

**2008 SCOTTISH VISITOR ATTRACTION BAROMETER  
May 2008 REPORT**

Commissioned by VisitScotland

 Conducted by the Moffat Centre for Travel and Tourism  
 Business Development, Division of Cultural Business,  
 Glasgow Caledonian University

**1.0 INTRODUCTION**

The Visitor Attraction Barometer is a monthly review of attractions' performance data. Attraction visitation is considered by geographic location, sector and other key variables, providing a regular monitor of performance. If you have any comments or suggestions, please contact Marina Martinolli (Tel: 0141 331 8410, Fax: 0141 331 8411, E-mail: [mma4@qcal.ac.uk](mailto:mma4@qcal.ac.uk)).

This Barometer compares the period of May 2008 with May 2007. Some 539 attraction operators provided figures for the month of May 2008 with 524 attractions providing comparable visits figures.

**2.0 May 2008/2007**
**Summary**

The total number of visits for the responding 524 barometer attractions in Scotland for the month of May 2008 was 3,190,544. When compared to data from the previous year of 3,220,062 visits, this shows a visits decrease of -0.9%. The total number of visits for responding attractions for the period January- May 2008 was 11,310,469, when compared to data from the previous year of 11,572,454 this shows a visits decrease of -2.3%.

\*The re-opening of Kelvingrove Museum and Art Gallery in July 2006 continues to have a significant effect in shaping performance for the first part of 2008. The opening of Shetland Museum and Archives in June 2007 has positively impacted on performance for Shetland.

The following table shows total visits recorded for May 2008/2007 and January-May 2008/2007 as well as the % change calculation. Figures have been adjusted in the table below to show findings that exclude Kelvingrove Museum and Art Gallery visits

Attractions	May-08	May-07		Jan-May08	Jan-May07	%Change
524	3,190,544	3,220,062	-0.9	11,310,469	11,572,454	-2.3
*523 (excl. Kelvingrove)	3,052,909	2,971,754	2.7	10,720,235	10,552,524	1.6

A further breakdown is shown below, where the visits during the individual months of January-May 2008 can be compared with January-May 2007 with their % change calculations.

Attractions	Months		Months		%Change
	Months	Visits	Months	Visits	
524	Jan-08	1,390,470	Jan-07	1,511,932	-8.0
	Feb-08	1,728,158	Feb-07	1,740,068	-0.7
	Mar-08	2,242,711	Mar-07	1,886,418	18.9
	Apr-08	2,758,586	Apr-07	3,213,974	-14.2
	May-08	3,190,544	May-07	3,220,062	-0.9

The greatest percentage increase in visits recorded by VisitScotland Area for May 2008 was experienced by Shetland Islands (83.3%) reflecting the opening of Shetland Museum and Archives in June 2007, followed by Orkney (33.9%) and Ayrshire & Arran (32.2%) reflecting the impact of the 'Burns an' a' that Festival'. Greater Glasgow experienced the greatest decline in visits over the same period with decreases of -8.4%. Outer Hebrides and Argyll, Loch Lomond and Forth Valley (ALLFV) also experienced decreases in visits figures of -7.1% and -6.4% respectively comparing May 2008 with May 2007.

During this period the greatest percentage increase in visits was recorded by the Wildlife/ Zoo/ Farm/ Nature Reserve category (42.0%) followed by Church/ Abbey/ Cathedral sites (27.2%). The Museum/ Art Gallery sector experienced a decline in visits of -13.1%, followed by the Distillery category with a decline of -9.5% when comparing May 2008 with May 2007.

Attractions in all locations experienced small decreases: Urban (-1.3%), Seaside (-1.1%) and Rural (-0.4%). Attractions welcoming between 20,000 and 49,999 visits experienced an increase in visits of 8.6%. Whilst those attracting more than 50,000 visits and those welcoming between 1 and 19,999 visits experienced decreases in visits of -1.8% and -0.9% respectively.

