

SCOTTISH VISITOR ATTRACTION MONITOR

ANNEX

2023

EDITION

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Definition of a Visitor Attraction

“An attraction whose primary purpose is sightseeing; a visitor attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship (but excludes small parish churches); 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. Also, the attraction must be a single business, under single management, so that it is capable of answering the economic questions on revenue, employment, etc.”

Confidentiality

Visit 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.

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 in 2023/2022 are rounded to a maximum of two decimal points.



Monthly visits

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

Analysis Variables & Changes to Methodology

Variables used in this report to analyse 2023 data are the same as those used in the 2022 report. Further details are included in the Appendices.

Comparative Analysis of Visits to Scottish Visitor Attractions 2023/2022

2023 2023

Some 616 attraction operators provided total visits figures for 2023 and 2022.

The following table compares visits performance in 2023 with 2022.

Visitor attractions in Scotland experienced an increase of 17.2% in visits when comparing 2023 with 2022 .

Figure 1 Admission Policy 2023/2022 - Overview

Admission Policy - Overview

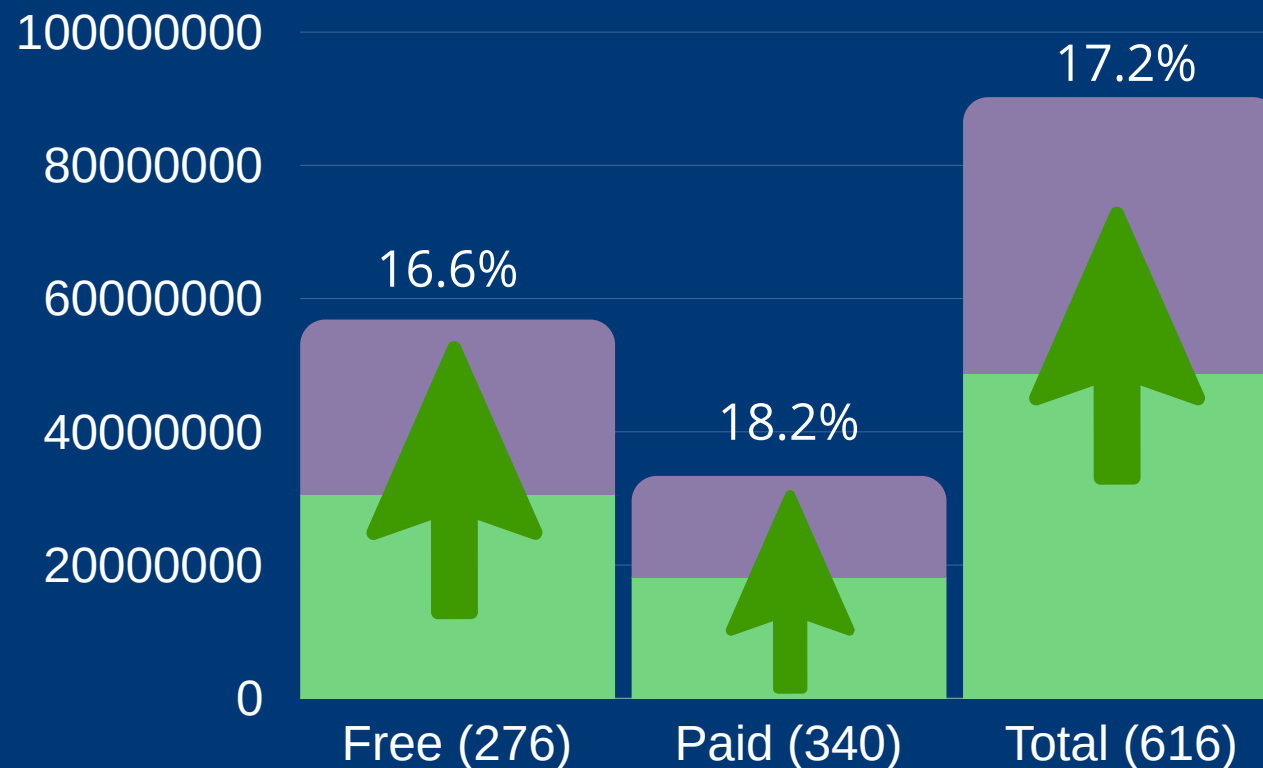
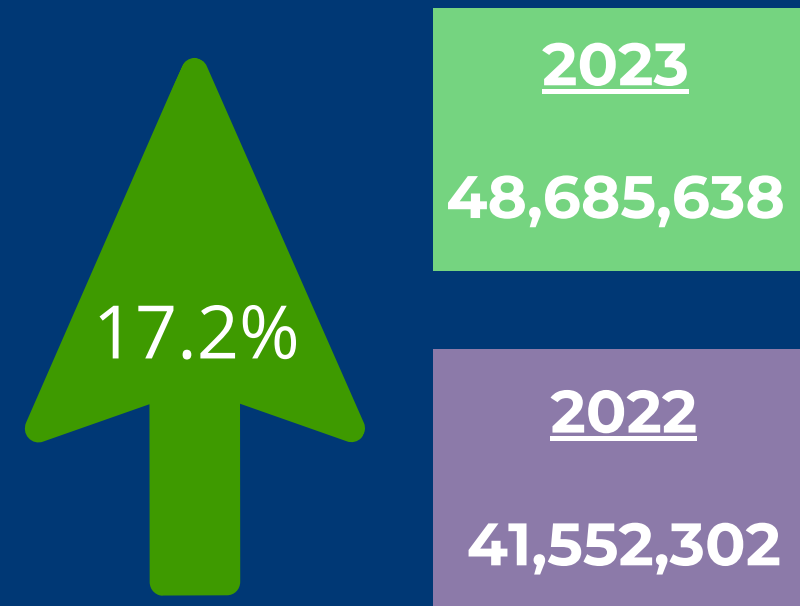


Figure 2 Total Visits 2023/2022 - Overview

Total Visits 2023/2022 - Overview



Comparative Analysis of Visits to Scottish Visitor Attractions 2023/2022

Former VisitScotland Area

VisitScotland Region	Count	2023	2022	%
AB	83	3553445	3307935	7.4%
AN	31	1116812	996708	12.1%
AR	75	5109498	4764173	7.2%
AY	27	1290744	1151568	12.1%
DG	42	680552	548926	24.0%
ED	90	17863106	14774233	20.9%
FI	36	1046212	774293	35.1%
GG	62	10985217	9596055	14.5%
HI	62	4156401	3310195	25.6%
OH	11	172921	174889	-1.1%
OR	22	772268	646025	19.5%
PE	29	929850	552646	68.3%
SB	31	863489	842415	2.5%
SH	15	145123	112241	29.3%

Category

Category	Count	2023	2022	%
AA	14	1526647	1483340	2.9%
C	57	4754057	3518472	35.1%
CR	5	1406943	1399900	0.5%
D	54	1476573	1247006	18.4%
G	27	2015118	1789469	12.6%
HC	20	732928	526120	39.3%
HH	46	1997830	1657971	20.5%
MAG	228	15242617	12715352	19.9%
OHP	56	1952376	1456644	34.0%
ON	49	10337080	9628052	7.4%
T	9	1444771	1216574	18.8%
WP	7	279244	186578	49.7%
WS	17	2672231	1919645	39.2%
Z	27	2847223	2807179	1.4%

Urban/Rural

Urban	Count	2023	2022	%
Accessible Rural	128	6195413	5452154	13.6%
Accessible Small Towns	40	1428868	1184210	20.7%
Large Urban Areas	122	25867408	21644810	19.5%
Other Urban Areas	110	8400063	7548514	11.3%
Remote Rural	179	5972317	5059757	18.0%
Remote Small Towns	37	821569	662857	23.9%

Geographic Location

Location	Count	2022	2023	%
Coastal	162	6552792	5711852	14.7%
Inland	380	40306738	34228345	17.8%
Islands	74	1826108	1612105	13.3%

Admission Cost

Admission	Count	2023	2022	% Change
Free	276	30605269	26250309	16.6%
Paid	340	18080369	15301993	18.2%
Total	616	48685638	41552302	17.2%

Volume of Visits

Volume Of Visits	Count	2023	2022	%
0 - 4,999	173	282602	257608	9.7%
5,000 - 9,1000	78	484328	451640	7.2%
10,000 - 19,999	82	1071874	861426	24.4%
20,000 - 49,999	111	3304812	2801212	18.0%
50,000 - 99,999	74	4864331	4185976	16.2%
100,000 +	98	38677691	32994440	17.2%

Monthly Distribution of Visits (%) by Admission 2023/2022

2023

Month	Free	Paid	Total
Jan	1350485	566179	1916664
Feb	1623860	817273	2441133
Mar	1627345	765834	2393179
Apr	2718490	1633955	4427919
May	2529771	1799914	4343110
Jun	2882746	2116762	5014524
Jul	3578982	2454512	6068726
Aug	3688734	2751386	6468269
Sep	2599165	1887161	4499057
Oct	2346664	1375620	3722284
Nov	1731771	823207	2554978
Dec	1585476	709006	2294482

2022

Month	Free	Paid	Total
Jan	1168837	346610	1556994
Feb	1391529	538201	1970463
Mar	1792409	685979	2518050
Apr	2618021	1427082	4074598
May	2705640	1485914	4221806
Jun	3233159	1695926	4957285
Jul	3412448	2262648	5698390
Aug	3898737	2363868	6283476
Sep	2603532	1438734	4071639
Oct	2341930	1322679	3692952
Nov	1719427	717596	2476281
Dec	1688157	710980	2437281

Quarterly Seasonal Analysis by Attraction Category

Category	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Total
AA	287510	423247	540814	278645	1530216
C	524077	1544250	1946039	778426	4792792
CR	247654	393816	445030	324794	1411894
D	171143	485692	545311	272229	1454375
G	284071	641581	647744	448932	2022328
HC	64474	205608	359041	102957	732078
HH	166111	637768	913167	269684	1986750
MAG	2652048	4161466	5410854	3047507	15271875
OHP	187073	639900	808027	285457	1920457
ON	1359283	2393999	2560342	1631519	7945143
T	110038	444875	646479	243259	1444651
WP	44574	88305	95431	50934	279244
WS	300796	824379	1025088	447674	2697935
Z	352125	816755	1015953	389727	2574560

2023

Quarterly Seasonal Analysis by Former VS Region

VisitScotland Region	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Total
AB	565350	1031411	1353561	634327	3584649
AN	188323	332436	386860	207371	1114990
AR	624073	1621941	2063155	841748	5150917
AY	205744	443201	432719	219755	1301419
DG	41174	147998	221910	69255	480337
ED	2606755	4503859	5505163	3470905	16086682
FI	140445	317224	419848	168874	1046189
GG	1886344	3144067	3546268	2071862	10648541
HI	299751	1345553	1948831	571251	4165386
OH	4802	63487	85512	17826	171627
OR	24981	260617	361851	49014	696463
PE	123674	278430	357825	170121	930050
SE	31939	139481	200209	70296	441925
SH	7621	51933	76430	9139	145123

2023

The Shetland Islands and the Orkney Islands recorded the most marked seasonal pattern, with over 85% of all recorded visits occurring during the second and third quarters.

Kingdom of Fife region saw high seasonal levels of visitors in the first quarter with the Angus & City of Dundee seeing the highest seasonal levels in the fourth quarter.

Category	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Total
AA	206356	330815	375492	215881	1128544
C	286876	1017717	1425876	656472	3386941
CR	241669	392437	460312	337865	1432303
D	105420	358910	440689	236929	1141948
G	259063	529958	569433	282779	1621233
HC	53438	157279	242464	77907	531088
HH	135580	508058	753635	249110	1646384
MAG	1040649	3649452	4517568	3016067	13023755
OHP	483668	1273584	1741816	558585	4067753
ON	1727349	3047124	2919610	1682879	9376962
T	82119	342452	538726	219479	1182776
WP	15946	97838	127409	73615	314808
WS	129648	582030	813455	416221	1911354
Z	345785	908087	1053482	488840	2794194

2022

VisitScotland Region	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Total
AB	534803	999520	1193943	685695	3403732
AN	168620	283328	346393	225206	1023747
AR	587132	1410738	1844076	818042	4657988
AY	209968	500168	541071	301125	1552332
DG	37231	145606	180032	73383	436252
ED	2103471	4401938	5559173	3333377	15397959
FI	316452	514843	653112	315420	1799627
GG	1565075	3126110	3000239	1923499	9614923
HI	215644	970317	1585589	458345	3229895
OH	27409	95582	139022	58981	320994
OR	18056	230031	345585	48812	642484
PE	111381	322153	348585	160011	942130
SE	24984	134024	184377	90203	433588
SH	3339	41584	56770	10699	114392

2022

The Museums/Art Galleries category seasonality was noticeably similar to 2022.

The Visitation Analysis identified that Heritage Centres and Historic Houses/Palaces attractions continued to see over 45% of all recorded visits occurring during the third quarter of the year

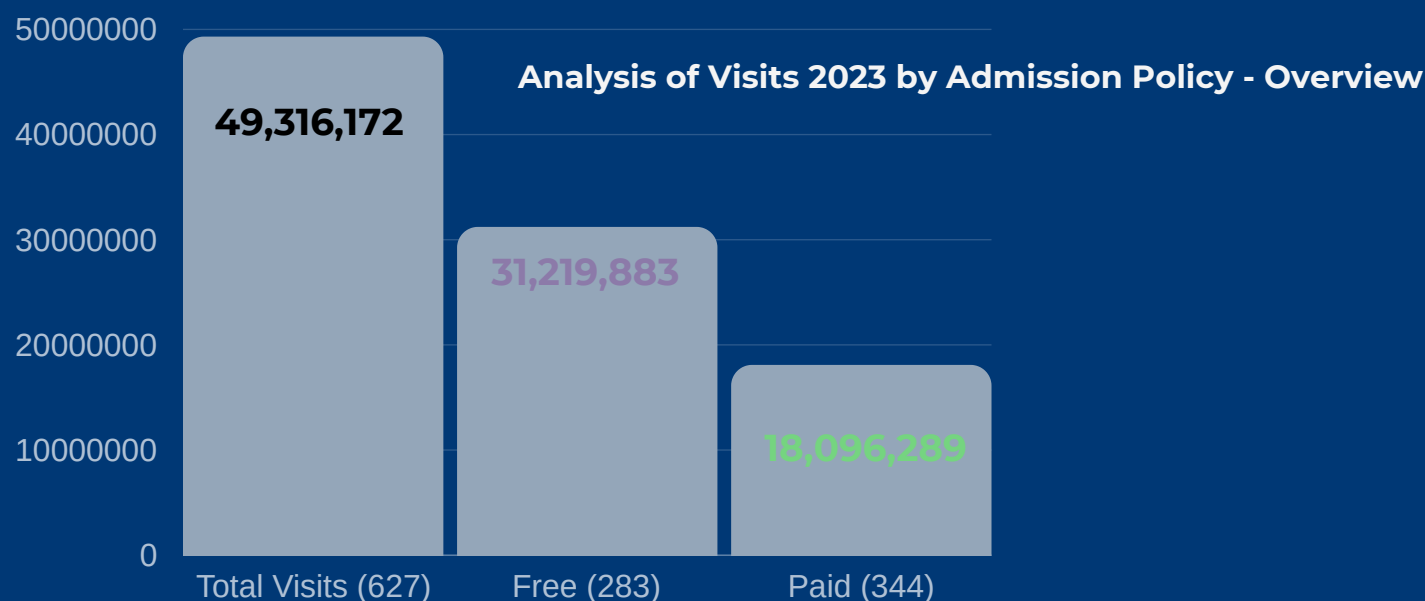
VISITS 2023

This section analyses visits using the data supplied by attractions that submitted completed questionnaires for 2023. Some 669 operators provided visits figures for 2023. The following tables compare visits performance between both Paid and Free Admission attractions.

Highlights:

- Free Admission attractions welcomed 63.3% of all visits in 2023.
- Just under 65% of all participating Greater Glasgow & Clyde Valley attractions are free admission attractions.
- Edinburgh & Lothian free attractions welcomed the highest number of visits at over 10.5 million.
- Attractions welcoming over 100,000+ annual visits welcomed 79.5% of reported visits.
- Free Attractions with 100,000 + annual visits welcomed over 54% of all reported visits to attractions in 2023
- Activity Attractions, Castles/Forts, Distilleries/Breweries/Wineries, Historic Houses/Palaces, Transport-Related and Wildlife/Animal Attractions, remain predominantly paid attractions whilst the reverse is true of Museums/Art Galleries, Outdoors/Nature Attractions, Places of Worship/Spiritual Attractions and Scottish Craft/Retail Attractions. is true of Museums/Art Galleries, Outdoors/Nature Attractions, Places of Worship/Spiritual Attractions and Scottish Craft/Retail Attractions.
- Free Attractions in Large Urban areas welcomed 37.6% of all visits with only 14.9% of visits to Paid Attractions in the equivalent area.
- The sample size of the Inland Attractions Paid (211) and Free (175) Admission Attractions are similar. However, Free Admission Inland Attractions welcomed just under two-thirds of visits, compared to Paid Admission Inland Attractions (66.5% and 33.5% respectively).

Figure 3 Analysis of Visits 2023 by Admission Policy - Overview



Analysis of Visits 2023 by Admission Policy

Former VisitScotland Area

VisitScotland Region	Free	Paid
AB	2519630	1193815
AN	651091	465721
AR	2718481	2391017
AY	235845	1054899
DG	445051	246043
ED	10589083	7295701
FI	467750	578462
GG	9900333	1084884
HI	2022703	2509770
OH	46143	127544
OR	427073	345195
PE	459599	470251
SB	643160	281805
SH	93941	51182

Category

Category	Free	Paid
AA	0	1526647
C	65057	4689000
CR	1406943	0
D	76133	1408252
G	1528860	556676
HC	86178	646750
HH	42517	1955313
MAG	13330143	1929757
OHP	685375	1267001
ON	10735073	137028
T	405768	1039003
WP	255870	23374
WS	2419346	252885
Z	182620	2664603

Urban/Rural

Urban/Rural	Free	Paid
Accessible Rural	2747448	3678383
Accessible Small Towns	939222	489646
Large Urban Areas	18546992	7342094
Other Urban Areas	5725418	2674645
Remote Rural	2708822	3641933
Remote Small Towns	551981	269588

Geographic Location

Location	Free	Paid
Coastal	3412220	3331805
Inland	27097201	13648072
Islands	710462	1116412

Volume of Visits

Volume Of Visits	Free	Paid
0 - 4,999	158188	153163
5,000 - 9,999	234140	280497
10,000 - 19,999	395907	657172
20,000 - 49,999	1220262	2089872
50,000 - 99,999	2379736	2559544
100,000 +	26831650	12356041

Monthly Visitation Patterns to Aberdeen & Grampian, Angus & the City of Dundee and the Highlands of Scotland

VisitScotland Region	AB	AN	HI
Jan	155036	55584	80639
Feb	249241	72515	109561
Mar	165057	60224	116353
Apr	298474	112718	347310
May	341036	100795	441209
Jun	404719	118923	587153
Jul	423701	136090	617940
Aug	594495	149840	834019
Sep	347251	100930	539042
Oct	238974	80721	308955
Nov	241076	75045	181433
Dec	160240	51605	96756

Monthly Visitation Patterns to Ayrshire & Arran, Dumfries & Galloway and the Scottish Borders

VisitScotland Region	AY	DG	SB
Jan	44975	8246	2474
Feb	96323	18563	17355
Mar	64446	14365	12110
Apr	146389	41466	37624
May	106609	45633	55392
Jun	190203	65733	78512
Jul	163952	61856	66357
Aug	168435	100276	107576
Sep	129200	64228	51458
Oct	101153	37924	38404
Nov	66216	24745	32969
Dec	52386	6853	4217

Monthly Visitation Patterns to Edinburgh & Lothians and Greater Glasgow & Clyde Valley, Kingdom of Fife, Perthshire and ALLFV

VisitScotland Region	AR	ED	FI	GG	PE
Jan	168439	761550	36917	565288	32266
Feb	213470	891777	49658	652366	64737
Mar	242164	953798	53870	668690	26671
Apr	505568	1544070	102283	1182967	60812
May	535650	1470781	93904	927971	88053
Jun	580723	1566222	121037	1033129	129565
Jul	715161	1935414	158205	1493476	122418
Aug	810379	2033558	151907	1211486	129266
Sep	537615	1544988	109534	841306	106141
Oct	371935	1418495	78765	948894	76527
Nov	214896	968376	49774	625055	65880
Dec	254917	1093366	40335	497913	27714

Monthly Visitation Patterns to Orkney, Shetland and the Outer Hebrides

VisitScotland Region	OH	OR	SH
Jan	526	5012	2253
Feb	1168	6709	2571
Mar	3108	13260	2797
Apr	13231	45727	7114
May	25389	112569	18779
Jun	25277	130762	26040
Jul	27605	153579	25613
Aug	33541	147316	28253
Sep	24722	108199	22564
Oct	11808	27480	4682
Nov	3818	10215	2619
Dec	2200	11319	1838

Monthly Visitation Patterns to Heritage-Related Attractions

Category	C	HC	HH	MAG	OHP	WS
Jan	126793	15787	33345	805016	46478	76065
Feb	202105	25339	70486	942963	62562	97606
Mar	195179	23348	62280	904439	78033	127124
Apr	439802	45763	167692	1423028	171868	235805
May	511435	51235	192019	1325231	186984	301165
Jun	593013	108608	278057	1415357	281048	315849
Jul	633317	90395	289947	2025328	277257	365205
Aug	769703	140054	367443	2023008	308700	400362
Sep	543019	128592	255797	1400539	222070	306764
Oct	355846	60908	138595	1325642	148078	196411
Nov	247498	24667	76600	908661	77129	118448
Dec	175082	17382	54489	817375	60250	132815

Monthly Visitation Patterns to Industrial/Workplaces, Retail-Oriented Attractions and Transport-Related Attractions

Category	CR	D	T	WP
Jan	70768	44792	24619	7361
Feb	82492	50893	39110	16876
Mar	94394	75523	46309	20337
Apr	133409	123017	115785	26479
May	125351	170546	157476	29313
Jun	135056	172539	171614	32513
Jul	151364	183974	219545	27243
Aug	165457	191870	255856	40645
Sep	128809	170246	171078	27543
Oct	102118	128995	117412	19627
Nov	84474	73816	56559	21606
Dec	138202	74976	69288	9701

Monthly Visitation Patterns to Outdoors Attractions

Category	AA	G	ON	Z
Jan	100384	70982	409121	87694
Feb	104348	97582	511376	142276
Mar	82778	115507	449507	122155
Apr	156180	194903	875435	336587
May	138137	211591	694952	268335
Jun	128930	271968	866139	287307
Jul	211281	237932	981329	407250
Aug	217298	244627	981607	393717
Sep	112235	194484	651016	214986
Oct	124782	141778	697397	187128
Nov	69048	127320	574493	101798
Dec	84815	185128	381355	100801

VISITOR PROFILE INFORMATION 2023

Highlights:

- Greater Glasgow welcomed the highest percentage of children in 2023, while the Highlands of Scotland welcomed the highest proportion of adult visitors.
- Visits to Distilleries/Breweries/Wineries were made predominantly by adults (95.5%), with Outdoors/Nature Attractions having the largest percentage of child visits in 2023 at 35.0%.
- Overall, school visits made up 0.2% of all reported visits to Scottish visitor attractions in 2023.
- Edinburgh & Lothian, Museums/Art Galleries, Large Urban Areas and those attracting 100,000+ visits recorded the greatest number of visits from schools in 2023.
- Argyll, Loch Lomond & Forth Valley, attractions welcoming between 50,000 and 99,999 visits, Accessible Rural and Wildlife/Animal Attractions recorded the greatest proportion of school visits in 2023.
- The Orkney Islands, Places of Worship/Spiritual Attractions, Remote Small Towns and Island-based Attractions welcomed the greatest proportion of Overseas visits in 2023.
- The Region of Greater Glasgow, Activity Attractions, Large Urban Areas and attractions welcoming up to 4,999 visits per year received most of their visits from Locals.
- Visitors from England, Northern Ireland and Wales constituted the biggest segment of visitors to attractions in the Highlands of Scotland Region, in Remote Small Towns and from the category of Scottish Crafts/Retail Attractions.

