



2014 ASVA ANNUAL VISITOR TREND REPORT

Usable data was received from 259 sites (excluding Country Parks). The total number of visits recorded in 2014 was 27,141,519; this compares with 25,586,841 in 2013 and indicates an increase of 6.1%.

Acknowledgements

This is the second year we have published this annual report which we know is valued and referenced by many of our members and external public agencies. We'd like to thank Scottish Enterprise for the initial seed funding that allowed this project to proceed and for its ongoing support.

We'd also like to thank LJ Research who designed the online survey and who collated the data on our behalf so efficiently. And of course, a BIG thank you to all those members who contributed their data to this survey as without this support, publication would not have been possible.

Key findings for 2014

For the fourth year, the National Museum of Scotland was the most visited attraction with 1,639,509 visits recorded. Edinburgh Castle was the most visited paid entry attraction with 1,480,676 visits.

- Scotland now has 6 sites attracting more than 1 million visitors per year - double the number in 2013.
- The top 20 sites show an increase of just over 9% which is above the overall increase nationally of 6.1% and account for more than 50% of all recorded visits in 2014.
- Glasgow sites are reporting a 11.7% increase in numbers in 2014 which in turn has influenced the overall national increase of 6.1%. (If the Glasgow figures are removed from the calculations, the increase would be 5%).
- Edinburgh has 10 of the Top 20 visitor attractions located in the city.
- The opening of Helix Park and the Kelpies' Tour appear to have increased the attraction of Falkirk as a destination with the Falkirk Wheel reporting an increase of 26% in visitor numbers. Other Central Scotland sites noting significant increases include Stirling Castle, Argyll's Lodging and the Battle of Bannockburn.

Behind the headlines

Glasgow

2014 was Glasgow's year - the 2014 Commonwealth Games had a major positive effect on visitor numbers recorded at the city's attractions. Looking at the figures for July and August (covering the period of the Games) visitor numbers at Glasgow sites were up by 34%. And across the year the increase was 11.7%. These increases are contrary to all the received wisdom which suggests that during major international sporting events, people do not visit attractions and what is hoped for from any such event is the legacy effect. Apart from the Burrell Collection (-10% July and August), all Glasgow sites that responded to the survey, indicated an increase in visitor numbers during July and August.

See overleaf for more information

Dashboard Summary

Scotland Total

2014 (excl. Country Parks)	27,141,519	6.1% ▲
2014 (incl. Country Parks)	36,891,788	3.5% ▲

Per Region

Northern Scotland	2,873,274	-1.0% ▼
Eastern Scotland	13,548,144	4.7% ▲
Southern Scotland	1,936,208	6.9% ▲
Western Scotland (excl. Country Parks)	8,783,893	10.8% ▲
Western Scotland (incl. Country Parks)	18,534,162	3.0% ▲

Per Attraction Category

Heritage/historic property/stately house	6,380,089	5.6% ▲
Museums & Galleries	10,357,038	10.2% ▲
Zoo/wildlife/safari park/aquarium	1,262,925	-8.5% ▼
Sports & activities	507,761	7.7% ▲
Forest park/regional park/country park	9,750,269	-3.1% ▼
Gardens	1,064,424	12.0% ▲
Science Centre	719,076	-4.3% ▼
Distillery/whisky related	935,931	3.6% ▲
Visitor Centre	2,652,069	1.4% ▲
Boat Trip/Marine	990,118	12.1% ▲
Other	2,272,088	3.5% ▲

Expenditure Figures

Ticket SPV	£4.19 (132)	5.0% ▲
Spent per ticket sold	£8.05 (63)	5.3% ▲
Retail SPV	£1.51 (85)	14.2% ▲
Catering SPV	£0.32 (47)	-15.8% ▼

