

## VisitScotland Update for ETAG, Wednesday 8<sup>th</sup> June 2011

### Quick Summary

- 'Surprise Yourself' Campaign
- VisitScotland's App
- International e-newsletters
- Press & PR
- Quality Assurance
- In Brief

## 1. Surprise Yourself

VisitScotland has seen some great results and feedback from our new marketing campaign and TV and cinema ad set out to be the most visible face of the campaign for the UK & Ireland market, titled '**Surprise Yourself**'.



Surprise Yourself launched in the UK on Wednesday 16 March, when three cuts of the ad — each including Edinburgh footage — began screening during some of commercial TV's biggest shows, including Coronation Street.

Consumer research conducted into the first two-week period of the ad campaign has shown that it could be VisitScotland's most effective ad campaign in the last decade.

Research to assess viewers' rational and emotional responses to the advert found that it outperforms previous campaigns. It was found to be **more involving** than earlier campaigns, scoring higher than even Homecoming Scotland 2009, and its ability to **stand-out** from other advertising scored higher than any previous VisitScotland campaign. **One in four people surveyed were highly motivated to visit by the advert.**

Visitors to the campaign website also have the opportunity to **download money-off vouchers** for up to £100 off accommodation, up to 50% off visitor attractions, and a host of

great offers on food and drink throughout Edinburgh & the Lothians.

To celebrate the year of Active Scotland, a wealth of money-saving vouchers for exciting activities are also available, from a 3 hour adventure in the tree tops at Go Ape in Linlithgow, surf lessons in Dunbar to a tour of Ian Rankin's Rebus novels locations around Edinburgh.

## Coast To Coast Adventure Sports, Buy one get one half price



**SAVE NOW** **DOWNLOAD YOUR VOUCHER NOW**

### CONTACT INFORMATION

#### Coast To Coast Adventure Sports



Address:  
Station Road , Dunbar  
EH42 1JX



Tel: 07971 990 361



Web: [Click Here to View Website](#)



Email: [surfing@c2csurfschool.com](mailto:surfing@c2csurfschool.com)



Map: [View location on Google maps](#)

**Download figures are already running into the thousands** since the launch of the campaign, with visitors being encouraged to visit the campaign website and find out how much they can save on the many things to see and do throughout Scotland.

In May, the Surprise yourself consumer newsletters promoted Edinburgh's Festival season as the main feature **many of the consumer e-zines (pictured below)** which linked through to the events and festival section of the surprise yourself website.



**Get the most out of your festival break with our discount vouchers**

Why not download some great money-saving vouchers and use them to plan a fantastic break around your favourite festivals? Whether you want to meet famous authors at a book festival in the capital or watch golfing legends compete in a prestigious tournament, Scotland's events calendar is packed full. Summer is the perfect time to get involved at a variety of iconic festivals and you can save on accommodation as well as activities and attractions to get the most out of your stay.

Official Website | Things to See & Do | Offers & Promotions | Competition | Explore Scotland | Travel

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### Find your favourite summer festival

Scotland's events calendar is packed full all year round, but the summer months are particularly special. Embrace the great outdoors and sunshine as you enjoy activities around art, culture and the country's fascinating history. Discover a surprising number of excellent festivals in the capital city of Edinburgh, including the International Film Festival in June, with a selection of entertaining and evocative movies from around the world and chances to meet the producers, actors and directors. Or why not sign up to take part in the Book Festival in August which brings together acclaimed writers and thinkers?



### Enjoy sun and fun at the festivals

Scotland's events calendar is packed full all year round, but the summer months see the iconic Edinburgh festivals take place when you can enjoy music, comedy, films and more. The International Film Festival runs in June and features a selection of entertaining and evocative movies from around the world, with chances to meet the producers, actors and directors. After your cultural fix, make the most of the summer sun and take part in one of the many walking festivals where you can hear tales of the local area as you look out for wildlife. Make sure you download our money-saving vouchers and enjoy reduced price accommodation, food and drink and activities during your break.

Other activities to see and do across Edinburgh & Lothians have been promoted within the programme of consumer e-zines, with features in the last couple of months also including Coast to Coast, surf school lessons in Dunbar, Taste of Edinburgh (1<sup>st</sup> - 3<sup>rd</sup> July), 3 Harbours Seafood Festival, East Lothian and Emirates Airline Edinburgh Sevens Festival.