Adult & Child Visitation 2023

Former VisitScotland Area

VisitScotland Region	Count	Total	% Adults	% Children
AB	84	1534	83.0%	17.0%
AN	31	300	78.0%	22.0%
AR	75	1402	77.5%	22.5%
AY	27	402	83.3%	16.7%
DG	44	5542	87.9%	12.1%
ED	93	1849	79.8%	20.2%
FI	36	701	78.6%	21.4%
GG	62	1090	75.9%	24.1%
HI	65	1753	90.8%	9.2%
OH	12	198	85.9%	14.1%
OR	22	400	85.0%	15.0%
PE	29	300	90.3%	9.7%
SB	32	700	88.3%	11.7%
SH	15	301	88.7%	11.3%

Category

Category	Count	Total	% Adults	% Children
AA	14	100	75.0%	25.0%
C	57	401	90.0%	10.0%
CR	5	200	75.0%	25.0%
D	57	1998	95.5%	4.5%
G	29	300	81.7%	18.3%
HC	20	400	83.3%	16.8%
HH	46	853	86.6%	13.4%
MAG	231	9862	84.4%	15.6%
OHP	56	658	79.2%	20.8%
ON	52	700	65.0%	35.0%
T	9	400	85.0%	15.0%
WP	7	0	0.0%	0.0%
WS	17	300	85.7%	14.3%
Z	27	300	66.0%	34.0%

Urban/Rural

Urban	Count	Total	% Adults	% Children
Accessible Rural	131	6542	87.4%	12.6%
Accessible Small Towns	40	701	87.0%	13.0%
Large Urban Areas	125	2639	77.9%	22.1%
Other Urban Areas	110	1736	78.4%	21.6%
Remote Rural	184	4154	85.8%	14.2%
Remote Small Towns	37	700	85.1%	14.9%

Geographic Location

Location	Count	Total	% Adults	% Children
Coastal	166	7574	87.0%	13.0%
Inland	386	7597	81.6%	18.4%
Islands	75	1301	86.3%	13.7%

Volume of Visits

Volume Of Visits	Count	Total	% Adults	% Children
0 - 4,999	178	7294	89.1%	10.9%
5,000 - 9,999	81	1901	84.6%	15.4%
10,000 - 19,999	83	1835	83.9%	16.1%
20,000 - 49,999	110	2002	84.9%	15.1%
50,000 - 99,999	75	1398	76.0%	24.0%
100,000 +	100	2042	73.4%	26.6%

Admission

Admission	Count	Total	% Adults	% Children
Free	283	5052	79.2%	20.8%
Paid	344	11420	86.8%	13.2%

School Visits2023

Former VisitScotland Area

VisitScotland Region	Count	Total	School	%
AB	84	3713445	12467	0.34%
AN	31	1116812	5363	0.48%
AR	75	5109498	35014	0.69%
AY	27	1290744	999	0.08%
DG	44	691094	1100	0.16%
ED	93	17884784	41528	0.23%
FI	36	1046212	1681	0.16%
GG	62	10985217	2570	0.02%
HI	65	4532473	2190	0.05%
OH	12	173687	272	0.16%
OR	22	772268	736	0.10%
PE	29	929850	855	0.09%
SB	32	924965	1725	0.19%
SH	15	145123	70	0.05%

Category

Category	Count	Total	School	%
AA	14	1526647	100	0.01%
C	57	4754057	61	0.00%
CR	5	1406943	200	0.01%
D	57	1484385	382	0.03%
G	29	2085536	1944	0.09%
HC	20	732928	170	0.02%
HH	46	1997830	4180	0.21%
MAG	231	15259900	51391	0.34%
OHP	56	1952376	16302	0.83%
ON	52	10872101	3700	0.03%
T	9	1444771	600	0.04%
WP	7	279244	0	0.00%
WS	17	2672231	717	0.03%
Z	27	2847223	26823	0.94%

Urban/Rural

Urban	Count	Total	School	%
Accessible Rural	131	6425831	29225	0.45%
Accessible Small Towns	40	1428868	145	0.01%
Large Urban Areas	125	25889086	54163	0.21%
Other Urban Areas	110	8400063	13550	0.16%
Remote Rural	184	6350755	6421	0.10%
Remote Small Towns	37	821569	3066	0.37%

Geographic Location

Location	Count	Total	School	%
Coastal	166	6744025	26301	0.39%
Inland	386	40745273	77630	0.19%
Islands	75	1826874	2639	0.14%

Volume of Visits

Volume Of Visits	Count	Total	School	%
0 - 4,999	178	311351	544	0.17%
5,000 - 9,999	81	514637	1060	0.21%
10,000 - 19,999	83	1053079	4511	0.43%
20,000 - 49,999	110	3310134	5933	0.18%
50,000 - 99,999	75	4939280	21665	0.44%
100,000 +	100	3.9E+07	72857	0.19%

Origin of Visitors 2023

Former VisitScotland Area

VisitScotland Region	Count	Local	Other Scotland	England, Wales & NI	Overseas
AB	84	43%	13%	21%	23%
AN	31	58%	22%	10%	10%
AR	75	32%	25%	23%	20%
AY	27	42%	25%	24%	10%
DG	44	43%	20%	26%	12%
ED	93	32%	16%	21%	32%
FI	36	53%	19%	11%	16%
GG	62	63%	16%	9%	11%
HI	65	11%	30%	35%	25%
OH	12	35%	35%	20%	10%
OR	22	18%	20%	15%	48%
PE	29	21%	18%	14%	47%
SB	32	32%	26%	33%	9%
SH	15	0%	0%	0%	0%

Category

Category	Count	Local	Other Scotland	England, Wales & NI	Overseas
AA	14	74%	10%	8%	8%
C	57	43%	14%	25%	18%
CR	5	30%	20%	30%	20%
D	57	18%	23%	23%	36%
G	29	0%	0%	0%	0%
HC	20	64%	19%	13%	5%
HH	46	24%	25%	20%	32%
MAG	231	39%	20%	22%	18%
OHP	56	8%	23%	27%	42%
ON	52	60%	17%	16%	7%
T	9	20%	50%	15%	15%
WP	7	0%	0%	0%	0%
WS	17	24%	11%	21%	45%
Z	27	57%	23%	14%	6%

Geographic Location

Location	Count	Local	Other Scotland	England, Wales & NI	Overseas
Coastal	166	34%	23%	24%	19%
Inland	386	40%	19%	20%	21%
Islands	75	22%	27%	19%	31%

Urban/Rural

Urban	Count	Local	Other Scotland	England, Wales & NI	Overseas
Accessible Rural	131	43%	15%	18%	24%
Accessible Small Towns	40	42%	25%	19%	15%
Large Urban Areas	125	48%	16%	14%	22%
Other Urban Areas	110	41%	20%	20%	19%
Remote Rural	184	28%	25%	26%	21%
Remote Small Towns	37	16%	20%	33%	31%

Volume of Visits

Volume Of Visits	Count	Local	Other Scotland	England, Wales & NI	Overseas
0 - 4,999	178	49%	17%	17%	17%
5,000 - 9,999	81	26%	23%	27%	24%
10,000 - 19,999	83	32%	24%	25%	19%
20,000 - 49,999	110	32%	23%	23%	22%
50,000 - 99,999	75	39%	18%	16%	27%
100,000 +	100	42%	18%	19%	21%

Web & Social Media	Social Media	Sample	%	Table 10 Web Presence 2023 Attraction operators indicated whether or not they had a website or a web page and/or social media presence in 2023. Almost all responding attractions have a social media presence, with either their own social media site or presence on a Local Authority, local area, umbrella organisation or VisitScotland Website.
	Website	536	99.4	
	Facebook	458	81.3	
	X (formerly Twitter)	397	73.6	
	Instagram	347	64.4	
	YouTube	253	46.9	
	Tripadvisor	136	25.2	
	Blog	82	15.2	
	Mobile App	74	13.7	
	FLKR	20	3.7	
	Pinterest	16	3	
	Online Tour	8	1.5	
	Audio Guide	7	1.3	
	Podcast	1	0.2	

Web & Social Media Frequency of Updates 2023

Some 534 attraction operators indicated how often they updated their web and social media pages. The results are detailed in the graph below:

Table 11 Web & Social Media Frequency of Updates 2023

Frequency	Sample	%
Daily	155	29.0
Weekly	238	44.5
Monthly	70	13.1
Less Than Once a Month	64	12.0
Other	7	1.3

Over a quarter (29.0%) of respondents update their web and social media pages daily, whilst 12.0% of the respondents update them less than once a month.

Listing by Admission Policy 2023

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.

Table 12 Free Admission Attractions (in Alphabetical Order)

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

Free Admissions Attractions										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Aberdeen Art Gallery	10.0	-	18,309	200,676	182,367	AB	MAG	LA	Free	Aberdeen City
Aberdeen Maritime Museum	-3.2	-	1,807	55,427	57,234	AB	MAG	LA	Free	Aberdeen City
Aberdeenshire Farming Museum	41.2	-	4,001	13,707	9,706	AB	MAG	LA	Free	Aberdeenshire
Abertarff House	24.1	-	1,761	9,057	7,296	HI	HH	NTS	Free	Highland
Almondell & Calderwood Country Park	-5.9	-	11,936	190,782	202,718	ED	ON	LA	Free	West Lothian
Alyth Museum	10.7	-	109	1,125	1,016	PE	MAG	LA	Free	Perth & Kinross
Annan Museum	23.5	-	927	4,880	3,953	DG	MAG	LA	Free	Dumfries & Galloway
Arbroath Signal Tower Museum	-0.2	-	17	9,093	9,110	AN	MAG	CT	Free	Angus
Argyll Beaver Centre	36.0	-	1,195	4,510	3,315	AR	Z	CT	Free	Argyll & Bute
Argyll's Lodging	0.0	-	-	-	-	AR	HH	HES	Free	Stirling
Auld Kirk Museum	41.4	-	2,177	7,439	5,262	GG	MAG	LA	Free	East Dunbartonshire
Bachelors Club	74.5	-	204	478	274	AY	HH	NTS	Free	South Ayrshire
Baird Institute Museum & Local History Centre	-35.1	-	511	945	1,496	AY	MAG	LA	Free	East Ayrshire
Balmacara Estate & Lochalsh Woodland Garden	-2.0	-	1,151	57,076	58,227	HI	ON	NTS	Free	Highland
Balmerino Abbey	0.0	-	-	-	-	FI	OHP	NTS	Free	Fife
Banchory Museum	100.0	-	6,410	6,410	-	AB	MAG	LA	Free	Aberdeenshire
Banff Museum	49.5	-	269	812	543	AB	MAG	LA	Free	Aberdeenshire
Bank of Scotland Museum on the Mound	18.1	-	7,932	51,774	43,842	ED	MAG	PLC	Free	Edinburgh, City of
Beecraigs Country Park	-7.9	-	84,990	988,452	1,073,442	ED	ON	LA	Free	West Lothian
Belwade Farm Visitor Centre	-24.9	-	2,150	6,500	8,650	AB	Z	CT	Free	Aberdeenshire
Ben Lawers Visitor Centre	84.8	-	17,790	38,761	20,971	PE	ON	NTS	Free	Stirling
Ben Lomond	-5.8	-	3,163	51,486	54,649	AR	ON	NTS	Free	Stirling
Bennachie	6.1	-	1,765	30,609	28,844	AB	ON	LA	Free	Aberdeenshire
Biblical Garden, Elgin	17.6	-	5,100	34,100	29,000	AB	G	LA	Free	Moray
Borders Textile Towerhouse	32.1	-	1,942	7,993	6,051	SB	MAG	CT	Free	Scottish Borders
Brechin Town House Museum	-22.4	-	317	1,098	1,415	AN	MAG	CT	Free	Angus
Bressay Heritage Centre	22.0	-	199	1,104	905	SH	MAG	CT	Free	Shetland Islands
Buckhaven Museum	-94.7	-	54	3	57	FI	MAG	CT	Free	Fife
Burg	0.0	-	-	-	-	AR	ON	NTS	Free	Argyll & Bute
Burns House Museum	36.6	-	822	3,067	2,245	AY	MAG	LA	Free	East Ayrshire
Burns Monument	0.0	-	-	-	-	ED	OHP	LA	Free	Edinburgh, City of
Burns Monument Centre	288.8	-	231	311	80	AY	HC	LA	Free	East Ayrshire
Burntisland Library and Museum	100.0	-	142	142	-	FI	MAG	CT	Free	Fife
Canna	119.5	-	7,418	13,623	6,205	HI	ON	NTS	Free	Highland
Castle of St John	-1.1	-	126	11,213	11,339	DG	C	LA	Free	Dumfries & Galloway
Castle Semple Centre	2.1	-	7,547	362,012	354,465	GG	ON	LA	Free	Renfrewshire
Cathedral Church of St Machar	32.7	-	10,330	41,962	31,632	AB	WS	RO	Free	Aberdeen City
Centre for Contemporary Arts	-41.4	-	66,403	94,099	160,502	GG	MAG	CT	Free	Glasgow City
City Art Centre	40.3	-	25,360	88,293	62,933	ED	MAG	LA	Free	Edinburgh, City of
Cockburn Museum of Geology and Geophysics	78.6	-	66	150	84	ED	MAG	O	Free	Edinburgh, City of
Coldstream Museum	14.7	-	493	3,851	3,358	SB	MAG	CT	Free	Scottish Borders
Comann Eachdraidh Uos M	35.3	-	3,356	12,852	9,496	AR	MAG	CT	Free	Argyll & Bute
Comann Eachdraidh Nis (Ness Historical Society)	15.7	-	2,739	20,132	17,393	OH	HC	CT	Free	Eilean Siar
Corrieshalloch Gorge	40.8	-	26,628	91,907	65,279	HI	ON	NTS	Free	Highland

Free Admissions Attractions

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Corrigall Farm Museum	0.0	-	-	-	OR	MAG	LA	Free	Orkney Islands	
Craigtoun Country Park	19.3	9,350	57,750	48,400	FI	ON	LA	Free	Fife	
Crail Museum	32.0	962	3,968	3,006	FI	MAG	CT	Free	Fife	
Cromarty Courthouse Museum	26.3	1,724	8,267	6,543	HI	MAG	CT	Free	Highland	
Cumbernauld Museum	50.3	5,798	17,329	11,531	GG	MAG	LA	Free	North Lanarkshire	
D'Arcy Thompson Zoology Museum	1.2	10	878	868	AN	MAG	O	Free	Dundee City	
Deilbeattie Forest	-19.4	-	12,134	50,518	DG	ON	G	Free	Dumfries & Galloway	
Deimery Kirk	42.0	148	500	352	ED	WS	RO	Free	Edinburgh, City of	
David Welch Winter Gardens	10.5	25,383	268,035	242,652	AB	G	LA	Free	Aberdeen City	
Dean Castle	100.0	53,844	53,844	-	AY	C	LA	Free	East Ayrshire	
Dick Institute Museum	11.6	8,681	83,408	74,727	AY	MAG	LA	Free	Clackmannanshire	
Dollar Museum	13.8	206	1,699	1,493	AR	MAG	O	Free	Clackmannanshire	
Douglas Heritage Museum	24.5	78	396	318	GG	MAG	CT	Free	South Lanarkshire	
Dumfries Museum/Camera Obscura	59.0	5,252	14,149	8,897	DG	MAG	LA	Free	Dumfries & Galloway	
Dunbar Townhouse Museum	29.1	1,511	6,703	5,192	ED	MAG	LA	Free	East Lothian	
Dunblane Cathedral	4.6	601	13,800	13,199	AR	WS	HES	Free	Stirling	
Dunblane Museum	12.0	657	6,114	5,457	AR	MAG	CT	Free	Stirling	
Dunfermline Abbey and Palace	50.9	14,957	44,365	29,408	FI	WS	HES	Free	Fife	
Dunfermline Carnegie Library & Galleries	61.4	46,170	121,342	75,172	FI	MAG	CT	Free	Fife	
Dunnet Bay Distillery	-24.2	-	2,212	6,913	HI	D	P	Free	Highland	
Duthie Park	-7.2	-	82,240	1,054,127	1,136,367	AB	ON	LA	Free	Aberdeen City
Ell House (Dunkeld)	0.0	-	-	-	PE	OHP	NTS	Free	Perth & Kinross	
Fair Isle	-35.7	-	313	563	SH	ON	NTS	Free	Shetland Islands	
Fergusson Gallery	-89.1	-	5,658	692	PE	MAG	LA	Free	Perth & Kinross	
Fife Folk Museum	7.9	791	10,751	9,960	FI	MAG	CT	Free	Fife	
Findhorn Heritage Centre & Ice House	10.9	512	5,218	4,706	AB	HC	CT	Free	Moray	
Forest of Ae	14.6	5,841	45,899	40,058	DG	ON	G	Free	Dumfries & Galloway	
Forvie National Nature Reserve	160.2	34,376	55,829	21,453	AB	ON	G	Free	Aberdeenshire	
Fruitmarket Gallery	60.9	70,837	187,147	116,310	ED	MAG	CT	Free	Edinburgh, City of	
Fursbreck Pottery	-56.1	-	1,833	1,436	OR	CR	P	Free	Orkney Islands	
Gallery of Modern Art	60.4	192,316	510,936	318,620	GG	MAG	LA	Free	Glasgow City	
Glasgow Cathedral	78.7	201,540	457,541	256,001	GG	WS	HES	Free	Glasgow City	
Glasgow Museums Resource Centre	113.0	4,361	8,220	3,859	GG	MAG	LA	Free	Glasgow City	
Glasgow Police Museum	14.8	1,361	10,565	9,204	GG	MAG	CT	Free	Glasgow City	
Glencoe Visitor Centre	30.9	75,364	319,500	244,136	HI	ON	NTS	Free	Highland	
Glenfinnan Monument	35.8	142,723	540,853	398,130	HI	OHP	NTS	Free	Highland	
Gleniffer Braes Country Park	0.0	-	320,000	320,000	GG	ON	LA	Free	Renfrewshire	
Glenmore Forest Park Visitor Centre	-3.2	-	3,659	111,430	115,089	HI	ON	G	Free	Highland
Goatfell	74.4	17,687	41,447	23,760	AY	ON	NTS	Free	North Ayrshire	
Grey Mare's Tail	-10.7	-	5,851	48,602	54,453	DG	ON	NTS	Free	Dumfries & Galloway
Greyfriars' Kirk	75.5	39,314	91,354	52,040	ED	WS	RO	Free	Edinburgh, City of	
Groam House Museum	37.9	1,122	4,080	2,958	HI	MAG	CT	Free	Highland	
Halliwel's House Museum & Robson Gallery	-25.5	-	822	2,402	3,224	SB	MAG	CT	Free	Scottish Borders
Hawick Museum and the Scott Gallery	5.7	473	8,783	8,310	SB	MAG	CT	Free	Scottish Borders	
Hermaness NNR	20.8	2,064	11,970	9,906	SH	ON	G	Free	Shetland Islands	

Free Admissions Attractions

Attraction Name	%23/22	Diff(23-22)	2023	2022	Region	Category	Owner	Admission	Council
Hermitage	561.7		207,496	244,434	PE	ON	NTS	Free	Perth & Kinross
HMS Unicorn	37.0		2,886	10,689	AN	MAG	Other	Free	Dundee City
Hoswick Visitor Centre	16.1		2,787	20,078	SH	HC	O	Free	Shetland Islands
Hunterian Art Gallery	7.7		4,444	61,891	GG	MAG	O	Free	Glasgow City
Hunterian Museum	11.8		13,277	125,400	GG	MAG	O	Free	Glasgow City
Inverness Museum and Art Gallery	16.9		7,003	48,530	HI	MAG	LA	Free	Highland
Iona	-24.2	-	6,531	20,451	AR	ON	NTS	Free	Argyll & Bute
Jedburgh Castle Jail and Museum	6.0		1,301	23,153	SB	MAG	CT	Free	Scottish Borders
John Muir Birthplace	22.2		2,284	12,575	ED	MAG	CT	Free	East Lothian
Kelvingrove Art Gallery & Museum	32.2		312,470	1,283,882	GG	MAG	LA	Free	Glasgow City
Killiecrankie Visitor Centre	660.1		105,252	121,198	PE	ON	NTS	Free	Perth & Kinross
King's Museum	0.0	-	-	-	AB	MAG	O	Free	Aberdeen City
Kintail Estate	-77.1	-	7,743	2,296	HI	ON	NTS	Free	Highland
Kirbuster Museum	4.3		249	6,077	OR	MAG	LA	Free	Orkney Islands
Kirk of Calder	48.5		100	306	ED	WS	RO	Free	West Lothian
Kirkcaldy Museum & Art Gallery	-3.1	-	2,974	91,817	FI	MAG	CT	Free	Fife
Kirriemuir Gateway to the Glens Museum	-2.5	-	46	1,813	AN	MAG	CT	Free	Angus
Laing Museum	0.0	-	-	-	FI	MAG	CT	Free	Fife
Lamb Gallery	20.7		5,637	32,847	AN	MAG	O	Free	Dundee City
Lauriston Castle Gardens	0.0	-	-	-	ED	G	LA	Free	Edinburgh, City of
Leighton Library	-100.0	-	1,812	-	AR	OHP	P	Free	Stirling
Lillie Art Gallery	45.2		2,916	9,362	GG	MAG	LA	Free	East Dunbartonshire
Loch Lomond Shores	2.0		20,488	1,032,442	AR	CR	G	Free	West Dunbartonshire
Loch Muick & Lochnagar Wildlife Reserve	-4.4	-	4,527	97,209	AB	Z	CT	Free	Aberdeenshire
Loch of Kinnordy RSPB Reserve	0.0	-	-	8,000	PE	Z	CT	Free	Perth & Kinross
Low Parks Museum	19.6		4,220	25,765	GG	MAG	LA	Free	South Lanarkshire
Lyth Arts Centre	31.6		504	2,099	HI	MAG	CT	Free	Highland
Mable Forest	35.3		17,796	68,186	DG	ON	G	Free	Dumfries & Galloway
Mackintosh at the Willow	15.1		33,086	251,694	GG	CR	P	Free	Glasgow City
MacLaurin Galleries	15.1		4,202	31,944	AY	MAG	LA	Free	South Ayrshire
Maggie Law Maritime Museum	7.7		46	640	AB	MAG	CT	Free	Aberdeenshire
Mar Lodge Estate	42.4		21,764	73,057	AB	ON	NTS	Free	Aberdeenshire
Mary Queen of Scot's Visitor Centre	15.0		3,841	29,367	SB	MAG	CT	Free	Scottish Borders
Maud Railway Museum	23.8		148	770	AB	MAG	LA	Free	Aberdeenshire
Methil Heritage Centre	0.0	-	-	-	FI	MAG	CT	Free	Fife
Mill on the Fleet	9.2		959	11,430	DG	HC	CT	Free	Dumfries & Galloway
Moffat Museum	134.9		2,116	3,685	DG	MAG	CT	Free	Dumfries & Galloway
Montrose Museum	15.6		701	5,201	AN	MAG	CT	Free	Angus
Mugdock Country Park	0.4		3,161	833,784	GG	ON	LA	Free	East Dunbartonshire
Muir of Dinnet Nature Reserve	-13.2	-	10,887	71,469	AB	ON	G	Free	Aberdeenshire
Muirshiel Centre	10.0		4,347	47,861	GG	ON	LA	Free	Renfrewshire
Muir of Galloway Experience	49.8		29,406	88,406	DG	OHP	CT	Free	Dumfries & Galloway
Municipal Buildings Museum & Heritage Centre	0.0	-	-	530	AB	MAG	CT	Free	Aberdeenshire
Museum of Abernethy	-1.3	-	17	1,253	PE	MAG	CT	Free	Perth & Kinross
Museum of Childhood	100.0		114,931	114,931	ED	MAG	LA	Free	Edinburgh, City of