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- Glasgow had two sites in 2014 with over 1 million visitors - Kelvingrove and the Riverside Museum.
- Looking at Glasgow sites that have performed well throughout the year, a special mention must be made of the Riverside Museum with growth of 42%. There were no special exhibitions that might have increased numbers and they cite a number of factors they believe helped the increase.
 - Regular change through 'permanent' display change.
 - Temporary events and activities throughout the year (inside and outside the museum) to increase regular visits by local and wider Scottish visitors helping sustain and grow visitor numbers.
 - PR around the above including - 'Adventurers' featuring various celebrity and sports' people's motorbikes and cycles, the second oldest Rolls Royce in the world (and oldest in Scotland) and the road from Delhi Commonwealth Games display.
 - Co-funding a free ferry service to connect Govan across the Clyde July - September, which attracted 28,000 users.
 - The Tall Ship at Riverside went free from mid-April, making the whole site more attractive to local and regular visitors.
- At Kelvingrove, the Jack Vettriano exhibition continued during January and February and visits to the site increased by in excess of 50,000 (34%) over that period.
- At the People's Palace visitor numbers increased by almost 70,000 (22%). They attribute this increase to a number of initiatives.
 - Introducing objects into the ground floor throughout 2014 as part of a Palace redisplay programme.
 - Introduction of "Welcome Room" in July 2014 - dual purpose introductory room and also a learning room when needed – the door always open for visitors when schools are not in.
 - The WW1 Fred Farrell exhibition which ran from May - November 2014 was extremely popular. Visitor numbers were ahead of target.

Edinburgh

Collectively, Edinburgh sites recorded slower growth than the Scottish average (albeit from a higher base); it still showed an increase of 5%.

- Edinburgh had 4 sites with over 1 million visitors in 2014 – National Museum of Scotland, Edinburgh Castle, Scottish National Gallery and St. Giles Cathedral.
- The National Museum of Scotland is showing a decrease of 7%. However, since the summer they have been closing off galleries in preparation for the next phase of re-development due for completion in 2016. The closure of the whole west wing (10 galleries) has impacted on regular repeat visits.
- The 3 Scottish National Galleries sites are now using electronic counters which give a more accurate figure than the manual method used in the past. (If their figures are removed from the calculation, the increase is 4.9% in Scotland.) It should be stressed that the 2014 figures are accurate.
- The Royal Botanic Garden saw a rise in numbers during 2014 of over 127,000 to 806,810 (19%), the highest level since 1998. Dry and mild weather in 2014 significantly boosted visits and other contributing factors include RBGE's on-going work in tourism and accessibility which aims to encourage more visitors from outwith Scotland and welcomes everyone, whatever their specific requirements. In addition at the end of the year the Garden launched a new light event, Botanic Lights: Night in the Garden which attracted 23,076 visitors, resulting in the busiest November the Garden has had since records began, dating back to 1901.

- Edinburgh Castle increased its numbers by over 60,000 (4%) noting an increase in visits from the travel trade as a contributing factor.
- Edinburgh Zoo saw a decrease in numbers of over 88,000 (-12%) - a successful pregnancy for Tian Tian (Sweetie) would almost certainly increase visitor numbers to the Zoo. It should be pointed out however, that despite the decrease this year, visitor numbers to the Zoo are still higher than before the pandas arrived in December 2011.

Central Scotland

- The Battle of Bannockburn Experience opened in March 2014 and in 2014 welcomed more than 60,000 visitors.
- Other Stirling member sites noted increases – Stirling Castle (7.1%) and Argyll's Lodging (49%).
- Major new attractions in Falkirk, including The Kelpies Tour, which generated over 43,000 visitors in 2014, and Helix Park, which up until September 2014 attracted 680,000 visitors, appear to have benefitted tourism to the town and provided a spin-off for existing attractions such as the Falkirk Wheel, which saw visitor numbers increase by almost 108,000 (26%).

New Lanark World Heritage

In 2014 New Lanark welcomed almost 60,000 (20%) more visitors than in 2013. Throughout the year they implemented a full events, exhibitions & talks programme with the aim of driving footfall to the site. The greatest increase in visitors was seen in October/November during the exhibition of the Great Tapestry of Scotland. This popular exhibition drove over 13,000 visitors to the site, and had a positive impact on cross-site spend within the Mill Shop and Mill Café. December was the busiest month onsite, with nearly 9 thousand visitors attending the annual 'New Lanark Christmas Experience'.