A picture of Edinburgh Castle also featured as the main banner heading within the March edition of the 'Surprise Yourself' newsletter - highlighting the royal connections to Edinburgh and Lothians.



Official Website | Things to See & Do | Offers & Promotions | Competition | Explore Scotland | Travel



**A right royal occasion**

Royal Wedding fever is reaching its peak around the country so why not come and discover Scotland's royal connections? From the historic Palace of Holyroodhouse at the foot of the Royal Mile to the Royal Yacht Britannia moored in Leith, Edinburgh is the perfect place to begin. You can even enjoy regal whiskies to taste the flavours enjoyed by kings and queens on a special tour at the Scotch Whisky Experience. Head to St Andrews on the east coast to explore the romantic setting where William and Kate met.

## VisitScotland joins forces.....

Partnerships with a variety of Scottish suppliers are a crucial means of extending the reach of the campaign. For Surprise Yourself, we have continued our ongoing partnership with several partners including, Scottish Natural Heritage and Michelin to promote the accessibility and awareness of Scotland's more-than-fifty **National Nature Reserves, which includes Blawhorn Moss.**



**A new I-Spy guide** to the Reserves has also been specially produced with SNH and Michelin.

The handy pocket-sized spotters' books were an essential piece of luggage for any boy or girl going on a family trip and now VisitScotland has teamed up with Scottish Natural Heritage and Michelin to produce an *I-Spy* guide called *Scottish Nature*.

Families are encouraged to enjoy Blawhorn Moss National Nature Reserve by keeping a look out for species such as yellowhammers, field mice, buzzards and skylarks which are featured along with more than 100 species in the booklet. The colourful book highlights Scotland's rich variety of nature, including everything from sea eagles and adders to waterfalls and heather.

This has been promoted through vouchers in press activity that directed visitors into our network of 95 VisitScotland Information Centres. Further activity includes on-pack promotions with **Superjam and other supermarket products** popular with the target consumer groups, particularly couples and families.

The call-to-action takes visitors to a **[dedicated section of the Surprise Yourself site.](#)**

## Scotland's Great Trails

VisitScotland are also working in partnership with SNH to promote **Scotland's Great Trails** and encourage increased participation. There are 20 long distance routes across Scotland including **John Muir Way in East Lothian**. Activity includes radio and sales promotion though the month of June.



Scotland's Great Trails Guide will be produced including information, images and maps to be distributed through the Daily Record and Scottish Metro. (Left, the John Muir Way taken from the guide)



There's a surprise around every corner at Edinburgh's Festivals.

There's a surprise around every corner at Edinburgh's Festivals.



Fly London City to Edinburgh from £57 single inc. tax.  
To find out more or book your break go to [visitscotland.com/surpriseba](http://visitscotland.com/surpriseba)

*Surprise yourself!*



VisitScotland and Festivals Edinburgh (FE) have worked closely on the delivery of two successful Perfect Day campaigns which have delivered great results year-on-year. This year Festivals Edinburgh are once again working in partnership with VisitScotland to promote and raise awareness of Edinburgh Festivals in the key markets of London and the South East through media activity. This partnership will also include work with British Airways to communicate accessibility to Scotland.

Activity includes the promotional material above which will be located in various London underground locations w/c 6<sup>th</sup> June for 2 weeks.

Online activity will also be promoted through solus emails, inclusion with the Daily Record, thetrainline.com, The Independent and lastminute.com to name a few.



The call-to-action takes visitors to a dedicated section of the Surprise Yourself site, which provides information on all the spring/summer festivals including a video, whilst the BA page focuses on its lead in fares from London to Edinburgh and Glasgow.



Other partners include Calmac, easyJet, Mackie's, Scotch Whisky Experience, Ryanair and Knock Airport.

## 2. VisitScotland App update

In November last year, VisitScotland launched its latest tool to inspire, inform and convert visitors: a **free app for the iPhone**.

The app provides the rapidly growing population of iPhone users with thousands of ideas for days out in Scotland, either by searching in the conventional ways or by shaking or hitting the 'inspire me' button for a random selection chosen from fruit-machine style reels on the screen. There's also a **GPS-powered 'near me' option** to suggest the very closest attractions.

