



## 2015 ASVA ANNUAL VISITOR TREND REPORT

Usable data was received from 258 sites (excluding Country Parks). The total number of visits recorded in 2015 was 27,329,870; this compares with 26,431,339 in 2014 and indicates an increase of 3.4% for 2015. Looking at the monthly figures submitted throughout 2015, just two months showed a decrease - January and November. This overall increase is very encouraging, as 2014 was a bumper year with an increase of 6.1% on 2013 and indicates that the direction of travel is favourable.

### Acknowledgements

This is our third annual report and from feedback we know it is valued and used as a source of reliable data by members and external agencies. Initial seed funding from Scottish Enterprise enabled this project to proceed. We also enjoy some on-going support from the agency. Thank you too to everyone involved at LJ Research who designed the online survey and who collect and collate the data on our behalf. And it goes without saying that without the data that you, our members, contribute there would be nothing to publish. So thank you for that and we hope that you continue to find the whole report of use. Please let us know if you have any comments and/or suggestions that might help improve the report.

### Key findings for 2015

Edinburgh Castle was the most visited attraction in 2015, with a record breaking 1,568,508 visits recorded; this represents an increase of 5.9% on 2014. The National Museum of Scotland (NMS) was a close second with 1,567,310 visitors and shows a decrease of -4.4%. (It should be noted that NMS had 10 galleries closed for refurbishment throughout 2015. These will reopen in July this year.)

- In 2015 there were six sites attracting more than 1 million visitors - of which four are in Edinburgh and two in Glasgow
- The Top 20 (see separate list) account for 55% of all visits recorded in 2015
- The Top 20 collectively saw an above average increase of 4.7%
- Edinburgh has nine of the Top 20 visitor attractions located in the city and Glasgow has six
- All four geographic regions (see dashboard summary) are showing an increase on 2014

### Behind the headlines

Looking at the Top 20 sites, there are a number of factors that have contributed to the numbers.

- The Royal Botanic Garden Edinburgh (RBGE) shows an increase of 10.2% (82,610 visits) on 2014. RBGE continues to expand its wide-reaching events' programme throughout the year and reports strong spring and summer season with growth also in the autumn with its 'Botanic Lights' event.
- The National Galleries of Scotland sites all show an increase. At the Scottish National Gallery of Modern Art (SNGMA) visitor numbers were up by 41% (132,050). Modern One had a Roy Lichtenstein exhibition running for much of the year and at Modern Two the Escher exhibition proved hugely successful as the first major showing of his work in the UK. In addition, during the summer they made use of the grounds by creating a maze which also proved a popular feature.

*See overleaf for more information*

## Dashboard Summary

### Scotland Total

2015 (excl. Country Parks)	27,335,610	3.4% ▲
2015 (incl. Country Parks)	37,045,807	1.7% ▲

### Per Region

Northern Scotland	2,602,568	8.4% ▲
Northern Scotland †	2,465,088	9.0% ▲
Eastern Scotland	14,501,593	3.0% ▲
Southern Scotland	1,606,645	1.2% ▲
Southern Scotland †	1,350,869	1.3% ▲
Western Scotland	18,335,001	0.0% ▲
Western Scotland †	9,018,060	10.8% ▲

### Per Attraction Category

Castle/heritage property/historic house	7,113,141	5.1% ▲
Museums & Galleries	11,080,296	2.7% ▲
Zoo/wildlife/safari park/aquarium	1,330,541	-3.2% ▼
Sports & activities	310,274	3.1% ▲
Forest park/country park	9,710,197	-2.7% ▼
Gardens	1,135,728	7.5% ▲
Science Centre	716,938	-0.3% ▼
Distillery/whisky related	979,624	4.2% ▲
Visitor Centre	1,356,055	1.2% ▲
Boat Trip/Marine	1,313,625	12.4% ▲
Other	1,999,388	1.1% ▲

### Expenditure Figures

Ticket SPV	£4.64 (133)	7.0% ▲
Spent per ticket sold	£7.37 (58)	3.7% ▲
Retail SPV	£2.35 (86)	-0.4% ▼
Catering SPV	£2.28 (10)	-0.2% ▼

