

# Castle crowned top Instagram destination

**Edinburgh Castle has been crowned Scotland's "most Instagrammable" tourist destination, according to a new study.**

The fortress has a staggering 723,165 posts featuring its hashtag on the social media platform, ahead of Glencoe with 607,634 and Loch Lomond with 596,695.

Private Tours Scotland analysed Instagram data for popular Scottish tourist destinations, to uncover which have been tagged the most on the platform by users.

Loch Ness (527,939) and Cairngorms National Park (331,923) make up Scotland's top five, ahead of Arthur's Seat (305,598), Ben Nevis (276,055), the Isle of Arran (149,863), Eilean Donan Castle (108,495) and Stirling Castle (92,983).

Edinburgh's Castle Rock has been a stronghold for more than 3,000 years. The castle itself was constructed in the 12th century and is home to the Scottish Crown Jewels, amongst the oldest regalia in Europe.

It also hosts events including rock concerts and spectacular firework displays at the end of the Edinburgh Festival and at New Year.

The One O'Clock Gun has been fired almost every day from Edinburgh Castle since 1861 and St Margaret's Chapel, the oldest building in Edinburgh, is one of the most romantic places to get married.

Scotland's top paid-for visitor attraction, it attracted nearly two million visitors last year.

Glencoe, famed for its mountainous landscapes and rich history, is described as "a perfect destination for explorers", while Loch Lomond is world renowned for its beauty, surrounded by "charming villages, rolling countryside and hills".

Struan Baird, Co-founder of Private Tours Scotland, said: "Discovering the most Instagrammable destinations in Scotland offers a unique insight into the country's most popular and picture-perfect spots for tourists.

"From spectacular lochs and mountains to fascinating castles rich with history, this data showcases the appreciation of Scotland's beauty from tourists and locals, hopefully providing inspiration for your next trip."