The app was also promoted through a range of VisitScotland marketing activity including e-newsletters, PR and hundreds of thousands of consumer publications. The marketing campaign was boosted when Apple selected the app for the 'New and noteworthy' section of its Appstore. The combination of these elements pushed the app into the **top five** of the iTunes Travel section, in the same company as TripAdvisor and British Airways.

The app remained in the top ten for several weeks, and as a result, it even appears fleetingly in a new TV advert for the iPhone 4. By the end of April, the app had achieved over **30,000 downloads**.

iTunes app store reviews include:

*'Really cool! Like the inspire me search for suggestions and there are loads of places near me I didn't know were there. Will be making use of this one when I go to Edinburgh at New Year!'*

In the first stage of launching the app, developing awareness in the Scottish market was central to promotional objectives. Outdoor activity promoted the DaysOut app in conjunction with the broader winter days out message. Activity ran in seven rail stations across Scotland over a period of six weeks during January and February. Adverts incorporated seasonal daytrip imagery, while also promoting attractions such as Edinburgh castle (pictured below), which feature within the app.

An advertisement for the 'Days Out' app. The top left shows a large fountain in front of Edinburgh Castle. Below it are two smaller images: one of a beach and one of two cyclists on a path. The right side of the ad is a purple background with white text. At the top right, it says "DAYS OUT DOWNLOAD OUR FREE PHONE APP". The main headline reads "Great days out, close to hand." Below that, it says "Download our app or go online for great days out locally." At the bottom right, there are logos for Historic Scotland, Alba Aodhainne, the National Trust for Scotland, and the slogan "Live it. Visit Scotland. visitScotland.com/daysout".

DAYS OUT DOWNLOAD OUR FREE PHONE APP

Great days out, close to hand.

Download our app or go online for great days out locally.

HISTORIC SCOTLAND ALBA AODHAINNE the National Trust for Scotland a place for everyone Live it. Visit Scotland. visitScotland.com/daysout

The app is part of VisitScotland's on-arrival strategy to extend stays and exploit the staycation trend by providing visitors with the **information and inspiration** that will encourage them to stay longer, do more and spend more. Recent research by Deloitte estimated the value of the **day-trip market** valued at £4.49 billion to Scotland.

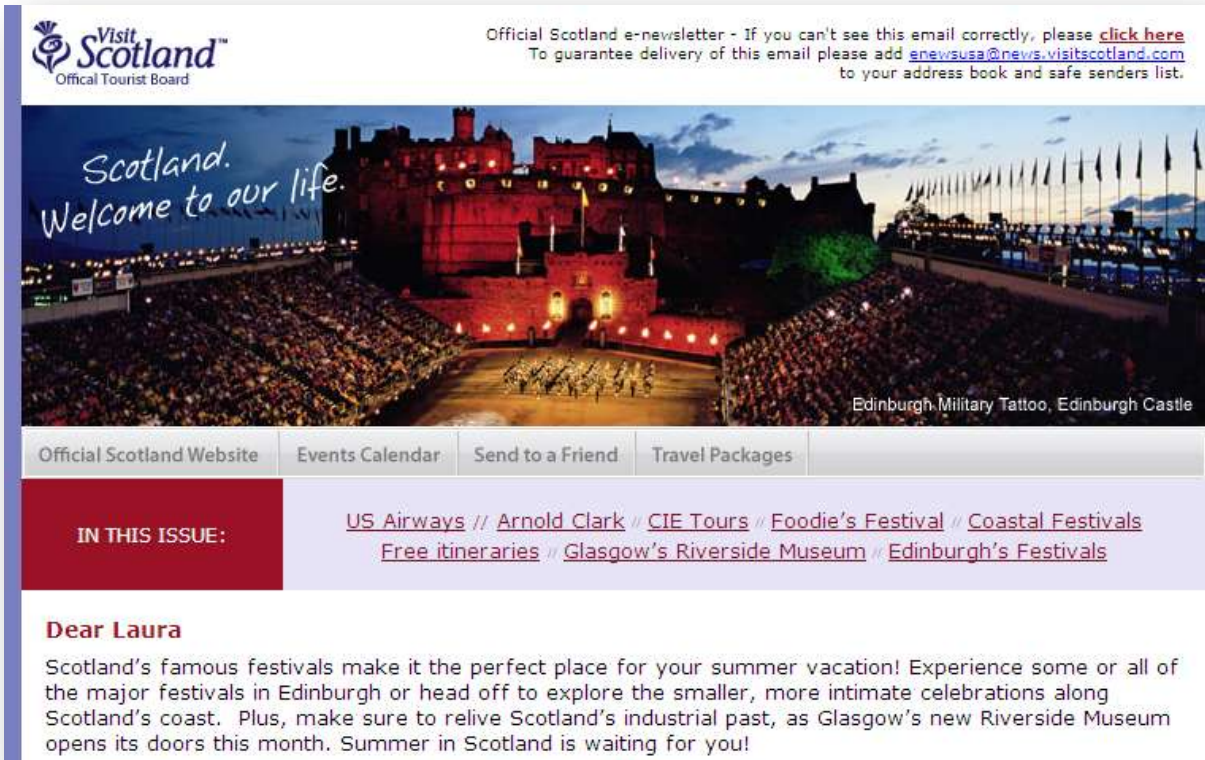
Produced in association with Historic Scotland and the National Trust for Scotland, the app comes pre-loaded with all of their attractions as well as ASVA attractions, 300 EatScotland-registered eateries and all VisitScotland Information Centre's. It also offers a variety of seasonal offers from businesses.