\* † Excluding Country Parks

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- Kelvingrove Art Gallery & Museum saw numbers increase by 12.4% (139,557 visits). It's major summer exhibition 'Hatching the Past: Dinosaur Eggs and Babies' drew an additional 86,000.
- The Riverside Museum, which had a 42% increase in 2014, continues incremental growth with an increase of 7.8% in 2015 which it attributes to frequent investment in updates and changes. These attract good press coverage, which supports their repeat / word of mouth driven visitation. Their events programme keeps a fresh feel for local visitors, and fits well with social media presence.
- Edinburgh Castle saw an increase of 5.9% (87,832 visits) some of which it attributes to an increase in flights into Edinburgh Airport.
- National Museum of Scotland had ten galleries closed throughout 2015 (and these closures have impacted on visitor numbers) as they create ten new galleries of science and technology and art and design. These galleries are due to open on 8 July.
- The Falkirk Wheel saw visitor numbers increase by 17.7% (91,262) which are in part due to the new attraction in the area - The Helix/ Kelpies Tour, an increased boat timetable, opening of a second outdoor waterpark for children and increased onsite facilities for families.

### Regional view

As noted - all four regions show an increase in visitor numbers over 2014. Last year the Commonwealth Games were certainly a factor in boosting visitor numbers in many areas, but the Northern region did show a small decrease of -1%. However, 2015 sees this reversed with an increase of 9% being noted. Some larger sites show notable increases including: Culloden Battlefield Visitor Centre (19%), Highland Folk Museum (23%), Jacobite Cruises (11%), Talisker Distillery Visitor Centre (21%), Tomatin Distillery Visitor Centre (39%) and Urquhart Castle (6%).

A geographic sub-sector in the Northern region is Aberdeenshire, where a number of the castles in the care of the National Trust for Scotland (NTS) enjoyed considerable additional footfall. Drum Castle and Gardens (46%) is working in partnership with Aberdeen Art Gallery and opened a new gallery to house art from the Aberdeen collection whilst the Gallery is closed for major refurbishment. Innovative events' programmes at Castle Fraser (47%), Brodie (41%) and Crathes Castles (11%) also further helped boost visitor numbers to castles in the area. Braemar Castle also showed a 90% uplift in visitor numbers thanks to increased opening hours in the summer months.

The Western region is showing an increase of 10.8%. The majority of sites in this region did indicate an increase in visitor numbers in 2015. The overall increase is largely driven by very strong performances at larger sites including: Kelvingrove Art Gallery and Museum (12.4%), Riverside Museum (7.8%), Summertree (18.6%) and the Falkirk Wheel (17.7%).

Contributing to the 2.8% uplift in the Eastern region are meaningful increases at larger sites, especially in Edinburgh: Edinburgh Castle (5.8%), St Giles Cathedral (7.7%), Royal Botanic Garden Edinburgh (10.2%), SNGMA (40.6%) and the Scottish National Gallery (6.4%).

In the Southern region, the increase is lower than in other regions. However, despite the weather, (see next paragraph) healthy increases have been noted at some of the Gardens in this region: Threave Estate (43.4%), Broughton House and Garden (19.2%) and Logan Botanic Garden (6%). Although these will not have any major impact on the national figure, they do have a meaningful impact at local level.

### Weather

2015 saw higher than average precipitation most months with largely dull and cool conditions prevailing and with limited amounts of sunshine. Apart from 2012, rainfall during the summer months (June, July and August) was the highest since records began. Only September and October saw generally dry and settled weather. Probably as a result of the largely wet weather, Country Parks noted an overall drop (-2.7%) in visitor numbers. but interestingly another important weather dependent sector - Gardens - shows an above average increase of 7.5. Although some of that will be due to the increase at the largest Garden site, RBGE. Overall though, the unpredictable nature of the weather helped boost numbers at indoor and non-weather dependent sites

### Other factors

'The Outlander' was noted by a number of sites as a factor in driving additional footfall. Whilst not a major factor influencing the national figure, this interest did have a marked effect at local level, notably at: Culloden Battlefield (19%), Preston Mill (27%), Falkland Palace (13%), Highland Folk Museum (23%), Doune Castle (46%) and the Royal Burgh of Culross (8%).

### The Year Ahead

2016 is a BIG year politically with the elections for the Scottish Parliament taking place on May 5<sup>th</sup> and the UK referendum on Europe scheduled for June 23<sup>rd</sup>. with considerable ramifications possible from one or both these events. In the event of an 'out' vote in the European referendum, the landscape will change considerably if not immediately. But we wait and see.

