

# Ayrshire and Arran Tourism Fact Sheet 2004



## VISITOR NUMBERS PER DISTRICT

	(000's)	
	<u>2004</u>	<u>2003</u>
East Ayrshire	938.00	934.17
Isle of Arran	215.00	213.24
North Ayrshire	1033.00	1026.63
South Ayrshire	1513.00	1489.10
<b>TOTAL</b>	<b>3,699.0</b>	<b>3,663.1</b>

## REVENUE BY DISTRICT

	(£million)	
	<u>2004</u>	<u>2003</u>
East Ayrshire	56.76	55.38
Isle of Arran	27.51	27.96
North Ayrshire	92.38	94.34
South Ayrshire	157.58	160.59
<b>TOTAL</b>	<b>334.24</b>	<b>338.27</b>

## VISITOR NUMBERS TO AYRSHIRE & ARRAN

	(000's)	
	<u>2004</u>	<u>2003</u>
Serviced Accommodation	549.00	522.52
Non-Serviced Accommodation	351.05	354.22
VFR (Visiting Friends & Relatives)	410.56	409.14
Day Visitors	2387.63	2377.27
<b>TOTAL</b>	<b>3,698</b>	<b>3,663</b>

## TOURISM EMPLOYMENT

	<u>2004</u>	<u>2003</u>
Ayrshire & Arran	9,509	9,580

(Source - Steam 2004 & 2003, Global Tourism Solutions, All £'s indexed)

## FERRY PASSENGERS

	<u>2004</u>	<u>2003</u>
Ardrossan - Brodick	716,631	701,983
Claonaig - Lochranza	53,964	53,966
Largs - Cumbrae	682,936	710,069

Please note - these figures represent all passengers, not necessarily all tourists.  
(Source - Caledonian MacBrayne)

## TIC VISITOR NUMBERS

	<u>2004</u>	<u>2003</u>
Ayr	64,390	60,597
Brodick	78,199	80,186
Largs	16,391	19,242
<b>Total</b>	<b>158,980</b>	<b>160,025</b>

(Source - VisitScotland, Prestwick office)

## TOP 10 VISITOR ATTRACTIONS

	<u>2004</u>		<u>2003</u>	
1 Dean Castle & Country Park	283,360	e	208,833	
2 Burns National Heritage Park	274,024	e	277,824	e
3 Culzean Castle & Country Park	188,747		193,437	
4 Disk Institute Museum	98,474	e	116,522	e
5 Kelburn Castle & Country Centre	72,638	e	66,330	e
6 Brodick Country Park	53,585		54,946	
7 Brodick Castle	36,610		42,225	
8 Vikingar!	23,817		22,553	
9 Dalgarven Mill	20,000	e	18,000	
10 Clyde Muirshiel Regional Park	16,469	e	13,148	e

e = estimate

(Source - Glasgow Caledonian University, Visitor Attractions Monitor 2003)