The app is available free from iTunes by simply searching on 'VisitScotland'.

### 3. International e-newsletters

Edinburgh and Lothians have also been at large in communications to consumers and media in our international markets.

VisitScotland's suite of international consumer e-newsletters, sent to almost a million potential visitors around the world in nine languages, this month's e-newsletter themed 'Summer in Scotland awaits you Laura' features Edinburgh's Military Tattoo as the main banner image.



Official Scotland e-newsletter - If you can't see this email correctly, please [click here](#)  
To guarantee delivery of this email please add [enewsusa@news.visitscotland.com](mailto:enewsusa@news.visitscotland.com)  
to your address book and safe senders list.

Scotland.  
Welcome to our life.

Edinburgh Military Tattoo, Edinburgh Castle

Official Scotland Website | Events Calendar | Send to a Friend | Travel Packages

**IN THIS ISSUE:**

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**Dear Laura**

Scotland's famous festivals make it the perfect place for your summer vacation! Experience some or all of the major festivals in Edinburgh or head off to explore the smaller, more intimate celebrations along Scotland's coast. Plus, make sure to relive Scotland's industrial past, as Glasgow's new Riverside Museum opens its doors this month. Summer in Scotland is waiting for you!

Other Edinburgh and Lothian features include; **Edinburgh's Festivals**, at **Edinburgh's Foodies Festival**, **Royal Edinburgh Military Tattoo at Edinburgh Castle**, **Apex Hotels in Edinburgh** and the **National Museum re-opening**.

### Cities Website

A special section promoting 'New Openings' in **Edinburgh** has been created on VisitScotland's six European City websites (Germany, Netherlands, Sweden, France, Spain, and Italy). This specially highlighted 'Don't miss' section promotes the **National Museum of Scotland and the Scottish National Portrait Gallery** which includes information about opening dates, images, and direct links to the providers websites. (German example - right)  
<http://citygateways.visitscotland.com/de/edinburgh/nich/>



Scotland Fremdenverkehrsamt  
Die offizielle Website

EDINBURGH  
Edinburgh

Home | Top Sehenswürdigkeiten | Anreise | Unterkunft | Schottland-Hauptwebseite

Schnell und Willkommen in unserem Leben

Nachrichte Tipps | Veranstaltungen | Year of Food and Drink | Restaurants & Pubs | Women's Topics | Year of Action | Stadtführer und Karte | Festivals in Edinburgh | Shopping in Edinburgh | Wetter

**Nicht verpassen!** » zurück

**National Museum of Scotland:**

**Neueröffnung 29. Juli 2011**

Am 29. Juli öffnet das National Museum of Scotland in Edinburgh nach einer Renovierung im Wert von 46,4 Millionen Pfund erneut seine Pforten. Das umgestaltete Museum erwartet den Besucher mit 15 neuen Galerien rund um die natürliche Welt, Entdeckungen und Kulturen der Welt. Die 8.000 neuen Ausstellungsobjekte umfassen Schätze, die in Zusammenhang stehen mit berühmten Persönlichkeiten wie Alexander Fleming, John Muir, Charles Darwin und John Logie Baird.