The Fiscal Framework has finally been agreed by Scottish Government and the UK Treasury. The Bill will receive Royal Assent in the next few months and be passed into law. According to the UK Government website:

*"The Bill will make the Scottish Parliament one of the world's most powerful devolved parliaments and allow more decisions affecting Scotland to be taken in Scotland. It will increase the financial responsibility of the Scottish Parliament, and its accountability to the Scottish public."*

*The package contains significant financial powers, including over income tax and VAT, the devolution of substantial elements of the welfare system and a range of other powers, including constitutional powers and powers in areas such as oil and gas and transport."*

What will hopefully become clear over the next year is just how the Scottish Government will use the new tax-raising powers and thus how that might affect us. The first budget with the new tax raising powers will be in Spring 2017. There has been talk of the possibility of a 'Tourism Tax', but at this stage it would seem that this refers more precisely to a 'Bed Tax', so there are no potential direct ramifications for visitor attractions. It would though, add to the cost of staying in a destination which is a concern, as the UK as a whole is an expensive destination. It is also likely that there will be further pressure on public sector budgets generally and this is something that will impact on all of us.

The continuing depressed price (50% drop in the last year) of oil remains a feature and shows no signs of any change in the near future. On the negative side, it means lower tax revenues (see paragraph above) but on the plus side should mean lower prices and operating costs and of course cheaper to fill up your own car, so a potential opportunity for more leisure days out.

The introduction of the National Living Wage in April will certainly put additional pressure on budgets in most organisations, although all public sector bodies have already implemented this. And whilst the minimum of £7.20 applies only to employees over the age of 25, it is mandatory and non-compliance attracts a large penalty.

The Olympic Games take place this year in Brazil throughout much of August. The received wisdom is that such international sporting events with extensive media coverage tend to have a negative effect on visits to attractions with folks electing to stay at home or go to the pub to watch the activities. So this may be a factor during our peak trading month, although the four hour time difference (Brazil is behind us) may mean that most of the Games' events will take place in the evening.

Earlier this year VisitScotland launched its new '[Sprit of Scotland](#)' marketing campaign, with an increased focus on the use of social media. Tapping into the sharing economy, there are more opportunities for tourism businesses to engage directly and reach new audiences. In recent weeks the pound has started to lose some value against the dollar and euro which in turn should make us more attractive as a destination.

And in this year of 2016 - the Year of Innovation, Architecture and Design - there will be opportunities for many members to take part in the buzz. For a very small country on the edge of Europe, Scotland has always 'punched above its weight'. The year will celebrate the many achievements in this area by leading Scots.

So far the 'refugee crisis' has had little effect on Scotland as a result of our geographic location on the edge of Europe. By contrast refugee arrivals in major European cities have been covered extensively by the media. Terrorist activities have affected well known destinations in Europe during 2015 which so far have not been seen in the UK. This may offer more opportunities to the domestic 'staycation' market for both main holidays and short breaks as security remains an issue.

