."
The Hunterian Museum and Art Gallery	"The Art Gallery was closed in September to install a new exhibition and this affected our numbers."
The Museum of the University of St Andrews	"MUSA has been closed since July 2018 for refurbishment and is due to reopen in Spring 2020."

Site-specific Report 2018

- Responses for 2018 were received from 248 sites (incl. Country Parks); 10 sites requested confidentiality, and although their numbers have been included in the calculations, they do not appear in the tables below. 5 sites have not submitted results for 2017 and thus do not appear in the tables below.

	2018	2017	Y-o-Y	Paid/Free*		2018	2017	Y-o-Y	Paid/Free*
Aberdour Castle	27507	19381	42%	P	City Art Centre	67250	48142	40%	F
Alloa Tower	6751	7141	-5%	P	Clynelish Distillery Visitor Centre	8766	8544	3%	P
Almond Valley Heritage Trust	127341	130892	-3%	P	Corgarff Castle	4262	3140	36%	P
Arbroath Abbey	17060	14414	18%	P	Cragganmore Distillery Visitor Centre	8011	7993	0%	P
Arduaine Garden	7922	13958	-43%	P	Craigievar Castle	19702	17043	16%	P
Auchindrain	4121	4070	1%	P	Craigmillar Castle	35473	31269	13%	P
Bachelors' Club	1339	813	65%	F	Craignethan Castle	5306	4914	8%	P
Balmacara Estate & Lochalsh Woodland Garden	61736	53801	15%	F	Crarae Garden	8286	10290	-19%	P
Balvenie Castle	8325	7380	13%	P	Crathes Castle, Garden & Estate	127695	121841	5%	P
Bannockburn	45208	55347	-18%	P	Crichton Castle	4259	4718	-10%	P
Barry Mill	6299	5535	14%	P	Crossraguel Abbey	2045	2339	-13%	P
Ben Lawers Visitor Centre	24728	28195	-12%	F	Culloden Battlefield visitor centre	200646	180875	11%	P
Benmore Botanic Garden	48859	50410	-3%	P	Culzean Castle and Country Park	382608	244920	56%	P
Bishops & Earls Palaces	19999	20943	-5%	P	Dallas Dhu Distillery	12757	11461	11%	P
Black House	16221	15846	2%	P	Dalwhinnie Distillery Visitor Centre	59959	55983	7%	P
Blackness Castle	58388	42810	36%	P	Dawyck Botanic Garden	35622	36022	-1%	P
Blair Athol Distillery Visitor Centre	80848	82056	-1%	P	Dirleton Castle	29764	30219	-2%	P
Blair Drummond Safari Park	413439	395565	5%	P	Discovery Point	64627	45451	42%	P
Bonawe Iron Furnace	4682	4123	14%	P	Doone Castle	142091	124341	14%	P
Bo'ness and Kinneil Railway	72263	70024	3%	P	Drum Castle, Garden & Estate	50421	46574	8%	P
Bothwell Castle	13082	11236	16%	P	Drumpellier Country Park	938939	963988	-3%	F
Branklyn Garden	11460	9307	23%	P	Dryburgh Abbey	18586	21015	-12%	P
British Golf Museum	241377	246128	-2%	P	Dumbarton Castle	28546	27033	6%	P
Brodick Garden & Country Park	39708	44326	-10%	P	Dumfries Museum & Camera Obscura	16527	16864	-2%	F
Brodie Castle	256666	210684	22%	P	Dunblane Cathedral	17972	24254	-26%	P
Brough of Birsay	1872	4511	-59%	P	Dundrennan Abbey	3818	3554	7%	P
Broughton House & Garden	16843	15566	8%	P	Dunfermline Carnegie Library & Galleries	174833	130090	34%	F
BT Stadium Tour	10465	8063	30%	F/P	Dunfermline Palace	19372	16617	17%	P
Caerlaverock Castle	35305	38540	-8%	P	Dunstaffnage Castle	21957	23376	-6%	P
Cairnpapple Hill	2614	2459	6%	P	Edinburgh Bus Tours	702235	690082	2%	P
Calanais Visitor Centre	52030	51529	1%	P	Edinburgh Castle	2111578	2063709	2%	P
Calderglen Country Park	975167	1013163	-4%	F	Edinburgh Zoo	509714	556356	-8%	P
Callendar House	61043	58038	5%	F	Edzell Castle	6592	6389	3%	P
Caol Ila Distillery Visitor Centre	15051	15093	0%	P	Elcho Castle	7976	7640	4%	P
Cardhu Distillery Visitor Centre	15157	13342	14%	P	Elgin Cathedral	39398	38201	3%	P
Cardoness Castle	4945	5689	-13%	P	Falkland Palace & Garden	46475	50726	-8%	P
Castle Campbell	18403	17769	4%	P	FC Scotland - Clatteringshaws Visitor Centre	50796	54750	-7%	F
Castle Fraser, Garden & Estate	41124	44635	-8%	P	FC Scotland - Glenmore Visitor Centre	119157	113365	5%	F
Centre for Contemporary Arts	208683	348030	-40%	F	FC Scotland - Glentress	246743	245134	1%	F
Chatelherault Country Park	634274	594415	7%	F					