Weather

After a stormy start to the year, conditions improved by April, in time for the late Easter. The rest of the year was fairly unremarkable weather wise with mainly warm and dry weather prevailing. The exception was the peak trading month of August which was cool and wet. Looking at the monthly reports, only February and March show a decrease.

Award winning!

In June, the Royal Yacht Britannia was named the Best Visitor Attraction in the UK in TripAdvisor's Travellers' Choice Award 2014. This prestigious award reflects the quantity and consistency of 5 Star "Excellent" reviews posted on this influential website by visitors to the former Royal Yacht during the last 12 months (to date, 72% of the 5,000 TripAdvisor reviews are Excellent, and 23.5% are Very Good). TRYB has also received TripAdvisor's Certificate of Excellence, an award that is given to the top 10% tourism businesses in the world.

In December Edinburgh Castle has been named the UK's Best Heritage Attraction for a record fourth year running at the 2014 British Travel Awards (BTAs). This year's prestigious BTAs – the largest consumer voted awards in the UK – saw the castle, Scotland's number one paid for visitor attraction, once again lift the title, following a public vote of over one million votes in this year's awards.

Looking ahead

2015 is the Year of Food and Drink, and this really does present a great opportunity for those members who have a food and drink offer. There were 36 million visits in total recorded at member sites. Of course not all sites offer food & drink but even if only a proportion have a F & D offer, the potential market is substantial. The VisitScotland 'Taste our Best' scheme is being rolled out further this year as more QA visits are made, and this is the 'badge' that indicates a site is offering a substantial proportion of Scottish products and produce.

In its 'Scottish Business Pledge' Scottish Government has stated that it wants companies to commit to the Scottish Approach by:

- Paying the Living Wage
- Not using zero hours contracts
- Committing to an innovation programme
- Agreeing to pursue international business opportunities
- Making progress on gender balance, for example by committing to the 'Partnership for Change'
- Supporting 'Invest in Youth'
- Supporting workplace engagement and development and other progressive workplace policies
- Play an active role in the community by, for example, working with local recruitment agencies and job centres

Some members will already be taking an active part in many of the above but there will be challenges for many related to the first two items. We'd like to hear your views.

The relative strength of sterling against euro and looks set to continue during 2015 and how that will impact on inbound and outbound tourism remains to be seen. The UK (and Scotland) will appear to be a more expensive destination and of course a more competitive euro will make eurozone countries a more attractive proposition for holidays and breaks there. The situation in Greece at the time of publication is uncertain and if the outcome is a worst case scenario, there will be serious ramifications for all the other eurozone countries.

Low oil prices are also expected to be with us in the medium term at least which will contribute to the continuing fall in inflation. This will certainly put more money in our pockets to spend but the challenge for all of us working in the experience economy in Scotland is to get that cash spent with us. Lower oil prices should also mean lower overheads for businesses.