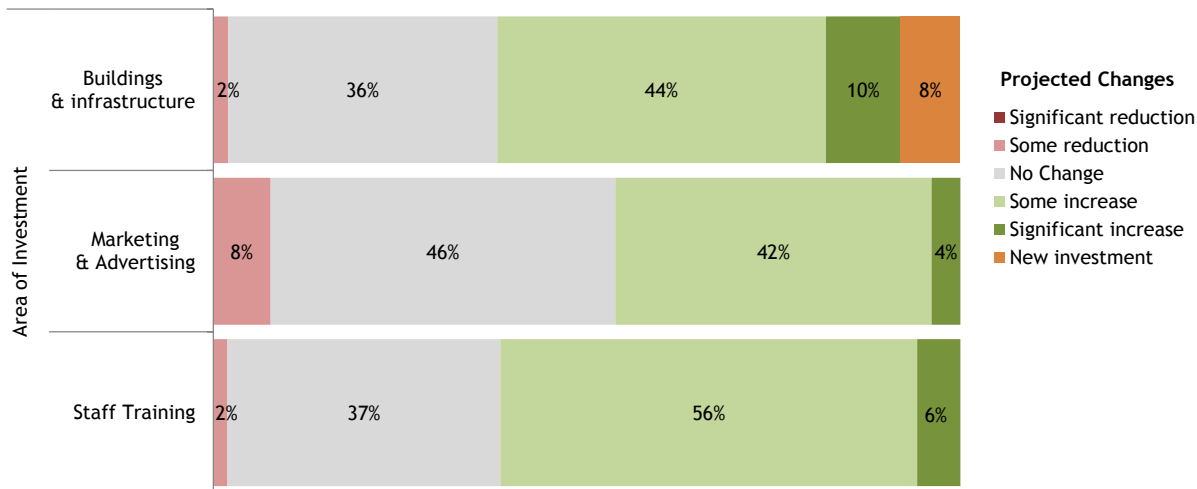
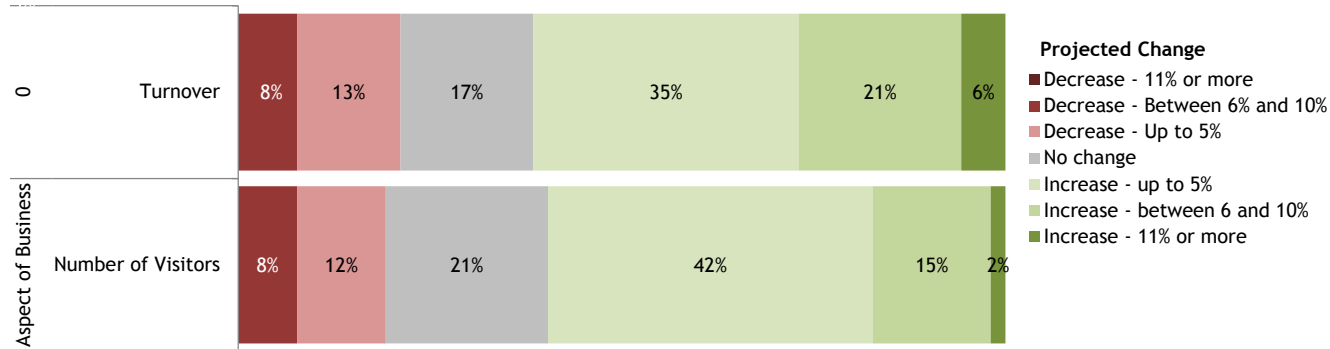
#### **Guide to free (F) and paid (P) entry**

'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. The use of 'F' and 'P' simply indicates if the majority of visitors to the site paid or had free entry.

## Projections For the Year Ahead

We asked attractions to indicate their projections for the year ahead.

55 sites gave us this information, however some felt certain aspects were not applicable to their attraction. Therefore the figures below are based on 52 sites.



## Top 20 Visitor Attractions

	2015	2014	Y-o-Y	Paid/Free*
Edinburgh Castle	1,568,508	1,480,676	5.9%	P
National Museum of Scotland**	1,567,310	1,639,574	-4.4%	F
Scottish National Gallery	1,377,710	1,295,015	6.4%	F
Kelvingrove Art Gallery and Museum	1,261,552	1,121,995	12.4%	F
Riverside Museum	1,131,814	1,049,834	7.8%	F
St Giles' Cathedral	1,108,842	1,029,359	7.7%	F
Royal Botanic Garden Edinburgh	889,420	806,810	10.2%	F
Gretna Green Famous Blacksmiths Shop	775,868	783,304	-0.9%	F
Edinburgh Zoo	633,500	671,941	-5.7%	P
The Falkirk Wheel	605,432	514,170	17.7%	P
National War Museum	601,074	593,639	1.3%	P
Gallery of Modern Art	589,791	622,284	-5.2%	F
Edinburgh Bus Tours	552,006	528,887	4.4%	P
Stirling Castle	458,932	440,819	4.1%	P
Scottish National Gallery of Modern Art	457,655	325,605	40.6%	F
The People's Palace Museum	362,795	380,110	-4.6%	F
New Lanark World Heritage Site	352,704	357,500	-1.3%	F
Glasgow Science Centre	352,303	352,481	-0.1%	P
Urquhart Castle	348,691	330,489	5.5%	P
Centre for Contemporary Arts	333,741	326,271	2.3%	F

\* See p3 for further information

\*\* Ten galleries closed throughout 2015 as they create ten new galleries due to reopen on 8 July 2016.