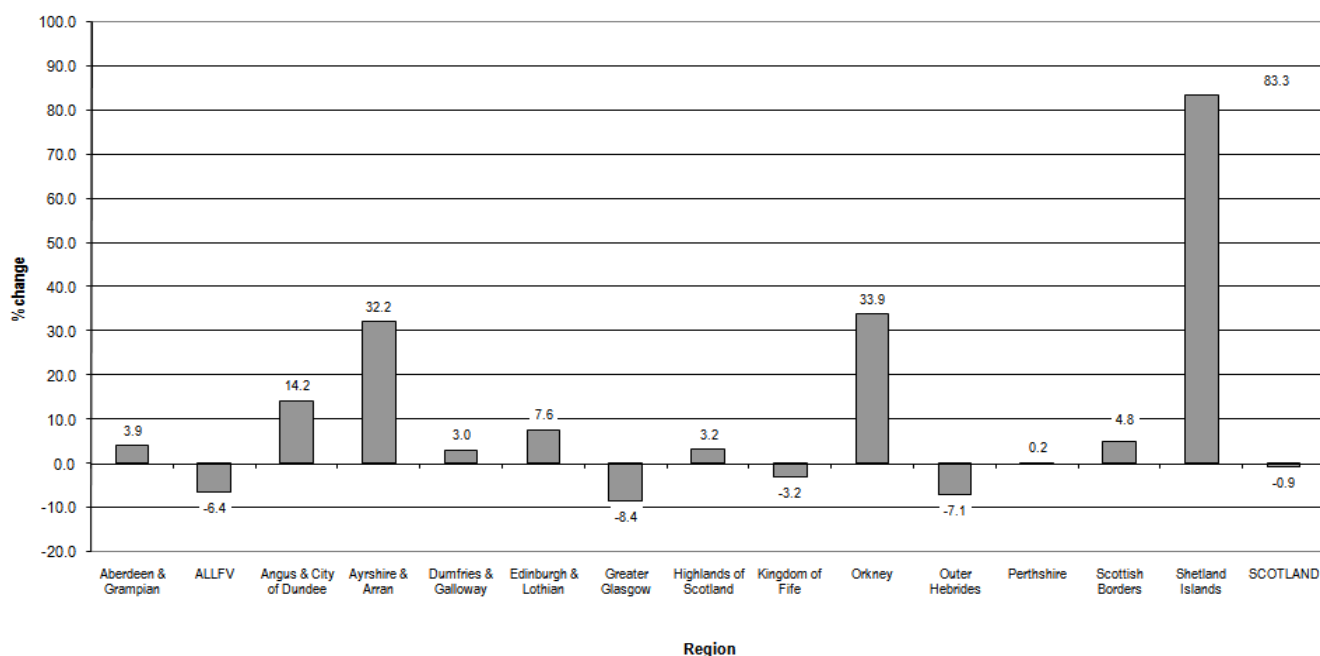
Paid admission attractions experienced an increase of 2.6%, whilst Free admission attractions experienced decreases of -2.6%. The greatest percentage increases in visits by former LEC area were experienced by attractions in Shetland (83.3%), Ayrshire (34.3%), Orkney (33.9%) and Dunbartonshire (32.2%). Attractions in Glasgow experienced the greatest decrease of -23.4% followed by those located in Argyll & The Islands and Western Isles who experienced decreases of -8.6% and -7.1% respectively when comparing May 2008 with May 2007.