Darüber beeindruckt das Museum mit einer lebensgroßen Nachbildung eines T-Rex und wartet mit einer neuen Eingangshalle auf Straßenhöhe, einem Café, einem Restaurant und Shops, verbesserten Veranstaltungs- und Konferenzeinrichtungen sowie erweiterten Ausstellungsraum auf, in dem ab Frühling 2012 ein aufregendes Programm an Wechselausstellungen die Besucher begeistern wird.

Tafel Angebote  
Panorama Fotos  
FEI-Kartenbesitzer  
Ganz Edinburgh zu einem Preis  
Audioguide der Stadt

## The Great Scottish Adventure



Visit Scotland™  
Official Tourist Board

**the GREAT**

# SCOTTISH ADVENTURE

FOLLOW STEPS 1 TO 3 BELOW FOR YOUR CHANCE TO WIN A TRIP TO SCOTLAND!

CHOOSE

## Edinburgh's FESTIVALS

PRESENTED BY  
**JOSEPH WINDERS**, Chief Concierge at The Balmoral

- Enjoy the best of Edinburgh, Festival City!
- Roundtrip flights for 2 with Canadian Air
- 2 nights stay at the luxurious 5 star Balmoral Hotel
- Tickets to the world-renowned Military Tattoo at Edinburgh Castle
- Tickets for top shows at the Edinburgh Festivals for winner and companion

The Great Scottish Adventure promotion running across **North American and European markets** as part of the touring campaign allows consumers to pick from five once in a lifetime experiences in Scotland including **Edinburgh's Festivals**, The Key to the Castle, Whisky Heaven, Wild Isle and The Secret of Loch Ness. The following Scots: The Duke of Argyll, Adrian Shine, **Julie Trevisan-Hunter**, **Stevie Christie** and the Head Concierge from the Balmoral, Joe **Winders** have all been filmed for short promotional videos used on the website and in other material. The competition page has now been launched in the US, Canada, Germany, France and Netherlands and will run until the end of May.

The competition prize is listed in the picture above which is a screen grab of the screen; the competition has already had over 148,000 entries across all markets.

## Events & Exhibitions

### BoBI 2011



14-15 March 2012  
NEC Birmingham

Welcome to the  
Best of Britain & Ireland  
Travel Trade Forum

This year's Best of Britain & Ireland Travel Trade Forum (BoBI) was a resounding success, with both exhibitors and buyers reporting excellent levels of business.

BoBI 2011 played host to over 400 buyers, including 260 overseas buyers from 27 countries. The second day of trading was significantly higher than BoBI 2010, and this year's event also attracted a record number of press visitors.

The main stage at BoBI was sponsored by Warner Bros. Studio Tour London - The Making of Harry Potter, promoting the new attraction which is due to open in spring 2012.

Held at the Birmingham NEC on Wednesday 16 and Thursday 17 March, BoBI is the official travel trade event of the year. It is dedicated exclusively to domestic tourism and is supported by the national tourism organisations of Scotland, England, Ireland and Wales.

This year our delegation, including our 21 trade partners took the largest pavilion at the NEC arena, with the stand focused around the Year of Active. Our trade partners at BoBI included Rabbie's Trail Burners, Crerar Hotels, Caledonian MacBrayne Ferries, and Historic Scotland, representing some of Scotland's top hotels, tourist attractions and transport providers.

VisitScotland presented Scotland's Years of Focus to the travel trade audience and the first day of the show coincided with the launch date of the new **Surprise Yourself advert** which was shown on the stand and main stage area to visitors.

### Scotland Week 2011

North America is Scotland's largest and most valuable international tourism market. Given the current economic climate, it is more important than ever to maintain and strengthen relationships to ensure that our trade partners continue to invest in Scotland and to ensure that Scotland remains top of mind as a destination

Our North America team in International Marketing, together with other VisitScotland staff had a **very successful week** in New York and Toronto in early April supporting '**Team Scotland**' during Scotland Week 2011, with product launches, meetings and excellent press coverage.

Team Scotland comprises the Scottish Government and other agencies such as VisitScotland and Scottish Enterprise.

