

Scottish Visitor Attraction Monitor 2022 (South of Scotland Extract)

Prepared by

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RESEARCH ASSISTANT

MOFFATCENTRE **MC**
FOR TRAVEL & TOURISM BUSINESS DEVELOPMENT



ABBREVIATIONS

Visitor Attraction Ownership

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

Former VisitScotland Areas

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

Category

AA	Activity Attractions
C	Castles/Forts
CR	Scottish Crafts/Retail Attractions
D	Distilleries/Breweries/Wineries
G	Gardens
HC	Heritage Centres
HH	Historic Houses/Palaces
MAG	Museums/Art Galleries (includes Science/Technology Centres)
OHP	Other Historic Properties
ON	Outdoors/Nature Attractions
T	Transport-Related Attractions
WP	Industrial/Workplaces
WS	Places of Worship/Spiritual Attractions
Z	Wildlife/Animal Attractions

Other Abbreviations

MC	Moffat Centre for Travel & Tourism Business Development
NMS	National Museum of Scotland
NNR	National Nature Reserve
VAB	Visitor Attraction Barometer
VAM	Visitor Attraction Monitor
VS	VisitScotland

Scottish National Attractions Summary

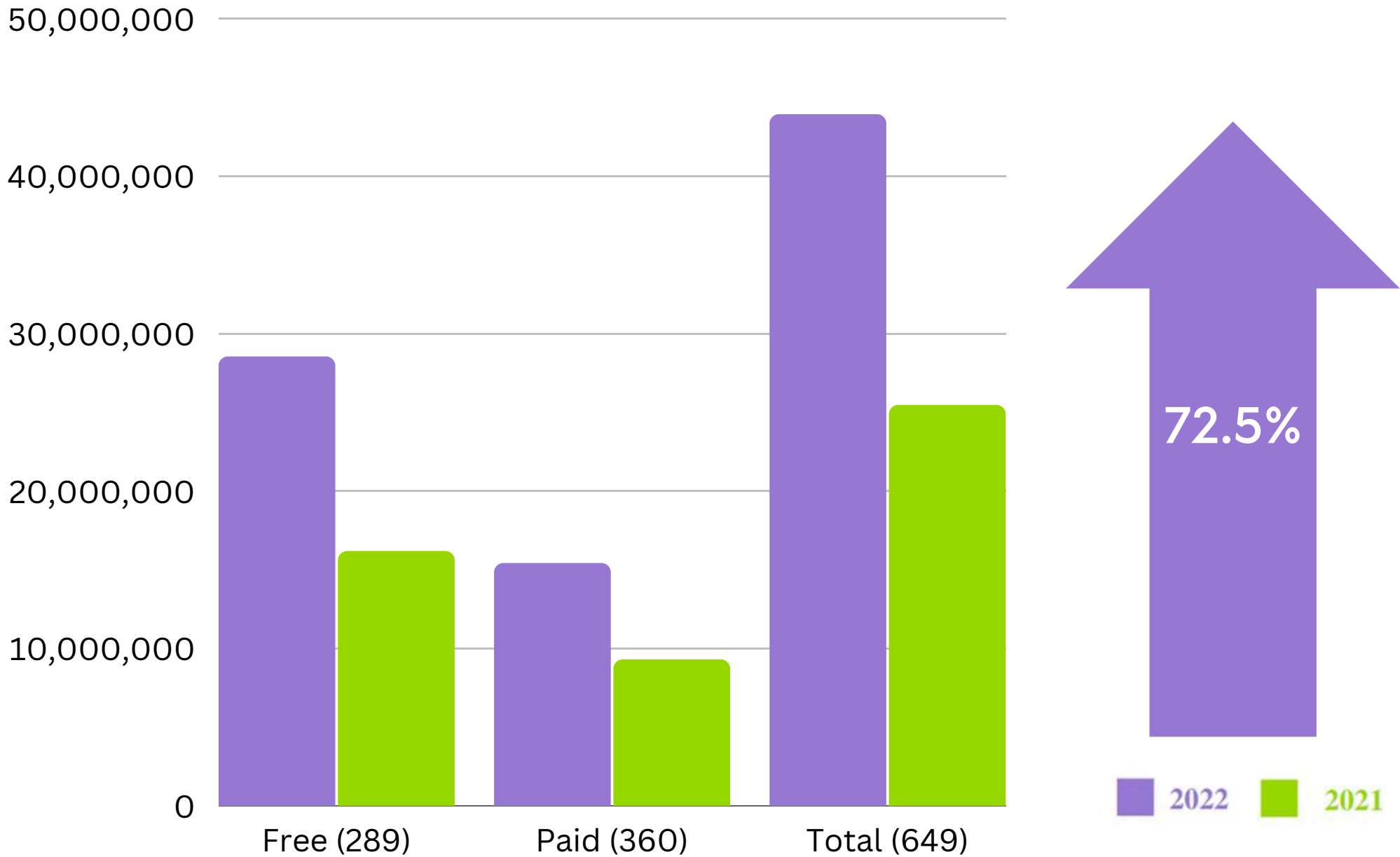
649 attraction operators provided total visits figures for both years 2022 and 2021.

The following table shows attraction operators who provided comparable visitor statistics for 2022 and 2021

Admission	Sample	Visits 2022	Visits 2021	% 22/21	Diff (22-21)
Free	289	28,508,000	16,167,197	76.3	12,340,803
Paid	360	15,387,687	9,281,205	65.8	6,106,482
Total	649	43,895,687	25,448,402	72.5	18,447,285

SCOTTISH VISITOR ATTRACTION MONITOR 2022

Scotland Overview



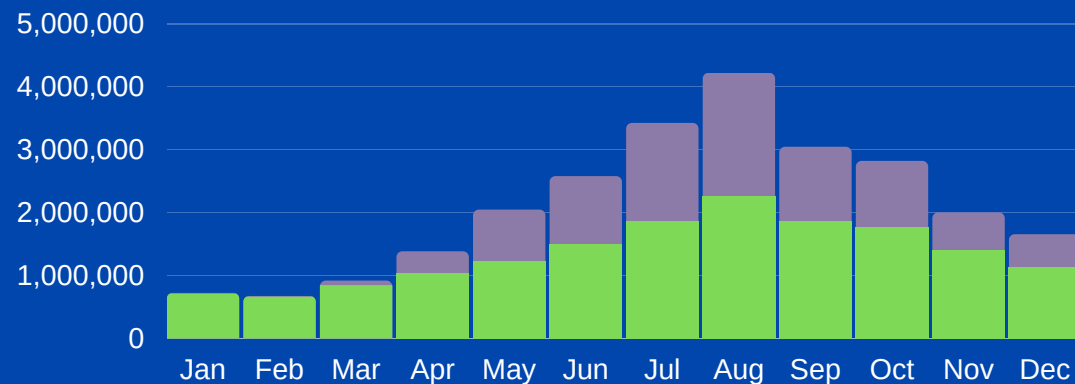
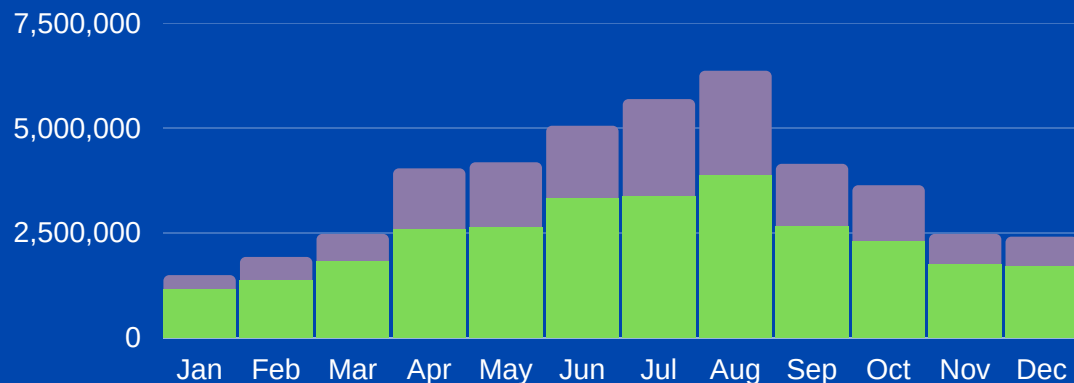
Monthly Distribution of Visits