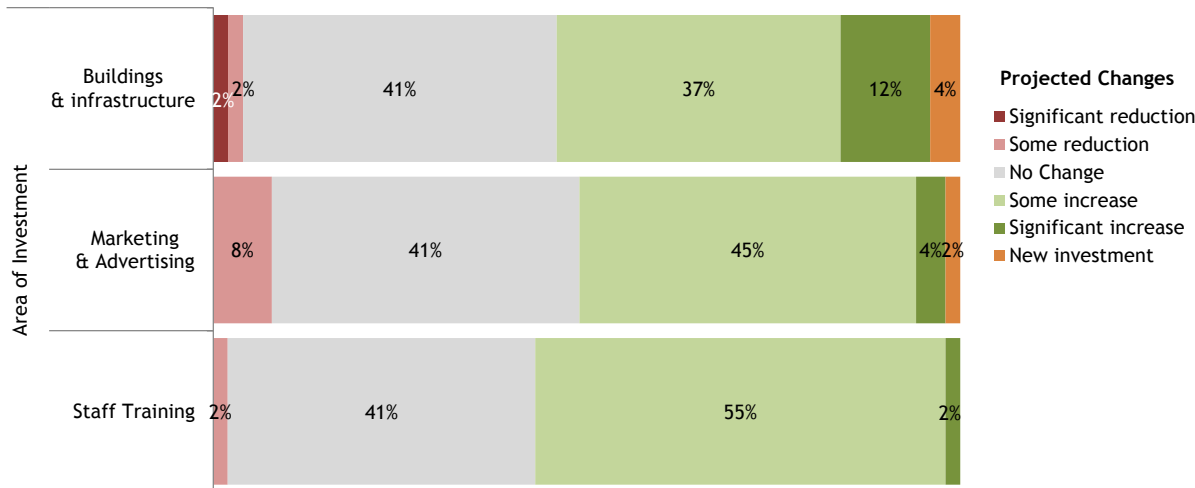
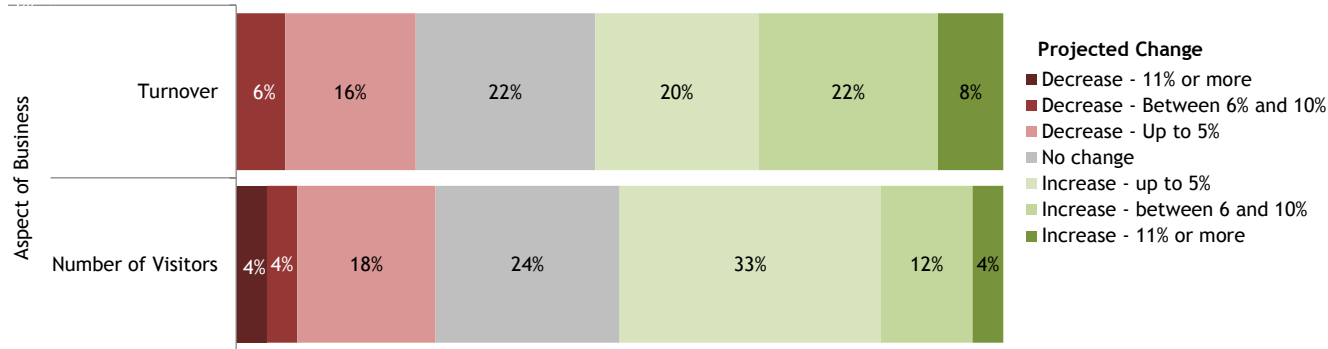
Of course, as an oil-producing nation these same lower oil prices mean lower tax revenues for the Exchequer. Post referendum and the Smith Commission Report on the further devolution of powers to the Scottish Government in this UK General Election Year, mean there will be interesting times ahead which will certainly impact on our industry.

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 51 sites.



Top 20 Visitor Attractions				
	2014	2013	Y-o-Y	Paid/Free*
National Museum of Scotland	1,639,509	1,768,090	-7%	F
Edinburgh Castle	1,480,676	1,420,027	4%	P
Scottish National Gallery	1,295,015	933,296	39%	F
Kelvingrove Art Gallery and Museum	1,121,995	1,044,067	7%	F
Riverside Museum	1,049,834	740,276	42%	F
St Giles' Cathedral	1,029,359	940,530	9%	F
Gretna Green Famous Blacksmiths Shop	813,304	761,487	7%	F
Royal Botanic Garden Edinburgh	806,810	679,756	19%	F
Edinburgh Zoo	671,941	760,897	-12%	P
Gallery of Modern Art	622,284	572,152	9%	F
National War Museum	593,639	572,361	4%	P
Edinburgh Bus Tours	528,887	555,526	-5%	P
The Falkirk Wheel	514,170	406,693	26%	P
Stirling Castle	440,819	411,726	7%	P
The People's Palace Museum	380,110	310,326	22%	F
New Lanark World Heritage Site	357,500	297,868	20%	P
Glasgow Science Centre	352,481	390,375	-10%	P
Urquhart Castle	330,489	310,446	6%	P
Scottish National Gallery of Modern Art	325,604	265,091	23%	F
Our Dynamic Earth	308,798	298,667	3%	P