**3.0 PERFORMANCE BY VISITSCOTLAND AREA**
**Performance by VisitScotland Area – May 2008/2007 and January-May 2008/2007**

Area	May-08	May-07	%Change	Jan-May-08	Jan-May-07	%Change
Aberdeen & Grampian (67)	191,862	184,604	3.9	589,612	593,756	-0.7
ALLFV (61)	212,690	227,306	-6.4	602,672	655,753	-8.1
Angus & City of Dundee (28)	127,869	111,993	14.2	472,145	450,059	4.9
Ayrshire & Arran (15)	96,494	73,016	32.2	247,161	230,613	7.2
Dumfries & Galloway (37)	49,262	47,809	3.0	141,637	142,742	-0.8
Edinburgh & Lothian (63)	576,834	535,977	7.6	2,196,805	2,077,421	5.7
Greater Glasgow (58)	1,415,944	1,546,428	-8.4	5,714,172	6,141,360	-7.0
Highlands of Scotland (67)	234,135	226,838	3.2	587,573	562,776	4.4
Kingdom of Fife (29)	52,849	54,571	-3.2	176,363	182,667	-3.5
Orkney (18)	54,252	40,514	33.9	94,934	66,938	41.8
Outer Hebrides (8)	25,057	26,967	-7.1	90,008	97,570	-7.8
Perthshire (23)	86,135	85,976	0.2	216,419	215,035	0.6
Scottish Borders (32)	52,402	50,013	4.8	140,593	145,584	-3.4
Shetland Islands (18)	14,759	8,050	83.3	40,375	10,180	296.6
<b>SCOTLAND (524)</b>	<b>3,190,544</b>	<b>3,220,062</b>	<b>-0.9</b>	<b>11,310,469</b>	<b>11,572,454</b>	<b>-2.3</b>

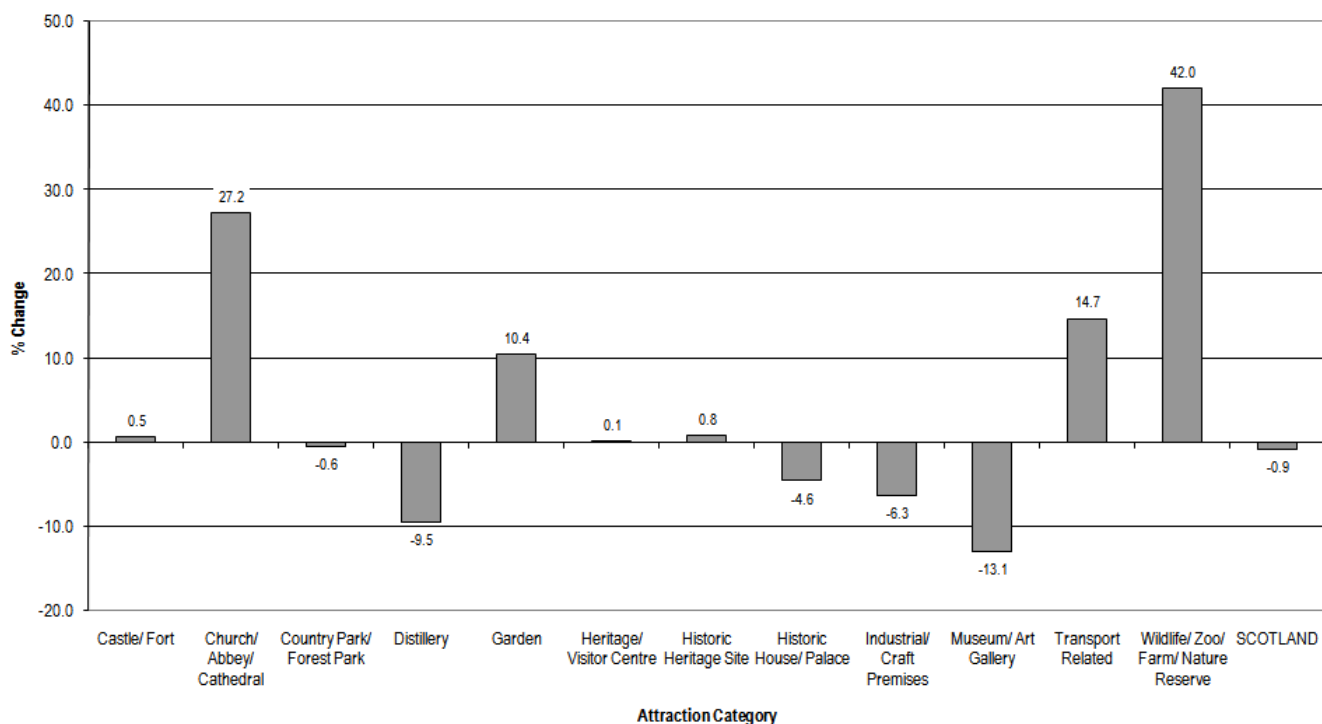
Note: Number in brackets indicates the number of visitor attractions per region.