Free Paid

Scotland Overview Monthly Distribution of Visits by Admission 2022/2021

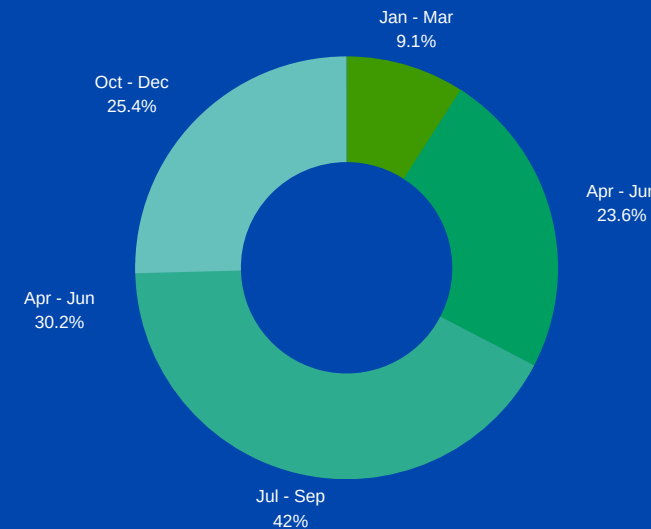
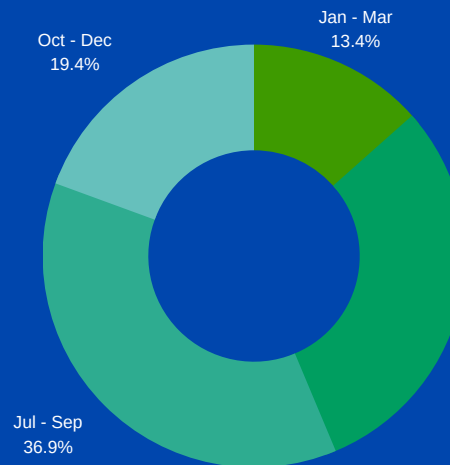
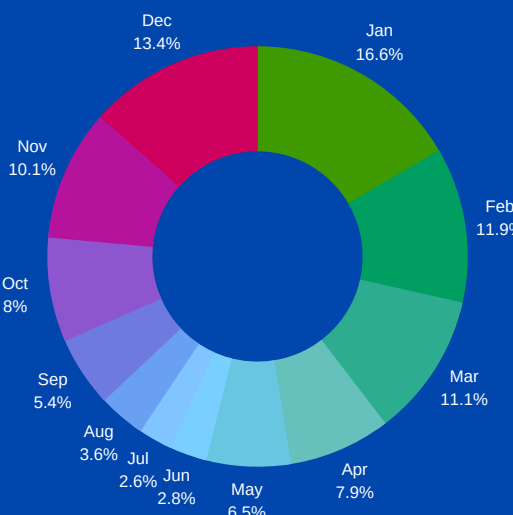
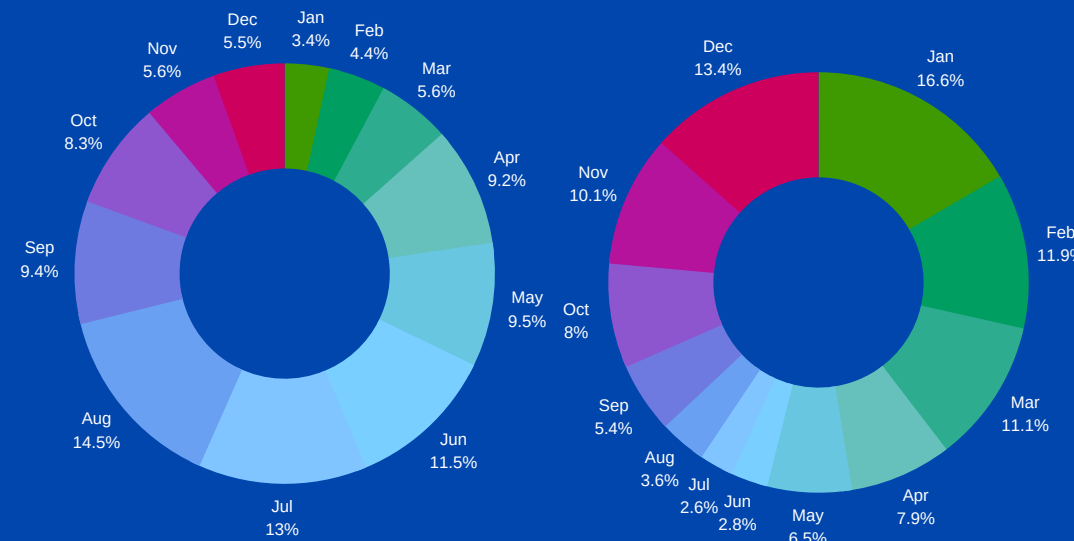
2022