* See p3 for further information

Additional Comments 2014

Bo'ness and Kinneil Railway	We note that as a result of not having run the same number of events in 2014 as 2013 visitor numbers are not easily comparable; however, we can see that our income is up on 2013 and we know that we matched our opening days to our resources which is mainly the time and availability of our volunteer workforce.
Discovery Point	2014 has seen ongoing major disruption due to road works and associated construction works for the Dundee Waterfront development and the ground preparation for the new V&A at Dundee.
Dundee Science Centre	We had a few quiet months.
Edinburgh Bus Tours	We had operational challenges in 2014 with split departure points and less visibility in the city centre. Agent and online sales were up but walk-ups were down. Period of the Commonwealth Games was down.
Macduff Marine Aquarium	Although visitor figures and income were up on last year, there were no particular factors we can attribute this to.
Mclean Museum & Art Gallery	Very successful WW1 exhibition boosted figures over late summer season.
National Mining Museum Scotland	Groupon & Amazon ticket deals have boosted our visitor numbers considerably.
Paisley Museum	Huge rise in visitor numbers at the beginning of the year attributed to temporary Lego exhibition. This was followed by a second Lego exhibition later in the year which attracted a lower number of visits (although still attracted a higher than normal Museum attendance).
The Glasgow School of Art	The Glasgow School of Art's Mackintosh building suffered a major fire in May 2014 and will be closed to visitors for 3 - 4 years for restoration. The attraction remains number 1 on Trip Advisor's 'Glasgow Attractions' list with its new visitor centre, tours and exhibitions; however, visitor numbers dropped by 53% as a direct consequence.
The Willow Tea Rooms	Positive impact from Commonwealth Games held in Glasgow in summer 2014.

Site-specific Report 2014

► Responses for 2014 were received from 269 sites (incl. Country Parks); 22 sites requested confidentiality, and although their numbers have been included in the calculations, they do not appear in the tables below.