* See p3 for further information

	2018	2017	Y-o-Y	Paid/Free		2018	2017	Y-o-Y	Paid/Free
FC Scotland - Glentrool Visitor Centre	47791	46720	2%	F	Jedburgh Abbey	27489	26906	2%	P
FC Scotland - Kirroghtree Visitor Centre	73973	78110	-5%	F	John Gray Centre	145885	146326	0%	F
FC Scotland - The Lodge Forest Visitor Centre	131765	148920	-12%	F	Johnstons of Elgin	171269	189589	-10%	F
Floors Castle	25300	24926	2%	P	Kellie Castle & Garden	17003	16067	6%	P
Fort George	71906	74558	-4%	P	Kelpies Tours	18115	19475	-7%	P
Fyvie Castle	56158	56250	0%	P	Kelvingrove Art Gallery and Museum	1054562	1304072	-19%	F
Gallery of Modern Art	616533	670485	-8%	F	Kildrummy Castle	4128	4960	-17%	P
Geilston Garden	12110	10349	17%	P	Killiecrankie Visitor Centre	86221	107292	-20%	F
Georgian House	33450	37726	-11%	P	Kirkcaldy Galleries	118858	132899	-11%	F
Gladstone's Land	11670	12061	-3%	P	Kisimul Castle	6660	6655	0%	P
Glasgow Cathedral	482782	389101	24%	F	Lagavulin Distillery Visitor Centre	24019	27040	-11%	P
Glasgow Museums Resource Centre	17441	15436	13%	F	Lauriston Castle	115291	114275	1%	P
Glasgow Science Centre	402111	425961	-6%	P	Leith Hall	19332	19691	-2%	P
Glen Ord Distillery Visitor Centre	39905	34774	15%	P	Linlithgow Palace	94718	86596	9%	P
Glencoe	213343	165303	29%	P	Loch Leven	13943	14020	-1%	P
Glenfinnan Monument	385352	396448	-3%	P	Macduff Marine Aquarium	52572	30734	71%	P
Glenkinchie Distillery Visitor Centre	44392	44978	-1%	P	Mackintosh Queen's Cross	1649	8482	-81%	P
Glenluce Abbey	850	1020	-17%	P	Maclellans Castle	4025	3852	4%	P
Grampian Transport Museum	25345	25508	-1%	P	Malleney Garden	2804	5270	-47%	P
Greenbank Garden	16327	15946	2%	P	Meikle Museum	2441	2521	-3%	P
Gurness Broch	13855	14026	-1%	P	Melrose Abbey	58286	58989	-1%	P
Hackness	1328	1821	-27%	P	Methil Heritage Centre	2530	1972	28%	F
Haddo House	5815	4386	33%	P	Moirlanich Longhouse	1045	1052	-1%	P
Hermitage Castle	5781	6605	-12%	P	Mount Stuart	42525	49236	-14%	P
Highland Folk Museum - Newtonmore	76195	69618	9%	P	Mugdock Country Park	636744	634590	0%	F
Highland Safaris	39684	42120	-6%	P	Museum of Edinburgh	99595	78155	27%	F
Highland Wildlife Park	205930	122538	68%	P	Museum of Lead Mining	7907	7396	7%	P
Hill of Tarvit Mansionhouse & Garden	4861	6990	-30%	P	National Museum of Flight	79573	79250	0%	P
Holmwood	4514	5467	-17%	P	National Museum of Rural Life	100241	104248	-4%	P
House for an Art Lover	12144	10963	11%	P	National Museum of Scotland	2227773	2165601	3%	F
House of Dun	7000	5412	29%	P	National War Museum	798165	764079	4%	F
House of the Binns	3654	4175	-12%	P	Nevis Range	158350	181569	-13%	P
Hugh Miller Museum & Birthplace Cottage	3745	4165	-10%	P	New Abbey Corn Mill	4179	4836	-14%	P
Huntingtower Castle	8033	8772	-8%	P	New Lanark Visitor Centre	68658	101408	-32%	P
Huntly Castle	9384	12571	-25%	P	Newark Castle	6571	6760	-3%	P
Inchcolm Abbey	26697	26214	2%	P	Newhailes	68360	5388	1169%	P
Inchmahome Priory	20007	17665	13%	P	Oban Distillery Visitor Centre	62956	53912	17%	P
Inveraray Castle	121377	116902	4%	P	Old Blacksmiths Shop - Greta Green	770602	812177	-5%	F
Inveresk Lodge Garden	3627	4297	-16%	P	Our Dynamic Earth	331882	329713	1%	P
Iona Abbey	64183	66224	-3%	P	Palacerigg Country Park	583032	592771	-2%	F
J M Barrie's Birthplace	2172	2092	4%	P	Pitmedden Garden	41694	43045	-3%	P
Jacobite Cruises Ltd	315357	288560	9%	P	Pollok House	57172	54393	5%	P
Jarlshof	23244	16442	41%	P	Preston Mill	2967	2748	8%	P