2021



Scotland Overview Monthly Distribution of Visits 2022/2021

Scotland Overview Quarterly Distribution of Visits 2022/2021



2022

2021

2022

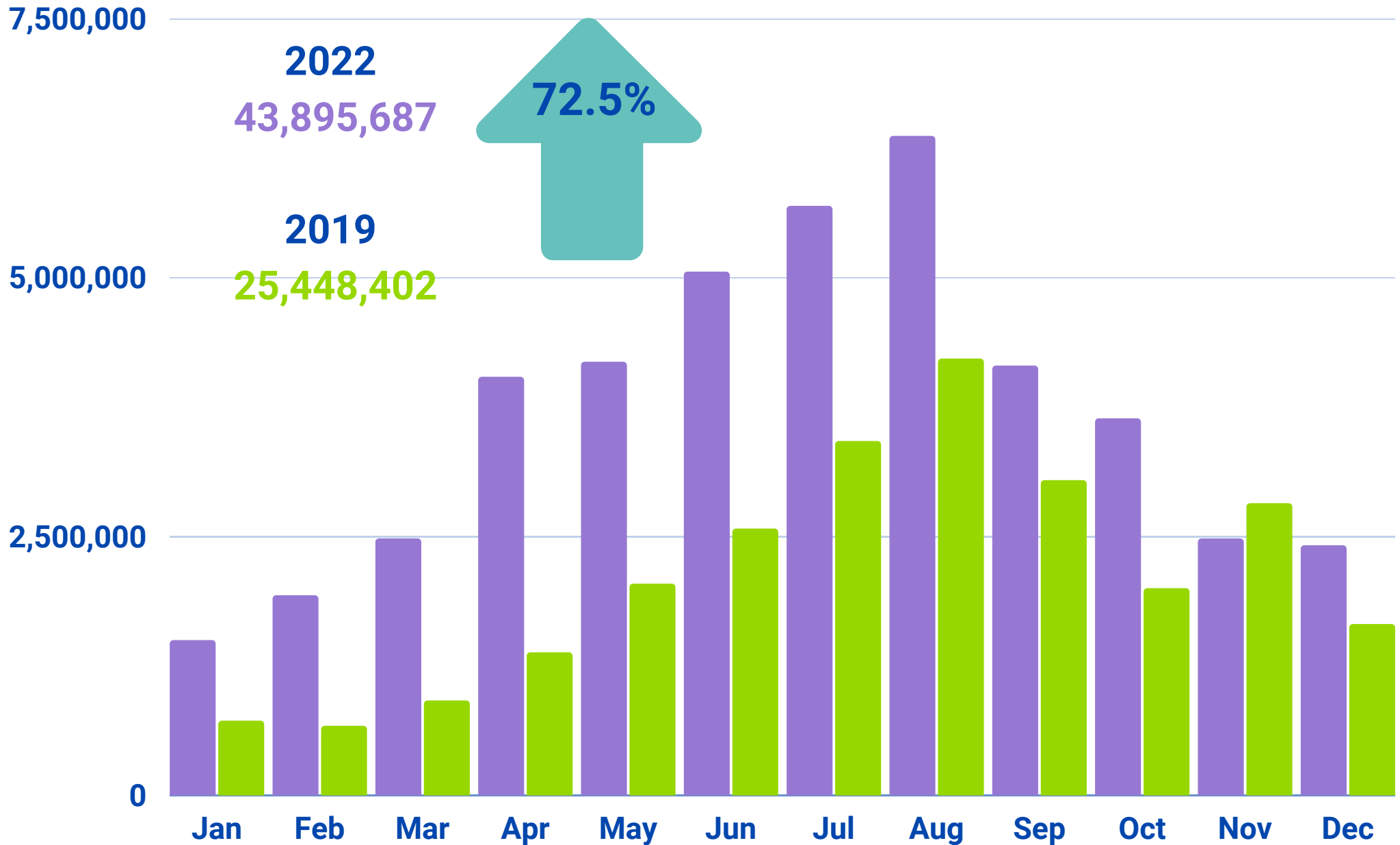
2021

n = 649

SCOTLAND OVERVIEW: 2022/2021

Scotland Overview

2022 2021



SCOTTISH VISITOR ATTRACTION MONITOR 2022

SOUTH OF SCOTLAND DESTINATION ALLIANCE

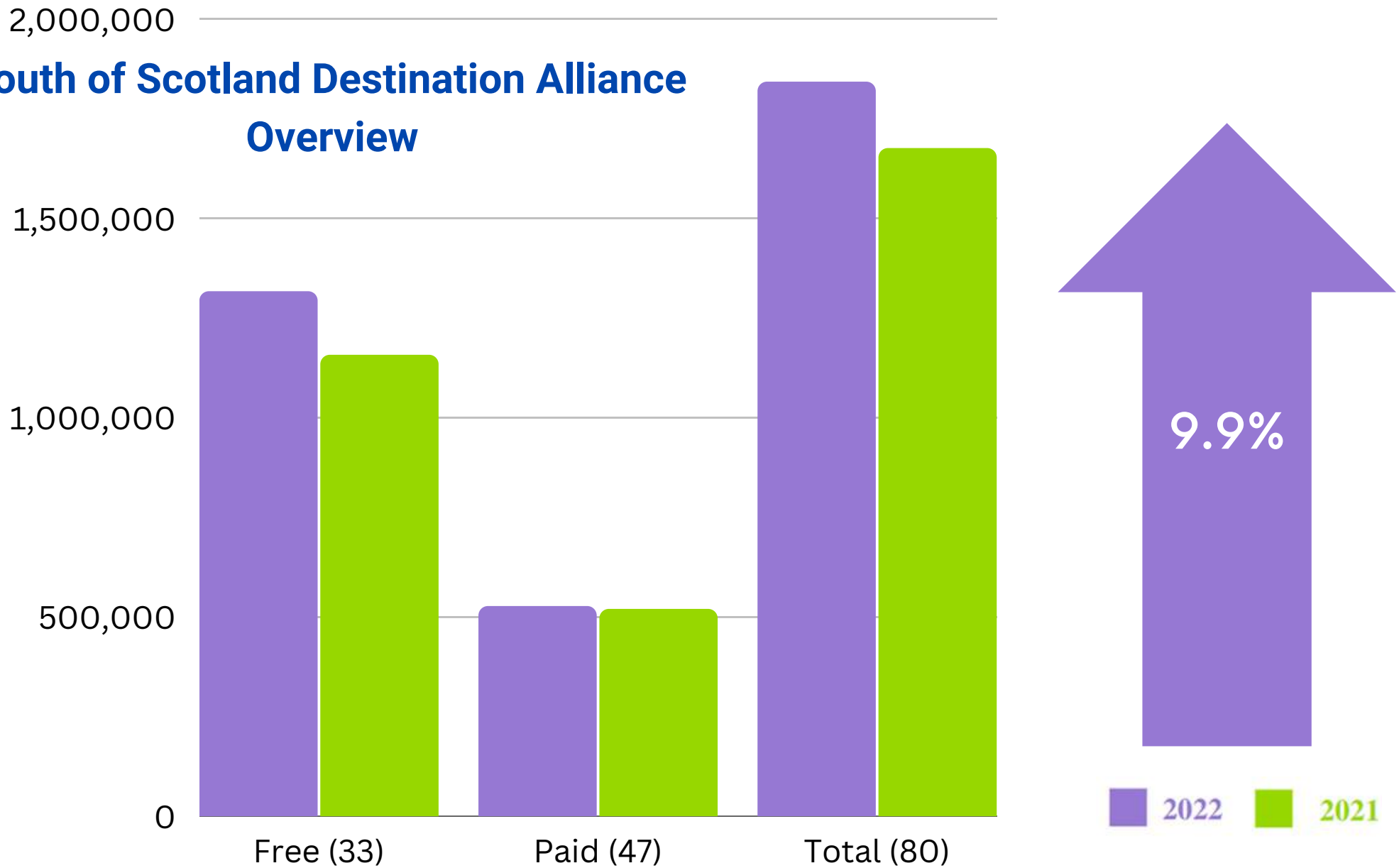
80 attraction operators provided total visits figures for both years 2022 and 2021.

The following table shows attraction operators who provided comparable visitor statistics for 2022 and 2021

Admission	Sample	Visits 2022	Visits 2021	% 22/21	Diff (22-21)
Free	33	1,315,414	1,156,163	13.8	159,251
Paid	47	525,719	518,554	1.4	7,165
Total	80	1,841,133	1,674,717	9.9	166,416

SCOTTISH VISITOR ATTRACTION MONITOR 2022

South of Scotland Destination Alliance Overview



SCOTTISH VISITOR ATTRACTION MONITOR 2022

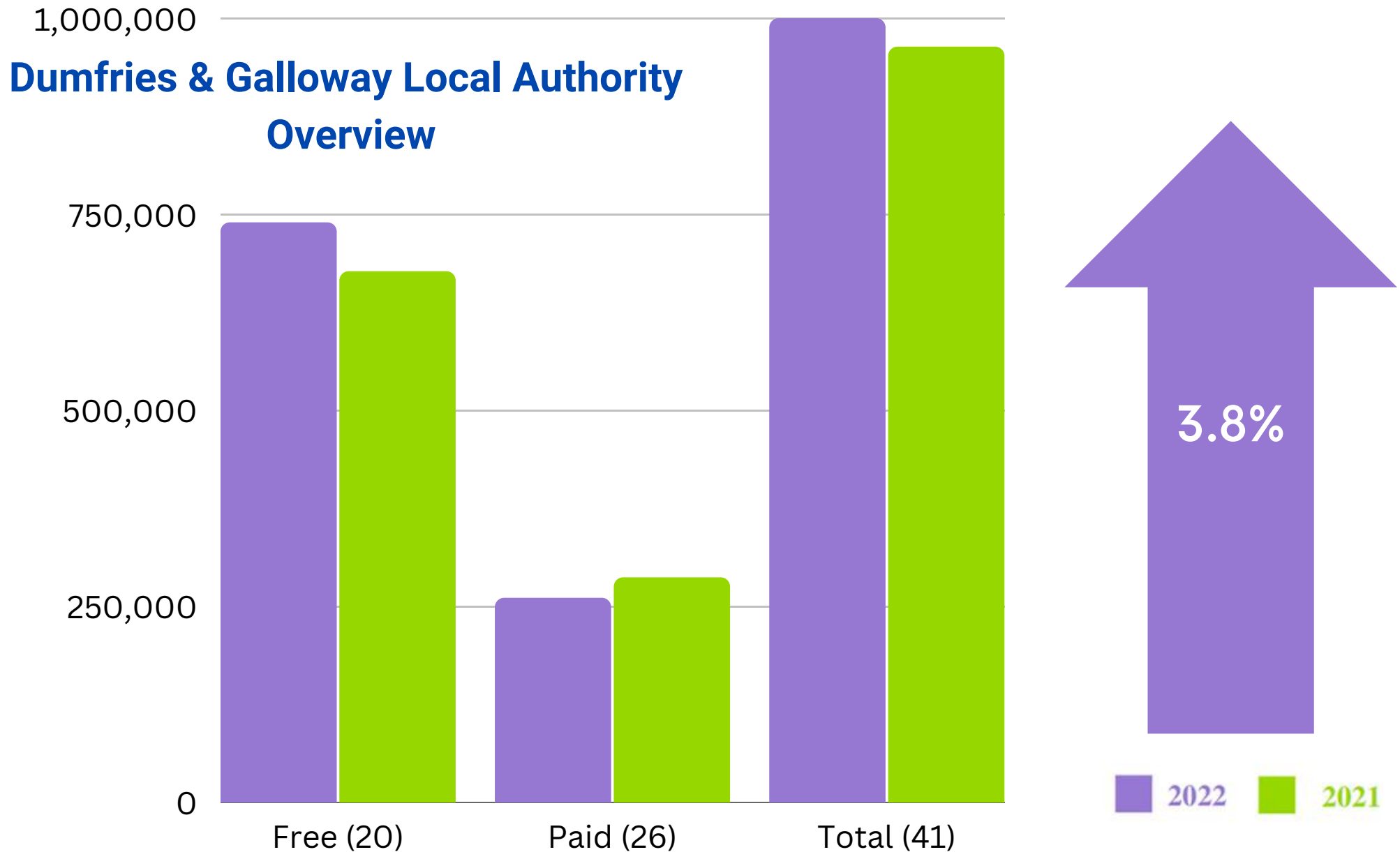
DUMFRIES & GALLOWAY LOCAL AUTHORITY

46 attraction operators provided total visits figures for both years 2022 and 2021.