Performance by VisitScotland Area May 2008/2007


**4.0 PERFORMANCE BY ATTRACTION CATEGORY**
**Performance by Attraction Category – May 2008/2007 and January-May 2008/2007**

Category	May-08	May-07	% Change	Jan-May-08	Jan-May-07	% Change
Castle/ Fort (60)	374,218	372,192	0.5	1,006,070	1,029,953	-2.3
Church/ Abbey/ Cathedral (21)	128,601	101,122	27.2	347,373	301,825	15.1
Country Park / Forest Park (14)	1,026,179	1,032,598	-0.6	4,021,306	4,016,872	0.1
Distillery (24)	57,656	63,696	-9.5	141,281	139,666	1.2
Garden (29)	103,913	94,096	10.4	307,195	305,252	0.6
Heritage/ Visitor Centre (81)	344,424	343,926	0.1	1,066,232	1,074,037	-0.7
Historic Heritage Site (39)	70,511	69,943	0.8	162,314	170,730	-4.9
Historic House/ Palace (41)	79,660	83,518	-4.6	193,354	199,397	-3.0
Industrial/ Craft Premises (10)	3,938	4,203	-6.3	11,828	10,943	8.1
Museum/ Art Gallery (173)	748,500	860,981	-13.1	3,271,861	3,585,130	-8.7
Transport Related (10)	93,200	81,290	14.7	335,891	294,983	13.9
Wildlife/ Zoo/ Farm/ Nature Reserve (22)	159,744	112,497	42.0	445,764	443,666	0.5
<b>SCOTLAND (524)</b>	<b>3,190,544</b>	<b>3,220,062</b>	<b>-0.9</b>	<b>11,310,469</b>	<b>11,572,454</b>	<b>-2.3</b>

## Performance by Attraction Category May 2008/2007



## 5.0 PERFORMANCE BY LOCATION

## Performance by Location – May 2008/2007 and January-May 2008/2007

Location	May-08	May-07	% Change	Jan-May-08	Jan-May-07	% Change
Rural (232)	1,336,243	1,342,059	-0.4	4,562,549	4,518,452	0.9
Seaside (70)	167,191	169,098	-1.1	471,545	467,497	0.9
Urban (222)	1,687,110	1,708,905	-1.3	6,276,375	6,586,505	-4.7
<b>SCOTLAND (524)</b>	<b>3,190,544</b>	<b>3,220,062</b>	<b>-0.9</b>	<b>11,310,469</b>	<b>11,572,454</b>	<b>-2.3</b>

Note: Number in brackets indicates the number of visitor attractions per location.

## 6.0 PERFORMANCE BY VOLUME OF VISITS

## Performance by Volume of Visits – May 2008/2007 and January-May 2008/2007

Range of Volume of Visits	May-08	May-07	% Change	Jan-May-08	Jan-May-07	% Change
1 - 19,999 (331)	257,458	259,693	-0.9	601,229	618,016	-2.7
20,000 - 49,999 (84)	278,583	256,574	8.6	768,830	709,235	8.4
50,000 + (109)	2,654,503	2,703,795	-1.8	9,940,410	10,245,203	-3.0
<b>SCOTLAND (524)</b>	<b>3,190,544</b>	<b>3,220,062</b>	<b>-0.9</b>	<b>11,310,469</b>	<b>11,572,454</b>	<b>-2.3</b>

Note: Number in brackets indicates the number of attractions per range of volume of visits.

