



CHAIR'S UPDATE JUNE 2011

Edinburgh's profile with our visitors as one of Europe's best destinations was underlined by our recent success in the TripAdvisor Traveller's Choice Awards 2011. We were voted UK's second most popular destination after London and 9th in Europe ahead of Istanbul and Amsterdam.

<http://www.tripadvisor.com/TCDestinations-g4-cTop25-Europe.html>

Edinburgh's Festivals Impact Study

The significance of the 12 Edinburgh festivals involved in this study was outlined in the recently published impact study, generating more than a £¼ billion of additional economic impact to Scotland, mainly in Edinburgh. It demonstrates their significant impact in driving business for our whole sector and a huge international media presence for the city. Copies of the study can be found at:

http://www.etag.org.uk/assets/110520%20edinburgh%20festivals%20finaloverall%20report%20bop_final.pdf

Edinburgh Tourism Strategy

This work is now underway with Team Tourism Consultants and thanks to all of you involved in helping to put key sector workshops together over the coming month. I encourage you all to take an active part in this process so we can develop a robust tourism strategy for the city of Edinburgh, with a vision to take us forward to 2020. Please encourage your sector colleagues to engage in this process as far as possible so that it can gain traction once it is put in place for the city.

Richard and I are hosting a dinner later this month to engage our key industry stakeholders in this process to ensure they can help us drive the strategy forward over the coming years.

For those of you who wanted to view Stephen Leckie's presentation from the STF conference outlining the National Tourism Strategy work it's available here <https://prezi.com/secure/25cebe33d0ce29b2fb937f198f6110793d1fb442/>

Listening to our Visitors Workshops

ETAG recently hosted a meeting with local businesses who had engaged in the LTOV workshops. The stories of success from businesses involved were inspiring and it was very interesting to learn how businesses had developed some of the ideas into actions that have been adopted nationally across their organisations.

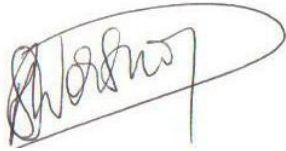
Your Feedback

Thanks to those of you who have responded to the survey monkey request for update from your sectors. I hope you find this way of giving your feedback an effective way of doing it. If anyone has any further thoughts on this please get back to Margaret or Gillian at SE.

Finally

I look forward to seeing you all on Wednesday 8th June when we will hear more on progress with the development of the VisitScotland regional website Edinburgh.org and plans for VisitScotland Expo to be held in Edinburgh in April 2012.

Kind regards

A handwritten signature in blue ink, appearing to read 'Robin Worsnop', enclosed within a hand-drawn oval shape.

Robin Worsnop
Chair