Free Admissions Attractions

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Museum of Edinburgh	41.6	36,082	122,887	86,805	ED	MAG	LA	Free	Edinburgh, City of
Museum of Fire	0.0	-	8,483	Not Open	ED	MAG	CT	Free	Edinburgh, City of
Museum of Magic, Fortune and Witchcraft	100.0	8,034	8,034	Not Open	ED	MAG	P	Free	Edinburgh, City of
Museums Collection Centre	0.0	-	-	-	ED	MAG	LA	Free	Edinburgh, City of
National Galleries Scotland: National	43.8	558,827	1,836,057	1,277,230	ED	MAG	O	Free	Edinburgh, City of
National Museum of Scotland	10.8	213,090	2,186,841	1,973,751	ED	MAG	G	Free	Edinburgh, City of
National War Museum	10.6	74,036	773,213	699,177	ED	MAG	G	Free	Edinburgh, City of
New Lanark Village and Visitor Centre	77.6	20,443	46,788	26,345	GG	OHP	CT	Free	South Lanarkshire
Newcastleton Forest	-1.0	486	46,331	46,817	SB	ON	G	Free	Scottish Borders
Oban War and Peace Museum	18.1	4,032	26,318	22,286	AR	MAG	P	Free	Argyll & Bute
Ocean Explorer Centre	-32.2	2,519	5,314	7,833	AR	MAG	CT	Free	Argyll & Bute
Old Bridge House Museum	33.0	1,782	7,190	5,408	DG	MAG	LA	Free	Dumfries & Galloway
Old Gata House and Christopher Boyd Gallery	41.3	440	1,505	1,065	SB	MAG	CT	Free	Scottish Borders
Old Haas	10.8	458	4,695	4,237	SH	MAG	CT	Free	Shetland Islands
Orkney Museum	75.1	34,600	80,689	46,089	OR	MAG	LA	Free	Orkney Islands
Orkney Wireless Museum	37.8	1,594	5,810	4,216	OR	MAG	CT	Free	Orkney Islands
Paisley Museum and Art Gallery	0.0	-	-	-	GG	MAG	CT	Free	Renfrewshire
Paisley: The Secret Collection	0.0	-	-	-	GG	MAG	LA	Free	Renfrewshire
People's Palace	21.7	31,801	178,190	146,389	GG	MAG	LA	Free	Glasgow City
People's Story Museum	123.6	30,215	54,669	24,454	ED	MAG	LA	Free	Edinburgh, City of
Perth Art Gallery	-36.1	17,975	31,857	49,832	PE	MAG	LA	Free	Perth & Kinross
Polkemmet Country Park	61.0	123,302	325,519	202,217	ED	ON	LA	Free	West Lothian
Priorwood Garden	0.0	-	61,476	NK	SB	G	NTS	Free	Scottish Borders
Provand's Lordship	0.0	-	-	-	GG	OHP	LA	Free	Glasgow City
Provost Skene's House	17.0	4,646	31,921	27,275	AB	HH	LA	Free	Aberdeen City
Queensferry Museum	100.0	2,776	2,776	-	ED	MAG	LA	Free	Edinburgh, City of
Renfrew Museum	100.0	1,128	1,128	-	GG	MAG	CT	Free	Renfrewshire
Riverside Museum	0.9	10,918	1,184,160	1,173,242	GG	MAG	LA	Free	Glasgow City
Robert Burns Centre	66.9	4,138	10,325	6,187	DG	MAG	LA	Free	Dumfries & Galloway
Robert Burns House	47.0	4,473	13,981	9,508	DG	MAG	LA	Free	Dumfries & Galloway
Royal Botanic Garden Edinburgh	4.5	44,794	1,041,391	996,597	ED	G	CT	Free	Edinburgh, City of
Rozelle House	7.8	800	11,292	10,492	AY	MAG	LA	Free	South Ayrshire
Sandhaven Meal Mill	1150.0	46	50	4	AB	WP	LA	Free	Aberdeenshire
Sanguhar Tolbooth Museum	31.1	486	1,963	1,497	DG	MAG	LA	Free	Dumfries & Galloway
Scapa Flow Visitor Centre and Museum	87.9	9,316	19,911	10,595	OR	MAG	LA	Free	Orkney Islands
Scotland Street School Museum	0.0	-	-	-	GG	MAG	LA	Free	Glasgow City
Scottish Fire and Rescue Service Museum and Heritage Centre	29.4	1,527	6,727	5,200	GG	MAG	LA	Free	Inverclyde
Scottish National Gallery of Modern Art	1.6	4,708	308,386	303,678	ED	MAG	O	Free	Edinburgh, City of
Scottish National Portrait Gallery	18.8	41,889	264,866	222,977	ED	MAG	O	Free	Edinburgh, City of
Shotts Heritage Centre	100.0	4,204	4,204	-	GG	MAG	LA	Free	North Lanarkshire
Sir Duncan Rice Library Gallery	37.2	2,439	8,998	6,559	AB	MAG	O	Free	Aberdeen City
Sir Walter Scott's Courtroom	-4.6	181	3,757	3,938	SB	MAG	CT	Free	Scottish Borders
Sma' Shot Cottages	-21.0	629	2,371	3,000	GO	HC	CT	Free	Renfrewshire
Souter Johnnies Cottage	100.0	1,061	1,061	-	AY	HH	NTS	Free	South Ayrshire
St Abb's Head	-6.9	6,406	86,492	92,898	SB	ON	NTS	Free	Scottish Borders

Free Admissions Attractions

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
St Andrews Museum	14.5	1,542	12,193	10,651	FI	MAG	CT	Free	Fife
St Giles' Cathedral	37.6	402,528	1,473,211	1,070,683	ED	WS	RO	Free	Edinburgh, City of
St John's Kirk	312.6	7,281	9,610	2,329	PE	WS	RO	Free	Perth & Kinross
St Kilda	-46.8	2,629	2,985	5,614	OH	OHP	NTS	Free	Eilean Siar
St Magnus Cathedral	30.5	57,137	244,768	187,631	OR	WS	LA	Free	Orkney Islands
St Margaret's Cave	0.0	-	-	-	FI	OHP	CT	Free	Fife
St Monans Windmill	0.0	-	-	-	FI	MAG	CT	Free	Fife
St Mungo Museum	445.6	121,211	148,412	27,201	GG	MAG	LA	Free	Glasgow City
St Serfs	100.0	1,688	1,688	-	PE	OHP	HES	Free	Perth & Kinross
Staffa National Nature Reserve	-100.0	40,413	-	40,413	AR	ON	NTS	Free	Argyll & Bute
Stillis Gallery	37.4	3,382	12,428	9,046	ED	MAG	CT	Free	Edinburgh, City of
Stonehaven Tolbooth Museum	36.6	5,022	18,742	13,720	AB	MAG	LA	Free	Aberdeenshire
Stranraer Museum	-100.0	5,199	-	5,199	DG	MAG	LA	Free	Dumfries & Galloway
Summerlee - Museum of Scottish Industrial Life	12.1	18,935	175,911	156,976	GG	MAG	LA	Free	North Lanarkshire
Tain Through Time	71.3	3,654	8,780	5,126	HI	MAG	CT	Free	Highland
Tall Ship at Riverside	5.8	10,638	195,044	184,406	GG	MAG	CT	Free	Glasgow City
Tentsmuir National Nature Reserve	-3.5	1,400	38,606	40,600	FI	ON	G	Free	Fife
The Argyll and Sutherland Highlanders Regimental Museum	-1.6	3,420	204,637	208,057	AR	MAG	CT	Free	Stirling
The Burrell Collection	3.2	15,355	498,159	482,804	GG	MAG	LA	Free	Glasgow City
The Helix	3.0	25,541	890,737	865,196	AR	ON	LA	Free	Falkirk
The Meffan (Forfar Museum)	14.5	696	5,500	4,804	AN	MAG	CT	Free	Angus
The Scottish Parliament	71.9	81,185	194,117	112,932	ED	WP	G	Free	Edinburgh, City of
Tolbooth Art Centre	19.1	1,673	10,431	8,758	DG	MAG	LA	Free	Dumfries & Galloway
Tolbooth Museum	0.0	-	-	-	AB	MAG	LA	Free	Aberdeen City
Tomintoul & Glenlivet Discovery Centre	-13.0	750	5,013	5,763	AB	MAG	LA	Free	Moray
Torridon Countryside Centre	100.0	27,400	27,400	-	HI	ON	NTS	Free	Highland
Travelling Gallery	0.0	-	-	-	ED	MAG	LA	Free	Edinburgh, City of
Trinity House Maritime Museum	0.0	-	-	-	ED	MAG	HES	Free	Edinburgh, City of
Turriff Session Cottage Museum	-41.7	20	20	48	AB	MAG	CT	Free	Aberdeenshire
Tweed Valley Forest Park	2.9	10,441	368,050	357,609	SB	ON	G	Free	Scottish Borders
University of Aberdeen Zoology Museum	294.8	18,428	24,678	6,250	AB	MAG	O	Free	Aberdeen City
V&A Dundee	23.8	66,398	345,398	279,000	AN	MAG	CT	Free	Dundee City
WDC Scottish Dolphin Centre	6.3	3,931	66,401	62,470	AB	Z	CT	Free	Moray
Whitelee Windfarm Visitor Centre	25.9	12,225	59,409	47,184	GG	WP	P	Free	East Renfrewshire
Wigtown Museum	694.1	22,584	25,849	3,255	DG	MAG	LA	Free	Dumfries & Galloway
Writers' Museum	92.0	60,384	126,006	65,622	ED	MAG	LA	Free	Edinburgh, City of

Table 13 Paid Admission Attractions (in Alphabetical Order)

Paid Admissions Attractions										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Abbotsford	14.2	5,030	40,520	35,490	SB	HH	P	Paid	Scottish Borders	
Aberdour Castle	4208.9	12,711	13,013	302	FI	C	HES	Paid	Fife	
Alford Heritage Museum	25.2	460	2,284	1,824	AB	MAG	P	Paid	Aberdeenshire	
Allos Tower	-34.8	2,078	3,887	5,965	AR	OHP	NTS	Paid	Clackmannanshire	
Almond Valley Heritage Centre	5.8	7,619	138,274	130,655	ED	Z	CT	Paid	West Lothian	
Anstruther Pleasure Cruises	23.7	2,255	11,770	9,515	FI	T	P	Paid	Fife	
Arbroath Abbey	38.8	2,803	10,021	7,218	AN	OHP	HES	Paid	Angus	
Arduaine Garden	100.0	12,911	12,911	-	AR	G	NTS	Paid	Argyll & Bute	
Amiston House	47.9	237	732	495	ED	HH	P	Paid	Midlothian	
Atholl Country Life Museum	-23.4	405	1,325	1,730	PE	MAG	CT	Paid	Perth & Kinross	
Attadale Gardens	-7.1	646	8,499	9,145	HI	G	P	Paid	Highland	
Balvenie Castle	100.0	1,034	1,034	-	AB	C	HES	Paid	Moray	
Bannockburn Heritage Centre	221.4	60,913	88,425	27,512	AR	HC	NTS	Paid	Stirling	
Barra Heritage Centre	0.0	-	766	NK	OH	MAG	P	Paid	Eilean Siar	
Barrie's Birthplace	22.7	397	2,144	1,747	AN	OHP	NTS	Paid	Angus	
Barry Mill	-8.4	1,714	18,748	20,462	AN	WP	NTS	Paid	Angus	
Beinn An Tuic Distillers	17.5	1,238	8,302	7,064	AR	D	P	Paid	Argyll & Bute	
Benmore Botanic Garden	8.1	2,690	36,088	33,398	AR	G	CT	Paid	Argyll & Bute	
Bernera Museum	11.1	66	663	597	OH	MAG	CT	Paid	Eilean Siar	
Bishop's and Earl's Palaces	20.1	2,692	16,076	13,384	OR	HH	HES	Paid	Orkney Islands	
Blackhouse, Arrol	18.3	1,732	11,193	9,461	OH	HH	HES	Paid	Eilean Siar	
Blackness Castle	24.3	14,131	72,299	58,168	AR	C	HES	Paid	Falkirk	
Blair Athol Distillery	39.4	11,401	40,371	28,970	PE	D	PLC	Paid	Perth & Kinross	
Bo'ness & Kinneil Railway	17.6	7,544	50,367	42,823	AR	T	CT	Paid	Falkirk	
Bonawe Iron Furnace	0.0	-	-	-	AR	OHP	HES	Paid	Argyll & Bute	
Bosta Iron Age House	8.8	373	4,595	4,222	OH	OHP	CT	Paid	Eilean Siar	
Bothwell Castle	0.0	-	-	-	GG	C	HES	Paid	South Lanarkshire	
Branklyn Garden	3.4	586	17,904	17,318	PE	G	NTS	Paid	Perth & Kinross	
Broch of Gurness	-66.7	6,719	3,354	10,073	OR	OHP	HES	Paid	Orkney Islands	
Brodick Castle & Country Park	-9.5	6,021	57,234	63,255	AY	ON	NTS	Paid	North Ayrshire	
Brodie Castle	-3.8	2,128	53,562	55,690	AB	C	NTS	Paid	Moray	
Brough of Birsay	0.0	-	-	-	OR	OHP	HES	Paid	Orkney Islands	
Broughton House & Garden	7.3	817	11,957	11,140	DG	HH	NTS	Paid	Dumfries & Galloway	
Caerlaverock Castle	686.6	16,156	18,509	2,353	DG	C	HES	Paid	Dumfries & Galloway	
Cairnpapple Hill	-27.7	752	1,964	2,716	ED	OHP	HES	Paid	West Lothian	
Camera Obscura & World of Illusions	6.7	23,802	376,470	352,668	ED	MAG	P	Paid	Edinburgh, City of	
Gaol ille Distillery	273.8	4,553	6,216	1,663	AR	D	PLC	Paid	Argyll & Bute	
Cardhu Distillery Visitor Centre	-18.5	2,385	10,515	12,900	AB	D	PLC	Paid	Moray	
Cardross Castle	0.0	-	-	-	DG	C	HES	Paid	Dumfries & Galloway	
Castle Campbell	2570.7	4,653	4,834	181	AR	C	HES	Paid	Clackmannanshire	
Castle Fraser	71.6	30,308	72,639	42,331	AB	C	NTS	Paid	Aberdeenshire	
Church of the Holy Rude	-64.2	23,494	13,095	36,589	AR	WS	CT	Paid	Stirling	
Cluny Clays	7.8	9,790	134,842	125,052	FI	AA	P	Paid	Fife	
Clynesh Visitor Centre	-1.1	49	4,521	4,570	HI	D	PLC	Paid	Highland	
Conzarff Castle	138.8	329	566	237	AB	C	HES	Paid	Aberdeenshire	

Paid Admissions Attractions										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Cragganmore Distillery	74.1		2,139	5,025	2,886	AB	D	PLC	Paid	Moray
Craigievar Castle	-70.8	-	20,687	8,535	29,222	AB	C	NTS	Paid	Aberdeenshire
Craigmillar Castle	20.5		5,924	34,882	28,958	ED	C	HES	Paid	Edinburgh, City of
Craighethan Castle	0.0		-	-	-	GG	C	HES	Paid	South Lanarkshire
Craroe Garden	-3.3	-	398	11,626	12,024	AR	G	NTS	Paid	Argyll & Bute
Crathes Castle	36.6		54,222	202,396	148,174	AB	C	NTS	Paid	Aberdeenshire
Crawford John Heritage Venture	56.3		63	175	112	GO	MAG	CT	Paid	South Lanarkshire
Creetown Heritage Museum	-1.1	-	9	785	794	DG	MAG	CT	Paid	Dumfries & Galloway
Crichton Castle	0.0		-	-	-	ED	C	HES	Paid	Midlothian
Crossraguel Abbey	0.0		-	-	-	AV	OHP	HES	Paid	South Ayrshire
Culloden Visitor Centre	76.0		113,196	262,199	149,003	HI	HC	NTS	Paid	Highland
Culross Palace	11.1		2,435	24,329	21,894	FI	HH	NTS	Paid	Fife
Culzean Castle and Country Park	29.6		66,674	291,674	225,000	AV	C	NTS	Paid	South Ayrshire
Dallas Dhu	0.0		-	-	-	AB	D	HES	Paid	Moray
Dalwhinnie Distillery	3.5		713	21,221	20,508	HI	D	PLC	Paid	Highland
Dawyck Botanic Garden	3.0		1,188	40,860	39,672	SB	G	CT	Paid	Scottish Borders
Devil's Porridge Museum	29.1		3,121	13,852	10,731	DG	MAG	CT	Paid	Dumfries & Galloway
Dewar's Aberfeldy Distillery	-35.0	-	12,829	23,869	36,698	PE	D	PLC	Paid	Perth & Kinross
Dirleton Castle	67.4		5,403	13,415	8,012	ED	C	HES	Paid	East Lothian
Discovery Point	0.0		-	61,653	61,653	AN	MAG	CT	Paid	Dundee City
Doone Castle	97.4		54,027	109,511	55,484	AR	C	HES	Paid	Stirling
Drum Castle	-5.7	-	2,425	39,754	42,179	AB	C	NTS	Paid	Aberdeenshire
Dryburgh Abbey	28.6		3,688	16,578	12,890	SB	OHP	HES	Paid	Scottish Borders
Duart Castle	0.0		5	21,090	21,085	AR	C	P	Paid	Argyll & Bute
Duff House Gallery	14.1		436	3,529	3,093	AB	MAG	HES	Paid	Aberdeenshire
Dumbarton Castle	3550.9		23,578	24,242	664	AR	C	HES	Paid	West Dunbartonshire
Dundrennan Abbey	100.0		3,160	3,160	-	DG	OHP	HES	Paid	Dumfries & Galloway
Dunninald Castle	-20.0	-	20	80	100	AN	HH	CT	Paid	Angus
Dunninald Castle Gardens	-27.4	-	136	361	497	AN	G	CT	Paid	Angus
Dunrobin Castle	20.6		23,955	140,323	116,368	HI	HH	P	Paid	Highland
Dunstaffnage Castle	9.8		1,986	22,174	20,188	AR	C	HES	Paid	Argyll & Bute
Dumreigan Castle & Gardens	18.9		29,038	182,567	153,529	HI	C	P	Paid	Highland
Edinburgh Bus Tours	18.0		92,226	605,881	513,655	ED	T	P	Paid	Edinburgh, City of
Edinburgh Castle	41.5		558,555	1,904,723	1,346,168	ED	C	HES	Paid	Edinburgh, City of
Edinburgh Gin Distillery	2.6		404	16,243	15,839	ED	D	P	Paid	Edinburgh, City of
Edinburgh Zoo	2.9		17,434	618,719	601,285	ED	Z	CT	Paid	Edinburgh, City of
Edzell Castle	0.0		-	-	-	AN	C	HES	Paid	Angus
Elcho Castle	0.0		-	-	-	PE	C	HES	Paid	Perth & Kinross
Elgin Cathedral	26.5		5,988	28,615	22,627	AB	OHP	HES	Paid	Moray
Falkland Palace	0.7		300	44,895	44,585	FI	HH	NTS	Paid	Fife
Fettercairn Distillery Visitor Centre	274.4		3,298	4,500	1,202	AB	D	P	Paid	Aberdeenshire
Five Sisters Zoo	-3.3	-	6,540	190,389	196,929	ED	Z	P	Paid	West Lothian
Floors Castle	-20.0	-	8,003	32,079	40,082	SB	C	P	Paid	Scottish Borders
Fort George	12.5		7,161	64,551	57,390	HI	C	HES	Paid	Highland
Fyvie Castle	-9.0	-	6,266	63,247	69,513	AB	C	NTS	Paid	Aberdeenshire

Paid Admissions Attractions

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Gairloch Museum	-12.9	-	1,414	9,515	10,929	HI	MAG	CT	Paid	Highland
Gelston Garden	8.0	-	1,040	14,010	12,970	AR	G	NTS	Paid	Argyll & Bute
Georgian House	39.8	-	7,349	25,832	18,483	ED	HH	NTS	Paid	Edinburgh, City of
Gladstone's Land	-34.2	-	14,041	27,009	41,049	ED	HH	NTS	Paid	Edinburgh, City of
Glamis Castle	29.5	-	24,901	109,269	84,368	AN	HH	P	Paid	Angus
Glasgow Science Centre	24.2	-	68,236	350,441	282,205	GG	MAG	CT	Paid	Glasgow City
Glen Garloch Distillery	23.8	-	1,043	5,426	4,383	AB	D	P	Paid	Aberdeenshire
Glencoe Folk Museum	12.9	-	838	7,339	6,501	HI	MAG	CT	Paid	Highland
Glencoe Mountain Resort	7.9	-	6,400	86,950	80,550	HI	AA	P	Paid	Highland
Glenfinnan Station Museum	16.7	-	4,905	34,261	29,366	HI	MAG	CT	Paid	Highland
Glenfuryne Distillery	-2.6	-	1,163	44,168	45,331	AR	D	P	Paid	Stirling
Glenkinchie Distillery	24.2	-	4,231	21,720	17,489	ED	D	PLC	Paid	East Lothian
Glenluce Abbey	100.0	-	183	183	-	DG	OHP	HES	Paid	Dumfries & Galloway
Glenturret Distillery	70.3	-	25,206	61,068	35,862	PE	D	P	Paid	Perth & Kinross
Glenwhan Gardens	0.0	-	-	8,942	NK	DG	G	P	Paid	Dumfries & Galloway
Grampian Transport Museum	-0.7	-	112	15,017	15,129	AB	MAG	CT	Paid	Aberdeenshire
Greenbank Garden	3.6	-	790	22,727	21,937	GG	G	NTS	Paid	East Renfrewshire
Hackness Battery & Martello Tower	-27.1	-	193	519	712	OR	OHP	HES	Paid	Orkney Islands
Haddo House	345.1	-	50,557	65,207	14,650	AB	HH	NTS	Paid	Aberdeenshire
Hamilton Mausoleum	66.1	-	254	638	384	GG	OHP	LA	Paid	South Lanarkshire
Hermitage Castle	50.1	-	1,880	5,573	3,713	SB	C	HES	Paid	Scottish Borders
Hill House	-5.2	-	1,755	31,985	33,740	AR	HH	NTS	Paid	Argyll & Bute
Hill of Tarvit	43.6	-	2,459	8,101	5,642	FI	G	NTS	Paid	Fife
Historylinks Museum	-3.4	-	173	4,971	5,144	HI	MAG	CT	Paid	Highland
Holmwood House	41.4	-	1,900	6,486	4,586	GG	HH	NTS	Paid	Glasgow City
Hospitalfield	62.3	-	9,020	23,499	14,479	AN	OHP	CT	Paid	Angus
House of Dun	60417.8	-	44,105	44,178	73	AN	HH	NTS	Paid	Angus
House of the Binns	-77.3	-	24,427	7,184	31,611	ED	HH	NTS	Paid	West Lothian
Hugh Miller's Cottage	-1.6	-	63	3,779	3,842	HI	HH	NTS	Paid	Highland
Huntingtower Castle	3.7	-	268	7,494	7,226	PE	C	HES	Paid	Perth & Kinross
Huntly Castle	31.5	-	2,851	11,893	9,042	AB	C	HES	Paid	Aberdeenshire
Inchcolm Abbey	7.3	-	1,377	20,193	18,816	FI	OHP	HES	Paid	Fife
Inchmahome Priory	0.0	-	-	-	-	AR	OHP	HES	Paid	Stirling
Innerpeffray Library	12.0	-	276	2,576	2,300	PE	OHP	CT	Paid	Perth & Kinross
Inveraray Castle	16.8	-	11,791	82,080	70,289	AR	HH	P	Paid	Stirling
Inveresk Lodge Garden	-3.6	-	83	2,208	2,291	ED	G	NTS	Paid	East Lothian
Inverewe Garden	80.7	-	43,173	96,690	53,517	HI	G	NTS	Paid	Highland
Iona Abbey & St Columba Centre (Mull)	4.4	-	2,430	57,686	55,256	AR	HC	HES	Paid	Argyll & Bute
Island of Noss	70.6	-	681	1,597	936	SH	Z	G	Paid	Shetland Islands
Isle of Arran Heritage Museum	0.3	-	70	20,381	20,311	AY	MAG	CT	Paid	North Ayrshire
Isle of Harris Distillery Ltd	-2.3	-	1,577	67,665	69,442	OH	D	P	Paid	Eilean Siar
Jarlshof	47.1	-	8,696	27,176	18,480	SH	OHP	HES	Paid	Shetland Islands
Jedburgh Abbey	21.3	-	4,030	22,991	18,961	SB	OHP	HES	Paid	Scottish Borders
Jim Clark Motorsport Museum	8.8	-	786	9,479	8,713	SB	MAG	CT	Paid	Scottish Borders
John Buchan Centre	-7.1	-	166	2,161	2,327	SB	MAG	CT	Paid	Scottish Borders