The following table shows attraction operators who provided comparable visitor statistics for 2022 and 2021

Admission	Sample	Visits 2022	Visits 2021	% 22/21	Diff (22-21)
Free	20	739,322	677,055	9.2	62,267
Paid	26	260,441	286,446	-9.1	-26,006
Total	46	999,763	963,501	3.8	36,262

SCOTTISH VISITOR ATTRACTION MONITOR 2022



SCOTTISH BORDERS LOCAL AUTHORITY

34 attraction operators provided total visits figures for both years 2022 and 2021.

The following table shows attraction operators who provided comparable visitor statistics for 2022 and 2021

Admission	Sample	Visits 2022	Visits 2021	% 22/21	Diff (22-21)
Free	13	576,092	479,108	20.2	96,984
Paid	21	265,278	232,108	14.3	33,170
Total	34	841,370	711,216	18.3	130,154

SCOTTISH VISITOR ATTRACTION BAROMETER 2022

1,000,000

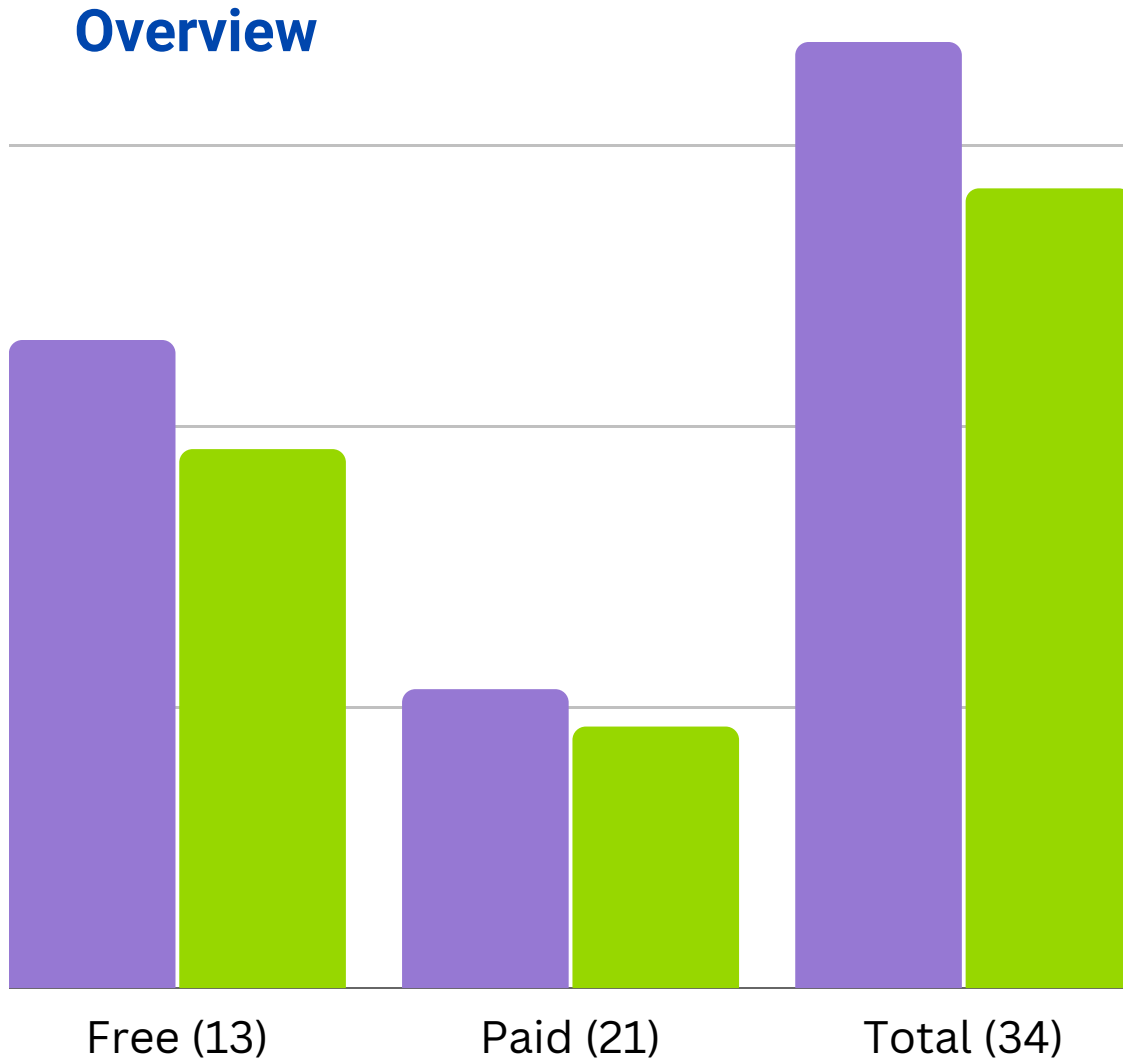
Scottish Borders Local Authority Overview

750,000

500,000

250,000

0



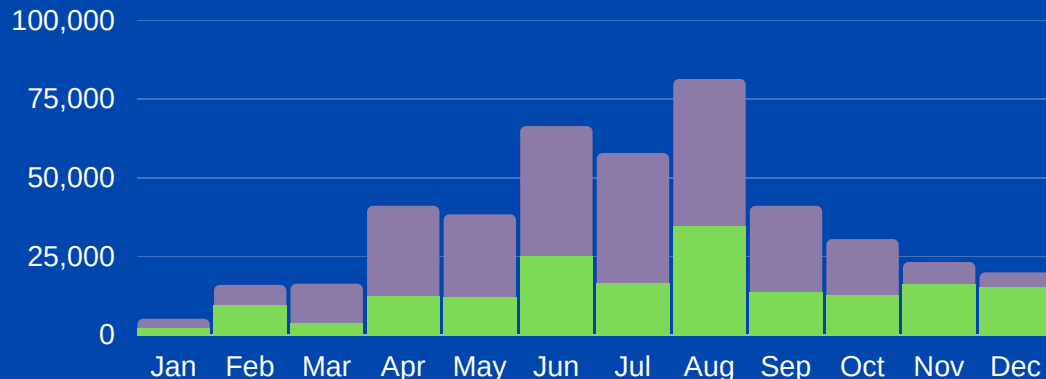
18.3%

2022 2021

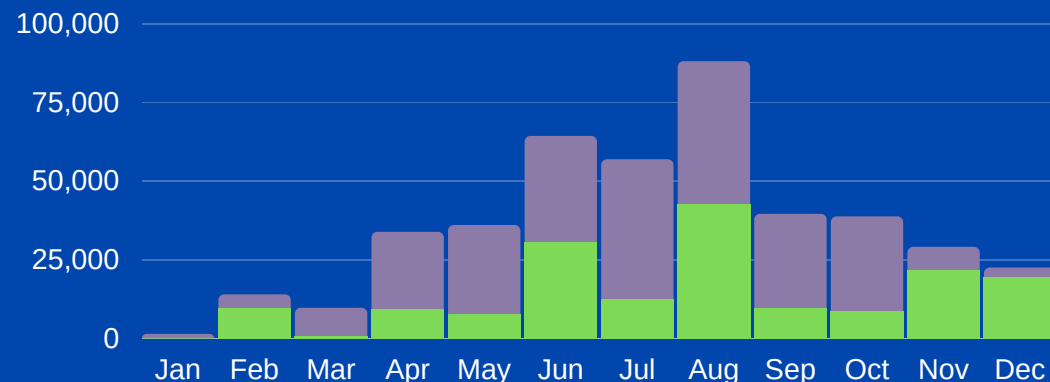
Monthly Distribution of Visits

Free Paid

Dumfries & Galloway Local Authority Monthly Distribution of Visits by Admission 2022