We supported the Team Scotland effort for Scotland Week 2011 in a number of ways to

ensure that vital business relationships with US and Canadian travel trade, media and meeting planner partners were developed and that a strong consumer PR programme was delivered through media opportunities around Tartan Day and Scotland Week.

Team Scotland launched **six new products** throughout the week, and several successful **meetings** took place with travel trade partners, media and other strategic partners. **Our 'I am a Scot' campaign had an overall reach of 11.15 million during the week.**

Our PR programme generated over **430 articles** and **6 broadcast segments**. These featured Ellis Island Tartan, **Festivals Edinburgh**, Scotland the Home of Golf, Scottish islands, active breaks in Scotland and Scotland's food and drink

## **Press & PR**

The strength of achieving positive PR can never be overestimated. Our award winning corporate and consumer PR teams successfully achieve coverage within fantastic titles in order to reach wide audiences throughout the UK and beyond! Highlights include:

### **Press trip: France 5 TV, Echappées Belles**

Leading cable TV channel, France 5, visited Edinburgh as part of a press trip to Scotland to film a 90 minute episode on Scotland for the travel series Echappées Belles. Audience: 4 million.

### **Press Trip: Living & More**

A journalist from Living & More magazine, a German magazine with a circulation of 100,000, visited Edinburgh; coverage will include a 6 page city feature.

### **KLM ifly magazine feature and competition**

VisitScotland hosted a journalist from KLM's ifly magazine in April, who will be writing a 9 page Scotland feature for the May edition of ifly magazine, KLM's online publication.

VisitScotland has set up a competition featuring a 2 night stay in Glasgow and a 2 night stay in Edinburgh with partners Hotel Indigo in Glasgow, Radisson Blu Hotel and Missoni Hotel in Edinburgh, plus provision of the Edinburgh pass and Historic Scotland passes. The competition will sit alongside the Scotland article and link to VisitScotland websites. ifly has a total circulation of over 2.6m subscribers.

### **PR trip: Blue1's Dream in flight magazine**

A freelance journalist who writes for Blue1's Dream in flight magazine, foodie publication Optio (circulation 81,363) and a national newspaper, Aamulehti (circulation 139,130), travelled to Scotland via the new flight from Helsinki to Edinburgh to promote the new route and explore the capital city as well as Aberdeen for food and drink themed features.

### **PR Trip: Xinhua (China's national press agency) and China UK Daily (UK's first English language paper).**

Two Chinese UK correspondents spent 5 days in Scotland, visiting Edinburgh, St Andrews, Aberdeenshire and Expo, Inverness and Loch Ness. They also interviewed Mike Cantlay at Expo and visited Balmoral and Britannia, building upon the Royal Scotland/Wedding links. A number of articles have already appeared in both publications.

## Route development

### New Jet2 Malaga - Edinburgh

VisitScotland worked with Jet2 to promote the new Malaga - Edinburgh route, which launched in April.

### New direct flight from Budapest to Edinburgh

VisitScotland worked with Jet2.com to host a joint press trip to promote a new direct route from Budapest to Edinburgh starting on 21st April. The press trip consists of a 4 day trip promoting Scotland's capital plus with 2 day touring around Scotland. Rabbits tours will be providing a tour around Scotland for the group.

## Quality Assurance

### Stars abound for Linlithgow country house

A Linlithgow country house has been awarded the highest possible rating of five gold stars from VisitScotland. The national tourism organisation's Quality Assurance grading was awarded to Arden Country House, a luxury property in a picturesque rural setting, in recognition of the property's excellent standards.

Located in the heart of some of the country's most spectacular scenery, Arden Country House offers luxury accommodation at affordable prices.

On securing the five star gold award, Mrs Beth Cruickshank commented:

"We are thrilled to have achieved a five star gold award from VisitScotland. We strive to provide the highest level of customer care and hospitality and we are delighted to receive formal recognition of this from Visit Scotland."

Guests at Arden Country House are spoiled for choice with an array of activities on their doorstep including pony trekking, canoeing, swimming and shopping to name a few.

For more information, visit [www.ardencountryhouse.com](http://www.ardencountryhouse.com)

## Stats and Research

Regional Website visits - 01/04/2010 - 31/03/2011 compared with previous year.

