

KEY INDICATORS : EDINBURGH

23 : VISITOR & TOURIST ATTRACTIONS

	<i>sources / notes</i>	1991	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	
Visitor numbers (P=paid entry F=free) (*1)													
Edinburgh Castle (P)		974	1,165	1,238	1,219	1,220	1,204	1,127	1,148	1,173			thousand
Edinburgh Zoo (P)		486	537	548	525	526	515	470	548	615			thousand
Our Dynamic Earth (P)		n/a	n/a	n/a	n/a	296	436	407	402	n/a			thousand
Former Royal Yacht Britannia (P)		n/a	n/a	n/a	n/a	415	304	250	301	311			thousand
Palace of Holyroodhouse (P)		273	277	272	288	295	255	206	232	n/a			thousand
Scotch Whisky Heritage Centre (P)		124	n/a	173	183	189	177	209	222	241			thousand
Mary King's Close (P)		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	99			thousand
Gorgie City Farm (P)		n/a	n/a	n/a	n/a	n/a	n/a	n/a	75	100			thousand
Museum of Scottish Country Life (P)		n/a	n/a	n/a	n/a	n/a	n/a	37	52	56			thousand
Scott Monument (P)		n/a	n/a	53	n/a	34	41	41	51	53			thousand
Georgian House (P)		43	n/a	36	37	32	35	n/a	36	32			thousand
Gladstone's Land (P)		43	n/a	44	42	40	37	n/a	28	31			thousand
Lauriston Castle (P)		61	n/a	n/a	37	33	31	29	30	27			thousand
John Knox House (P)		n/a	n/a	19	19	20	17	15	15	13			thousand
Royal Museum / M. of Scotland (F)		457	594	591	424	760	599	686	763	687			thousand
Royal Botanic Garden (F)		766	775	889	629	609	610	646	649	706			thousand
National War Museum of Scotland (F)		n/a	n/a	n/a	n/a	n/a	354	395	449	n/a			thousand
St. Giles Cathedral (F)		n/a	n/a	n/a	n/a	n/a	386	338	390	403			thousand
National Gallery of Scotland (F)		315	n/a	404	442	440	422	482	364	434			thousand
Museum of Childhood (F)		241	n/a	259	253	222	206	212	241	232			thousand
Scottish National Portrait Gallery (F)		n/a	n/a	197	210	171	193	169	197	158			thousand
Royal Scots Guards Museum (F)		400	n/a	n/a	300	300	175	175	175	n/a			thousand
Scottish Nat. Gallery of Modern Art (F)		149	n/a	217	191	174	211	169	168	182			thousand
City Art Centre (F)		n/a	n/a	75	87	42	76	63	165	42			thousand
Fruitmarket Gallery (F)		40	n/a	70	111	123	119	122	156	n/a			thousand
Dean Gallery (F)		n/a	n/a	n/a	n/a	116	222	144	116	147			thousand
People's Story Museum (F)		101	n/a	100	86	85	93	86	79	92			thousand
Huntly House Museum (F)		70	n/a	49	49	41	32	43	53	51			thousand
Writers' Museum (F)		n/a	n/a	37	37	36	34	42	38	46			thousand
Collective Gallery (F)		10	n/a	31	35	25	36	36	20	17			thousand
Greyfriars Kirk (F)		n/a	n/a	16	15	13	11	12	16	7			thousand
Total visits to attractions listed above	(*2)	4,553	3,348	5,322	5,219	6,257	6,831	6,613	7,177	5,953			thousand

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- (*1) A visitor attraction is an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow public access for entertainment, interest or education. Venues which are primarily retail outlets or dedicated to sporting activities, theatrical or film performances are excluded. Attractions should be open to the general public at published times, without the need for prior booking, and should be capable of attracting day visitors and tourists as well as local residents.

Visits to Scottish attractions are surveyed annually by the Moffat Centre, based at Glasgow Caledonian University, on behalf of VisitScotland (formerly the Scottish Tourist Board). A limited number of figures for major attractions are published on their web site (<http://www.moffatcentre.com>). Full figures are published in an annual 'Visitor Attraction Monitor' (price about £20), available either from the Moffat Centre or VisitScotland. Figures for leading attractions are also published in 'Tourism in Scotland 2000' (etc.) under the 'Know Your Market' heading of the Scottish tourism web site : www.scotexchange.net (generally updated every October with previous year's figures) and on the Association of Leading Visitor Attractions website (<http://www.alva.org.uk>). Also see Statistics on Tourism & Research UK (StarUK) : www.staruk.org.uk : Key Facts of Tourism in Scotland. StarUK produce UK-wide visitor attraction figures in their annual publication, 'Sightseeing in the UK'.

Visitor numbers are collected in a variety of ways at different attractions, for example through ticket sales, manual counting, mechanical or electronic counting, and sample counts. Data at an individual attraction level is kept confidential if this has been specifically requested.

- (*2) These are aggregate visitor figures for all the attractions listed in the table. Note that the list is not fully comprehensive as the Moffat Centre's 'Visitor Attraction Monitor' identifies a total of 43 attractions in Edinburgh (as at 2000). The present table is limited to 29 of these, including all the larger ones where time series data are available. It should be noted that the total will be affected by the opening of new attractions, including the Former Royal Yacht Britannia (October 1998), Our Dynamic Earth (July 1999) and Mary King's Close (April 2003).

A further source of data on overall visitor trends is the series of 'Visitor Attraction Barometers' published by the Moffat Centre on its web site (see note *1 above). These look at aggregate visitor numbers for Area Tourist Boards, comparing annual trends for the same month, quarter, etc.