Paid Admissions Attractions

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
John Knox House	15.3	1,502	11,301	9,799	ED	HH	RO	Paid	East Lothian
John Paul Jones Birthplace Museum and Cottage	74.0	1,823	4,285	2,462	DG	MAG	CT	Paid	Dumfries & Galloway
Johnnie Walker Princes Street	12.4	11,478	104,348	92,870	ED	D	PLC	Paid	Edinburgh, City of
Keith & Dufftown Railway Association	13.9	1,645	13,521	11,876	AB	T	P	Paid	Moray
Kellie Castle	19.1	2,224	13,894	11,670	FI	C	NTS	Paid	Fife
Kildrumny Castle	-25.0	420	1,263	1,683	AB	C	HES	Paid	Aberdeenshire
King Robert the Bruce's Cave	-14.4	72	428	500	DG	OHP	P	Paid	Dumfries & Galloway
Kinneil House	100.0	1,002	1,002	-	AR	HH	HES	Paid	Falkirk
Kisimul Castle	0.0	-	-	-	OH	C	HES	Paid	Eilean Siar
Lagavulin Distillery Visitor Centre	-2.3	377	16,307	16,684	AR	D	PLC	Paid	Argyll & Bute
Lauriston Castle	205.4	2,257	3,356	1,099	ED	C	LA	Paid	Edinburgh, City of
Leith Hall	5.3	1,389	27,726	26,337	AB	HH	NTS	Paid	Aberdeenshire
Linlithgow Palace	605.0	45,880	53,463	7,583	ED	HH	HES	Paid	West Lothian
Loch Ness by Jacobite	30.9	63,922	270,918	206,996	HI	T	P	Paid	Highland
Loch of the Lowes	8.8	1,087	13,578	12,481	PE	Z	CT	Paid	Perth & Kinross
Lochleven Castle	100.0	9,193	9,193	-	PE	C	HES	Paid	Perth & Kinross
Logan Botanic Garden	1.0	277	27,940	27,663	DG	G	CT	Paid	Dumfries & Galloway
Macduff Marine Aquarium	12.2	6,041	55,573	49,532	AB	Z	LA	Paid	Aberdeenshire
Macdellan's Castle	0.0	-	-	-	DG	C	HES	Paid	Dumfries & Galloway
Maeshowe	29.2	3,406	15,074	11,668	OR	OHP	HES	Paid	Orkney Islands
Mailen Garden	-33.3	1,061	2,126	3,187	ED	G	NTS	Paid	Edinburgh, City of
Meigle Sculptured Stone Museum	154.1	738	1,217	479	AN	MAG	HES	Paid	Perth & Kinross
Melrose Abbey	22.5	8,668	46,577	38,009	SB	OHP	HES	Paid	Scottish Borders
Moirlanich Longhouse	5.9	59	1,052	993	AR	HH	NTS	Paid	Stirling
Montrose Basin Wildlife Centre	23.9	2,149	11,136	8,987	AN	Z	CT	Paid	Angus
Mount Stuart	-17.6	6,044	28,229	34,273	AR	HH	CT	Paid	Argyll & Bute
Museum of Lead Mining	19.1	574	3,584	3,010	DG	MAG	CT	Paid	Dumfries & Galloway
Museum of Scottish Lighthouses	-27.7	4,402	11,499	15,901	AB	MAG	LA	Paid	Aberdeenshire
Museum of Scottish Railways	13.8	2,662	22,009	19,347	AR	MAG	CT	Paid	Falkirk
National Museum of Flight	17.0	10,559	72,521	61,962	ED	MAG	G	Paid	East Lothian
National Museum of Rural Life	3.7	3,684	103,479	99,795	GG	MAG	G	Paid	South Lanarkshire
National Wallace Monument	23.8	25,148	130,930	105,782	AR	OHP	LA	Paid	Stirling
Nelson Monument	0.0	-	-	-	ED	OHP	LA	Paid	Edinburgh, City of
Nevis Range	10.7	14,507	150,473	135,966	HI	AA	PLC	Paid	Highland
New Abbey Corn Mill	66.5	1,163	2,912	1,749	DG	OHP	HES	Paid	Dumfries & Galloway
Newark Castle	2.7	79	3,036	2,957	GG	C	HES	Paid	Inverclyde
Newhailes	2.2	5,887	278,624	272,737	ED	HH	NTS	Paid	East Lothian
Oban Distillery Visitor Centre	60.1	15,081	40,191	25,110	AR	D	PLC	Paid	Argyll & Bute
Pets Corner	-4.3	3,139	70,136	73,275	AB	Z	LA	Paid	Aberdeen City
Pitmedden Garden & Museum of Farm Life	23.6	12,178	63,732	51,554	AB	G	NTS	Paid	Aberdeenshire
Pitmuies Gardens	-4.8	141	2,793	2,934	AN	G	P	Paid	Angus
Pollok House	-9.6	8,376	78,453	86,829	GG	HH	NTS	Paid	Glasgow City
Port of Leith Distillery	100.0	-	5,161	Not Open	ED	D	PLC	Paid	Edinburgh, City of
Preston Mill & Phantassie Dooocot	13.6	380	3,173	2,793	ED	WP	NTS	Paid	East Lothian
Quendale Water Mill & Visitor Attraction	2.5	73	2,981	2,908	SH	OHP	P	Paid	Shetland Islands

Paid Admissions Attractions

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Quendole Water Mill & Visitor Attraction	2.5	73	2,981	2,908	SH	OHP	P	Paid	Shetland Islands
Robert Burns Birthplace Museum	13.5	24,558	208,754	182,196	AY	HC	NTS	Paid	South Ayrshire
Robert Smill's Printing Works	8.7	116	1,453	1,337	SB	WP	NTS	Paid	Scottish Borders
Rosslyn Chapel	24.0	29,715	153,466	123,751	ED	WS	CT	Paid	Midlothian
Rothsay Castle	0.0	-	-	-	AR	C	HES	Paid	Argyll & Bute
Royal Lochnagar Distillery Visitor Centre	28.7	3,197	14,339	11,142	AB	D	PLC	Paid	Aberdeenshire
RSPB Lochwinnoch Nature Reserve	24.3	6,187	31,600	25,413	GG	Z	CT	Paid	Renfrewshire
Scone Palace	12.9	9,546	83,609	74,063	PE	HH	P	Paid	Perth & Kinross
Scott Monument	6179.2	20,453	20,784	331	ED	OHP	LA	Paid	Edinburgh, City of
Scottish Fisheries Museum	19.1	1,146	7,160	6,014	FI	MAG	CT	Paid	Fife
Scottish Maritime Museum	13.1	13,711	118,226	104,515	AY	MAG	CT	Paid	North Ayrshire
Seton Collegiate Church	0.0	-	-	-	ED	OHP	HES	Paid	East Lothian
Skail House	19.0	13,674	85,460	71,786	OR	HH	P	Paid	Orkney Islands
Skara Brae	18.4	16,605	106,839	90,234	OR	OHP	HES	Paid	Orkney Islands
Smailholm Tower	2.5	80	3,265	3,185	SB	OHP	HES	Paid	Scottish Borders
Spynie Palace	104.2	1,139	2,232	1,093	AB	HH	HES	Paid	Moray
St Andrews Castle	370.6	50,272	63,836	13,564	FI	C	HES	Paid	Fife
St Andrews Cathedral	205.3	14,295	21,259	6,964	FI	OHP	HES	Paid	Fife
St Vigens Museum	277.3	854	1,162	308	AN	MAG	HES	Paid	Angus
Stanley Mills	55.9	1,425	3,976	2,551	PE	OHP	HES	Paid	Perth & Kinross
Stirling Castle	23.7	99,119	517,299	418,180	AR	C	HES	Paid	Stirling
Stoneykirk Aviation Museum	89.0	267	567	300	DG	MAG	P	Paid	Dumfries & Galloway
Strathnaver Museum	100.0	5,835	5,835	-	HI	MAG	CT	Paid	Highland
Stromness Museum	-4.6	434	8,997	9,431	OR	MAG	CT	Paid	Orkney Islands
Surgeons' Hall Museums	26.3	23,189	111,294	88,105	ED	MAG	CT	Paid	Edinburgh, City of
Sweetheart Abbey	0.0	-	-	-	DG	OHP	HES	Paid	Dumfries & Galloway
Talisker Distillery Visitor Centre	314.5	29,068	38,311	9,243	HI	D	PLC	Paid	Highland
Tantallon Castle	28.1	11,280	51,482	40,202	ED	C	HES	Paid	East Lothian
Tenement House	41.6	7,554	25,726	18,172	GG	HH	NTS	Paid	Glasgow City
The Great Tapestry of Scotland Visitor Centre	9.7	1,929	21,916	19,987	SB	MAG	CT	Paid	Scottish Borders
The Japanese Garden at Cowden	0.4	173	40,320	40,147	AR	G	CT	Paid	Clackmannanshire
The Kelpies Tour	41.5	7,714	26,317	18,603	AR	ON	LA	Paid	Falkirk
The Lind & Lime Gin Distillery	23.7	1,433	7,487	6,054	ED	D	PLC	Paid	Edinburgh, City of
The Royal Yacht Britannia	51.1	122,200	361,175	238,975	ED	OHP	CT	Paid	Edinburgh, City of
The Scotch Whisky Experience	19.2	64,529	401,308	336,779	ED	D	P	Paid	Edinburgh, City of
The Singleton of Glen Ord Distillery	27.0	6,712	31,576	24,864	HI	D	PLC	Paid	Highland
Thomas Carlyle's Birthplace	258.2	1,051	1,458	407	DG	HH	NTS	Paid	Dumfries & Galloway
Threave Castle	0.0	-	-	-	DG	C	HES	Paid	Dumfries & Galloway
Threave Garden	55.1	27,918	78,624	50,706	DG	G	NTS	Paid	Dumfries & Galloway
Timespan Heritage Centre	22.5	2,963	16,157	13,194	HI	MAG	P	Paid	Highland
Tolquhon Castle	100.0	4,007	4,007	-	AB	C	HES	Paid	Aberdeen City
Tomatin Distillery	3.0	947	32,057	31,110	HI	D	P	Paid	Highland
Trimontium Museum	50.6	3,564	10,608	7,044	SB	MAG	CT	Paid	Scottish Borders
Uig Heritage Centre	-13.0	384	2,571	2,955	OH	HC	O	Paid	Eilean Siar
Urquhart Castle	24.0	85,607	442,761	357,154	HI	C	HES	Paid	Highland

Paid Admissions Attractions

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Verdant Works	4.6	636	14,350	13,714	AN	MAG	CT	Paid	Dundee City
Waverley Excursions Ltd	4.9	3,866	82,328	78,462	GG	T	CT	Paid	Glasgow City
Weaver's Cottage	417.8	2,891	3,583	692	GG	HH	NTS	Paid	Renfrewshire

Listing by Former VisitScotland Area 2023

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

Table 14 Attractions in Aberdeen & Grampian (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Duthie Park	-7.2	-	82,240	1,054,127	1,136,367	AB	ON	LA	Free	Aberdeen City
David Welch Winter Gardens	10.5		25,383	268,035	242,652	AB	G	LA	Free	Aberdeen City
Crathes Castle	36.6		54,222	202,396	148,174	AB	C	NTS	Paid	Aberdeenshire
Aberdeen Art Gallery	10.0		18,309	200,676	182,367	AB	MAG	LA	Free	Aberdeen City
Loch Muick & Lochnagar Wildlife Reserve	-4.4	-	4,527	97,209	101,736	AB	Z	CT	Free	Aberdeenshire
Mar Lodge Estate	42.4		21,764	73,057	51,293	AB	ON	NTS	Free	Aberdeenshire
Castle Fraser	71.6		30,308	72,639	42,331	AB	C	NTS	Paid	Aberdeenshire
Muir of Dinnet Nature Reserve	-13.2	-	10,887	71,469	82,356	AB	ON	G	Free	Aberdeenshire
Pets Corner	-4.3	-	3,139	70,136	73,275	AB	Z	LA	Paid	Aberdeen City
WDC Scottish Dolphin Centre	6.3		3,931	66,401	62,470	AB	Z	CT	Free	Moray
Haddo House	345.1		50,557	65,207	14,650	AB	HH	NTS	Paid	Aberdeenshire
Pitmedden Garden & Museum of Farm Life	23.6		12,178	63,732	51,554	AB	G	NTS	Paid	Aberdeenshire
Fyvie Castle	-9.0	-	6,266	63,247	69,513	AB	C	NTS	Paid	Aberdeenshire
Forvie National Nature Reserve	160.2		34,376	55,829	21,453	AB	ON	G	Free	Aberdeenshire
Macduff Marine Aquarium	12.2		6,041	55,573	49,532	AB	Z	LA	Paid	Aberdeenshire
Aberdeen Maritime Museum	-3.2	-	1,807	55,427	57,234	AB	MAG	LA	Free	Aberdeen City
Brodie Castle	-3.8	-	2,128	53,562	55,690	AB	C	NTS	Paid	Moray
Cathedral Church of St Machar	32.7		10,330	41,962	31,832	AB	WS	RO	Free	Aberdeen City
Drum Castle	-5.7	-	2,425	39,754	42,179	AB	C	NTS	Paid	Aberdeenshire
Biblical Garden, Elgin	17.6		5,100	34,100	29,000	AB	G	LA	Free	Moray
Provost Skene's House	17.0		4,646	31,921	27,275	AB	HH	LA	Free	Aberdeen City
Bennachie	6.1		1,765	30,609	28,844	AB	ON	LA	Free	Aberdeenshire
Elgin Cathedral	26.5		5,988	28,615	22,627	AB	OHP	HES	Paid	Moray
Leith Hall	5.3		1,389	27,726	26,337	AB	HH	NTS	Paid	Aberdeenshire
University of Aberdeen Zoology Museum	294.8		18,428	24,678	6,250	AB	MAG	O	Free	Aberdeen City
Stonehaven Tolbooth Museum	36.6		5,022	18,742	13,720	AB	MAG	LA	Free	Aberdeenshire
Grampian Transport Museum	-0.7	-	112	15,017	15,129	AB	MAG	CT	Paid	Aberdeenshire
Royal Lochnagar Distillery Visitor Centre	28.7		3,197	14,339	11,142	AB	D	PLC	Paid	Aberdeenshire
Aberdeenshire Farming Museum	41.2		4,001	13,707	9,706	AB	MAG	LA	Free	Aberdeenshire
Keith & Dufftown Railway Association	13.9		1,645	13,521	11,876	AB	T	P	Paid	Moray
Huntly Castle	31.5		2,851	11,883	9,042	AB	C	HES	Paid	Aberdeenshire
Museum of Scottish Lighthouses	-27.7	-	4,402	11,499	15,901	AB	MAG	LA	Paid	Aberdeenshire
Cardhu Distillery Visitor Centre	-18.5	-	2,385	10,515	12,900	AB	D	PLC	Paid	Moray
Sir Duncan Rice Library Gallery	37.2		2,439	8,998	6,559	AB	MAG	O	Free	Aberdeen City
Craigievar Castle	-70.8	-	20,687	8,535	29,222	AB	C	NTS	Paid	Aberdeenshire
Belwade Farm Visitor Centre	-24.9	-	2,150	8,500	8,650	AB	Z	CT	Free	Aberdeenshire
Banchory Museum	100.0		6,410	6,410	-	AB	MAG	LA	Free	Aberdeenshire
Glen Garioch Distillery	23.8		1,043	5,426	4,383	AB	D	P	Paid	Aberdeenshire
Findhorn Heritage Centre & Ice House	10.9		512	5,218	4,706	AB	HC	CT	Free	Moray
Cragganmore Distillery	74.1		2,139	5,025	2,886	AB	D	PLC	Paid	Moray
Tomintoul & Glenlivet Discovery Centre	-13.0	-	750	5,013	5,763	AB	MAG	LA	Free	Moray
Fettercairn Distillery Visitor Centre	274.4		3,298	4,500	1,202	AB	D	P	Paid	Aberdeenshire
Tolquhon Castle	100.0		4,007	4,007	-	AB	C	HES	Paid	Aberdeen City
Duff House Gallery	14.1		436	3,529	3,093	AB	MAG	HES	Paid	Aberdeenshire
Alford Heritage Museum	25.2		460	2,284	1,824	AB	MAG	P	Paid	Aberdeenshire

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Spynie Palace	104.2	-	1,139	2,232	1,093 AB	HH	HES	Paid	Moray
Kildrummy Castle	-25.0	-	420	1,263	1,683 AB	C	HES	Paid	Aberdeenshire
Balvenie Castle	100.0	-	1,034	1,034	- AB	C	HES	Paid	Moray
Banff Museum	49.5	-	269	812	543 AB	MAG	LA	Free	Aberdeenshire
Maud Railway Museum	23.8	-	148	770	622 AB	MAG	LA	Free	Aberdeenshire
Maggie Law Maritime Museum	7.7	-	46	640	594 AB	MAG	CT	Free	Aberdeenshire
Corgarff Castle	138.8	-	329	566	237 AB	C	HES	Paid	Aberdeenshire
Municipal Buildings Museum & Heritage Centre	0.0	-	-	530	530 AB	MAG	CT	Free	Aberdeenshire
Sandhaven Meal Mill	1150.0	-	46	50	4 AB	WP	LA	Free	Aberdeenshire
Turriff Session Cottage Museum	-41.7	-	20	28	48 AB	MAG	CT	Free	Aberdeenshire
Dallas Dhu	0.0	-	-	-	- AB	D	HES	Paid	Moray
King's Museum	0.0	-	-	-	- AB	MAG	O	Free	Aberdeen City
Tolbooth Museum	0.0	-	-	-	- AB	MAG	LA	Free	Aberdeen City

Table 15 Attractions in Angus & City of Dundee (in Decreasing Order of Visits)

Attraction Name	%23/22	DIF (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
V&A Dundee	23.8		66,398	345,398	279,000	AN	MAG	CT	Free	Dundee City
Glamis Castle	29.5		24,901	109,269	84,368	AN	HH	P	Paid	Angus
Discovery Point	0.0		-	61,653	61,653	AN	MAG	CT	Paid	Dundee City
House of Dun	60417.8		44,105	44,178	73	AN	HH	NTS	Paid	Angus
Lamb Gallery	20.7		5,637	32,847	27,210	AN	MAG	O	Free	Dundee City
Hospitalfield	62.3		9,020	23,499	14,479	AN	OHP	CT	Paid	Angus
Barry Mill	-8.4	-	1,714	18,748	20,462	AN	WP	NTS	Paid	Angus
Verdant Works	4.6		636	14,350	13,714	AN	MAG	CT	Paid	Dundee City
Montrose Basin Wildlife Centre	23.9		2,149	11,136	8,987	AN	Z	CT	Paid	Angus
HMS Unicorn	37.0		2,886	10,689	7,803	AN	MAG	Other	Free	Dundee City
Arbroath Abbey	38.8		2,803	10,021	7,218	AN	OHP	HES	Paid	Angus
Arbroath Signal Tower Museum	-0.2	-	17	9,093	9,110	AN	MAG	CT	Free	Angus
The Meffan [Forfar Museum]	14.5		696	5,500	4,804	AN	MAG	CT	Free	Angus
Montrose Museum	15.6		701	5,201	4,500	AN	MAG	CT	Free	Angus
Pitmoules Gardens	-4.8	-	141	2,793	2,934	AN	G	P	Paid	Angus
Barrie's Birthplace	22.7		397	2,144	1,747	AN	OHP	NTS	Paid	Angus
Kirriemuir Gateway to the Glens Museum	-2.5	-	46	1,813	1,859	AN	MAG	CT	Free	Angus
Meikle Sculptured Stone Museum	154.1		738	1,217	479	AN	MAG	HES	Paid	Perth & Kinross
St Vigean's Museum	277.3		854	1,162	308	AN	MAG	HES	Paid	Angus
Brechin Town House Museum	-22.4	-	317	1,098	1,415	AN	MAG	CT	Free	Angus
D'Arcy Thompson Zoology Museum	1.2		10	878	868	AN	MAG	O	Free	Dundee City
Dunninald Castle Gardens	-27.4	-	136	361	497	AN	G	CT	Paid	Angus
Dunninald Castle	-20.0	-	20	80	100	AN	HH	CT	Paid	Angus
Edzell Castle	0.0		-	-	-	AN	C	HES	Paid	Angus

