



Media Release

Survey shows Wallace Monument is a hit with visitors

Visitors to the National Wallace Monument have heaped praise on the famous Stirling attraction.

An ongoing survey shows that 96% of visitors are likely or extremely likely to return to the iconic landmark that reopened in April with the easing of Covid-19 pandemic restrictions.

Feedback from visitors was overwhelmingly positive, with the Monument experience described as engaging and exciting and the spectacular scenery from the Crown coming in for acclaim.

Some of the complimentary comments highlighted the free entry offer for Stirling Council residents during 2021, which more than 2,000 people have taken advantage of so far.

A small selection are listed below:

● *“I'm so grateful that the Monument is now free for Stirling residents. We have walked around the Monument many, many times, enjoyed the sculptures, and had picnics at the top of Abbey Craig. It's such a beautiful setting. We had never been up the Monument itself, couldn't justify the cost for our young family. However, my six-year-old absolutely loved the chance to go up the tower, in particular looking in the exhibitions. We will return and will bring visiting family and friends (who will pay of course, and we can join them as its no additional cost to us. Wonderful!).”*

● *“Really great day out. Thank you! Was a great way to end our stay up at home with my Dad. I've always wanted to take the kids and it was such a great experience. Loved the female additions to the hall of heroes and the interactive displays were excellent! Great value for money. And didn't feel pressured to leave either, really good monitoring and balance of visitors. Thanks again.”*

● *“A lovely visit, thank you. The Covid restrictions were well managed, and the staff super - enforced this and also very polite and knowledgeable. Thank you!”*

The Council resumed control of the Monument in November 2020 and, aside from a short period of operation in December 2020, it remained closed until late April 2021 when Covid-19 restrictions were relaxed.

Necessary mitigations and controls were in place at the attraction as the country moved through the Scottish Government's Covid protection levels throughout the summer months, with the Monument now back at normal capacity.

Convener of the Finance and Economy Committee, Cllr Margaret Brisley said: “It's absolutely fantastic to see such positive feedback from visitors to the Monument since its reopening.

“The pandemic has made it a challenging time for all our tourist attractions, but all the Monument staff have done an incredible job to make the visitor experience safe and memorable which is reflected in the survey findings.

“I am thrilled that so many local residents have already taken up our offer of free entry to this treasured local asset and we are looking forward to welcoming more local people and visitors to the Monument during the September and October breaks.”

A report to the committee on a five-year Business Plan for the Monument highlighted the challenges of the ongoing pandemic and a vision for the attraction to drive recovery and growth in Stirling’s tourism economy.

Based on indications from the Scottish and UK Governments and other metrics, visitor numbers in the region of 40,000 are expected for the Monument in 2021. A sharp increase is forecast for 2022, with a gradual return to pre-Covid numbers in the following years.

Vice Convener, Cllr Alison Laurie said: “This business plan spells out an exciting future for one of the jewels in Scotland’s tourist crown as we head into the recovery phase of the pandemic.

“As we emerge from the Covid crisis, we remain committed to maximising the benefits of the Monument for Stirling’s wider tourism economy and our communities.

“A lot of fantastic work has already taken place to unleash the full potential of the Monument such as the free entry offer for Stirling Council residents, the development of a new high-quality gift range prioritising local businesses, and the launch of a new logo.

“With the relaxation of restrictions and school holidays on the horizon, this is a perfect opportunity for families to experience this famous attraction and see why so many have vowed to return.”

For visitor information and opening times for the National Wallace Monument, please head [here](#).