## 7.0 PERFORMANCE BY ADMISSION TYPE

## Performance by Admission Type – May 2008/2007 and January-May 2008/2007

Admission	May-08	May-07	% Change	Jan-May-08	Jan-May-07	% Change
Free (223)	2,112,356	2,169,087	-2.6	8,147,696	8,404,382	-3.1
Paid (301)	1,078,188	1,050,975	2.6	3,162,773	3,168,072	-0.2
<b>SCOTLAND (524)</b>	<b>3,190,544</b>	<b>3,220,062</b>	<b>-0.9</b>	<b>11,310,469</b>	<b>11,572,454</b>	<b>-2.3</b>

Note: Number in brackets indicates the number of visitor attractions per admission type.

## 8.0 PERFORMANCE BY FORMER LOCAL ENTERPRISE COMPANY (LEC) AREA

### Performance by Former LEC Area – May 2008/2007 and January-May 2008/2007

LEC	May-08	May-07	%Change	Jan-May-08	Jan-May-07	%Change
Argyll & The Islands (31)	72,944	79,813	-8.6	166,034	167,159	-0.7
Ayrshire (14)	93,301	69,461	34.3	240,425	223,631	7.5
Borders (32)	52,402	50,013	4.8	140,593	145,584	-3.4
Caithness & Sutherland (17)	20,726	17,481	18.6	32,921	28,216	16.7
Dumfries & Galloway (36)	48,877	47,566	2.8	141,025	141,953	-0.7
Dunbartonshire (7)	77,683	58,750	32.2	280,141	200,538	39.7
Edinburgh & Lothians (63)	576,834	535,977	7.6	2,196,805	2,077,421	5.7
Fife (29)	52,849	54,571	-3.2	176,363	182,667	-3.5
Forth Valley (28)	202,047	199,369	1.3	592,990	631,123	-6.0
Glasgow (31)	411,960	537,922	-23.4	1,845,412	2,272,638	-18.8
Grampian (54)	168,724	164,936	2.3	539,774	546,809	-1.3
Inverness & East Highland (26)	121,060	119,425	1.4	365,791	351,503	4.1
Lanarkshire (11)	799,083	836,108	-4.4	3,185,824	3,256,036	-2.2
Lochaber (9)	29,315	25,949	13.0	73,397	72,162	1.7
Moray (15)	26,795	24,988	7.2	54,574	53,808	1.4
Orkney (18)	54,252	40,514	33.9	94,934	66,938	41.8
Renfrewshire (13)	67,755	65,084	4.1	251,208	269,729	-6.9
Shetland (18)	14,759	8,050	83.3	40,375	10,180	296.6
Skye & Wester Ross (12)	55,008	53,758	2.3	100,284	98,511	1.8
Tayside (52)	219,113	203,360	7.7	701,591	678,278	3.4
Western Isles (8)	25,057	26,967	-7.1	90,008	97,570	-7.8
<b>SCOTLAND (524)</b>	<b>3,190,544</b>	<b>3,220,062</b>	<b>-0.9</b>	<b>11,310,469</b>	<b>11,572,454</b>	<b>-2.3</b>

Note: Number in brackets indicates the number of visitor attractions per former LEC Area.

## 9.0 COMMENTS

The following quotes have been drawn from comments made by operators to explain influences on visitation performance during May 2008.

Reasons for positive impacts on visitor figures:-	Reasons for negative impacts in visitor figures:-
Good weather on both Bank Holidays boosted figures Increased PR and advertising	High fuel costs Poor exchange rates Good weather negatively affected indoor attractions

\*The re-opening of Kelvingrove Museum and Art Gallery in July 2006 continues to impact on overall performance for May 2008. The opening of Shetland Museum and Archives in June 2007 successfully influenced performance for Shetland during the first part of 2008.