Table 16 Attractions in Argyll, Loch Lomond and Forth Valley (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Loch Lomond Shores	2.0		20,488	1,032,442	1,011,954	AR	CR	G	Free	West Dunbartonshire
The Helix	3.0		25,541	890,737	865,196	AR	ON	LA	Free	Falkirk
Stirling Castle	23.7		99,119	517,299	418,180	AR	C	HES	Paid	Stirling
The Argyll and Sutherland Highlanders Regimental Museum	-1.6	-	3,420	204,637	208,057	AR	MAG	CT	Free	Stirling
National Wallace Monument	23.8		25,148	130,930	105,782	AR	OHP	LA	Paid	Stirling
Doune Castle	97.4		54,027	109,511	55,484	AR	C	HES	Paid	Stirling
Bannockburn Heritage Centre	221.4		60,913	88,425	27,512	AR	HC	NTS	Paid	Stirling
Inveraray Castle	16.8		11,791	82,080	70,289	AR	HH	P	Paid	Stirling
Blackness Castle	24.3		14,131	72,299	58,168	AR	C	HES	Paid	Falkirk
Iona Abbey & St Columba Centre (Mull)	4.4		2,430	57,686	55,256	AR	HC	HES	Paid	Argyll & Bute
Ben Lomond	-5.8	-	3,163	51,486	54,649	AR	ON	NTS	Free	Stirling
Bo'ness & Kinneil Railway	17.6		7,544	50,367	42,823	AR	T	CT	Paid	Falkirk
Glengoyne Distillery	-2.6	-	1,163	44,168	45,331	AR	D	P	Paid	Stirling
The Japanese Garden at Cowden	0.4		173	40,320	40,147	AR	G	CT	Paid	Clackmannanshire
Oban Distillery Visitor Centre	60.1		15,081	40,191	25,110	AR	D	PLC	Paid	Argyll & Bute
Benmore Botanic Garden	8.1		2,690	36,088	33,398	AR	G	CT	Paid	Argyll & Bute
Hill House	-5.2	-	1,755	31,985	33,740	AR	HH	NTS	Paid	Argyll & Bute
Mount Stuart	-17.6	-	6,044	28,229	34,273	AR	HH	CT	Paid	Argyll & Bute
Oban War and Peace Museum	18.1		4,032	26,318	22,286	AR	MAG	P	Free	Argyll & Bute
The Kelpies Tour	41.5		7,714	26,317	18,603	AR	ON	LA	Paid	Falkirk
Dumbarton Castle	3550.9		23,578	24,242	664	AR	C	HES	Paid	West Dunbartonshire
Dunstaffnage Castle	9.8		1,986	22,174	20,188	AR	C	HES	Paid	Argyll & Bute
Museum of Scottish Railways	13.8		2,662	22,009	19,347	AR	MAG	CT	Paid	Falkirk
Duart Castle	0.0		5	21,090	21,085	AR	C	P	Paid	Argyll & Bute
Iona	-24.2	-	6,531	20,451	26,982	AR	ON	NTS	Free	Argyll & Bute
Lagavulin Distillery Visitor Centre	-2.3	-	377	16,307	16,684	AR	D	PLC	Paid	Argyll & Bute
Geilston Garden	8.0		1,040	14,010	12,970	AR	G	NTS	Paid	Argyll & Bute
Dunblane Cathedral	4.6		601	13,800	13,199	AR	WS	HES	Free	Stirling
Church of the Holy Rude	-64.2	-	23,494	13,095	36,589	AR	WS	CT	Paid	Stirling
Arduaine Garden	100.0		12,911	12,911	-	AR	G	NTS	Paid	Argyll & Bute
Comann Eachdraidh Lios M	35.3		3,356	12,852	9,496	AR	MAG	CT	Free	Argyll & Bute
Crarae Garden	-3.3	-	398	11,626	12,024	AR	G	NTS	Paid	Argyll & Bute
Binn An Tuirc Distillers	17.5		1,238	8,302	7,064	AR	D	P	Paid	Argyll & Bute
Caol Ila Distillery	273.8		4,553	6,216	1,663	AR	D	PLC	Paid	Argyll & Bute
Dunblane Museum	12.0		657	6,114	5,457	AR	MAG	CT	Free	Stirling
Ocean Explorer Centre	-32.2	-	2,519	5,314	7,833	AR	MAG	CT	Free	Argyll & Bute
Castle Campbell	2570.7		4,653	4,834	181	AR	C	HES	Paid	Clackmannanshire
Argyll Beaver Centre	36.0		1,195	4,510	3,315	AR	Z	CT	Free	Argyll & Bute
Alloa Tower	-34.8	-	2,078	3,887	5,965	AR	OHP	NTS	Paid	Clackmannanshire
Dollar Museum	13.8		206	1,699	1,493	AR	MAG	O	Free	Clackmannanshire
Moirianich Longhouse	5.9		59	1,052	993	AR	HH	NTS	Paid	Stirling
Kinneil House	100.0		1,002	1,002	-	AR	HH	HES	Paid	Falkirk
Argyll's Lodging	0.0	-	-	-	-	AR	HH	HES	Free	Stirling
Burg	0.0	-	-	-	-	AR	ON	NTS	Free	Argyll & Bute
Bonawe Iron Furnace	0.0	-	-	-	-	AR	OHP	HES	Paid	Argyll & Bute

Table 16 Attractions in Argyll, Loch Lomond and Forth Valley (in Decreasing Order of Visits)

Attraction Name	%23/22	DIF (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Leighton Library	-100.0	-	1,812	-	1,812 AR	OHP	P	Free	Stirling
Inchmahome Priory	0.0	-	-	-	- AR	OHP	HES	Paid	Stirling
Rothesay Castle	0.0	-	-	-	- AR	C	HES	Paid	Argyll & Bute
Staffa National Nature Reserve	-100.0	-	40,413	-	40,413 AR	ON	NTS	Free	Argyll & Bute

Table 17 Attractions in Ayrshire & Arran (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Culzean Castle and Country Park	29.6	66,674	291,674	225,000	AY	C	NTS	Paid	South Ayrshire
Robert Burns Birthplace Museum	13.5	24,558	206,754	182,196	AY	HC	NTS	Paid	South Ayrshire
Scottish Maritime Museum	13.1	13,711	118,226	104,515	AY	MAG	CT	Paid	North Ayrshire
Dick Institute Museum	11.6	8,681	83,408	74,727	AY	MAG	LA	Free	Clackmannanshire
Brodict Castle & Country Park	-9.5	6,021	57,234	63,255	AY	ON	NTS	Paid	North Ayrshire
Dean Castle	100.0	53,844	53,844	-	AY	C	LA	Free	East Ayrshire
Goatfell	74.4	17,687	41,447	23,760	AY	ON	NTS	Free	North Ayrshire
MacLaurin Galleries	15.1	4,202	31,944	27,742	AY	MAG	LA	Free	South Ayrshire
Isle of Arran Heritage Museum	0.3	70	20,381	20,311	AY	MAG	CT	Paid	North Ayrshire
Rozelle House	7.6	800	11,292	10,492	AY	MAG	LA	Free	South Ayrshire
Burns House Museum	36.6	822	3,067	2,245	AY	MAG	LA	Free	East Ayrshire
Souter Johnnies Cottage	100.0	1,061	1,061	-	AY	HH	NTS	Free	South Ayrshire
Baird Institute Museum & Local History Centre	-35.1	511	945	1,456	AY	MAG	LA	Free	East Ayrshire
Bachelors Club	74.5	204	478	274	AY	HH	NTS	Free	South Ayrshire
Burns Monument Centre	288.8	231	311	80	AY	HC	LA	Free	East Ayrshire
Crossraguel Abbey	0.0	-	-	-	AY	OHP	HES	Paid	South Ayrshire

Table 18 Attractions in Dumfries & Galloway (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Threave Garden	55.1		27,918	78,624	50,706	DG	G	NTS	Paid	Dumfries & Galloway
Mable Forest	35.3		17,796	68,186	50,390	DG	ON	G	Free	Dumfries & Galloway
Dalbeattie Forest	-19.4	-	12,134	50,518	62,652	DG	ON	G	Free	Dumfries & Galloway
Grey Mare's Tail	-10.7	-	5,851	48,602	54,453	DG	ON	NTS	Free	Dumfries & Galloway
Forest of Ae	14.6		5,841	45,899	40,058	DG	ON	G	Free	Dumfries & Galloway
Logan Botanic Garden	1.0		277	27,940	27,663	DG	G	CT	Paid	Dumfries & Galloway
Wigtown Museum	694.1		22,594	25,849	3,255	DG	MAG	LA	Free	Dumfries & Galloway
Caerlaverock Castle	686.6		16,156	18,509	2,353	DG	C	HES	Paid	Dumfries & Galloway
Dumfries Museum/Camera Obscura	59.0		5,252	14,149	8,897	DG	MAG	LA	Free	Dumfries & Galloway
Robert Burns House	47.0		4,473	13,981	9,508	DG	MAG	LA	Free	Dumfries & Galloway
Devil's Porridge Museum	29.1		3,121	13,852	10,731	DG	MAG	CT	Paid	Dumfries & Galloway
Broughton House & Garden	7.3		817	11,957	11,140	DG	HH	NTS	Paid	Dumfries & Galloway
Mill on the Fleet	9.2		959	11,430	10,471	DG	HC	CT	Free	Dumfries & Galloway
Castle of St John	-1.1	-	126	11,213	11,339	DG	C	LA	Free	Dumfries & Galloway
Tolbooth Art Centre	19.1		1,673	10,431	8,758	DG	MAG	LA	Free	Dumfries & Galloway
Robert Burns Centre	66.9		4,138	10,325	6,187	DG	MAG	LA	Free	Dumfries & Galloway
Glenwhan Gardens	0.0	-	-	8,942	NK	DG	G	P	Paid	Dumfries & Galloway
Old Bridge House Museum	33.0		1,782	7,190	5,408	DG	MAG	LA	Free	Dumfries & Galloway
Annan Museum	23.5		927	4,880	3,953	DG	MAG	LA	Free	Dumfries & Galloway
John Paul Jones Birthplace Museum and Cottage	74.0		1,823	4,285	2,462	DG	MAG	CT	Paid	Dumfries & Galloway
Moffat Museum	134.9		2,116	3,685	1,569	DG	MAG	CT	Free	Dumfries & Galloway
Museum of Lead Mining	19.1		574	3,584	3,010	DG	MAG	CT	Paid	Dumfries & Galloway
Dundrennan Abbey	100.0		3,160	3,160	-	DG	OHP	HES	Paid	Dumfries & Galloway
New Abbey Corn Mill	66.5		1,163	2,912	1,749	DG	OHP	HES	Paid	Dumfries & Galloway
Sanguhar Tolbooth Museum	31.1		466	1,963	1,497	DG	MAG	LA	Free	Dumfries & Galloway
Thomas Carlyle's Birthplace	258.2		1,051	1,458	407	DG	HH	NTS	Paid	Dumfries & Galloway
Creetown Heritage Museum	-1.1	-	9	785	794	DG	MAG	CT	Paid	Dumfries & Galloway
Stoneykirk Aviation Museum	89.0		267	567	300	DG	MAG	P	Paid	Dumfries & Galloway
King Robert the Bruce's Cave	-14.4	-	72	428	500	DG	OHP	P	Paid	Dumfries & Galloway
Glenluce Abbey	100.0		183	183	-	DG	OHP	HES	Paid	Dumfries & Galloway
Cardoness Castle	0.0	-	-	-	-	DG	C	HES	Paid	Dumfries & Galloway
MacLellan's Castle	0.0	-	-	-	-	DG	C	HES	Paid	Dumfries & Galloway
Sweetheart Abbey	0.0	-	-	-	-	DG	OHP	HES	Paid	Dumfries & Galloway
Stranraer Museum	-100.0	-	5,199	-	5,199	DG	MAG	LA	Free	Dumfries & Galloway
Threave Castle	0.0	-	-	-	-	DG	C	HES	Paid	Dumfries & Galloway

Table 19 Attractions in Edinburgh & Lothian (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
National Museum of Scotland	10.8		213,090	2,186,841	1,973,751	ED	MAG	G	Free	Edinburgh, City of
Edinburgh Castle	41.5		558,555	1,904,723	1,346,168	ED	C	HES	Paid	Edinburgh, City of
National Galleries Scotland: National	43.8		558,827	1,836,057	1,277,230	ED	MAG	O	Free	Edinburgh, City of
St Giles' Cathedral	37.6		402,528	1,473,211	1,070,683	ED	WS	RO	Free	Edinburgh, City of
Royal Botanic Garden Edinburgh	4.5		44,794	1,041,391	996,597	ED	O	CT	Free	Edinburgh, City of
Beecraigs Country Park	-7.9	-	84,990	988,452	1,073,442	ED	ON	LA	Free	West Lothian
National War Museum	10.6		74,036	773,213	699,177	ED	MAG	G	Free	Edinburgh, City of
Edinburgh Zoo	2.9		17,434	618,719	601,285	ED	Z	CT	Paid	Edinburgh, City of
Edinburgh Bus Tours	18.0		92,226	605,881	513,655	ED	T	P	Paid	Edinburgh, City of
The Scotch Whisky Experience	19.2		64,529	401,308	336,779	ED	D	P	Paid	Edinburgh, City of
Camera Obscura & World of Illusions	6.7		23,802	376,470	352,668	ED	MAG	P	Paid	Edinburgh, City of
The Royal Yacht Britannia	51.1		122,200	361,175	238,975	ED	OHP	CT	Paid	Edinburgh, City of
Polkemmet Country Park	61.0		123,302	325,519	202,217	ED	ON	LA	Free	West Lothian
Scottish National Gallery of Modern Art	1.6		4,708	308,386	303,678	ED	MAG	O	Free	Edinburgh, City of
Newhalls	2.2		5,887	278,624	272,737	ED	HH	NTS	Paid	East Lothian
Scottish National Portrait Gallery	18.8		41,889	264,866	222,977	ED	MAG	O	Free	Edinburgh, City of
The Scottish Parliament	71.9		81,185	194,117	112,932	ED	WP	G	Free	Edinburgh, City of
Almondell & Calderwood Country Park	-5.9	-	11,936	190,782	202,718	ED	ON	LA	Free	West Lothian
Five Sisters Zoo	-3.3	-	6,540	190,389	196,929	ED	Z	P	Paid	West Lothian
Fruitmarket Gallery	60.9		70,837	187,147	116,310	ED	MAG	CT	Free	Edinburgh, City of
Rosslyn Chapel	24.0		29,715	153,466	123,751	ED	WS	CT	Paid	Midlothian
Almond Valley Heritage Centre	5.8		7,619	138,274	130,655	ED	Z	CT	Paid	West Lothian
Writers' Museum	92.0		60,384	126,006	65,622	ED	MAG	LA	Free	Edinburgh, City of
Museum of Edinburgh	41.6		36,082	122,887	86,805	ED	MAG	LA	Free	Edinburgh, City of
Museum of Childhood	100.0		114,931	114,931	-	ED	MAG	LA	Free	Edinburgh, City of
Surgeons' Hall Museums	26.3		23,189	111,294	88,105	ED	MAG	CT	Paid	Edinburgh, City of
Johnnie Walker Princes Street	12.4		11,478	104,348	92,870	ED	D	PLC	Paid	Edinburgh, City of
Greyfriars' Kirk	75.5		39,314	91,354	52,040	ED	WS	RO	Free	Edinburgh, City of
City Art Centre	40.3		25,360	88,293	62,933	ED	MAG	LA	Free	Edinburgh, City of
National Museum of Flight	17.0		10,559	72,521	61,962	ED	MAG	G	Paid	East Lothian
People's Story Museum	123.6		30,215	54,669	24,454	ED	MAG	LA	Free	Edinburgh, City of
Linlithgow Palace	605.0		45,880	53,463	7,583	ED	HH	HES	Paid	West Lothian
Bank of Scotland Museum on the Mound	18.1		7,932	51,774	43,842	ED	MAG	PLC	Free	Edinburgh, City of
Tantallon Castle	28.1		11,280	51,482	40,202	ED	C	HES	Paid	East Lothian
Craigmillar Castle	20.5		5,924	34,882	28,958	ED	C	HES	Paid	Edinburgh, City of
Gladstone's Land	-34.2	-	14,041	27,008	41,049	ED	HH	NTS	Paid	Edinburgh, City of
Georgian House	39.8		7,349	25,832	18,483	ED	HH	NTS	Paid	Edinburgh, City of
Glenkinchie Distillery	24.2		4,231	21,720	17,489	ED	D	PLC	Paid	East Lothian
Scott Monument	6179.2		20,453	20,784	331	ED	OHP	LA	Paid	Edinburgh, City of
Edinburgh Gin Distillery	2.6		404	16,243	15,839	ED	D	P	Paid	Edinburgh, City of
Dirlton Castle	67.4		5,403	13,415	8,012	ED	C	HES	Paid	East Lothian
John Muir Birthplace	22.2		2,284	12,575	10,291	ED	MAG	CT	Free	East Lothian
Stillis Gallery	37.4		3,382	12,428	9,046	ED	MAG	CT	Free	Edinburgh, City of
John Knox House	15.3		1,502	11,301	9,799	ED	HH	RO	Paid	East Lothian
Museum of Fire	0.0	-	-	8,483	Not Open	ED	MAG	CT	Free	Edinburgh, City of

Attraction Name	%23/22		Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Museum of Magic, Fortune and Witchcraft	100.0		8,034	8,034	Not Open	ED	MAG	P	Free	Edinburgh, City of
The Lind & Lime Gin Distillery	23.7		1,433	7,487	6,054	ED	D	PLC	Paid	Edinburgh, City of
House of the Binns	-77.3	-	24,427	7,184	31,611	ED	HH	NTS	Paid	West Lothian
Dunbar Townhouse Museum	29.1		1,511	6,703	5,192	ED	MAG	LA	Free	East Lothian
Port of Leith Distillery	100.0		-	5,161	Not Open	ED	D	PLC	Paid	Edinburgh, City of
Lauriston Castle	205.4		2,257	3,356	1,099	ED	C	LA	Paid	Edinburgh, City of
Preston Mill & Phantassie Doocot	13.6		380	3,173	2,793	ED	WP	NTS	Paid	East Lothian
Queensferry Museum	100.0		2,776	2,776	-	ED	MAG	LA	Free	Edinburgh, City of
Inveresk Lodge Garden	-3.6	-	83	2,208	2,291	ED	G	NTS	Paid	East Lothian
Malleny Garden	-33.3	-	1,061	2,126	3,187	ED	G	NTS	Paid	Edinburgh, City of
Cairnpapple Hill	-27.7	-	752	1,964	2,716	ED	OHP	HES	Paid	West Lothian
Amiston House	47.9		237	732	495	ED	HH	P	Paid	Midlothian
Dalmeny Kirk	42.0		148	500	352	ED	WS	RO	Free	Edinburgh, City of
Kirk of Calder	48.5		100	306	206	ED	WS	RO	Free	West Lothian
Cockburn Museum of Geology and Geophysics	78.6		66	150	84	ED	MAG	O	Free	Edinburgh, City of
Burns Monument	0.0		-	-	-	ED	OHP	LA	Free	Edinburgh, City of
Crichton Castle	0.0		-	-	-	ED	C	HES	Paid	Midlothian
Lauriston Castle Gardens	0.0		-	-	-	ED	G	LA	Free	Edinburgh, City of
Nelson Monument	0.0		-	-	-	ED	OHP	LA	Paid	Edinburgh, City of
Museums Collection Centre	0.0		-	-	-	ED	MAG	LA	Free	Edinburgh, City of
Seton Collegiate Church	0.0		-	-	-	ED	OHP	HES	Paid	East Lothian
Travelling Gallery	0.0		-	-	-	ED	MAG	LA	Free	Edinburgh, City of
Trinity House Maritime Museum	0.0		-	-	-	ED	MAG	HES	Free	Edinburgh, City of

Table 20 Attractions in Kingdom of Fife (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Cluny Clays	7.8		9,790	134,842	125,052 FI	AA	P	Paid	Fife
Dunfermline Carnegie Library & Galleries	61.4		46,170	121,342	75,172 FI	MAG	CT	Free	Fife
Kirkcaldy Museum & Art Gallery	-3.1	-	2,974	91,817	94,791 FI	MAG	CT	Free	Fife
St Andrews Castle	370.6		50,272	63,836	13,564 FI	C	HES	Paid	Fife
Craigtown Country Park	19.3		9,350	57,750	48,400 FI	ON	LA	Free	Fife
Falkland Palace	0.7		300	44,885	44,585 FI	HH	NTS	Paid	Fife
Dunfermline Abbey and Palace	50.9		14,957	44,365	29,408 FI	WS	HES	Free	Fife
Tentsmuir National Nature Reserve	-3.5	-	1,400	38,600	40,000 FI	ON	G	Free	Fife
Culross Palace	11.1		2,435	24,329	21,894 FI	HH	NTS	Paid	Fife
St Andrews Cathedral	205.3		14,295	21,259	6,964 FI	OHP	HES	Paid	Fife
Inchcolm Abbey	7.3		1,377	20,193	18,816 FI	OHP	HES	Paid	Fife
Kellie Castle	19.1		2,224	13,894	11,670 FI	C	NTS	Paid	Fife
Aberdour Castle	4208.9		12,711	13,013	302 FI	C	HES	Paid	Fife
St Andrews Museum	14.5		1,542	12,193	10,651 FI	MAG	CT	Free	Fife
Anstruther Pleasure Cruises	23.7		2,255	11,770	9,515 FI	T	P	Paid	Fife
Fife Folk Museum	7.9		791	10,751	9,960 FI	MAG	CT	Free	Fife
Hill of Tarvit	43.6		2,459	8,101	5,642 FI	G	NTS	Paid	Fife
Scottish Fisheries Museum	19.1		1,146	7,160	6,014 FI	MAG	CT	Paid	Fife
Crail Museum	32.0		962	3,968	3,006 FI	MAG	CT	Free	Fife
Museum of Communication	16.7		149	1,039	890 FI	MAG	P	Free	Fife
Burntisland Library and Museum	100.0		142	142	- FI	MAG	CT	Free	Fife
Buckhaven Museum	-94.7	-	54	3	57 FI	MAG	CT	Free	Fife
Balmerino Abbey	0.0		-	-	- FI	OHP	NTS	Free	Fife
Laing Museum	0.0		-	-	- FI	MAG	CT	Free	Fife
Methil Heritage Centre	0.0		-	-	- FI	MAG	CT	Free	Fife
St Margaret's Cave	0.0		-	-	- FI	OHP	CT	Free	Fife
St Monans Windmill	0.0		-	-	- FI	MAG	CT	Free	Fife

Table 21 Attractions in Greater Glasgow & Clyde Valley (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Kelvingrove Art Gallery & Museum	32.2	312,470	1,283,882	971,412	GG	MAG	LA	Free	Glasgow City
Riverside Museum	0.9	10,918	1,184,160	1,173,242	GG	MAG	LA	Free	Glasgow City
Mugdock Country Park	0.4	3,161	833,784	830,623	GG	ON	LA	Free	East Dunbartonshire
Gallery of Modern Art	60.4	192,316	510,936	318,620	GG	MAG	LA	Free	Glasgow City
The Burrell Collection	3.2	15,355	498,159	482,804	GG	MAG	LA	Free	Glasgow City
Glasgow Cathedral	78.7	201,540	457,541	256,001	GG	WS	HES	Free	Glasgow City
Castle Semple Centre	2.1	7,547	362,012	354,465	GG	ON	LA	Free	Renfrewshire
Glasgow Science Centre	24.2	68,236	350,441	282,205	GG	MAG	CT	Paid	Glasgow City
Gleniffer Braes Country Park	0.0	-	320,000	320,000	GG	ON	LA	Free	Renfrewshire
Mackintosh at the Willow	15.1	33,086	251,694	218,608	GG	CR	P	Free	Glasgow City
Tall Ship at Riverside	5.8	10,638	195,044	184,406	GG	MAG	CT	Free	Glasgow City
People's Palace	21.7	31,801	178,190	146,389	GG	MAG	LA	Free	Glasgow City
Summerlee - Museum of Scottish Industrial Life	12.1	18,935	175,911	156,976	GG	MAG	LA	Free	North Lanarkshire
St Mungo Museum	445.6	121,211	148,412	27,201	GG	MAG	LA	Free	Glasgow City
Hunterian Museum	11.8	13,277	125,400	112,123	GG	MAG	O	Free	Glasgow City
National Museum of Rural Life	3.7	3,684	103,479	99,795	GG	MAG	G	Paid	South Lanarkshire
Centre for Contemporary Arts	-41.4	-	66,403	94,099	GG	MAG	CT	Free	Glasgow City
Waverley Excursions Ltd	4.9	-	8,866	82,328	GG	T	CT	Paid	Glasgow City
Pollok House	-9.6	-	8,376	78,453	GG	HH	NTS	Paid	Glasgow City
Hunterian Art Gallery	7.7	-	4,444	61,891	GG	MAG	O	Free	Glasgow City
Whitelee Windfarm Visitor Centre	25.9	-	12,225	59,409	GG	WP	P	Free	East Renfrewshire
Muirshiel Centre	10.0	-	4,347	47,861	GG	ON	LA	Free	Renfrewshire
New Lanark Village and Visitor Centre	77.6	-	20,443	46,788	GG	OHP	CT	Free	South Lanarkshire
RSPB Lochwinnoch Nature Reserve	24.3	-	6,187	31,600	GG	Z	CT	Paid	Renfrewshire
Low Parks Museum	19.6	-	4,220	25,765	GG	MAG	LA	Free	South Lanarkshire
Tenement House	41.6	-	7,554	25,726	GG	HH	NTS	Paid	Glasgow City
Greenbank Garden	3.6	-	790	22,727	GG	G	NTS	Paid	East Renfrewshire
Cumbernauld Museum	50.3	-	5,798	17,329	GG	MAG	LA	Free	North Lanarkshire
Glasgow Police Museum	14.8	-	1,361	10,565	GG	MAG	CT	Free	Glasgow City
Ullie Art Gallery	45.2	-	2,916	9,362	GG	MAG	LA	Free	East Dunbartonshire
Glasgow Museums Resource Centre	113.0	-	4,361	8,220	GG	MAG	LA	Free	Glasgow City
Auld Kirk Museum	41.4	-	2,177	7,439	GG	MAG	LA	Free	East Dunbartonshire
Scottish Fire and Rescue Service Museum and Heritage Centre	29.4	-	1,527	6,727	GG	MAG	LA	Free	Inverclyde
Holmwood House	41.4	-	1,900	6,486	GG	HH	NTS	Paid	Glasgow City
Shotts Heritage Centre	100.0	-	4,204	4,204	GG	MAG	LA	Free	North Lanarkshire
Weaver's Cottage	417.8	-	2,891	3,583	GG	HH	NTS	Paid	Renfrewshire
Newark Castle	2.7	-	79	3,036	GG	C	HES	Paid	Inverclyde
Sma' Shot Cottages	-21.0	-	629	2,371	GG	HC	CT	Free	Renfrewshire
Renfrew Museum	100.0	-	1,128	1,128	GG	MAG	CT	Free	Renfrewshire
Hamilton Mausoleum	66.1	-	254	638	GG	OHP	LA	Paid	South Lanarkshire
Douglas Heritage Museum	24.5	-	78	396	GG	MAG	CT	Free	South Lanarkshire
Crawfordjohn Heritage Venture	56.3	-	63	175	GG	MAG	CT	Paid	South Lanarkshire
Bothwell Castle	0.0	-	-	-	GG	C	HES	Paid	South Lanarkshire
Craignethan Castle	0.0	-	-	-	GG	C	HES	Paid	South Lanarkshire
Paisley Museum and Art Gallery	0.0	-	-	-	GG	MAG	CT	Free	Renfrewshire