	2014	2013	Y-o-Y	Paid/Free*		2014	2013	Y-o-Y	Paid/Free*
Abbot House	48852	46070	6%	F	City Art Centre	79801	91749	-13%	F
Aberdour Castle	13184	12518	5%	P	Clyde Muirshiel - Castle Semple Country Park	343511	348106	-1%	F
Aberlour Distillery	11561	8639	34%	P	Clyde Muirshiel - Greenock Cut Visitor Centre	66019	60866	8%	F
Alloa Tower	5710	8892	-36%	P	Clyde Muirshiel - Lunderston Bay	196505	176619	11%	F
Almond Valley Heritage Trust	133251	131330	1%	P	Clyde Muirshiel - Muirshiel Country Park	34633	34631	0%	F
Angus Folk Museum	2470	356	594%	P	Clydebank Museum and Art Gallery	42374	27100	56%	F
Arbroath Abbey	16890	11893	42%	P	Clynelish Distillery Visitor Centre	6166	5892	5%	P
Arduaine Garden	15098	14565	4%	P	Corgarff Castle	1825	3085	-41%	P
Argyll's Lodgings	56508	37806	49%	P	Cragganmore Distillery Visitor Centre	6219	4386	42%	P
Auchindrain	4708	5021	-6%	P	Craigievar Castle	10416	9677	8%	P
Bachelors' Club	784	653	20%	P	Craigmillar Castle	20971	18639	13%	P
Balmoral Castle	58615	57548	2%	P	Craignethan Castle	3316	3952	-16%	P
Balvenie Castle	3851	4874	-21%	P	Crarae Garden	8042	8539	-6%	P
Bannockburn	60753	7316	730%	P	Crathes Castle, Garden & Estate	38925	52099	-25%	P
Barry Mill	1687	1915	-12%	P	Crichton Castle	3258	3222	1%	P
Benmore Botanic Garden	47137	46992	0%	P	Crossraguel Abbey	2625	2823	-7%	P
Bishops & Earls Palaces	13571	12498	9%	P	Culloden Battlefield visitor centre	98780	109063	-9%	P
Black House	11968	11660	3%	P	Culzean Castle	65735	66978	-2%	P
Blackness Castle	16559	15197	9%	P	Culzean Country Park	141441	151971	-7%	P
Blair Athol Distillery Visitor Centre	73298	64167	14%	P	Dallas Dhu Distillery	9426	9528	-1%	P
Bonawe Iron Furnace	3142	2773	13%	P	Dalwhinnie Distillery Visitor Centre	42711	31022	38%	P
Bo'ness and Kinneil Railway	68935	68306	1%	P	David Livingstone Centre	17253	21360	-19%	P
Bothwell Castle	10194	11632	-12%	P	Dawyck Botanic Garden	34465	28917	19%	P
Branklyn Garden	7488	10169	-26%	P	Dewar's World of Whisky	31221	29205	7%	F
Brodick Castle	25996	26201	-1%	P	Dirleton Castle	26124	24136	8%	P
Brodick Garden & Country Park	41303	40793	1%	P	Discovery Point	55524	54472	2%	P
Brodie Castle	30675	30972	-1%	P	Doone Castle	47069	38081	24%	P
Brough of Birsay	4620	5215	-11%	P	Drum Castle, Garden & Estate	18631	13290	40%	P
Broughton House & Garden	10932	9881	11%	P	Drumpellier Country Park	937428	972159	-4%	F
Broughty Castle Museum	36816	33842	9%	F	Dryburgh Abbey	20092	19459	3%	P
Caerlaverock Castle	31520	30842	2%	P	Duff House	17498	18140	-4%	F
CairnGorm Mountain	206671	206521	0%	P	Dumbarton Castle	16095	17372	-7%	P
Cairnpapple Hill	1597	1449	10%	P	Dumfries Museum & Camera Obscura	17519	15965	10%	F
Calderglen Country Park	907564	928473	-2%	F	Dunblane Cathedral	22871	21450	7%	P
Callendar House	29774	36060	-17%	F	Dundee Science Centre	57797	61973	-7%	P
Caol Ila Distillery Visitor Centre	10272	8363	23%	P	Dundrennan Abbey	2801	2478	13%	P
Cardhu Distillery Visitor Centre	10875	9788	11%	P	Dunfermline Palace	14356	13933	3%	P
Cardoness Castle	4111	4370	-6%	P	Dunstaffnage Castle	17551	16098	9%	P
Castle Campbell	12846	13266	-3%	P	Edinburgh Bus Tours	528887	555526	-5%	P
Castle Fraser, Garden & Estate	12930	12775	1%	P					