Scottish Borders Local Authority Monthly Distribution of Visits by Admission 2022



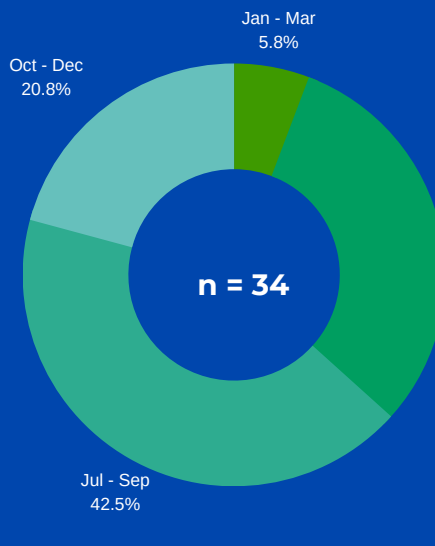
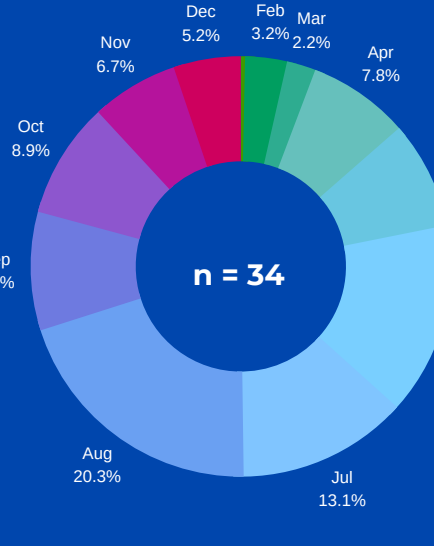
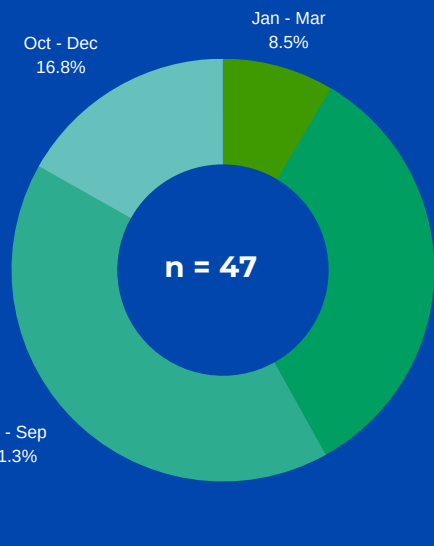
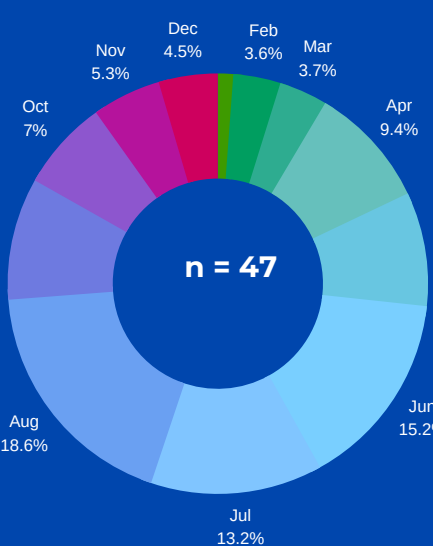
Dumfries & Galloway Local Authority