Table 21 Attractions in Greater Glasgow & Clyde Valley (in Decreasing Order of Visits)

Attraction Name	2023/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Paisley: The Secret Collection	0.0	-	-	-	GG	MAG	LA	Free	Renfrewshire
Provand's Lordship	0.0	-	-	-	GG	OHP	LA	Free	Glasgow City
Scotland Street School Museum	0.0	-	-	-	GG	MAG	LA	Free	Glasgow City

Table 22 Attractions in Highlands of Scotland (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Glenfinnan Monument	35.8		142,723	540,853	398,130	HI	OHP	NTS	Free	Highland
Urquhart Castle	24.0		85,607	442,761	357,154	HI	C	HES	Paid	Highland
Glencoe Visitor Centre	30.9		75,364	319,500	244,136	HI	ON	NTS	Free	Highland
Loch Ness by Jacobite	30.9		63,922	270,918	206,996	HI	T	P	Paid	Highland
Culloden Visitor Centre	76.0		113,196	262,199	149,003	HI	HC	NTS	Paid	Highland
Dunvegan Castle & Gardens	18.9		29,038	182,567	153,529	HI	C	P	Paid	Highland
Nevis Range	10.7		14,507	150,473	135,966	HI	AA	PLC	Paid	Highland
Dunrobin Castle	20.6		23,955	140,323	116,368	HI	HH	P	Paid	Highland
Glenmore Forest Park Visitor Centre	-3.2	-	3,659	111,430	115,089	HI	ON	G	Free	Highland
Inverewe Garden	80.7		43,173	96,690	53,517	HI	G	NTS	Paid	Highland
Corrieshalloch Gorge	40.8		26,628	91,907	65,279	HI	ON	NTS	Free	Highland
Glencoe Mountain Resort	7.9		6,400	86,960	80,550	HI	AA	P	Paid	Highland
Fort George	12.5		7,161	64,551	57,390	HI	C	HES	Paid	Highland
Balmacara Estate & Lochalsh Woodland Garden	-2.0	-	1,151	57,076	58,227	HI	ON	NTS	Free	Highland
Inverness Museum and Art Gallery	16.9		7,003	48,530	41,527	HI	MAG	LA	Free	Highland
Talisker Distillery Visitor Centre	314.5		29,068	38,311	9,243	HI	D	PLC	Paid	Highland
Glenfinnan Station Museum	16.7		4,905	34,261	29,356	HI	MAG	CT	Paid	Highland
Tomatin Distillery	3.0		947	32,057	31,110	HI	D	P	Paid	Highland
The Singleton of Glen Ord Distillery	27.0		6,712	31,576	24,864	HI	D	PLC	Paid	Highland
Torridon Countryside Centre	100.0		27,400	27,400	-	HI	ON	NTS	Free	Highland
Dalwhinnie Distillery	3.5		713	21,221	20,508	HI	D	PLC	Paid	Highland
Timespan Heritage Centre	22.5		2,963	16,157	13,194	HI	MAG	P	Paid	Highland
Canna	119.5		7,418	13,623	6,205	HI	ON	NTS	Free	Highland
Gairloch Museum	-12.9	-	1,414	9,515	10,929	HI	MAG	CT	Paid	Highland
Abertarff House	24.1		1,761	9,057	7,296	HI	HH	NTS	Free	Highland
Tain Through Time	71.3		3,654	8,780	5,126	HI	MAG	CT	Free	Highland
Attadale Gardens	-7.1	-	646	8,499	9,145	HI	G	P	Paid	Highland
Cromarty Courthouse Museum	26.3		1,724	8,267	6,543	HI	MAG	CT	Free	Highland
Glencoe Folk Museum	12.9		838	7,339	6,501	HI	MAG	CT	Paid	Highland
Dunnet Bay Distillery	-24.2	-	2,212	6,913	9,125	HI	D	P	Free	Highland
Strathnaver Museum	100.0		5,835	5,835	-	HI	MAG	CT	Paid	Highland
Historylinks Museum	-3.4	-	173	4,971	5,144	HI	MAG	CT	Paid	Highland
Clynesh Visitor Centre	-1.1	-	49	4,521	4,570	HI	D	PLC	Paid	Highland
Groam House Museum	37.9		1,122	4,080	2,958	HI	MAG	CT	Free	Highland
Hugh Miller's Cottage	-1.6	-	63	3,779	3,842	HI	HH	NTS	Paid	Highland
Kintail Estate	-77.1	-	7,743	2,296	10,039	HI	ON	NTS	Free	Highland
Lyth Arts Centre	31.6		504	2,099	1,595	HI	MAG	CT	Free	Highland

Table 23 Attractions in Orkney (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
St Magnus Cathedral	30.5		57,137	244,768	187,631	OR	WS	LA	Free	Orkney Islands
Skara Brae	18.4		16,605	106,839	90,234	OR	OHP	HES	Paid	Orkney Islands
Skaill House	19.0		13,674	85,460	71,786	OR	HH	P	Paid	Orkney Islands
Orkney Museum	75.1		34,600	80,689	46,089	OR	MAG	LA	Free	Orkney Islands
Scapa Flow Visitor Centre and Museum	87.9		9,316	19,911	10,595	OR	MAG	LA	Free	Orkney Islands
Bishop's and Earl's Palaces	20.1		2,692	16,076	13,384	OR	HH	HES	Paid	Orkney Islands
Maeshowe	29.2		3,406	15,074	11,668	OR	OHP	HES	Paid	Orkney Islands
Stromness Museum	-4.6	-	434	8,997	9,431	OR	MAG	CT	Paid	Orkney Islands
Kirbuster Museum	4.3		249	6,077	5,828	OR	MAG	LA	Free	Orkney Islands
Orkney Wireless Museum	37.8		1,594	5,810	4,216	OR	MAG	CT	Free	Orkney Islands
Broch of Gurness	-66.7	-	6,719	3,354	10,073	OR	OHP	HES	Paid	Orkney Islands
Fursbreck Pottery	-56.1	-	1,833	1,436	3,269	OR	CR	P	Free	Orkney Islands
Hackness Battery & Martello Tower	-27.1	-	193	519	712	OR	OHP	HES	Paid	Orkney Islands
Brough of Birsay	0.0	-	-	-	-	OR	OHP	HES	Paid	Orkney Islands
Corrigall Farm Museum	0.0	-	-	-	-	OR	MAG	LA	Free	Orkney Islands

Table 24 Attractions in Outer Hebrides (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Isle of Harris Distillery Ltd	-2.3	-	1,577	67,865	69,442	OH	D	P	Paid	Eilean Siar
Comunn Eachdraidh Nis (Ness Historical Society)	15.7		2,739	20,132	17,393	OH	HC	CT	Free	Eilean Siar
Blackhouse, Arnol	18.3		1,732	11,193	9,461	OH	HH	HES	Paid	Eilean Siar
Bosta Iron Age House	8.8		373	4,595	4,222	OH	OHP	CT	Paid	Eilean Siar
St Kilda	-46.8	-	2,629	2,985	5,614	OH	OHP	NTS	Free	Eilean Siar
Uig Heritage Centre	-13.0	-	384	2,571	2,955	OH	HC	O	Paid	Eilean Siar
Barra Heritage Centre	0.0		-	766	NK	OH	MAG	P	Paid	Eilean Siar
Bernera Museum	11.1		66	663	597	OH	MAG	CT	Paid	Eilean Siar
Kisimul Castle	0.0		-	-	-	OH	C	HES	Paid	Eilean Siar

Table 25 Attractions in Perthshire (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Hermitage	561.7		207,496	244,434	36,938 PE	ON	NTS	Free	Perth & Kinross
Killiecrankie Visitor Centre	660.1		105,252	121,198	15,946 PE	ON	NTS	Free	Perth & Kinross
1 Scone Palace	12.9		9,546	83,609	74,063 PE	HH	P	Paid	Perth & Kinross
1 Glenturret Distillery	70.3		25,206	61,068	35,862 PE	D	P	Paid	Perth & Kinross
1 Blair Athol Distillery	39.4		11,401	40,371	28,970 PE	D	PLC	Paid	Perth & Kinross
1 Ben Lawers Visitor Centre	84.8		17,790	38,761	20,971 PE	ON	NTS	Free	Stirling
1 Perth Art Gallery	-36.1	-	17,975	31,857	49,832 PE	MAG	LA	Free	Perth & Kinross
1 Dewar's Aberfeldy Distillery	-35.0	-	12,829	23,869	36,698 PE	D	PLC	Paid	Perth & Kinross
1 Branklyn Garden	3.4		586	17,904	17,318 PE	G	NTS	Paid	Perth & Kinross
1 Loch of the Lowes	8.8		1,097	13,578	12,481 PE	Z	CT	Paid	Perth & Kinross
1 St John's Kirk	312.6		7,281	9,610	2,329 PE	WS	RO	Free	Perth & Kinross
1 Lochleven Castle	100.0		9,193	9,193	- PE	C	HES	Paid	Perth & Kinross
1 Loch of Kinnordy RSPB Reserve	0.0		-	8,000	8,000 PE	Z	CT	Free	Perth & Kinross
1 Huntingtower Castle	3.7		268	7,494	7,226 PE	C	HES	Paid	Perth & Kinross
1 Stanley Mills	55.9		1,425	3,976	2,551 PE	OHP	HES	Paid	Perth & Kinross
1 Innerpeffray Library	12.0		276	2,576	2,300 PE	OHP	CT	Paid	Perth & Kinross
1 St Serfs	100.0		1,688	1,688	- PE	OHP	HES	Free	Perth & Kinross
1 Atholl Country Life Museum	-23.4	-	405	1,325	1,730 PE	MAG	CT	Paid	Perth & Kinross
1 Museum of Abernethy	-1.3	-	17	1,253	1,270 PE	MAG	CT	Free	Perth & Kinross
1 Alyth Museum	10.7		109	1,125	1,016 PE	MAG	LA	Free	Perth & Kinross
1 Fergusson Gallery	-89.1	-	5,658	692	6,350 PE	MAG	LA	Free	Perth & Kinross
1 Ell House (Dunkeld)	0.0		-	-	- PE	OHP	NTS	Free	Perth & Kinross
1 Elcho Castle	0.0		-	-	- PE	C	HES	Paid	Perth & Kinross

Table 26 Attractions in the Scottish Borders (in Decreasing Order of Visits)

Attraction Name	%23/22	DIF (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Tweed Valley Forest Park	2.9		10,441	368,050	357,609	SB	ON	G	Free	Scottish Borders
St Abb's Head	-6.9	-	6,406	86,492	92,898	SB	ON	NTS	Free	Scottish Borders
Priorwood Garden	0.0		-	61,476	NK	SB	G	NTS	Free	Scottish Borders
Melrose Abbey	22.5		8,568	46,577	38,009	SB	OHP	HES	Paid	Scottish Borders
Newcastleton Forest	-1.0	-	486	46,331	46,817	SB	ON	G	Free	Scottish Borders
Dawyck Botanic Garden	3.0		1,188	40,860	39,672	SB	G	CT	Paid	Scottish Borders
Abbotsford	14.2		5,030	40,520	35,490	SB	HH	P	Paid	Scottish Borders
Floors Castle	-20.0	-	8,003	32,079	40,082	SB	C	P	Paid	Scottish Borders
Mary Queen of Scot's Visitor Centre	15.0		3,841	29,367	25,526	SB	MAG	CT	Free	Scottish Borders
Jedburgh Castle Jail and Museum	6.0		1,301	23,153	21,852	SB	MAG	CT	Free	Scottish Borders
Jedburgh Abbey	21.3		4,030	22,991	18,961	SB	OHP	HES	Paid	Scottish Borders
The Great Tapestry of Scotland Visitor Centre	9.7		1,929	21,916	19,987	SB	MAG	CT	Paid	Scottish Borders
Dryburgh Abbey	28.6		3,688	16,578	12,890	SB	OHP	HES	Paid	Scottish Borders
Trimontium Museum	50.6		3,564	10,608	7,044	SB	MAG	CT	Paid	Scottish Borders
Jim Clark Motorsport Museum	8.8		766	9,479	8,713	SB	MAG	CT	Paid	Scottish Borders
Hawick Museum and the Scott Gallery	5.7		473	8,783	8,310	SB	MAG	CT	Free	Scottish Borders
Borders Textile Towerhouse	32.1		1,942	7,993	6,051	SB	MAG	CT	Free	Scottish Borders
Hermitage Castle	50.1		1,860	5,573	3,713	SB	C	HES	Paid	Scottish Borders
Coldstream Museum	14.7		493	3,851	3,358	SB	MAG	CT	Free	Scottish Borders
Sir Walter Scott's Courtroom	-4.6	-	181	3,757	3,938	SB	MAG	CT	Free	Scottish Borders
Smailholm Tower	2.5		80	3,265	3,185	SB	OHP	HES	Paid	Scottish Borders
Halliwel's House Museum & Robson Gallery	-25.5	-	822	2,402	3,224	SB	MAG	CT	Free	Scottish Borders
John Buchan Centre	-7.1	-	166	2,161	2,327	SB	MAG	CT	Paid	Scottish Borders
Old Gala House and Christopher Boyd Gallery	41.3		440	1,505	1,065	SB	MAG	CT	Free	Scottish Borders
Robert Smail's Printing Works	8.7		116	1,453	1,337	SB	WP	NTS	Paid	Scottish Borders
Jarlshof	47.1		8,696	27,176	18,480	SH	OHP	HES	Paid	Shetland Islands
Hoswick Visitor Centre	16.1		2,787	20,078	17,291	SH	HC	O	Free	Shetland Islands
Hermaness NNR	20.8		2,064	11,970	9,906	SH	ON	G	Free	Shetland Islands
Old Haa	10.8		458	4,695	4,237	SH	MAG	CT	Free	Shetland Islands
Quendale Water Mill & Visitor Attraction	2.5		73	2,981	2,908	SH	OHP	P	Paid	Shetland Islands
Island of Noss	70.6		661	1,597	936	SH	Z	G	Paid	Shetland Islands
Bressay Heritage Centre	22.0		199	1,104	905	SH	MAG	CT	Free	Shetland Islands
Fair Isle	-35.7	-	313	563	876	SH	ON	NTS	Free	Shetland Islands

Table 27 Attractions in the Shetland Islands (in Decreasing Order of Visits)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Jarlshof	47.1	8,696	27,176	18,480	SH	OHP	HES	Paid	Shetland Islands
Hoswick Visitor Centre	16.1	2,787	20,078	17,291	SH	HC	O	Free	Shetland Islands
Hermaness NNR	20.8	2,064	11,970	9,906	SH	ON	G	Free	Shetland Islands
Old Haa	10.8	458	4,695	4,237	SH	MAG	CT	Free	Shetland Islands
Quendale Water Mill & Visitor Attraction	2.5	73	2,981	2,908	SH	OHP	P	Paid	Shetland Islands
Island of Noss	70.6	661	1,597	936	SH	Z	G	Paid	Shetland Islands
Bressay Heritage Centre	22.0	199	1,104	905	SH	MAG	CT	Free	Shetland Islands
Fair Isle	-35.7	-	313	563	SH	ON	NTS	Free	Shetland Islands

Listing by Attraction Category 2023

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

Table 28 Visits to Castles/Forts (in Decreasing Order of Visits)

Castles/Forts Attractions (Descending order)										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Edinburgh Castle	41.5	558,555	1,904,723	1,346,168	ED	C	HES	Paid	Edinburgh, City of	
Stirling Castle	23.7	99,119	517,299	418,180	AR	C	HES	Paid	Stirling	
Urquhart Castle	24.0	85,607	442,761	357,154	HI	C	HES	Paid	Highland	
Culzean Castle and Country Park	29.6	96,674	291,674	225,000	AY	C	NTS	Paid	South Ayrshire	
Crathes Castle	36.6	54,222	202,396	148,174	AB	C	NTS	Paid	Aberdeenshire	
Dunvegan Castle & Gardens	18.9	29,038	182,567	153,529	HI	C	P	Paid	Highland	
Doune Castle	97.4	54,027	109,511	55,484	AR	C	HES	Paid	Stirling	
Castle Fraser	71.6	30,308	72,639	42,331	AB	C	NTS	Paid	Aberdeenshire	
Blackness Castle	24.3	14,131	72,299	58,168	AR	C	HES	Paid	Falkirk	
Fort George	12.5	7,161	64,551	57,390	HI	C	HES	Paid	Highland	
St Andrews Castle	370.6	50,272	63,836	13,564	FI	C	HES	Paid	Fife	
Fyvie Castle	-9.0	6,266	63,247	69,513	AB	C	NTS	Paid	Aberdeenshire	
Dean Castle	100.0	53,844	53,844	-	AY	C	LA	Free	East Ayrshire	
Brodie Castle	-3.8	2,128	53,562	55,690	AB	C	NTS	Paid	Moray	
Tantallon Castle	28.1	11,280	51,482	40,202	ED	C	HES	Paid	East Lothian	
Drum Castle	-5.7	2,425	39,754	42,179	AB	C	NTS	Paid	Aberdeenshire	
Craigmillar Castle	20.5	5,924	34,882	28,958	ED	C	HES	Paid	Edinburgh, City of	
Floors Castle	-20.0	8,003	32,079	40,082	SB	C	P	Paid	Scottish Borders	
Dumbarton Castle	3550.9	23,578	24,242	664	AR	C	HES	Paid	West Dunbartonshire	
Dunstaffnage Castle	9.8	1,986	22,174	20,188	AR	C	HES	Paid	Argyll & Bute	
Duart Castle	0.0	5	21,090	21,085	AR	C	P	Paid	Argyll & Bute	
Caerlaverock Castle	686.6	16,156	18,509	2,353	DG	C	HES	Paid	Dumfries & Galloway	
Kellie Castle	19.1	2,224	13,894	11,670	FI	C	NTS	Paid	Fife	
Dirliton Castle	67.4	5,403	13,415	8,012	ED	C	HES	Paid	East Lothian	
Aberdour Castle	4208.9	12,711	13,013	302	FI	C	HES	Paid	Fife	
Huntly Castle	31.5	2,851	11,893	9,042	AB	C	HES	Paid	Aberdeenshire	
Castle of St John	-1.1	126	11,213	11,339	DG	C	LA	Free	Dumfries & Galloway	
Lochleven Castle	100.0	9,193	9,193	-	PE	C	HES	Paid	Perth & Kinross	
Craigievar Castle	-70.8	20,687	8,535	29,222	AB	C	NTS	Paid	Aberdeenshire	
Huntingtower Castle	3.7	268	7,494	7,226	PE	C	HES	Paid	Perth & Kinross	
Hermitage Castle	50.1	1,860	5,573	3,713	SB	C	HES	Paid	Scottish Borders	
Castle Campbell	2570.7	4,653	4,834	181	AR	C	HES	Paid	Clackmannanshire	
Tolquhon Castle	100.0	4,007	4,007	-	AB	C	HES	Paid	Aberdeen City	
Lauriston Castle	205.4	2,257	3,356	1,099	ED	C	LA	Paid	Edinburgh, City of	
Newark Castle	2.7	79	3,036	2,957	GG	C	HES	Paid	Inverclyde	
Kildrummy Castle	-25.0	420	1,263	1,683	AB	C	HES	Paid	Aberdeenshire	
Balvenie Castle	100.0	1,034	1,034	-	AB	C	HES	Paid	Moray	
Corgarff Castle	138.8	329	566	237	AB	C	HES	Paid	Aberdeenshire	
Edzell Castle	0.0	-	-	-	AN	C	HES	Paid	Angus	
Rothsay Castle	0.0	-	-	-	AR	C	HES	Paid	Argyll & Bute	
Cardoness Castle	0.0	-	-	-	DG	C	HES	Paid	Dumfries & Galloway	
Maclellan's Castle	0.0	-	-	-	DG	C	HES	Paid	Dumfries & Galloway	
Threave Castle	0.0	-	-	-	DG	C	HES	Paid	Dumfries & Galloway	
Crichton Castle	0.0	-	-	-	ED	C	HES	Paid	Midlothian	
Bothwell Castle	0.0	-	-	-	GG	C	HES	Paid	South Lanarkshire	

Castles/Forts Attractions (Descending order)

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Craignethan Castle	0.0	-	-	-	GG	C	HES	Paid	South Lanarkshire
Kisimul Castle	0.0	-	-	-	OH	C	HES	Paid	Eilean Siar
Elcho Castle	0.0	-	-	-	PE	C	HES	Paid	Perth & Kinross

Table 29 Visits to Distilleries/Breweries/Wineries (in Decreasing Order of Visits)

Distilleries/Breweries/Wineries Attractors										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Johnnie Walker Princes Street	12.4		11,478	104,348	92,870	ED	D	PLC	Paid	Edinburgh, City of
Isle of Harris Distillery Ltd	-2.3	-	1,577	67,865	69,442	OH	D	P	Paid	Eilean Siar
Glengoyne Distillery	-2.6	-	1,163	44,168	45,331	AR	D	P	Paid	Stirling
Blair Athol Distillery	39.4		11,401	40,371	28,970	PE	D	PLC	Paid	Perth & Kinross
Oban Distillery Visitor Centre	60.1		15,081	40,191	25,110	AR	D	PLC	Paid	Argyll & Bute
Talisker Distillery Visitor Centre	314.5		29,068	38,311	9,243	HI	D	PLC	Paid	Highland
Tomatin Distillery	3.0		947	32,057	31,110	HI	D	P	Paid	Highland
The Singleton of Glen Ord Distillery	27.0		8,712	31,576	24,864	HI	D	PLC	Paid	Highland
Dewar's Aberfeldy Distillery	-35.0	-	12,829	23,869	36,698	PE	D	PLC	Paid	Perth & Kinross
Glenkinchie Distillery	24.2		4,231	21,720	17,489	ED	D	PLC	Paid	East Lothian
Dalwhinnie Distillery	3.5		713	21,221	20,508	HI	D	PLC	Paid	Highland
Lagavulin Distillery Visitor Centre	-2.3	-	377	16,307	16,684	AR	D	PLC	Paid	Argyll & Bute
Edinburgh Gin Distillery	2.6		404	16,243	15,839	ED	D	P	Paid	Edinburgh, City of
Royal Lochnagar Distillery Visitor Centre	28.7		3,197	14,339	11,142	AB	D	PLC	Paid	Aberdeenshire
Cardhu Distillery Visitor Centre	-18.5	-	2,385	10,515	12,900	AB	D	PLC	Paid	Moray
Benn An Tùce Distillers	17.5		1,238	8,302	7,064	AR	D	P	Paid	Argyll & Bute
The Lind & Lime Gin Distillery	23.7		1,433	7,487	6,054	ED	D	PLC	Paid	Edinburgh, City of
Dunnet Bay Distillery	-24.2	-	2,212	6,913	9,125	HI	D	P	Free	Highland
Caol Ila Distillery	273.8		4,553	6,216	1,663	AR	D	PLC	Paid	Argyll & Bute
Glen Garioch Distillery	23.8		1,043	5,426	4,383	AB	D	P	Paid	Aberdeenshire
Port of Leith Distillery	100.0		-	5,161	Not Open	ED	D	PLC	Paid	Edinburgh, City of
Cragganmore Distillery	74.1		2,139	5,025	2,886	AB	D	PLC	Paid	Moray
Clynelish Visitor Centre	-1.1	-	49	4,521	4,570	HI	D	PLC	Paid	Highland
Fettercairn Distillery Visitor Centre	274.4		3,298	4,500	1,202	AB	D	P	Paid	Aberdeenshire
Dallas Dhu	0.0		-	-	-	AB	D	HES	Paid	Moray