<b>Edinburgh.org</b>			
<b>1 April - 31 March</b>	<b>Web visits</b>	<b>Page Views</b>	<b>Dwell Time</b>
<b>2010/11</b>	<b>1,581,935</b>	<b>5,517,853</b>	<b>4.43</b>
<b>2009/10</b>	<b>1,463,428</b>	<b>6,212,540</b>	<b>5.08</b>
<b>% Difference</b>	<b>8.09%</b>	<b>-11.18%</b>	<b>-8.11%</b>

<b>Edinburgh.org</b>			
<b>May</b>	<b>Unique Web visits</b>	<b>Page Views</b>	<b>Dwell Time</b>
<b>2010/11</b>	<b>133,907</b>	<b>461,238</b>	<b>4.33</b>
<b>2009/10</b>	<b>110162</b>	<b>421,534</b>	<b>4.59</b>
<b>% Difference</b>	<b>22%</b>	<b>9%</b>	<b>-9%</b>

## VisitScotland Information Centres

Annual VIC figures for 01/04/2010 to 31/03/11 –versus prior year

<b>Centre</b>	<b>Year</b>	<b>Visitors</b>		<b>Bookings</b>	
Edinburgh, Princes Street	2010/11	4999020	7.14%	3985	10.2%
	2009/10	465763		3616	
Edinburgh Airport	2010/11	103124	-2.57%	1003	31.28%
	2009/10	105849		764	
North Berwick	2010/11	29083	-13.21%	120	-27.71%
	2009/10	33512		166	
Dunbar	2010/11	11422	-3.21%	55	-16.66%
	2009/10	11802		66	
Newtongrange	2010/11	3732	45.38%	20	-59.18%
	2009/10	2567		49	
<b>Total</b>	<b>2010/11</b>	<b>646381</b>	<b>4.16%</b>	<b>5183</b>	<b>10.07%</b>
	<b>2009/10</b>	<b>619493</b>		<b>4661</b>	

## In brief: Volcanic Ash Cloud Strikes again...



As you are aware, Scotland was experiencing some flight cancellations due to an ash cloud from the Grímsvötn volcano in Iceland. VisitScotland continued to monitor the situation and were liaising with the relevant bodies so as to provide the industry and visitors with the most up to date information.

VisitScotland uploaded regular updates to our consumer website at [www.visitscotland.com](http://www.visitscotland.com) and on Facebook and Twitter pages.

E-communications were also sent out to all of our industry contacts with travel information for visitors. (As below)

### Edinburgh Trams Update

Edinburgh City Council have used the feedback and suggestions received at the stakeholder workshop with regards to the tram work starting in July, and following discussions with elected members, and further thought about how best to implement some of the mitigation ideas received, have taken the decision to postpone these works until after the summer festivals, in September.

A programme of enabling works will still go ahead as planned from this week (Monday 6 June). This will include resurfacing work on George Street and Charlotte Square as well as the installation of the required temporary traffic managements required to accommodate the traffic diversion. Doing this now means no work will have to be carried out during the summer festival season.

The plan will now be to implement the traffic diversions in the weekend immediately prior to the Princes Street works starting on 5 September. This means that Princes Street will have

more public space available for spectators for the Edinburgh International Festival Fireworks, the finale of the Festival season on Sunday 4 September.

## Festivals' far-reaching impact on local and national life and economy revealed by ground-breaking study



Massive economic impact, huge tourism and promotional benefits and significant contributions to local and national identity and pride are all key findings from independent research published last month (23 May) which describes and quantifies the effect of Edinburgh's year-round Festivals on locals, visitors, young people, artists, the economy and the environment.

The largest programme of research ever undertaken into Edinburgh's twelve major Festivals, comprising 15,000 survey responses over a twelve month period, not only reaffirms Edinburgh's position as the world's Festival City but articulates, for the first time, the contribution the Festivals make to the social, cultural and civic life of Scotland and its capital city.

### Some highlights from The *Edinburgh Festivals Impact Study*, included the following:

- The Festivals generated over a **quarter of a billion pounds worth of additional tourism revenue** for Scotland (£261m) in 2010. The economic impact figure for Edinburgh is £245m.
- The Festivals play a **starring role in the profile of the city** and its tourism economy, with 93% of visitors stating that the Festivals are part of what makes Edinburgh special as a city, 82% agreeing that the Festivals make them more likely to revisit Edinburgh in the future and 82% stating that the Festivals were their sole or an important reason for coming to Scotland.
- 85% of all respondents agree that the Festivals promote a confident, positive Scottish national identity; and 89% of Edinburgh respondents say that the **Festivals increase local pride** in their home city.
- The Festivals **encourage and widen access to the arts**, with 77% of audiences saying that the Festivals had enabled them to discover new talent and genres, and nearly two-thirds saying that the Festivals encourage them to take risks and see less well-known performances, events or films.