Monthly Distribution of Visits 2022

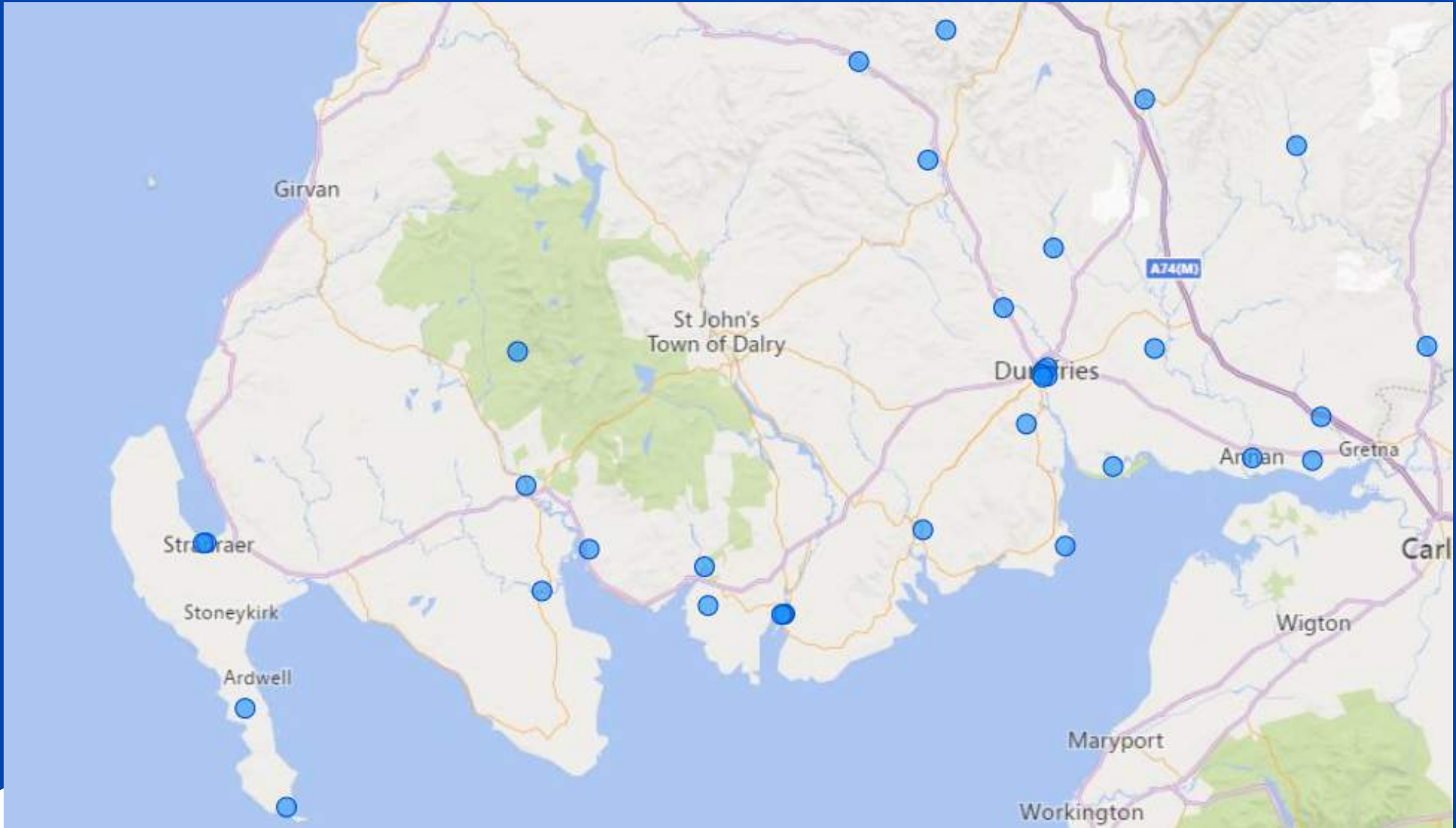
Quarterly Distribution of Visits 2022

Monthly Distribution of Visits 2022

Quarterly Distribution of Visits 2022



DUMFRIES & GALLOWAY LOCAL AUTHORITY ATTRACTIONS

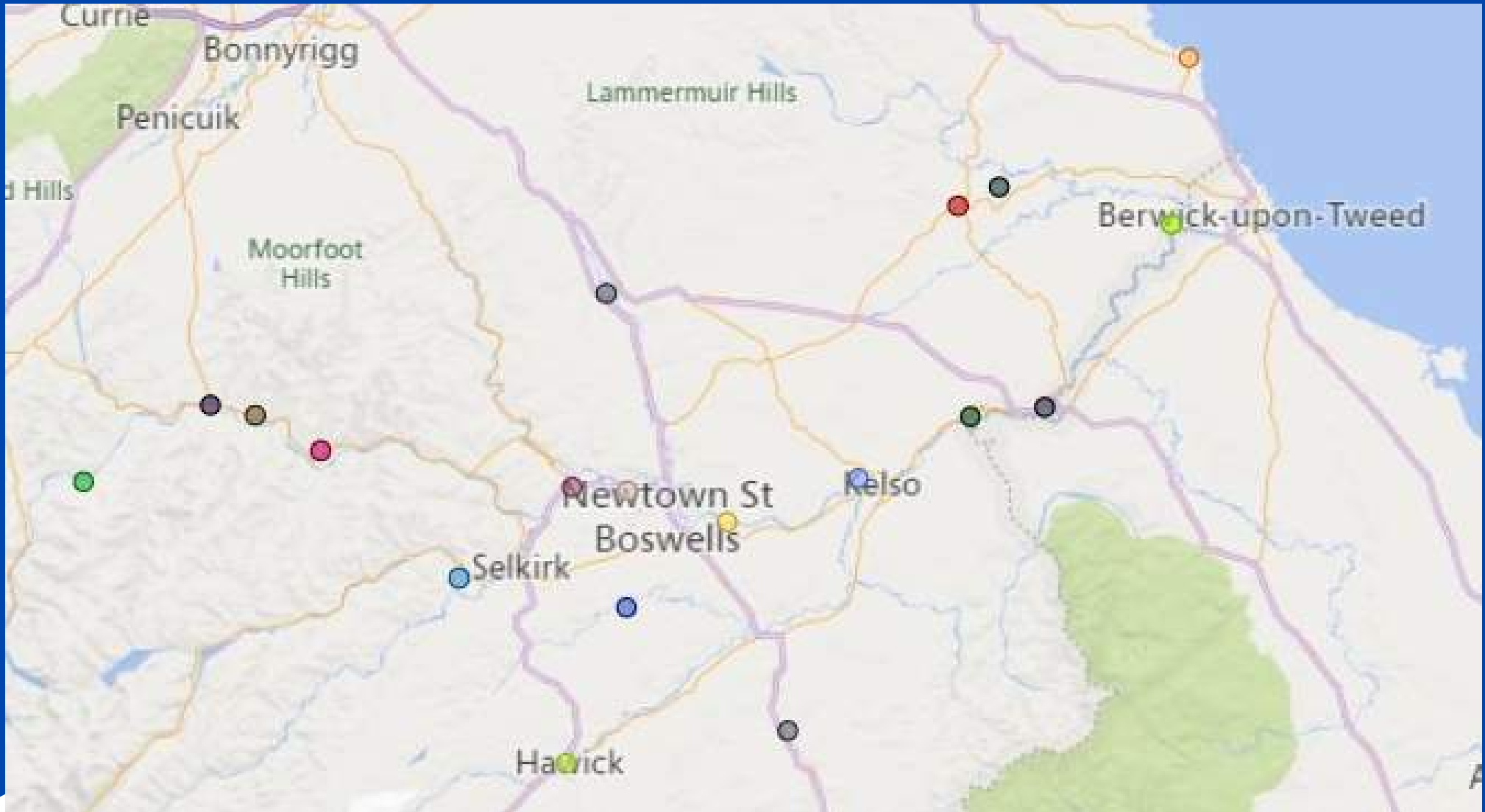


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GCU
Glasgow Caledonian
University
University for the Common Good

*Attractions that have submitted annual visitor numbers in 2022

SCOTTISH BORDERS LOCAL AUTHORITY ATTRACTIONS



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*Attractions that have submitted annual visitor numbers in 2022

SCOTTISH VISITOR ATTRACTION BAROMETER 2022 - 2019

SOUTH OF SCOTLAND DESTINATION ALLIANCE

70 attraction operators provided total visits figures for 2019 to 2022.

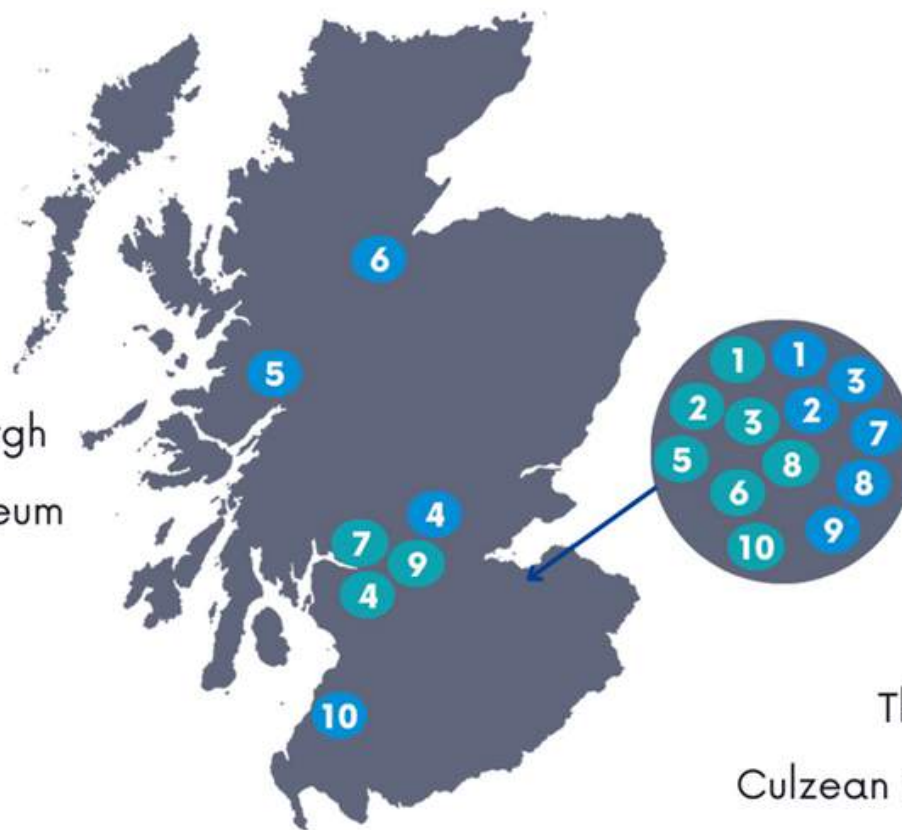
The following table shows attraction operators who provided comparable visitor statistics for 2019 - 2022

Local Authority	Sample	2019	2020	2021	2022
Dumfries & Galloway	29	460,622	127,392	222,084	366,079
Scottish Borders	41	659,296	190,024	322,913	389,034
South of Scotland Total	70	1,119,918	317,416	544,997	755,113
Total Scotland	622	52,647,213	17,709,269	24,927,844	42,707,254

SCOTTISH VISITOR ATTRACTION MONITOR 2022 HIGHLIGHTS

TOP FREE ATTRACTIONS

- 1 National Museum of Scotland
- 2 Greyfriars Kirkyard
- 3 Scottish National Gallery
- 4 Riverside Museum
- 5 St Giles' Cathedral
- 6 Royal Botanic Garden Edinburgh
- 7 Kelvingrove Art Gallery & Museum
- 8 National War Museum
- 9 The Burrell Collection
- 10 Old Calton Burial Ground



TOP PAID ATTRACTIONS

- Edinburgh Castle 1
- Edinburgh Zoo 2
- Edinburgh Bus Tours 3
- Stirling Castle 4
- Glenfinnan Monument 5
- Urquhart Castle 6
- Camera Obscura & World of Illusions 7
- Newhailes 8
- The Royal Yacht Britannia 9
- Culzean Castle and Country Park 10

TOP TEN PAID & FREE ATTRACTIONS 2022

TOP 10 PAID ADMISSION ATTRACTIONS 2022/2021

Owner	Attraction	2022	2021	% 22/21	Diff (22-21)	Category	VS Region
HES	Edinburgh Castle	1,346,168	423,866	217.6	922,302	C	ED
CT	Edinburgh Zoo	601,285	632,122	-4.9	-30,837	Z	ED
P	Edinburgh Bus Tours	513,655	288,969	77.8	224,686	T	ED
HES	Stirling Castle	418,180	148,581	18.1.4	269,599	C	AR
NTS	Glenfinnan Monument	398,130	194,803	104.4	203,327	OHP	HI
HES	Urquhart Castle	357,154	107,073	233.6	250,081	C	HI
P	Camera Obscura & World of Illusions	352,508	238,039	48.1	114,469	MAG	ED
NTS	Newhailes	272,737	65,470	316.6	207,267	HH	ED
CT	The Royal Yacht Britannia	238,975	137,857	73.3	101,118	OHP	ED
165	Culzean Castle and Country Park	209,002	228,911	-8.7	-19,909	C	AY