	2018	2017	Y-o-Y	Paid/Free		2018	2017	Y-o-Y	Paid/Free
Provand's Lordship	89416	90961	-2%	F	The Black Watch Castle and Museum	102353	97715	5%	P
Queensferry Museum	6100	4819	27%	F	The Falkirk Wheel	496082	521710	-5%	F/P
Riverside Museum	1254498	1355359	-7%	F	The Famous Grouse Experience	66450	66661	0%	P
Robert Burns Birthplace Museum	266369	164316	62%	P	The Hill House	12150	28518	-57%	P
Robert Burns Centre	35891	32406	11%	P	The Hunterian Museum and Art Gallery	181068	181061	0%	F
Robert Burns House	13304	12379	7%	P	The Nelson Monument	56288	42947	31%	P
Robert Smail's Printing Works	1533	2825	-46%	P	The People's Palace Museum	342577	356064	-4%	F
Rosslyn Chapel	192149	196667	-2%	P	The People's Story	45581	50986	-11%	F
Rothesay Castle	11209	11423	-2%	P	The Royal Yacht Britannia	390848	390482	0%	P
Royal Botanic Garden Edinburgh	826860	904956	-9%	F	The Scotch Whisky Experience	384441	376919	2%	P
Royal Burgh of Culross	24445	16022	53%	P	The Scott Monument	57829	80975	-29%	P
Royal Lochnagar Distillery Visitor Centre	22398	21576	4%	P	The Scottish Parliament	282425	267539	6%	F
Scotland Street School Museum	61846	50802	22%	F	The St Mungo Museum of Religious Life And Art	144361	156509	0%	F
Scotland's Secret Bunker	28469	29983	-5%	P	The Tall Ship at Riverside	200625	200000	0%	F
Scottish Crannog Centre	21552	21003	3%	P	Thomas Carlyle's Birthplace	484	785	-38%	P
Scottish Fisheries Museum	95659	91434	5%	P	Threave Castle	15974	14394	0%	P
Scottish National Gallery	1739128	1600761	9%	F	Threave Garden	96357	94951	1%	P
Scottish National Gallery of Modern Art	569937	605766	-6%	F	Tolquhon Castle	5160	5434	0%	P
Scottish National Portrait Gallery	358312	358199	0%	F	Tomatin Distillery Visitor Centre	55479	48952	13%	P
Scottish Seabird Centre	267559	280194	-5%	F/P	Trinity House	2942	2780	6%	F
Seton Collegiate	2091	2325	-10%	P	Urquhart Castle	518194	488136	6%	P
Skara Brae	112921	110028	3%	P	Verdant Works	19993	16477	21%	P
Smailholm Tower	4286	5178	-17%	P	Weaver's Cottage	1554	1387	12%	P
Souter Johnnie's Cottage	3791	3514	8%	F	Writers Museum	73832	59382	24%	F
Spynie Palace	7411	6892	8%	P					
St Andrews Castle	91302	90617	1%	P					
St Andrews Cathedral	56249	58395	-4%	P					
St Andrews Museum	41907	34669	21%	F					
St Cecilia's Hall	19286	14044	37%	F					
St Giles' Cathedral	1330816	1285654	4%	F					
St Margaret's Cave	3842	4351	-12%	F					
St Monans Windmill	1075	827	30%	F					
St Serfs	2636	2919	-10%	P					
St Vigeans	827	596	39%	P					
Stanley Mills	8966	9070	-1%	P					
Stirling Castle	605241	567259	7%	P					
Strathclyde Country Park	5521268	5511584	0%	F					
Strathisla Distillery	12207	15198	-20%	P					
Summerlee Museum	168830	182504	-7%	F					
Sweetheart Abbey	5335	8512	-37%	P					
Talisker Distillery Visitor Centre	62459	71006	-12%	P					
Tantallon Castle	43170	49955	-14%	P					
Tenement House	17053	18010	-5%	P					