* See p3 for further information

	2014	2013	Y-o-Y	Paid/Free		2014	2013	Y-o-Y	Paid/Free
Edinburgh Castle	1480676	1420027	4%	P	Holmwood	4080	3745	9%	P
Edinburgh Zoo	671941	760897	-12%	P	House for an Art Lover	10275	10654	-4%	P
Edzell Castle	6285	5558	13%	P	House Of Dun	8005	7752	3%	P
Elcho Castle	5141	5495	-6%	P	House of the Binns	3082	3225	-4%	P
Elgin Cathedral	22298	22891	-3%	P	Hugh Miller Museum & Birthplace Cottage	4166	3994	4%	P
Falkland Palace & Garden	37757	41930	-10%	P	Huntingtower Castle	7680	9535	-19%	P
FC Scotland - Clatteringshaws Visitor Centre	40890	32869	24%	F	Huntly Castle	10312	10155	2%	P
FC Scotland - Glenmore Visitor Centre	71254	89655	-21%	F	Inchcolm Abbey	24311	22623	7%	P
FC Scotland - Glentress	253943	220238	15%	F	Inchmahome Priory	16499	16572	0%	P
FC Scotland - Glentree Visitor Centre	41462	47000	-12%	F	Inveraray Castle	86526	82638	5%	P
FC Scotland - Kirroughtree Visitor Centre	67817	63000	8%	F	Inveraray Jail	52402	52267	0%	P
FC Scotland - Queen's View Visitor Centre	120000	120000	0%	F	Inveresk Lodge Garden	1369	1294	6%	P
FC Scotland - The Lodge Forest Visitor Centre	131778	140766	-6%	F	Inverewe Garden & Estate	62734	62610	0%	P
Fort George	55240	55826	-1%	P	Iona Abbey	58674	59439	-1%	P
Fyvie Castle	16500	16949	-3%	P	J M Barrie's Birthplace	3325	3576	-7%	P
Gallery of Modern Art	622284	572152	9%	F	Jacobite Cruises Ltd	175549	176992	-1%	P
Geilston Garden	9932	9155	8%	P	Jarlshof	14751	12119	22%	P
Georgian House	35581	37990	-6%	P	Jedburgh Abbey	21178	21345	-1%	P
Gladstone's Land	27216	35747	-24%	P	Johnstons of Elgin	180835	201902	-10%	F
Glasgow Cathedral	219947	233172	-6%	P	Kellie Castle & Garden	13252	12898	3%	P
Glasgow Museums Resource Centre	14215	15264	-7%	F	Kelvingrove Art Gallery and Museum	1121995	1044067	7%	F
Glasgow Science Centre	352481	390375	-10%	P	Kildrummy Castle	3973	3460	15%	P
Glen Ord Distillery Visitor Centre	21288	20777	2%	P	Kirriemuir Camera Obscura	1980	2559	-23%	P
Glencoe	130006	114284	14%	F	Kisimul Castle	6177	5732	8%	P
Glenfinnan Monument	20491	22423	-9%	P	Lagavulin Distillery Visitor Centre	12947	12068	7%	P
Glenkinchie Distillery Visitor Centre	36765	34532	6%	P	Lauriston Castle	63959	71443	-10%	P
Glenlivet Distillery	50513	45602	11%	P	Linlithgow Palace	63274	66500	-5%	P
Glenluce Abbey	572	420	36%	P	Loch Leven	17169	19442	-12%	P
Grampian Transport Museum	24647	24428	1%	P	Logan Botanic Garden	21165	19365	9%	F
Greenbank Garden	20701	34479	-40%	P	Macduff Marine Aquarium	47832	45825	4%	P
Gretna Green Famous Blacksmiths Shop	813304	761487	7%	F	Mackintosh Queen's Cross	8708	7588	15%	P
Gurness Broch	10838	9914	9%	P	Maclellans Castle	4625	4692	-1%	P
Hackness	1448	1534	-6%	P	Malleny Garden	4072	3730	9%	P
Haddo House	3633	5157	-30%	P	McClean Museum & Art Gallery	40701	40420	1%	F
Hermitage Castle	4188	5115	-18%	P	McManus Galleries	149004	153444	-3%	F
Hermitage Castle	4188	6625	6%	P	Meikle Museum	2452	2758	-11%	P
Hidden Treasures - Lead Mining Museum	7004	6625	1%	P	Melrose Abbey	44423	47010	-6%	P
Highland Folk Museum - Newtonmore	54029	53364	-15%	F	Moirlanich Longhouse	985	1076	-8%	P
Highland Wildlife Park	115133	136219	2%	P	Mugdock Country Park	622985	616330	1%	F
Hill of Tarvit Mansionhouse & Garden	7604	7435	2%	P	Museum of Childhood	212687	214618	-1%	F

