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LATEST ALVA NUMBERS SHOW VISITORS VALUE TRUST

Conservation charity the National Trust for Scotland has commented today on the latest figures released by the Association for Leading Visitor Attractions (ALVA) which showed significant increases in visitors to some of its places in 2022.

- Glenfinnan Visitor Centre in Lochaber saw the largest increase with more than 380,000 visitors stopping by the site where Charles Edward Stuart II raised his standard in 1745 – an increase of 30 per cent on the previous year.
- Newhailes, the historic estate near Musselburgh, welcomed more than 270,000 visitors, thanks to its programme of varied tours, farmers markets and family events. This is the first time that estate visitors have been included in the ALVA figures, which previously only recorded those who visited the house.
- The Robert Burns Birthplace Museum in Alloway recorded a 28 per cent increase in visitors on 2021, reaching 187,000.
- Culloden Battlefield welcomed almost 150,000 visitors in 2022, up 158% from 2021.
- Crathes Castle in Aberdeenshire also saw its numbers boosted with more than 148,000 visitors enjoying the beautiful castle, glorious gardens and woodland walks around the estate near Banchory, up nine per cent on 2021.

Chief Executive Phil Long OBE said: “It is fantastic to see just how popular our places proved with people last year, as we all started to recover from the impacts of the global pandemic and the uncertainty that followed. It is our charity’s privilege to share Scotland’s nature, beauty and heritage with everyone and these figures suggest that the Trust, its places and the experiences we offer are really valued by people. Visitors came back to us, our members stuck with us and we have been supported generously by donors too, despite the challenging times for everyone. We are very grateful for all of this support.

“Looking ahead in 2023, as part of our ongoing 10 year strategy, we have some exciting projects coming to fruition with the re-opening of the House of the Binns and the completion of our Corrieshalloch Gorge Gateway to Nature which will give all our supporters even more experiences to share this spring and summer.”

Other projects planned for 2023 include improving the landing area and stairs at Staffa National Nature Reserve, restoring and refurbishing Canna House, and commencing work on a project to create a new cycle path from the National Trust for Scotland’s Glencoe Visitor Centre into the heart of Glencoe National Nature Reserve. These

projects are all part of *Nature, Beauty & Heritage for Everyone*, the charity's 10 year strategy which runs until its centenary in 2031.

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Editor's Notes:

For the full ALVA figures, contact Rachel@rachelaked.co.uk

About the National Trust for Scotland

Established in 1931, the National Trust for Scotland is Scotland's largest conservation charity and cares for, shares and speaks up for Scotland's magnificent heritage.

Over the last 90 years the Trust has pioneered public access to and shared ownership of some of the most magnificent buildings, collections and landscapes in Scotland. It cares for more than 100 sites, from ancient houses to battlefields, castles, mills, gardens, coastlines, islands, mountain ranges and the plants and animals which depend upon them.

In March 2022 the National Trust for Scotland launched *Nature, Beauty & Heritage for Everyone*, its ten-year strategy which sets out the ambitions of the charity over the coming decade. From speaking up for Scotland's heritage which doesn't have a voice, to improving the lives and wellbeing of people across the country, and responding to the climate and biodiversity crisis, the Trust will build on its work in recent years to grow its impact and conserve and restore more of Scotland's heritage, as it moves towards its centenary in 2031.

Scotland's largest membership organisation, the National Trust for Scotland relies on the support of its members and donors to carry out its important work.

For more information on the National Trust for Scotland visit www.nts.org.uk.

The National Trust for Scotland is a charity registered in Scotland, Charity Number SC 007410.