TOP 10 FREE ADMISSION ATTRACTIONS* 2022/2021

Owner	Attraction	2022	2021	% 22/21	Diff (22-21)	Category	VS Region
G	National Museum of Scotland	1,973,751	660,741	198.7	1,313,010	MAG	ED
LA	Greyfriars Kirkyard	1,967,871	487,445	303.7	1,480,426	OHP	ED
O	Scottish National Gallery	1,277,230	302,929	321.6	974,301	MAG	ED
LA	Riverside Museum	1,173,242	312,386	275.6	860,856	MAG	GG
RO	St Giles' Cathedral	1,070,683	209,897	410.0	860,786	WS	ED
CT	Royal Botanic Garden Edinburgh	996,597	647,812	53.8	348,785	G	ED
LA	Kelvingrove Art Gallery & Museum	971,412	288,212	237.0	638,200	MAG	GG
G	National War Museum	699,177	277,359	152.1	421,818	MAG	ED
LA	The Burrell Collection	482,984	-	100.0	482,984	MAG	GG
LA	Old Calton Burial Ground	345,851	99,410	247.9	246,441	OHP	ED

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

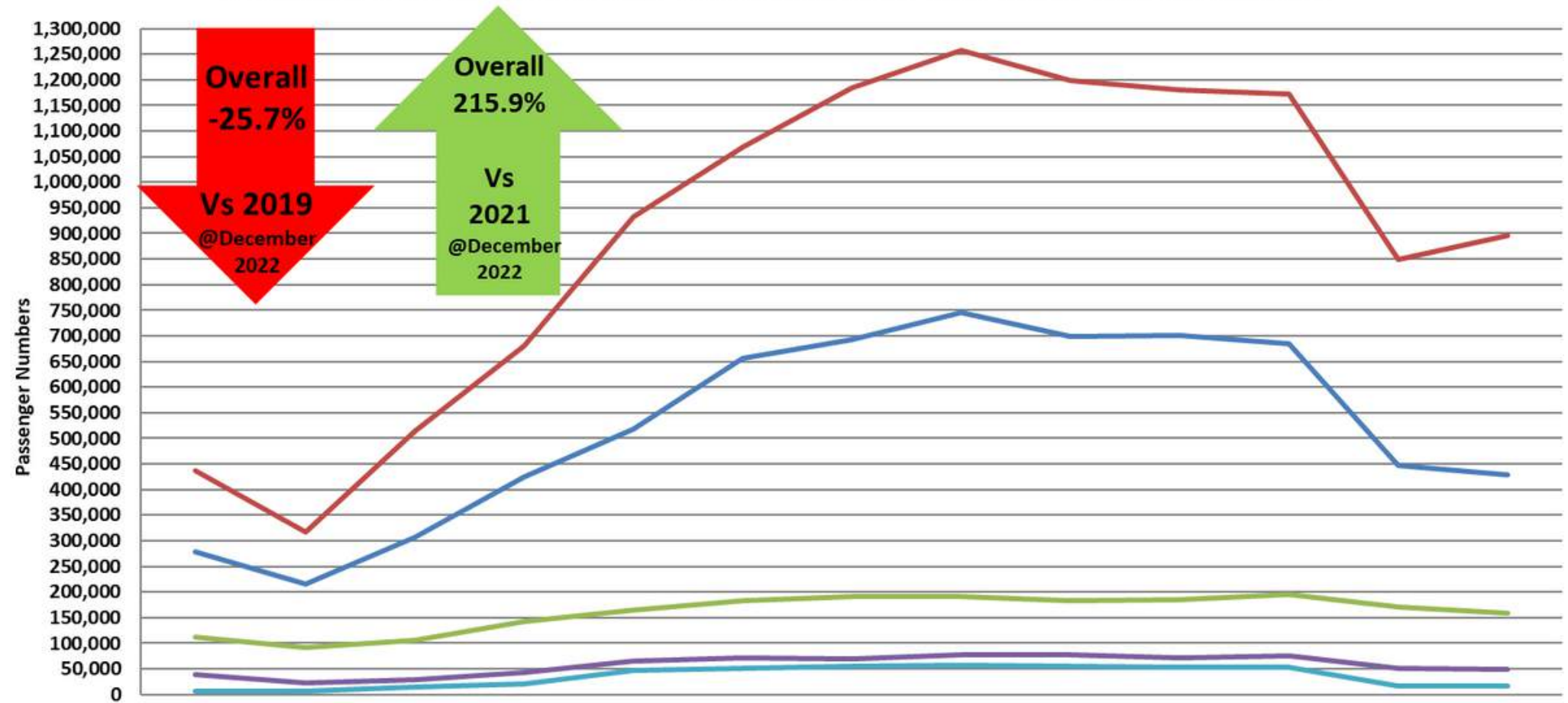
Note: The vast majority of attractions were closed over the period January – March 2021 due to the shutdown caused by Coronavirus (COVID-19)

AIRPORT PASSENGER - OVERVIEW



Source: Civil Aviation Authority

Terminal & Transit Passengers at Scotland's Five Main Airports: 2022



	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022
Glasgow	278,393	214,779	306,643	425,551	518,536	656,965	692,076	745,809	698,374	700,548	684,379	446,067	427,858
Edinburgh	437,102	316,778	514,047	680,097	931,883	1,067,915	1,185,154	1,256,769	1,199,075	1,181,049	1,172,305	849,350	895,789
Aberdeen	111,899	90,979	106,150	142,661	164,336	182,234	191,138	190,236	183,451	185,991	194,594	170,410	158,127
Inverness	39,159	21,696	28,668	43,665	64,207	70,764	68,981	78,152	76,564	72,083	74,522	50,884	49,826
Prestwick	6,889	6,725	14,070	19,974	47,180	51,993	54,969	56,313	55,489	53,240	52,275	16,537	16,446