	2014	2013	Y-o-Y	Paid/Free		2014	2013	Y-o-Y	Paid/Free
Museum of Edinburgh	86317	64119	35%	F	Seton Collegiate	1741	2529	-31%	P
National Mining Museum Scotland	73262	61766	19%	P	Skara Brae	81258	74471	9%	P
National Museum of Flight	72992	70116	4%	P	Smailholm Tower	4288	4329	-1%	P
National Museum of Rural Life	82573	73444	12%	P	Stirling Smith Art Gallery and Museum	45034	34203	32%	F
National Museum of Scotland	1639509	1768090	-7%	F	Souter Johnnie's Cottage	1727	1088	59%	P
National War Museum	593639	572361	4%	P	Spynie Palace	6303	5541	14%	P
Nevis Range	171084	150842	13%	P	St Andrews Castle	66073	62670	5%	P
New Abbey Corn Mill	4167	4436	-6%	P	St Andrews Cathedral	37408	35277	6%	P
New Lanark Visitor Centre	94630	75688	25%	P	St Giles' Cathedral	1029359	940530	9%	F
New Lanark World Heritage Site	357500	297868	20%	P	St Serfs	4109	3933	4%	P
Newark Castle	4432	4207	5%	P	St Vigeans	304	499	-39%	P
Newhailes	4831	4307	12%	P	Stanley Mills	7460	7983	-7%	P
Oban Distillery Visitor Centre	49657	47435	5%	P	Stirling Castle	440819	411726	7%	P
Our Dynamic Earth	308798	298667	3%	P	Strathclyde Country Park	5305950	5535145	-4%	F
Paisley Museum	69922	46785	49%	P	Strathisla Distillery	13173	14254	-8%	P
Palacerigg Country Park	616636	612032	1%	F	Summerlee Museum	158100	140562	12%	F
Pitmedden Garden	18643	23040	-19%	P	Sweetheart Abbey	6955	6697	4%	P
Pollok House	58918	58102	1%	P	Talisker Distillery Visitor Centre	55756	57445	-3%	P
Preston Mill	1872	2298	-19%	P	Tantallon Castle	39224	35370	11%	P
Priorwood Garden	6768	8183	-17%	P	Tenement House	14610	14667	0%	P
Provand's Lordship	86064	78061	10%	P	The Burrell Collection	172420	193472	-11%	F
Queensferry Museum	3624	5790	-37%	F	The Falkirk Wheel	514170	406693	26%	P
Riverside Museum	1049834	740276	42%	F	The Famous Grouse Experience	69998	84878	-18%	P
Robert Burns Birthplace Museum	302715	327973	-8%	P	The Hill House	23345	21641	8%	P
Robert Burns Centre	38401	28978	33%	P	The Lighthouse	247686	236410	5%	F
Robert Burns House	12836	12477	3%	P	The Museum of the University of St Andrews	32997	35505	-7%	P
Robert Smail's Printing Works	2553	3046	-16%	P	The Nelson Monument	26829	26608	1%	P
Rosslyn Chapel	161112	154028	5%	P	The People's Palace Museum	380110	310326	22%	F
Rothesay Castle	9124	9353	-2%	P	The People's Story	63996	61294	4%	P
Royal Botanic Garden Edinburgh	806810	679756	19%	F	The Real Mary King's Close	199000	202000	-1%	P
Royal Burgh of Culross	10669	10446	2%	P	The Royal Yacht Britannia	300399	299484	0%	P
Royal Lochnagar Distillery Visitor Centre	15636	13902	12%	P	The Scotch Whisky Experience	307879	301782	2%	P
Scotland Street School Museum	59667	53639	11%	F	The Scott Monument	74760	63381	18%	P
ScotlandsPeople Centre	17688	19493	-9%	P	The Scottish Parliament	303381	331839	-9%	F
Scottish Dolphin Centre	92835	92438	0%	F	The St Mungo Museum of Religious Life And Art	137816	120976	14%	P
Scottish Fisheries Museum	88451	85583	3%	P	The Willow Tea Rooms	153885	139530	10%	F
Scottish National Gallery	1295015	933296	39%	F	Thomas Carlyle's Birthplace	617	243	154%	P
Scottish National Gallery of Modern Art	325604	265091	23%	F	Threave Castle	12953	9765	33%	P
Scottish National Portrait Gallery	294157	261937	12%	F	Threave Estate	52396	46386	13%	P
Scottish Seabird Centre	273507	271443	1%	P	Tolquhon Castle	4171	4403	-5%	P

	2014	2013	Y-o-Y	Paid/Free
Tomatin Distillery Visitor Centre	24906	20129	24%	P
Tormiston Mill	24741	23787	4%	P
Trinity House	1115	2096	-47%	F
Tullibardine	13220	21488	-38%	P
Urquhart Castle	330489	310446	6%	P
Verdant Works	11788	12551	-6%	P
Weaver's Cottage	1473	1289	14%	F
Writers Museum	49366	42650	16%	F