## Additional Comments 2015

<b>Auchindrain</b>	"This was a year spoiled by persistent bad weather."
<b>Braemar Castle</b>	"Increased opening hours made a huge difference to our numbers."
<b>Discovery Point</b>	"The venue has been suffering throughout 2015 from extensive construction works surrounding the building along with on-going major roadwork's as part of the Dundee Waterfront development and the construction of the V&A at Dundee."
<b>Edinburgh Bus Tours</b>	Good end to the year. August was down on 2014, weather played a part throughout the year.
<b>Highland Folk Museum - Newtonmore</b>	"Good year - 'Outlander' effect brought new visitors."
<b>Inveraray Castle</b>	"We had a good 2015 season and visitor numbers were slightly up on 2014. Business was affected by a number of RTAs and landslips which resulted in the A83 being closed for long periods of time."
<b>Macduff Marine Aquarium</b>	"Poor summer weather has positively affected the visitor numbers - e.g. July was 20% up on last year."
<b>McClean Museum &amp; Art Gallery</b>	"Visitor attendance figures dropped from the 2014 level. The programme of temporary exhibitions and events was suspended towards the end of the year to prepare for essential maintenance work on the building, causing a downturn in the figures."
<b>Mercat Tours</b>	"An excellent, record year for Mercat. The city felt busier with a slight drop in UK domestic visitors but increase in US and German. We're also finding increased confidence in forward bookings building again. Poor weather in the summer didn't seem to effect the footfall in the city."
<b>Mugdock Country Park</b>	"Biggest factor is weather, so having events organised to attract visitors has been essential."
<b>National Museum of Flight</b>	"A record attendance at this year's annual Airshow contributed to the slight increase year-on-year in visitor figures and revenue."
<b>National Museum of Scotland</b>	"Throughout 2015, ten galleries in the National Museum of Scotland have been closed for redevelopment. This may have contributed to a small decrease in visitor figures year-on-year."
<b>Scottish Fisheries Museum</b>	"Weather good & bad! Forth Bridge closure at end of year."
<b>The Famous Grouse Experience</b>	"Our numbers are on track as forecasted. Group tour business (bus tours) are falling year on year and this has had an impact. Although restructuring our experience we have to manage to counter this with the development of new experiences aimed at smaller groups and FIT's."
<b>The Hunterian Museum and Art Gallery</b>	"Mackintosh house was closed for renovations in September which affected Gallery numbers."
<b>Tomatin Distillery Visitor Centre</b>	"Some of the boxes I have left blank as we got a new till system in the middle of 2015 and I cannot search for some of the answers for whole year that were not previously recorded."
<b>Verdant Works</b>	"Verdant has been undergoing major development work to restore part of the building complex."

## Site-specific Report 2015

► Responses for 2015 were received from 258 sites (incl. Country Parks); 8 sites requested confidentiality, and although their numbers have been included in the calculations, they do not appear in the tables below.