Quantifying the **social, cultural and environmental effects** of major events, in addition to the economic return, is emerging as best practice in the international events sector – and the Festivals and the stakeholders wanted to lead the way by developing this method of analysis and reporting for this latest study.

## **SOCIAL AND CULTURAL IMPACT Highlights:**

Some of the most striking findings in the study relate to the overwhelming impact the Festivals have on **local pride and attractiveness as a visitor destination**. There is very strong evidence of the Festivals' contribution to local, national and international profile. 82% of visitors stated that the Festivals were their sole or an important reason for their trip to Scotland. Similarly, 85% of all respondents agreed that the image that the Festivals present of Edinburgh and Scotland is one of diversity and openness, showcasing a positive national identity.

At a citywide level, 93% of tourists and visitors said the Festivals are part of what makes Edinburgh special as a city, and 82% agreed that their experience at the Festivals makes them more likely to visit Edinburgh in the future. Local respondents also rated the Festivals extremely favourably, with 89% agreeing that the Festivals increase their pride in their home city.

Furthermore, in the Summer period, the Festivals running concurrently is also seen as a major benefit, with 78% of survey respondents agreeing that having the Festivals on at the same time adds to the overall appeal of the Festival City.

A full copy of the report is available for download from [www.festivalsedinburgh.com](http://www.festivalsedinburgh.com)

## **A new restaurant is due to open on The Mound, offering a brand new concept in whisky retailing.**

WHISKI Rooms, set to open this month, will comprise of a whisky shop, dedicated tasting room, bar and bistro where customers can try their tippie before they buy.

Owners Anne and Gary Still already run WHISKI, an upmarket whisky bar offering Scottish food, which launched on the High Street in 2007, and purchased 4-7 North Bank Street, previously occupied by a branch of the Bank of Scotland, one year ago

Following the trend of increasing interest in whisky tourism, the couple now plan to expand their business with the introduction of a restaurant.

The development, which will create up to 30 new jobs, from management to table service, has turned the three properties into one large unit.

## **Visitor Attractions**

More than **43 million people** visited Scotland's attractions last year.

Despite a recession, visits were down just 0.3% from 2009, with heavy snow fall and the continuing popularity of the staycation helping keep the country's attractions busy.

Glasgow Caledonian University's influential Moffat Centre **Visitor Attraction Monitor 2010**, which heard from more than 600 tourist sites, reports that Glenshee Ski Centre attracted 171% more skiers, while the Nevis Range hosted 16% more, and the Cairngorm Mountain Railway attracted 15% more passengers than the previous year.

Other success stories of 2010 include Dundee's McManus Art Gallery and Museum, following an extensive refurbishment which began in 2005; **Royal Botanic Garden, Edinburgh, attracted by its new John Hope gateway visitor centre, opened by HM the Queen in July**; Kirkcaldy Museum and Art Gallery, where a Jack Vettriano exhibition boosted visitor figures.

The new Robert Burns Birthplace Museum, which opened in November, also boosted figures, where visitors were up by 6% on 2009.

The centre's Professor John Lennon said: "Our survey reflects that the effects of the recession have been balanced by the popularity of the staycation market."

Mike Cantlay commented: "There are **huge opportunities** out there to exploit, we have new facilities like the Royal Museum and the Riverside Museum opening, 1000 new hotel rooms are being built in Glasgow over the next three years, and we shouldn't forget the **extension to the EICC in Edinburgh.**"

Scotland's attractions hosted over 43 million visitors in 2010. **Edinburgh Castle was once again the biggest paid-admission attraction. It has topped the list since 1991 when figures were first collected.** Kelvingrove Art Gallery and Museum, usually Scotland's top free attraction, was this year overtaken by Strathclyde Country Park and by the National Galleries of Scotland, which for the first time combined visitor numbers across all its Edinburgh sites.

**Manuela Calchini**  
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