Currency - Overview



£ GBP to € EUR

Average
2022 vs. 2021

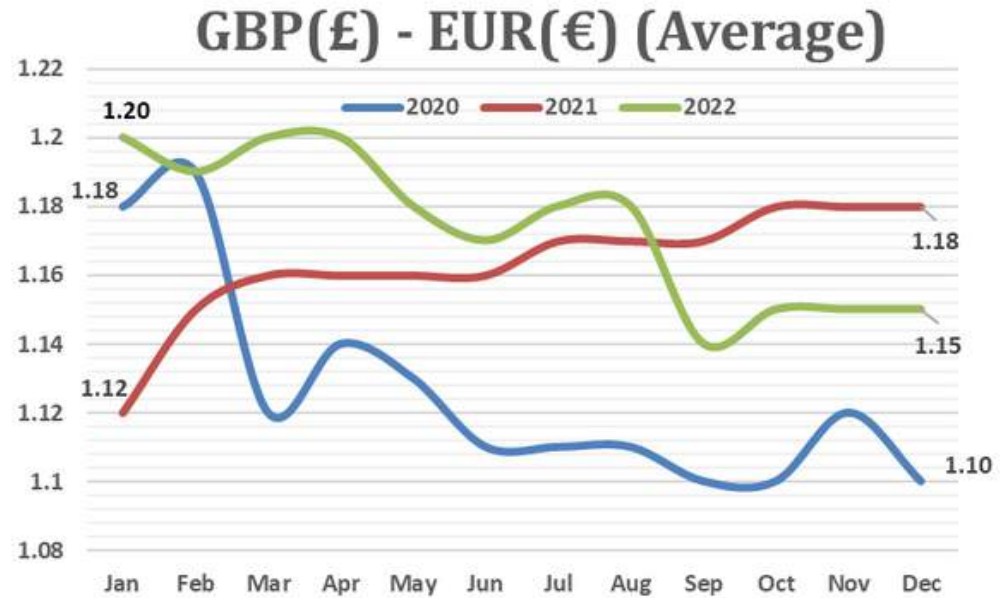


£ GBP to \$ USD

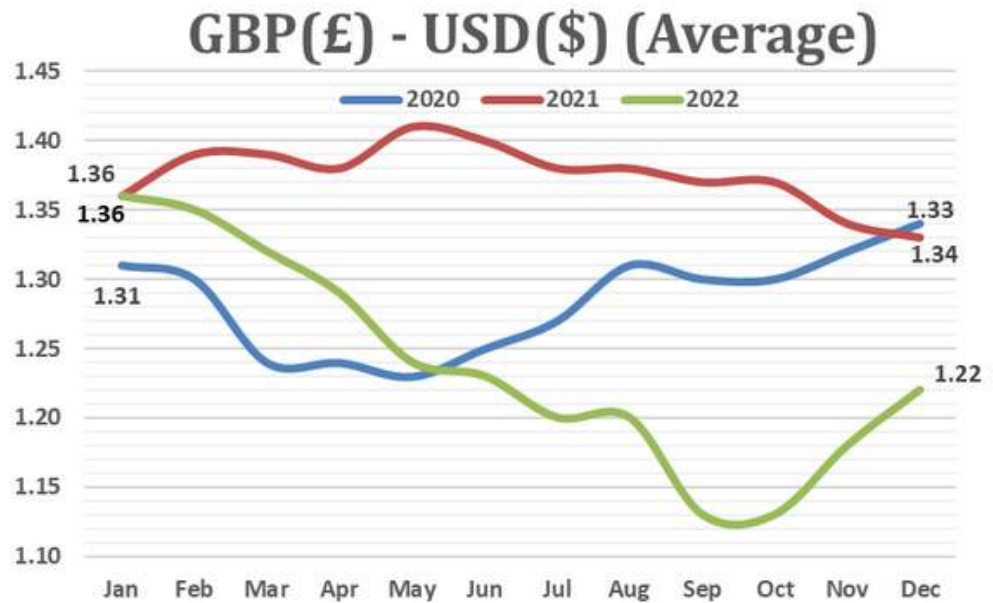
Average
2022 vs. 2021



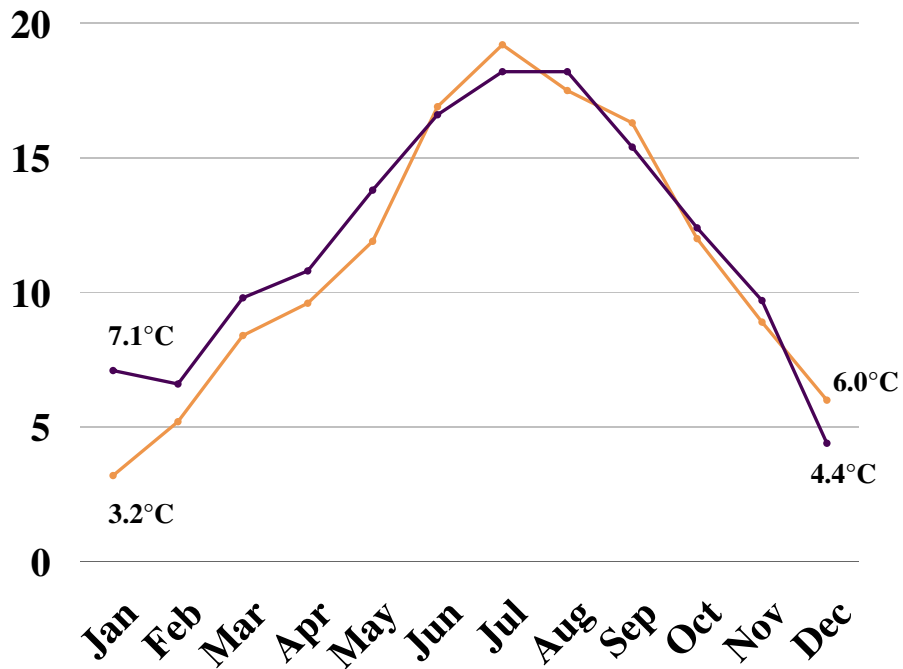
£ GBP to € EUR - 3 Year Average



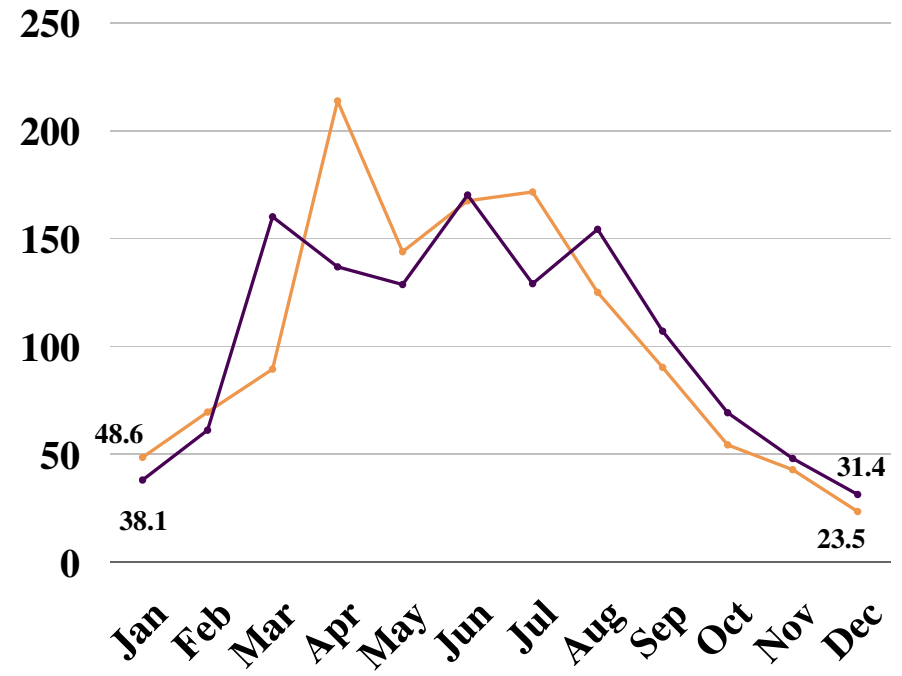
£ GBP to \$ USD - 3 Year Average



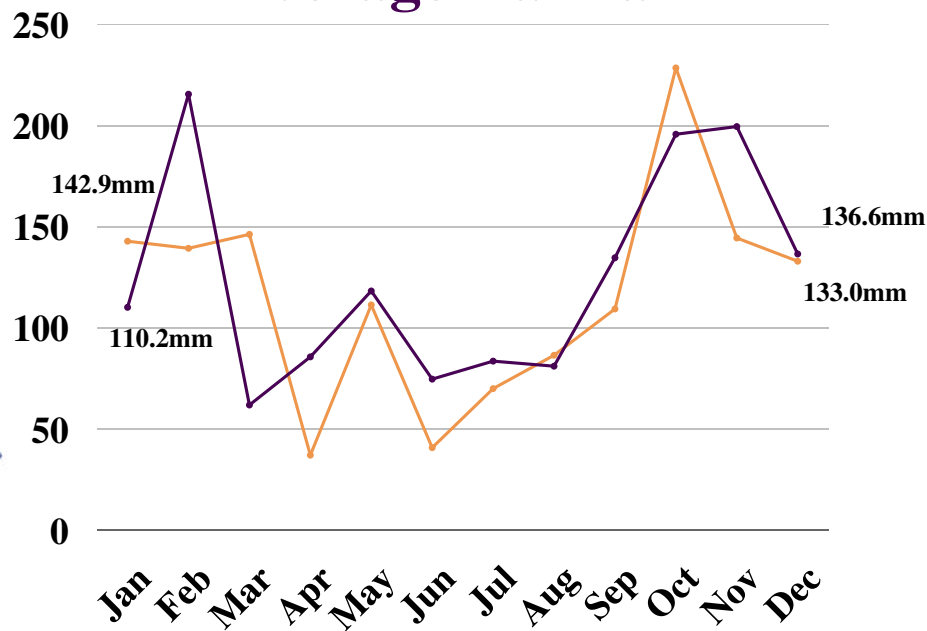
Average Temperature



Average Hours of Sunshine



Average Rainfall





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About the Moffat Centre

The Moffat Centre is the largest and most established tourism research centre located within a University in the United Kingdom. Since its formation in 1999, we have undertaken a wide variety of projects, ranging from major feasibility studies, national tourism strategies and tourism development planning.

The Moffat Centre has funded more than £1 million in scholarships for students wishing to study and work in the tourism and hospitality sector – this is the largest and most successful such scholarship in tourism in Europe.

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