	2015	2014	Y-o-Y	Paid/Free*		2015	2014	Y-o-Y	Paid/Free*
Aberdour Castle	14107	13184	7%	P	City Art Centre	78216	79801	-2%	F
Aberlour Distillery	10289	11561	-11%	P	Clydebank Museum and Art Gallery	36073	42374	-15%	F
Alloa Tower	6154	5710	8%	P	Clynesh Distillery Visitor Centre	5962	6166	-3%	P
Almond Valley Heritage Trust	136000	133251	2%	P	Corgarff Castle	4132	1825	126%	P
Arbroath Abbey	13303	16890	-21%	P	Cragganmore Distillery Visitor Centre	6409	6219	3%	P
Arduaine Garden	14758	15098	-2%	P	Craigievar Castle	9780	10416	-6%	P
Argyll's Lodgings	50326	56508	-11%	P	Craigmillar Castle	21098	20971	1%	P
Auchindrain	3733	4708	-21%	P	Craignethan Castle	4304	3316	30%	P
Bachelors' Club	33229	35199	-6%	P	Crarae Garden	9399	8042	17%	P
Balvenie Castle	3915	3851	2%	P	Crathes Castle, Garden & Estate	42311	37975	11%	P
Bannockburn	54203	60753	-11%	P	Crichton Castle	3049	3258	-6%	P
Barry Mill	3496	1687	107%	P	Crossraguel Abbey	2887	2625	10%	P
Benmore Botanic Garden	48078	47137	2%	P	Cruachan Visitor Centre	47849	41706	15%	P
Bishops & Earls Palaces	14806	13571	9%	P	Culloden Battlefield visitor centre	117814	98780	19%	P
Black House	13993	11968	17%	P	Culzean Castle	74207	65675	13%	P
Blackness Castle	21556	16559	30%	P	Culzean Country Park	153967	141441	9%	P
Blair Athol Distillery Visitor Centre	69929	73298	-5%	P	Dallas Dhu Distillery	9612	9426	2%	P
Bonawe Iron Furnace	3226	3142	3%	P	Dalwhinnie Distillery Visitor Centre	42852	42711	0%	P
Bo'ness and Kinneil Railway	73784	68329	8%	P	David Livingstone Centre	21816	10345	111%	P
Bothwell Castle	9171	10194	-10%	P	Dawyck Botanic Garden	33773	34465	-2%	P
Braemar Castle	11252	5920	90%	P	Dewar's Aberfeldy Distillery	33609	29201	15%	F
Branklyn Garden	8700	7488	16%	P	Dirleton Castle	24819	26124	-5%	P
Brodick Castle	32026	25996	23%	P	Discovery Point	55185	55524	-1%	P
Brodick Garden & Country Park	47806	41303	16%	P	Doone Castle	68517	47069	46%	P
Brodie Castle	108173	76627	41%	P	Drum Castle, Garden & Estate	25118	17151	46%	P
Brough of Birsay	3996	4620	-14%	P	Drumpellier Country Park	919573	976458	-6%	F
Broughton House & Garden	13033	10932	19%	P	Dryburgh Abbey	19102	20092	-5%	P
Broughty Castle Museum	37108	36816	1%	F	Dumbarton Castle	20497	16095	27%	P
Caerlaverock Castle	33250	31520	5%	P	Dumfries Museum & Camera Obscura	15866	17519	-9%	F
Cairnpapple Hill	1510	1597	-5%	P	Dunblane Cathedral	22326	22871	-2%	P
Calderglen Country Park	978822	933469	5%	F	Dundee Science Centre	65335	57797	13%	P
Callendar House	45491	34964	30%	F	Dundonald Castle	15466	4757	225%	F
Camperdown Wildlife Centre	88018	86758	1%	P	Dundrennan Abbey	3068	2801	10%	P
Caol Ila Distillery Visitor Centre	10413	10272	1%	P	Dunfermline Palace	12165	14356	-15%	P
Cardhu Distillery Visitor Centre	11094	10875	2%	P	Dunstaffnage Castle	18294	17551	4%	P
Cardoness Castle	4607	4111	12%	P	Edinburgh Bus Tours	552006	528887	4%	P
Castle Campbell	11922	12846	-7%	P	Edinburgh Butterfly & Insect World	80325	85924	-7%	P
Castle Fraser, Garden & Estate	18521	12624	47%	P	Edinburgh Castle	1568508	1480676	6%	P
Centre for Contemporary Arts	333741	326271	2%	F	Edinburgh Zoo	633500	671941	-6%	P
Chatelherault Country Park	598733	602138	-1%	F					