Table 30 Visits to Gardens (in Decreasing Order of Visits)

Gardens Attractions (Descending order)									
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Royal Botanic Garden Edinburgh	4.5	44,794	1,041,391	996,597	ED	G	CT	Free	Edinburgh, City of
David Welch Winter Gardens	10.5	25,383	268,035	242,652	AB	G	LA	Free	Aberdeen City
Inverewe Garden	80.7	43,173	96,690	53,517	HI	G	NTS	Paid	Highland
Threave Garden	55.1	27,918	78,624	50,706	DG	G	NTS	Paid	Dumfries & Galloway
Pitmedden Garden & Museum of Farm Life	23.6	12,176	63,732	51,554	AB	G	NTS	Paid	Aberdeenshire
Prionwood Garden	0.0	-	61,476	NK	SB	G	NTS	Free	Scottish Borders
Dawyck Botanic Garden	3.0	1,188	40,860	39,672	SB	G	CT	Paid	Scottish Borders
The Japanese Garden at Cowden	0.4	173	40,320	40,147	AR	G	CT	Paid	Clackmannanshire
Benmore Botanic Garden	8.1	2,690	36,088	33,398	AR	G	CT	Paid	Argyll & Bute
Biblical Garden, Elgin	17.6	5,100	34,100	29,000	AB	G	LA	Free	Moray
Logan Botanic Garden	1.0	277	27,940	27,663	DG	G	CT	Paid	Dumfries & Galloway
Greenbank Garden	3.6	790	22,727	21,937	GG	G	NTS	Paid	East Renfrewshire
Branklyn Garden	3.4	586	17,904	17,318	PE	G	NTS	Paid	Perth & Kinross
Geilston Garden	8.0	1,040	14,010	12,970	AR	G	NTS	Paid	Argyll & Bute
Arduaine Garden	100.0	12,911	12,911	-	AR	G	NTS	Paid	Argyll & Bute
Crarae Garden	-3.3	-	398	11,626	AR	G	NTS	Paid	Argyll & Bute
Glenwhan Gardens	0.0	-	8,942	NK	DG	G	P	Paid	Dumfries & Galloway
Attadale Gardens	-7.1	-	646	8,499	HI	G	P	Paid	Highland
Hill of Tarvit	43.6	2,459	8,101	5,642	FI	G	NTS	Paid	Fife
Pitmuies Gardens	-4.8	-	141	2,793	AN	G	P	Paid	Angus
Inveresk Lodge Garden	-3.6	-	83	2,208	ED	G	NTS	Paid	East Lothian
Malleny Garden	-33.3	-	1,061	2,126	ED	G	NTS	Paid	Edinburgh, City of
Dunninald Castle Gardens	-27.4	-	136	361	AN	G	CT	Paid	Angus
Lauriston Castle Gardens	0.0	-	-	-	ED	G	LA	Free	Edinburgh, City of

Table 31 Visits to Heritage Centres (in Decreasing Order of Visits)

Heritage Centre Attractions (Descending order)										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Culloden Visitor Centre	76.0	113,196	262,199	149,003	HI	HC	NTS	Paid	Highland	
Robert Burns Birthplace Museum	13.5	24,558	206,754	182,196	AY	HC	NTS	Paid	South Ayrshire	
Bannockburn Heritage Centre	221.4	60,913	88,425	27,512	AR	HC	NTS	Paid	Stirling	
Iona Abbey & St Columba Centre (Mull)	4.4	2,430	57,686	55,256	AR	HC	HES	Paid	Argyll & Bute	
Comunn Eachdraidh Nis (Ness Historical Society)	15.7	2,739	20,132	17,393	OH	HC	CT	Free	Eilean Siar	
Hoswick Visitor Centre	16.1	2,787	20,078	17,291	SH	HC	O	Free	Shetland Islands	
Mill on the Fleet	9.2	959	11,430	10,471	DG	HC	CT	Free	Dumfries & Galloway	
Findhorn Heritage Centre & Ice House	10.9	512	5,216	4,706	AB	HC	CT	Free	Moray	
Uig Heritage Centre	-13.0	-	384	2,571	OH	HC	O	Paid	Eilean Siar	
Sma' Shot Cottages	-21.0	-	629	2,371	GG	HC	CT	Free	Renfrewshire	
Burns Monument Centre	288.8	231	311	80	AY	HC	LA	Free	East Ayrshire	

Table 32 Visits to Historic Houses/Palaces (in Decreasing Order of Visits)

Historic Houses/Palaces Attractions										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Newhailes	2.2	5,887	278,624	272,737	ED	HH	NTS	Paid	East Lothian	
Dunrobin Castle	20.6	23,955	140,323	116,368	HI	HH	P	Paid	Highland	
Glamis Castle	29.5	24,901	109,269	84,368	AN	HH	P	Paid	Angus	
Skaili House	19.0	13,674	85,460	71,786	OR	HH	P	Paid	Orkney Islands	
Scone Palace	12.9	9,546	83,609	74,063	PE	HH	P	Paid	Perth & Kinross	
Inveraray Castle	16.8	11,791	82,080	70,289	AR	HH	P	Paid	Stirling	
Pollok House	-9.6	8,376	78,453	86,829	GG	HH	NTS	Paid	Glasgow City	
Haddo House	345.1	50,557	65,207	14,650	AB	HH	NTS	Paid	Aberdeenshire	
Linlithgow Palace	605.0	45,880	53,463	7,583	ED	HH	HES	Paid	West Lothian	
Falkland Palace	0.7	300	44,885	44,585	FI	HH	NTS	Paid	Fife	
House of Dun	60417.8	44,105	44,178	73	AN	HH	NTS	Paid	Angus	
Abbotsford	14.2	5,030	40,520	35,490	SB	HH	P	Paid	Scottish Borders	
Hill House	-5.2	1,755	31,985	33,740	AR	HH	NTS	Paid	Argyll & Bute	
Provost Skene's House	17.0	4,646	31,921	27,275	AB	HH	LA	Free	Aberdeen City	
Mount Stuart	-17.6	6,044	28,229	34,273	AR	HH	CT	Paid	Argyll & Bute	
Leith Hall	5.3	1,389	27,726	26,337	AB	HH	NTS	Paid	Aberdeenshire	
Gladstone's Land	-34.2	14,041	27,008	41,049	ED	HH	NTS	Paid	Edinburgh, City of	
Georgian House	39.8	7,349	25,832	18,483	ED	HH	NTS	Paid	Edinburgh, City of	
Tenement House	41.6	7,554	25,726	18,172	GG	HH	NTS	Paid	Glasgow City	
Culross Palace	11.1	2,435	24,329	21,894	FI	HH	NTS	Paid	Fife	
Bishop's and Earl's Palaces	20.1	2,682	16,076	13,384	OR	HH	HES	Paid	Orkney Islands	
Broughton House & Garden	7.3	817	11,957	11,140	DG	HH	NTS	Paid	Dumfries & Galloway	
John Knox House	15.3	1,502	11,301	9,799	ED	HH	RO	Paid	East Lothian	
Blackhouse, Arrol	18.3	1,732	11,193	9,461	OH	HH	HES	Paid	Eilean Siar	
Abertarff House	24.1	1,761	9,057	7,296	HI	HH	NTS	Free	Highland	
House of the Binns	-77.3	24,427	7,184	31,611	ED	HH	NTS	Paid	West Lothian	
Holmwood House	41.4	1,900	6,486	4,586	GG	HH	NTS	Paid	Glasgow City	
Hugh Miller's Cottage	-1.6	63	3,779	3,842	HI	HH	NTS	Paid	Highland	
Weaver's Cottage	417.8	2,891	3,583	692	GG	HH	NTS	Paid	Renfrewshire	
Spyrie Palace	104.2	1,139	2,232	1,093	AB	HH	HES	Paid	Moray	
Thomas Carlyle's Birthplace	258.2	1,061	1,458	407	DG	HH	NTS	Paid	Dumfries & Galloway	
Souter Johnnies Cottage	100.0	1,061	1,061	-	AY	HH	NTS	Free	South Ayrshire	
Moiranich Longhouse	5.9	59	1,052	993	AR	HH	NTS	Paid	Stirling	
Kinnell House	100.0	1,002	1,002	-	AR	HH	HES	Paid	Falkirk	
Amiston House	47.9	237	732	495	ED	HH	P	Paid	Midlothian	
Bachelors Club	74.5	204	478	274	AY	HH	NTS	Free	South Ayrshire	
Dunninald Castle	-20.0	20	80	100	AN	HH	CT	Paid	Angus	
Argyll's Lodging	0.0	-	-	-	AR	HH	HES	Free	Stirling	

Table 33 Visits to Industrial/Workplaces (in Decreasing Order of Visits)

Industrial/Workplaces Attractions										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
The Scottish Parliament	71.9		81,185	194,117	112,932	ED	WP	G	Free	Edinburgh, City of
Whitelee Windfarm Visitor Centre	25.9		12,225	59,409	47,184	GG	WP	P	Free	East Renfrewshire
Barry Mill	-8.4	-	1,714	18,748	20,462	AN	WP	NTS	Paid	Angus
Preston Mill & Phantassie Doocot	13.6		380	3,173	2,793	ED	WP	NTS	Paid	East Lothian
Robert Smail's Printing Works	8.7		116	1,453	1,337	SB	WP	NTS	Paid	Scottish Borders
Sandhaven Meat Mill	1150.0		46	50	4	AB	WP	LA	Free	Aberdeenshire

Table 34 Visits to Museums/Art Galleries (in Decreasing Order of Visits)

Museums/Art Galleries Attractions										
Attraction Name	%23/22	Diff(23-22)	2023	2022	Region	Category	Owner	Admission	Council	
National Museum of Scotland	10.8	213,090	2,188,841	1,973,751	ED	MAG	G	Free	Edinburgh, City of	
National Galleries Scotland: National	43.8	558,827	1,836,057	1,277,230	ED	MAG	O	Free	Edinburgh, City of	
Kelvingrove Art Gallery & Museum	32.2	312,470	1,283,882	971,412	GG	MAG	LA	Free	Glasgow City	
Riverside Museum	0.9	10,918	1,184,160	1,173,242	GG	MAG	LA	Free	Glasgow City	
National War Museum	10.6	74,036	773,213	699,177	ED	MAG	G	Free	Edinburgh, City of	
Gallery of Modern Art	60.4	192,316	510,336	318,620	GG	MAG	LA	Free	Glasgow City	
The Burrell Collection	3.2	15,355	498,159	482,804	GG	MAG	LA	Free	Glasgow City	
Camera Obscura & World of Illusions	6.7	23,802	375,470	352,668	ED	MAG	P	Paid	Edinburgh, City of	
Glasgow Science Centre	24.2	68,236	350,441	282,205	GG	MAG	CT	Paid	Glasgow City	
V&A Dundee	23.8	66,398	345,398	279,060	AN	MAG	CT	Free	Dundee City	
Scottish National Gallery of Modern Art	1.6	4,708	308,386	303,678	ED	MAG	O	Free	Edinburgh, City of	
Scottish National Portrait Gallery	18.8	41,889	264,866	222,977	ED	MAG	O	Free	Edinburgh, City of	
The Argyll and Sutherland Highlanders Regimental Museum	-1.6	3,420	204,637	208,057	AR	MAG	CT	Free	Stirling	
Aberdeen Art Gallery	10.0	18,309	200,676	182,367	AB	MAG	LA	Free	Aberdeen City	
Tall Ship at Riverside	5.8	10,638	195,044	184,406	GG	MAG	CT	Free	Glasgow City	
Fruitmarket Gallery	60.9	70,837	187,147	116,310	ED	MAG	CT	Free	Edinburgh, City of	
People's Palace	21.7	31,801	178,190	146,389	GG	MAG	LA	Free	Glasgow City	
Summerlee - Museum of Scottish Industrial Life	12.1	18,935	175,911	156,976	GG	MAG	LA	Free	North Lanarkshire	
St Mungo Museum	445.6	121,211	148,412	27,201	GG	MAG	LA	Free	Glasgow City	
Writers' Museum	92.0	60,384	126,006	65,622	ED	MAG	LA	Free	Edinburgh, City of	
Hunterian Museum	11.8	13,277	125,400	112,123	GG	MAG	O	Free	Glasgow City	
Museum of Edinburgh	41.6	36,082	122,887	86,805	ED	MAG	LA	Free	Edinburgh, City of	
Dunfermline Carnegie Library & Galleries	61.4	46,170	121,342	75,172	FI	MAG	CT	Free	Fife	
Scottish Maritime Museum	13.1	13,711	118,226	104,515	AY	MAG	CT	Paid	North Ayrshire	
Museum of Childhood	100.0	114,931	114,931	-	ED	MAG	LA	Free	Edinburgh, City of	
Surgeons' Hall Museums	26.3	23,189	111,294	88,105	ED	MAG	CT	Paid	Edinburgh, City of	
National Museum of Rural Life	3.7	3,684	103,479	99,795	GG	MAG	G	Paid	South Lanarkshire	
Centre for Contemporary Arts	-41.4	66,403	94,099	160,562	GG	MAG	CT	Free	Glasgow City	
Kirkcaldy Museum & Art Gallery	-3.1	2,974	91,817	94,791	FI	MAG	CT	Free	Fife	
City Art Centre	40.3	25,360	88,293	62,933	ED	MAG	LA	Free	Edinburgh, City of	
Dick Institute Museum	11.6	8,681	83,408	74,727	AY	MAG	LA	Free	Clackmannanshire	
Orkney Museum	75.1	34,600	80,689	46,089	OR	MAG	LA	Free	Orkney Islands	
National Museum of Flight	17.0	10,559	72,521	61,962	ED	MAG	G	Paid	East Lothian	
Hunterian Art Gallery	7.7	4,444	61,891	57,447	GG	MAG	O	Free	Glasgow City	
Discovery Point	0.0	-	61,653	61,653	AN	MAG	CT	Paid	Dundee City	
Aberdeen Maritime Museum	-3.2	1,807	55,427	57,234	AB	MAG	LA	Free	Aberdeen City	
People's Story Museum	123.6	30,215	54,689	24,454	ED	MAG	LA	Free	Edinburgh, City of	
Bank of Scotland Museum on the Mound	18.1	7,932	51,774	43,842	ED	MAG	PLC	Free	Edinburgh, City of	
Inverness Museum and Art Gallery	16.9	7,003	48,530	41,527	HI	MAG	LA	Free	Highland	
Glenfinnan Station Museum	16.7	4,905	34,261	29,356	HI	MAG	CT	Paid	Highland	
Lamb Gallery	20.7	5,637	32,847	27,210	AN	MAG	O	Free	Dundee City	
Maclaurin Galleries	15.1	4,202	31,944	27,742	AY	MAG	LA	Free	South Ayrshire	
Perth Art Gallery	-36.1	17,975	31,857	49,832	PE	MAG	LA	Free	Perth & Kinross	
Mary Queen of Scot's Visitor Centre	15.0	3,841	29,367	25,526	SB	MAG	CT	Free	Scottish Borders	
Oban War and Peace Museum	18.1	4,032	26,318	22,286	AR	MAG	P	Free	Argyll & Bute	

Museums/Art Galleries Attractions

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Wigtown Museum	694.1	22,594	25,849	3,255	DG	MAG	LA	Free	Dumfries & Galloway
Low Parks Museum	19.6	4,220	25,765	21,545	GG	MAG	LA	Free	South Lanarkshire
University of Aberdeen Zoology Museum	294.8	18,428	24,678	6,250	AB	MAG	O	Free	Aberdeen City
Jedburgh Castle Jail and Museum	6.0	1,301	23,153	21,852	SB	MAG	CT	Free	Scottish Borders
Museum of Scottish Railways	13.8	2,662	22,009	19,347	AR	MAG	CT	Paid	Falkirk
The Great Tapestry of Scotland Visitor Centre	9.7	1,929	21,916	19,987	SB	MAG	CT	Paid	Scottish Borders
Isle of Arran Heritage Museum	0.3	70	20,381	20,311	AY	MAG	CT	Paid	North Ayrshire
Scapa Flow Visitor Centre and Museum	87.9	9,316	19,911	10,595	OR	MAG	LA	Free	Orkney Islands
Stonehaven Tolbooth Museum	36.6	5,022	18,742	13,720	AB	MAG	LA	Free	Aberdeenshire
Cumbernauld Museum	50.3	5,798	17,329	11,531	GG	MAG	LA	Free	North Lanarkshire
Timespan Heritage Centre	22.5	2,963	16,157	13,194	HI	MAG	P	Paid	Highland
Grampian Transport Museum	-0.7	112	15,017	15,129	AB	MAG	CT	Paid	Aberdeenshire
Verdant Works	4.6	636	14,350	13,714	AN	MAG	CT	Paid	Dundee City
Dumfries Museum/Camera Obscura	59.0	5,252	14,149	8,897	DG	MAG	LA	Free	Dumfries & Galloway
Robert Burns House	47.0	4,473	13,981	9,508	DG	MAG	LA	Free	Dumfries & Galloway
Devil's Porridge Museum	29.1	3,121	13,852	10,731	DG	MAG	CT	Paid	Dumfries & Galloway
Aberdeenshire Farming Museum	41.2	4,001	13,707	9,706	AB	MAG	LA	Free	Aberdeenshire
Comann Eachdraidh Lìos M	35.3	3,356	12,852	9,496	AR	MAG	CT	Free	Argyll & Bute
John Muir Birthplace	22.2	2,284	12,575	10,291	ED	MAG	CT	Free	East Lothian
Stillis Gallery	37.4	3,382	12,428	9,046	ED	MAG	CT	Free	Edinburgh, City of
St Andrews Museum	14.5	1,542	12,193	10,651	FI	MAG	CT	Free	Fife
Museum of Scottish Lighthouses	-27.7	4,402	11,499	15,901	AB	MAG	LA	Paid	Aberdeenshire
Rozelle House	7.6	800	11,292	10,492	AY	MAG	LA	Free	South Ayrshire
Fife Folk Museum	7.9	791	10,751	9,960	FI	MAG	CT	Free	Fife
HMS Unicorn	37.0	2,896	10,689	7,803	AN	MAG	Other	Free	Dundee City
Trimontium Museum	50.6	3,564	10,608	7,044	SB	MAG	CT	Paid	Scottish Borders
Glasgow Police Museum	14.8	1,361	10,565	9,204	GG	MAG	CT	Free	Glasgow City
Tolbooth Art Centre	19.1	1,673	10,431	8,758	DG	MAG	LA	Free	Dumfries & Galloway
Robert Burns Centre	66.9	4,138	10,325	6,187	DG	MAG	LA	Free	Dumfries & Galloway
Gairloch Museum	-12.9	1,414	9,515	10,929	HI	MAG	CT	Paid	Highland
Jim Clark Motorsport Museum	8.8	766	9,479	8,713	SB	MAG	CT	Paid	Scottish Borders
Lillie Art Gallery	45.2	2,916	9,362	6,446	GG	MAG	LA	Free	East Dunbartonshire
Arbroath Signal Tower Museum	-0.2	17	9,093	9,110	AN	MAG	CT	Free	Angus
Sir Duncan Rice Library Gallery	37.2	2,439	8,998	6,559	AB	MAG	O	Free	Aberdeen City
Stromness Museum	-4.6	434	8,997	9,431	OR	MAG	CT	Paid	Orkney Islands
Hawick Museum and the Scott Gallery	5.7	473	8,783	8,310	SB	MAG	CT	Free	Scottish Borders
Tain Through Time	71.3	3,654	8,780	5,126	HI	MAG	CT	Free	Highland
Museum of Fire	0.0	-	8,483	Not Open	ED	MAG	CT	Free	Edinburgh, City of
Cromarty Courthouse Museum	26.3	1,724	8,267	6,543	HI	MAG	CT	Free	Highland
Glasgow Museums Resource Centre	113.0	4,361	8,220	3,859	GG	MAG	LA	Free	Glasgow City
Museum of Magic, Fortune and Witchcraft	100.0	8,034	8,034	Not Open	ED	MAG	P	Free	Edinburgh, City of
Borders Textile Towerhouse	32.1	1,942	7,993	6,051	SB	MAG	CT	Free	Scottish Borders
Auld Kirk Museum	41.4	2,177	7,439	5,262	GG	MAG	LA	Free	East Dunbartonshire
Glencoe Folk Museum	12.9	838	7,339	6,501	HI	MAG	CT	Paid	Highland
Old Bridge House Museum	33.0	1,782	7,190	5,408	DG	MAG	LA	Free	Dumfries & Galloway

Attraction Name	%23/22	Diff(23-22)	2023	2022	Region	Category	Owner	Admission	Council
Scottish Fisheries Museum	19.1	1,148	7,160	6,014	FI	MAG	CT	Paid	Fife
Scottish Fire and Rescue Service Museum and Heritage Centre	29.4	1,527	6,727	5,200	GG	MAG	LA	Free	Inverclyde
Dunbar Townhouse Museum	29.1	1,511	6,703	5,192	ED	MAG	LA	Free	East Lothian
Banchory Museum	100.0	6,410	6,410	-	AB	MAG	LA	Free	Aberdeenshire
Dunblane Museum	12.0	657	6,114	5,457	AR	MAG	CT	Free	Stirling
Kirbuster Museum	4.3	249	6,077	5,828	OR	MAG	LA	Free	Orkney Islands
Strathnaver Museum	100.0	5,835	5,835	-	HI	MAG	CT	Paid	Highland
Orkney Wireless Museum	37.8	1,594	5,810	4,216	OR	MAG	CT	Free	Orkney Islands
The Meffan (Forfar Museum)	14.5	696	5,500	4,804	AN	MAG	CT	Free	Angus
Ocean Explorer Centre	-32.2	-	2,519	5,314	AR	MAG	CT	Free	Argyll & Bute
Montrose Museum	15.6	701	5,201	4,500	AN	MAG	CT	Free	Angus
Tomintoul & Glenlivet Discovery Centre	-13.0	-	750	5,013	AB	MAG	LA	Free	Moray
Historylinks Museum	-3.4	-	173	4,971	HI	MAG	CT	Paid	Highland
Annan Museum	23.5	927	4,880	3,953	DG	MAG	LA	Free	Dumfries & Galloway
Old Haas	10.8	458	4,695	4,237	SH	MAG	CT	Free	Shetland Islands
John Paul Jones Birthplace Museum and Cottage	74.0	1,823	4,285	2,462	DG	MAG	CT	Paid	Dumfries & Galloway
Shotts Heritage Centre	100.0	4,204	4,204	-	GG	MAG	LA	Free	North Lanarkshire
Groom House Museum	37.9	1,122	4,080	2,958	HI	MAG	CT	Free	Highland
Crail Museum	32.0	962	3,968	3,006	FI	MAG	CT	Free	Fife
Coldstream Museum	14.7	493	3,851	3,358	SB	MAG	CT	Free	Scottish Borders
Sir Walter Scott's Courtroom	-4.6	-	181	3,757	SB	MAG	CT	Free	Scottish Borders
Moffat Museum	134.9	2,116	3,685	1,569	DG	MAG	CT	Free	Dumfries & Galloway
Museum of Lead Mining	19.1	574	3,584	3,010	DG	MAG	CT	Paid	Dumfries & Galloway
Duff House Gallery	14.1	436	3,529	3,093	AB	MAG	HES	Paid	Aberdeenshire
Burns House Museum	36.6	822	3,067	2,245	AY	MAG	LA	Free	East Ayrshire
Queensferry Museum	100.0	2,776	2,776	-	ED	MAG	LA	Free	Edinburgh, City of
Halliwel's House Museum & Robson Gallery	-25.5	-	822	2,402	SB	MAG	CT	Free	Scottish Borders
Alford Heritage Museum	25.2	460	2,284	1,824	AB	MAG	P	Paid	Aberdeenshire
John Buchan Centre	-7.1	-	166	2,161	SB	MAG	CT	Paid	Scottish Borders
Lyth Arts Centre	31.6	504	2,099	1,595	HI	MAG	CT	Free	Highland
Sanquhar Tolbooth Museum	31.1	466	1,963	1,497	DG	MAG	LA	Free	Dumfries & Galloway
Kirriemuir Gateway to the Glens Museum	-2.5	-	46	1,813	AN	MAG	CT	Free	Angus
Dollar Museum	13.8	206	1,699	1,493	AR	MAG	O	Free	Clackmannanshire
Old Gala House and Christopher Boyd Gallery	41.3	440	1,505	1,065	SB	MAG	CT	Free	Scottish Borders
Atholl Country Life Museum	-23.4	-	405	1,325	PE	MAG	CT	Paid	Perth & Kinross
Museum of Abernethy	-1.3	-	17	1,253	PE	MAG	CT	Free	Perth & Kinross
Meigle Sculptured Stone Museum	154.1	738	1,217	479	AN	MAG	HES	Paid	Perth & Kinross
St Vigens Museum	277.3	854	1,162	308	AN	MAG	HES	Paid	Angus
Renfrew Museum	100.0	1,128	1,128	-	GG	MAG	CT	Free	Renfrewshire
Alyth Museum	10.7	109	1,125	1,016	PE	MAG	LA	Free	Perth & Kinross
Bressay Heritage Centre	22.0	199	1,104	905	SH	MAG	CT	Free	Shetland Islands
Brechin Town House Museum	-22.4	-	317	1,098	AN	MAG	CT	Free	Angus
Museum of Communication	16.7	149	1,039	890	FI	MAG	P	Free	Fife
Baird Institute Museum & Local History Centre	-35.1	-	511	945	AY	MAG	LA	Free	East Ayrshire
D'Arcy Thompson Zoology Museum	1.2	10	878	868	AN	MAG	O	Free	Dundee City

Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council
Banff Museum	49.5		269	812	543 AB	MAG	LA	Free	Aberdeenshire
Creetown Heritage Museum	-1.1	-	9	785	794 DG	MAG	CT	Paid	Dumfries & Galloway
Maud Railway Museum	23.8		148	770	622 AB	MAG	LA	Free	Aberdeenshire
Barra Heritage Centre	0.0		-	766	NK OH	MAG	P	Paid	Eilean Siar
Fergusson Gallery	-89.1	-	5,658	692	6,350 PE	MAG	LA	Free	Perth & Kinross
Berner Museum	11.1		66	663	597 OH	MAG	CT	Paid	Eilean Siar
Maggie Law Maritime Museum	7.7		46	640	594 AB	MAG	CT	Free	Aberdeenshire
Stoneykirk Aviation Museum	89.0		267	667	300 DG	MAG	P	Paid	Dumfries & Galloway
Municipal Buildings Museum & Heritage Centre	0.0		-	530	530 AB	MAG	CT	Free	Aberdeenshire
Douglas Heritage Museum	24.5		78	396	318 GG	MAG	CT	Free	South Lanarkshire
Crawford John Heritage Venture	56.3		63	175	112 GG	MAG	CT	Paid	South Lanarkshire
Cockburn Museum of Geology and Geophysics	78.6		66	150	84 ED	MAG	O	Free	Edinburgh, City of
Burntisland Library and Museum	100.0		142	142	- FI	MAG	CT	Free	Fife
Turriff Session Cottage Museum	-41.7	-	20	28	48 AB	MAG	CT	Free	Aberdeenshire
Buckhaven Museum	-94.7	-	54	3	57 FI	MAG	CT	Free	Fife
Kings Museum	0.0		-	-	- AB	MAG	O	Free	Aberdeen City
Tolbooth Museum	0.0		-	-	- AB	MAG	LA	Free	Aberdeen City
Stranraer Museum	-100.0	-	5,199	-	5,199 DG	MAG	LA	Free	Dumfries & Galloway
Museums Collection Centre	0.0		-	-	- ED	MAG	LA	Free	Edinburgh, City of
Travelling Gallery	0.0		-	-	- ED	MAG	LA	Free	Edinburgh, City of
Trinity House Maritime Museum	0.0		-	-	- ED	MAG	HES	Free	Edinburgh, City of
Laing Museum	0.0		-	-	- FI	MAG	CT	Free	Fife
Methil Heritage Centre	0.0		-	-	- FI	MAG	CT	Free	Fife
St Monans Windmill	0.0		-	-	- FI	MAG	CT	Free	Fife
Paisley Museum and Art Gallery	0.0		-	-	- GG	MAG	CT	Free	Renfrewshire
Paisley: The Secret Collection	0.0		-	-	- GG	MAG	LA	Free	Renfrewshire
Scotland Street School Museum	0.0		-	-	- GG	MAG	LA	Free	Glasgow City
Corrigall Farm Museum	0.0		-	-	- OR	MAG	LA	Free	Orkney Islands

Table 35 Visits to Other Historic Properties (in Decreasing Order of Visits)

Other Historic Properties Attractions										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Mull of Galloway Experience	49.8		29,406	88,406	DG	OHP	CT	Free	Dumfries & Galloway	
New Lanark Village and Visitor Centre	77.6		20,443	46,788	GG	OHP	CT	Free	South Lanarkshire	
Melrose Abbey	22.5		8,568	46,577	SB	OHP	HES	Paid	Scottish Borders	
Elgin Cathedral	26.5		5,988	28,615	AB	OHP	HES	Paid	Moray	
Jarlshof	47.1		8,696	27,176	SH	OHP	HES	Paid	Shetland Islands	
Hospitalfield	62.3		9,020	23,499	AN	OHP	CT	Paid	Angus	
Jedburgh Abbey	21.3		4,030	22,991	SB	OHP	HES	Paid	Scottish Borders	
St Andrews Cathedral	205.3		14,295	21,259	FI	OHP	HES	Paid	Fife	
Scott Monument	6179.2		20,453	20,784	331	ED	OHP	LA	Paid	Edinburgh, City of
Inchcolm Abbey	7.3		1,377	20,193	FI	OHP	HES	Paid	Fife	
Dryburgh Abbey	28.6		3,688	16,578	SB	OHP	HES	Paid	Scottish Borders	
Maeshowe	29.2		3,406	15,074	OR	OHP	HES	Paid	Orkney Islands	
Arbroath Abbey	38.8		2,803	10,021	AN	OHP	HES	Paid	Angus	
Bosta Iron Age House	8.8		373	4,595	4,222	OH	OHP	CT	Paid	Eilean Siar
Stanley Mills	55.9		1,425	3,976	2,551	PE	OHP	HES	Paid	Perth & Kinross
Alloa Tower	-34.8	-	2,078	3,887	5,965	AR	OHP	NTS	Paid	Clackmannanshire
Broch of Gurness	-66.7	-	6,719	3,354	10,073	OR	OHP	HES	Paid	Orkney Islands
Smallholm Tower	2.5		80	3,265	3,185	SB	OHP	HES	Paid	Scottish Borders
Dundrennan Abbey	100.0		3,160	3,160	-	DG	OHP	HES	Paid	Dumfries & Galloway
St Kilda	-46.8	-	2,629	2,985	5,614	OH	OHP	NTS	Free	Eilean Siar
Quendale Water Mill & Visitor Attraction	2.5		73	2,981	2,908	SH	OHP	P	Paid	Shetland Islands
New Abbey Corn Mill	66.5		1,163	2,912	1,749	DG	OHP	HES	Paid	Dumfries & Galloway
Innerpeffray Library	12.0		276	2,576	2,300	PE	OHP	CT	Paid	Perth & Kinross
Barrie's Birthplace	22.7		397	2,144	1,747	AN	OHP	NTS	Paid	Angus
Cairnpapple Hill	-27.7	-	752	1,964	2,716	ED	OHP	HES	Paid	West Lothian
St Serfs	100.0		1,888	1,688	-	PE	OHP	HES	Free	Perth & Kinross
Hamilton Mausoleum	66.1		254	638	384	GG	OHP	LA	Paid	South Lanarkshire
Hackness Battery & Martello Tower	-27.1	-	193	519	712	OR	OHP	HES	Paid	Orkney Islands
King Robert the Bruce's Cave	-14.4	-	72	428	500	DG	OHP	P	Paid	Dumfries & Galloway
Glenluce Abbey	100.0		183	183	-	DG	OHP	HES	Paid	Dumfries & Galloway
Bonawe Iron Furnace	0.0		-	-	-	AR	OHP	HES	Paid	Argyll & Bute
Leighton Library	-100.0	-	1,812	-	1,812	AR	OHP	P	Free	Stirling
Inchmahome Priory	0.0		-	-	-	AR	OHP	HES	Paid	Stirling
Crossraguel Abbey	0.0		-	-	-	AY	OHP	HES	Paid	South Ayrshire
Sweetheart Abbey	0.0		-	-	-	DG	OHP	HES	Paid	Dumfries & Galloway
Burns Monument	0.0		-	-	-	ED	OHP	LA	Free	Edinburgh, City of
Nelson Monument	0.0		-	-	-	ED	OHP	LA	Paid	Edinburgh, City of
Seton Collegiate Church	0.0		-	-	-	ED	OHP	HES	Paid	East Lothian
Balmerino Abbey	0.0		-	-	-	FI	OHP	NTS	Free	Fife
St Margaret's Cave	0.0		-	-	-	FI	OHP	CT	Free	Fife
Provand's Lordship	0.0		-	-	-	GG	OHP	LA	Free	Glasgow City

Table 36 Visits to Outdoors/Nature Attractions (in Decreasing Order of Visits)

Outdoors/Nature Attractions Attractions										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Mugdock Country Park	0.4	3,161	833,784	830,623	GG	ON	LA	Free	East Dunbartonshire	
Tweed Valley Forest Park	2.9	10,441	368,050	357,609	SB	ON	G	Free	Scottish Borders	
Castle Semple Centre	2.1	7,547	362,012	354,465	GG	ON	LA	Free	Renfrewshire	
Polkammer Country Park	61.0	123,302	325,519	202,217	ED	ON	LA	Free	West Lothian	
Gleniffer Braes Country Park	0.0	-	320,000	320,000	GG	ON	LA	Free	Renfrewshire	
Glencoe Visitor Centre	30.9	75,364	319,500	244,136	HI	ON	NTS	Free	Highland	
Hermitage	561.7	207,496	244,434	36,938	PE	ON	NTS	Free	Perth & Kinross	
Almondell & Calderwood Country Park	-5.9	-	11,936	190,782	ED	ON	LA	Free	West Lothian	
Killiecrankie Visitor Centre	660.1	105,252	121,196	15,946	PE	ON	NTS	Free	Perth & Kinross	
Glenmore Forest Park Visitor Centre	-3.2	-	3,659	111,430	HI	ON	G	Free	Highland	
Corrieshalloch Gorge	40.8	26,628	91,907	65,279	HI	ON	NTS	Free	Highland	
St Abb's Head	-6.9	-	6,406	86,492	SB	ON	NTS	Free	Scottish Borders	
Mar Lodge Estate	42.4	21,764	73,057	51,293	AB	ON	NTS	Free	Aberdeenshire	
Muir of Dinnet Nature Reserve	-13.2	-	10,887	71,489	AB	ON	G	Free	Aberdeenshire	
Mable Forest	35.3	17,796	68,186	50,390	DG	ON	G	Free	Dumfries & Galloway	
Craigton Country Park	19.3	9,350	57,750	48,400	FI	ON	LA	Free	Fife	
Brodick Castle & Country Park	-9.5	-	6,021	57,234	AY	ON	NTS	Paid	North Ayrshire	
Balmacara Estate & Lochalsh Woodland Garden	-2.0	-	1,151	57,076	HI	ON	NTS	Free	Highland	
Forvie National Nature Reserve	160.2	34,376	55,829	21,453	AB	ON	G	Free	Aberdeenshire	
Ben Lomond	-5.8	-	3,163	51,486	AR	ON	NTS	Free	Stirling	
Dalbeattie Forest	-19.4	-	12,134	50,518	DG	ON	G	Free	Dumfries & Galloway	
Grey Mare's Tail	-10.7	-	5,851	48,602	DG	ON	NTS	Free	Dumfries & Galloway	
Muirshiel Centre	10.0	4,347	47,861	43,514	GG	ON	LA	Free	Renfrewshire	
Newcastleton Forest	-1.0	-	486	46,331	SB	ON	G	Free	Scottish Borders	
Forest of Ae	14.6	5,841	45,899	40,058	DG	ON	G	Free	Dumfries & Galloway	
Goatfell	74.4	17,687	41,447	23,760	AY	ON	NTS	Free	North Ayrshire	
Ben Lawers Visitor Centre	64.8	17,790	38,761	20,971	PE	ON	NTS	Free	Stirling	
Tantsmuir National Nature Reserve	-3.5	-	1,400	38,600	FI	ON	G	Free	Fife	
Bennachie	6.1	1,765	30,609	28,844	AB	ON	LA	Free	Aberdeenshire	
Torrildon Countryside Centre	100.0	27,400	27,400	-	HI	ON	NTS	Free	Highland	
The Kelpies Tour	41.5	7,714	26,317	18,603	AR	ON	LA	Paid	Falkirk	
Iona	-24.2	-	6,531	20,451	AR	ON	NTS	Free	Argyll & Bute	
Canna	119.5	7,418	13,623	6,205	HI	ON	NTS	Free	Highland	
Hermaness NNR	20.8	2,064	11,970	9,906	SH	ON	G	Free	Shetland Islands	
Kintail Estate	-77.1	-	7,743	2,296	HI	ON	NTS	Free	Highland	

Table 37 Visits to Places of Worship/Spiritual Attractions (in Decreasing Order of Visits)

Places of Worship/Spiritual Attractions										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
St Giles' Cathedral	37.6	402,528	1,473,211	1,070,683	ED	WS	RO	Free	Edinburgh, City of	
Glasgow Cathedral	78.7	201,540	457,541	256,001	GG	WS	HES	Free	Glasgow City	
St Magnus Cathedral	30.5	57,137	244,768	187,631	OR	WS	LA	Free	Orkney Islands	
Rosslyn Chapel	24.0	29,715	153,466	123,751	ED	WS	CT	Paid	Midlothian	
Greyfriars' Kirk	75.5	39,314	91,354	52,040	ED	WS	RO	Free	Edinburgh, City of	
Dunfermline Abbey and Palace	50.9	14,957	44,365	29,408	FI	WS	HES	Free	Fife	
Cathedral Church of St Machar	32.7	10,330	41,962	31,632	AB	WS	RO	Free	Aberdeen City	
Dunblane Cathedral	4.6	601	13,800	13,199	AR	WS	HES	Free	Stirling	
Church of the Holy Rude	-64.2	23,494	13,095	36,589	AR	WS	CT	Paid	Stirling	
St John's Kirk	312.6	7,281	9,610	2,329	PE	WS	RO	Free	Perth & Kinross	
Dalmeny Kirk	42.0	148	500	352	ED	WS	RO	Free	Edinburgh, City of	
Kirk of Calder	48.5	100	306	206	ED	WS	RO	Free	West Lothian	

Table 38 Visits to Transport-Related Attractions (in Decreasing Order of Visits)

Transport Related Attractions										
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council	
Edinburgh Bus Tours	18.0	52,226	605,881	513,655	ED	T	P	Paid	Edinburgh, City of	
Loch Ness by Jacobite	30.9	63,922	270,918	206,996	HI	T	P	Paid	Highland	
Waverley Excursions Ltd	4.9	3,868	82,328	78,462	GG	T	CT	Paid	Glasgow City	
Bo'ness & Kinneil Railway	17.6	7,544	50,367	42,823	AR	T	CT	Paid	Falkirk	
Keith & Dufftown Railway Association	13.9	1,645	13,521	11,876	AB	T	P	Paid	Moray	
Anstruther Pleasure Cruises	23.7	2,255	11,770	9,515	FI	T	P	Paid	Fife	

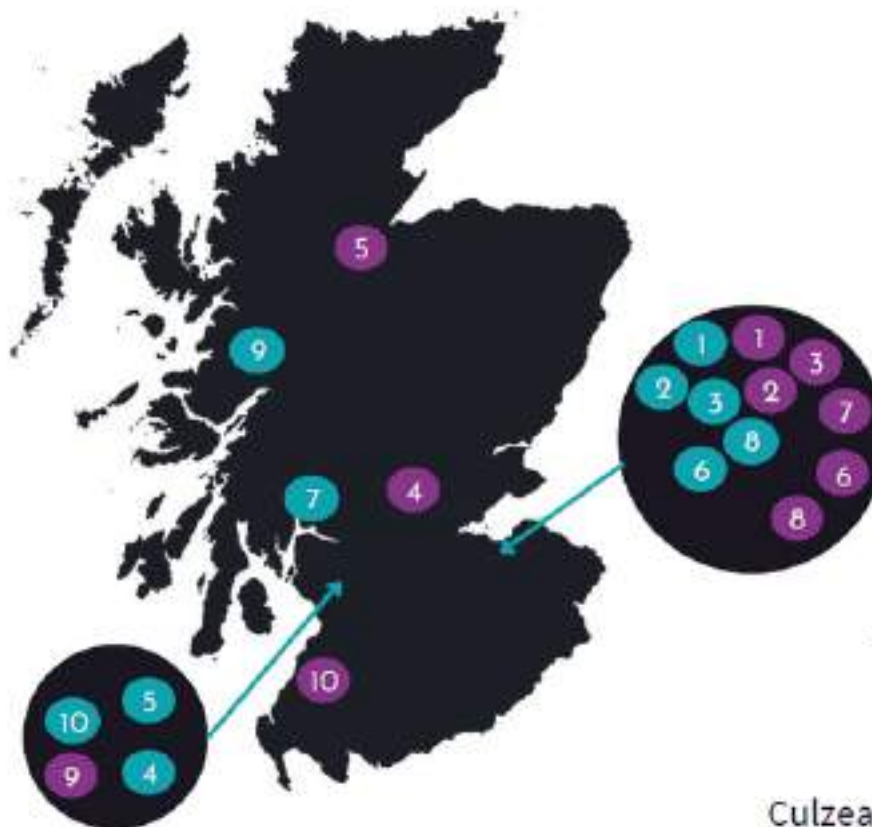
Table 39 Visits to Wildlife/Animal Attractions (in Decreasing Order of Visits)

Wildlife/Animal Attractions											
Attraction Name	%23/22	Diff (23-22)	2023	2022	Region	Category	Owner	Admission	Council		
Edinburgh Zoo	2.9		17,434	618,719	601,285	ED	Z	CT	Paid	Edinburgh, City of	
Five Sisters Zoo	-3.3	-	6,540	190,389	196,929	ED	Z	P	Paid	West Lothian	
Almond Valley Heritage Centre	5.8		7,619	138,274	130,655	ED	Z	CT	Paid	West Lothian	
Loch Muick & Lochnagar Wildlife Reserve	-4.4	-	4,527	97,209	101,736	AB	Z	CT	Free	Aberdeenshire	
Pets Corner	-4.3	-	3,139	70,136	73,275	AB	Z	LA	Paid	Aberdeen City	
WDC Scottish Dolphin Centre	6.3		3,931	66,401	62,470	AB	Z	CT	Free	Moray	
Macduff Marine Aquarium	12.2		6,041	55,573	49,532	AB	Z	LA	Paid	Aberdeenshire	
RSPB Lochwinnoch Nature Reserve	24.3		6,187	31,600	25,413	GG	Z	CT	Paid	Renfrewshire	
Loch of the Lowes	8.8		1,097	13,578	12,481	PE	Z	CT	Paid	Perth & Kinross	
Montrose Basin Wildlife Centre	23.9		2,149	11,136	8,987	AN	Z	CT	Paid	Angus	
Loch of Kinnordy RSPB Reserve	0.0		-	8,000	8,000	PE	Z	CT	Free	Perth & Kinross	
Belwade Farm Visitor Centre	-24.9	-	2,150	6,500	8,650	AB	Z	CT	Free	Aberdeenshire	
Argyll Beaver Centre	36.0		1,195	4,510	3,315	AR	Z	CT	Free	Argyll & Bute	
Island of Noss	70.6		661	1,597	936	SH	Z	G	Paid	Shetland Islands	

Scottish Visitor Attraction Monitor 2023 Highlights

Top Free Attractions

- 1 National Museum of Scotland
- 2 National Galleries Scotland: National
- 3 St Giles' Cathedral
- 4 Kelvingrove Art Gallery & Museum
- 5 Riverside Museum
- 6 Royal Botanic Garden Edinburgh
- 7 Loch Lomond Shores
- 8 National War Museum
- 9 Glenfinnan Monument
- 10 Gallery of Modern Art



Top Paid Attractions

- Edinburgh Castle 1
- Edinburgh Zoo 2
- Edinburgh Bus Tours 3
- Stirling Castle 4
- Urquhart Castle 5
- Scotch Whisky Experience 6
- Camera Obscura & World of Illusions 7
- The Royal Yacht Britannia 8
- Glasgow Science Centre 9
- Culzean Castle and Country Park 10

TOP 10 PAID ADMISSION ATTRACTIONS 2023/2022

Owner	Attraction	2023	2022	% 23/22	Diff (23-22)	Category	VS Region
HES	Edinburgh Castle	1,904,723	1,346,168	41.5	558,555	C	ED
CT	Edinburgh Zoo	618,719	601,285	2.9	17,434	Z	ED
P	Edinburgh Bus Tours	605,881	513,655	18.0	92,226	T	ED
HES	Stirling Castle	517,299	418,180	23.7	99,119	C	AR
HES	Urquhart Castle	442,761	357,154	24.0	85,607	C	HI
P	The Scotch Whisky Experience	401,308	336,779	19.2	64,529	D	ED
P	Camera Obscura & World of Illusions	376,470	352,668	6.7	23,802	MAG	ED
CT	The Royal Yacht Britannia	361,175	238,975	51.1	122,200	OHP	ED
CT	Glasgow Science Centre	350,441	282,205	24.2	68,236	MAG	GG
NTS	Culzean Castle and Country Park	291,674	225,000	29.6	66,674	C	AY

TOP 10 FREE ADMISSION ATTRACTIONS* 2023/2022

Owner	Attraction	2023	2022	% 23/22	Diff (23-22)	Category	VS Region
G	National Museum of Scotland	2,186,841	1,973,751	10.8	213,090	MAG	ED
O	National Galleries of Scotland: National	1,836,057	1,277,230	43.8	558,827	MAG	ED
RO	St Giles' Cathedral	1,473,211	1,070,683	37.6	402,528	WS	ED
LA	Kelvingrove Art Gallery & Museum	1,283,882	971,412	32.2	312,470	MAG	GG
LA	Riverside Museum	1,184,160	1,173,242	0.9	10,918	MAG	GG
CT	Royal Botanic Garden Edinburgh	1,041,391	996,597	4.5	44,794	G	ED
G	Loch Lomond Shores	1,032,442	1,011,954	2.0	20,488	CR	AR
G	National War Museum	773,213	699,177	10.6	74,036	MAG	ED
NTS	Glenfinnan Monument	540,853	398,130	35.8	142,723	OHP	HI
LA	Gallery of Modern Art	510,936	318,620	60.4	192,316	MAG	GG

*Top 10 Free Admission attractions table does not include Country Park Attractions

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