\* See p3 for further information

	2015	2014	Y-o-Y	Paid/Free		2015	2014	Y-o-Y	Paid/Free
Edzell Castle	5767	6285	-8%	P	Inchcolm Abbey	24363	24311	0%	P
Elcho Castle	5279	5141	3%	P	Inchmahome Priory	16523	16499	0%	P
Elgin Cathedral	27055	22298	21%	P	Inveraray Castle	88408	86526	2%	P
Falkland Palace & Garden	42659	37757	13%	P	Inveresk Lodge Garden	1720	1369	26%	P
FC Scotland - Clatteringshaws Visitor Centre	45709	40890	12%	F	Inverewe Garden & Estate	56451	62734	-10%	P
FC Scotland - Glenmore Visitor Centre	98610	71254	38%	F	Iona Abbey	59293	58674	1%	P
FC Scotland - Glentress	255776	253943	1%	F	J M Barrie's Birthplace	1985	3325	-40%	P
FC Scotland - Glentrool Visitor Centre	39188	41462	-5%	F	Jacobite Cruises Ltd	195620	175549	11%	P
FC Scotland - Kirroughtree Visitor Centre	71085	67817	5%	F	Jarlshof	13833	14751	-6%	P
FC Scotland - Queen's View Visitor Centre	125000	120000	4%	F	Jedburgh Abbey	22402	21178	6%	P
FC Scotland - The Lodge Forest Visitor Centre	138321	131778	5%	F	John Gray Centre	180247	206838	-13%	F
Fort George	57158	55240	3%	P	Johnstons of Elgin	186898	180835	3%	F
Fyvie Castle	16425.5	16164	2%	P	Kellie Castle & Garden	13850	13252	5%	P
Gallery of Modern Art	589791	622284	-5%	F	Kelpies Tours	34102	43467	-22%	P
Geilston Garden	9020	9932	-9%	P	Kelvingrove Art Gallery and Museum	1261552	1121995	12%	F
Georgian House	36274	35581	2%	P	Kildrummy Castle	4343	3973	9%	P
Gladstone's Land	28141	27216	3%	P	Kirriemuir Camera Obscura	11	1980	-99%	P
Glasgow Cathedral	181584	219947	-17%	P	Kisimul Castle	5425	6177	-12%	P
Glasgow Museums Resource Centre	14100	14215	-1%	F	Lagavulin Distillery Visitor Centre	17871	12947	38%	P
Glasgow Science Centre	352303	352481	0%	P	Lauriston Castle	78302	63959	22%	P
Glen Ord Distillery Visitor Centre	22200	21288	4%	P	Linlithgow Palace	66324	63274	5%	P
Glencoe	133444	130006	3%	F	Loch Leven	15299	17169	-11%	P
Glenfinnan Monument	14888	20491	-27%	P	Logan Botanic Garden	22432	21165	6%	F
Glengoyne	71474	60297	19%	P	Low Parks Museum	24107	36601	-34%	P
Glenkinchie Distillery Visitor Centre	37372	36765	2%	P	Macduff Marine Aquarium	49877	47832	4%	P
Glenlivet Distillery	44398	50573	-12%	P	Maclellans Castle	4883	4625	6%	P
Glenluce Abbey	578	572	1%	P	Malleny Garden	2458	4072	-40%	P
Grampian Transport Museum	27398	24647	11%	P	Mclean Museum & Art Gallery	36321	40701	-11%	F
Greenbank Garden	23910	20621	16%	P	Mcmanus Galleries	143455	149004	-4%	F
Gretna Green Famous Blacksmiths Shop	775868	783304	-1%	F	Meikle Museum	2384	2452	-3%	P
Gurness Broch	10591	10838	-2%	P	Melrose Abbey	47691	44423	7%	P
Hackness	678	1448	-53%	P	Mills Observatory	8329	6647	25%	F
Haddo House	1925	3483	-45%	P	Moirlanich Longhouse	988	985	0%	P
Hermitage Castle	6288	4188	50%	P	Mugdock Country Park	631335	622985	1%	F
Highland Folk Museum - Newtonmore	66390	54029	23%	F	Museum of Childhood	215750	212687	1%	F
Highland Wildlife Park	124262	115133	8%	P	Museum of Edinburgh	81961	86317	-5%	F
Hill of Tarvit Mansionhouse & Garden	6979	7604	-8%	P	Museum of Lead Mining	7500	7004	7%	P
Holmwood	3910	3692	6%	P	National Mining Museum Scotland	55136	73262	-25%	P
House Of Dun	5623	7960	-29%	P	National Museum of Flight	76757	72992	5%	P
House of the Binns	3229	3055	6%	P	National Museum of Rural Life	93099	82573	13%	P
Hugh Miller Museum & Birthplace Cottage	4126	4166	-1%	P	National Museum of Scotland	1567310	1639574	-4%	F
Huntingtower Castle	7116	7680	-7%	P	National War Museum	601074	593639	1%	P
Huntly Castle	12189	10312	18%	P	Nevis Range	176830	171084	3%	P

	2015	2014	Y-o-Y	Paid/Free		2015	2014	Y-o-Y	Paid/Free
New Abbey Corn Mill	4776	4167	15%	P	Stanley Mills	8031	7460	8%	P
New Lanark Visitor Centre	81030	94630	-14%	P	Stirling Castle	458932	440819	4%	P
New Lanark World Heritage Site	352704	357500	-1%	F	Stirling Smith Art Gallery and Museum	39542	45034	-12%	F
Newark Castle	5425	4432	22%	P	Strathclyde Country Park	5407774	5648337	-4%	F
Newhailes	5351	4831	11%	P	Strathisla Distillery	16176	13173	23%	P
Oban Distillery Visitor Centre	57391	49657	16%	P	Summerlee Museum	187588	158190	19%	F
Our Dynamic Earth	299300	308798	-3%	P	Sweetheart Abbey	7128	6955	2%	P
Palacerigg Country Park	578931	620299	-7%	F	Talisker Distillery Visitor Centre	67517	55756	21%	P
Pitmedden Garden	15609	17920	-13%	P	Tantallon Castle	41795	39224	7%	P
Pollok House	56025	58918	-5%	P	Tenement House	14978	14610	3%	P
Preston Mill	2383	1872	27%	P	The Black Watch Castle and Museum	14483	19681	-26%	P
Provand's Lordship	91899	86064	7%	P	The Burrell Collection	154069	172420	-11%	F
Queensferry Museum	6578	3624	82%	F	The Falkirk Wheel	605432	514170	18%	P
Riverside Museum	1131814	1049834	8%	F	The Famous Grouse Experience	71664	68839	4%	P
Robert Burns Birthplace Museum	235668	302715	-22%	P	The Glasgow School of Art	9111	12591	-28%	P
Robert Burns Centre	32675	38401	-15%	P	The Hill House	25340	23345	9%	P
Robert Burns House	13017	12836	1%	P	The Hunterian Museum and Art Gallery	165650	160523	3%	F
Robert Smail's Printing Works	2456	2553	-4%	P	The Lighthouse	228229	252627	-10%	F
Rosslyn Chapel	160845	161112	0%	P	The Museum of the University of St Andrews	26906	32997	-18%	P
Rothsay Castle	10124	9124	11%	P	The Nelson Monument	21479	26829	-20%	P
Royal Botanic Garden Edinburgh	889420	806810	10%	F	The People's Palace Museum	362795	380110	-5%	F
Royal Burgh of Culross	11556	10669	8%	P	The People's Story	58861	63996	-8%	P
Royal Lochnagar Distillery Visitor Centre	16416	15636	5%	P	The Real Mary King's Close	206815	204115	1%	P
Scotland Street School Museum	62242	59667	4%	F	The Royal Yacht Britannia	314646	300399	5%	P
Scotland's Secret Bunker	31077	29194	6%	P	The Scotch Whisky Experience	303000	307879	-2%	P
ScotlandsPeople Centre	16452	17688	-7%	P	The Scott Monument	77910	74760	4%	P
Scottish Crannog Centre	19047	19759	-4%	P	The Scottish Parliament	288988	303381	-5%	F
Scottish Dolphin Centre	91563	92835	-1%	F	The St Mungo Museum of Religious Life And Art	143967	137816	4%	P
Scottish Fisheries Museum	94389	88451	7%	P	The Tall Ship at Riverside	197927	178772	11%	F
Scottish National Gallery	1377710	1295015	6%	F	The Willow Tea Rooms	150784	153885	-2%	F
Scottish National Gallery of Modern Art	457655	325605	41%	F	Thomas Carlyle's Birthplace	742	617	20%	P
Scottish National Portrait Gallery	312877	294157	6%	F	Threave Castle	13259	12953	2%	P
Scottish Seabird Centre	262996	273507	-4%	P	Threave Estate	56560	39454	43%	P
Seton Collegiate	1486	1741	-15%	P	Tolquhon Castle	4594	4171	10%	P
Skara Brae	85894	81258	6%	P	Tomatin Distillery Visitor Centre	34615	24906	39%	P
Smailholm Tower	4711	4288	10%	P	Tormiston Mill	23280	24741	-6%	P
Souter Johnnie's Cottage	1386	1727	-20%	P	Trinity House	399	1115	-64%	F
Spynie Palace	6140	6303	-3%	P	Tullibardine	9347	13220	-29%	P
St Andrews Castle	69985	66073	6%	P	Urquhart Castle	348691	330489	6%	P
St Andrews Cathedral	37298	37408	0%	P	Verdant Works	12383	11477	8%	P
St Giles' Cathedral	1108842	1029359	8%	F	Weaver's Cottage	1399	1473	-5%	F
St Serfs	3264	4109	-21%	P	Writers Museum	46407	49366	-6%	F
St Vigean's	333	304	10%	P					