

ETAG

Edinburgh
Tourism
Action
Group

Business Opportunities: Edinburgh's Events Calendar 2010



Scottish Enterprise



EDINBURGH
INSPIRING CAPITAL

Welcome to Edinburgh's Events Calendar



Welcome to the Edinburgh's Events Calendar.

Edinburgh has an amazing calendar of events throughout the year that is the envy of the world and appeals to a huge range of potential visitors. In the current economic climate it is more essential than ever that we do all we can to use this calendar as effectively as possible to maximise visitor numbers and visitor spend.

By doing so we can all gain direct business benefits and help to ensure the long term survival of the city's festivals and events, which directly attract hundreds of thousands of visitors each year and generate millions of pounds worth of media coverage.

Feedback from ETAG members has shown that while they really want to work with the festivals and events they often find it difficult to access the necessary information, such as the timing of events, the target markets and contact details for event organisers. This pilot project is our first attempt to address these issues.

We hope that the information provided, as well as the top tips and case studies, help to inspire you to work with the festivals and events. There has never been a better time for businesses to work together to develop new business opportunities, with funding for new collaborative marketing activity available through the VisitScotland Growth Fund and funding for new products available through a competitive fund from Scottish Enterprise.

Finally I'd like to thank Scottish Enterprise for their funding support for the project and Tall Poppies Scotland for their work in pulling this together.



Gordon Dewar, Chair of ETAG

Additional Support

Tourism Innovation Fund

Consider applying for matched funding from Scottish Enterprise to help bring your project ideas to life. The Tourism Innovation Fund (TIF) provides matched funding of up to £30,000 and professional one-to-one advice to help deliver innovative projects to market. Support is aimed at individual or collaborative project ideas that offer a new and genuinely innovative experience, which encourages people to visit Scotland. This could be a product or a business process in a sector or service category – e.g., accommodation, attractions and activity holidays, etc. To find out more, or for information about how to apply, go to: www.scottish-enterprise.com/tourism-innovation-fund

Growth Fund

The VisitScotland Growth Fund is an initiative that is designed to support tourism groups to market their products and services. The Growth Fund is open to national, regional and local groups throughout Scotland, to help them reach new target markets and increase visitor numbers. It consists of an award of between £2,500 and £65,000 for collaborative tourism groups to spend on marketing projects. The award offers up to 40% of the total project cost. For more information, go to: <http://www.visitscotland.org/growthfund>

Tourism Innovation Toolkit

If you or any collaborative group, have a good idea that you would like to develop, Scottish Enterprise run a one day, tailored, innovation toolkit workshop. The session will provide you with the tools and techniques, led by an experiences facilitator, to help you to generate new ideas and think more creatively. For more information or to book a workshop go to: www.scottish-enterprise.com/tourism-innovation and select "Innovation toolkit"



More helpful hints

A new guide has been produced to help you have a better understanding of festival audiences. 'Festival Visitors to Edinburgh' is packed with facts, practical insights and tips to help you get a better understanding of who comes to the festivals, what they do, where they come from and what they want from their experiences. To download a copy go to www.etag.org.uk.

Calendar of Events >



February 2010

- 07/02/10
6 Nations Rugby
- 14/02/10
Valentine's Day

March 2010

- 13/03/10
6 Nations Rugby
- 14/03/10
Mother's Day
- 20/03/10 – 21/03/10
Scottish Motorcycle Show

April 2010

- 03/04/10 – 17/04/10
Edinburgh International Science Festival
- 04/04/10
Easter Sunday
- 18/04/10
Chris Hoy Edinburgh Half Marathon

May 2010

- 01/05/10 – 02/05/10
Engage Super League
Magic Weekend
- 02/05/10
Bupa Great Edinburgh Run
- 10/05/10 – 16/05/10
Bank of Scotland Imagine Festival
- 23/05/10
Edinburgh Marathon
- 28/05/10 – 31/05/10
Taste of Edinburgh
- 29/05/10 – 30/05/10
Emirates Airline Edinburgh Sevens



June 2010

- 04/06/10 – 06/06/10
Gardening Scotland
- 05/06/10
Edinburgh Cup Raceday
- 13/06/10
Race For Life
- 16/06/10 – 27/06/10
Edinburgh International Film Festival
- 18/06/10
Musselburgh Racecourse Ladies Day
- 19/06/10 (overnight)
Moonwalk
- 24/06/10 – 27/06/10
Royal Highland Show

July 2010

- 03/07/10 (TBC)
Edinburgh Nocturne 2010
- 11/07/10 – 18/07/10
British Open
- 17/07/10 – 18/08/10
Rat Race
- 29/07/10 – 05/09/10
Edinburgh Art Festival
- 30/07/10 – 08/08/10
Edinburgh Jazz & Blues Festival
- 31/07/10 – 01/08/10
Truckfest

August 2010

- 06/08/10 – 08/08/10
Edinburgh Mela Festival
- 06/08/10 – 28/08/10
Edinburgh Military Tattoo
- 06/08/10 – 30/08/10
Edinburgh Festival Fringe
- 07/08/10
Pipefest
- 08/08/10
Edinburgh Festival Cavalcade
- 12/08/10 – 13/08/10
Edinburgh Interactive Festival
- 13/08/10 – 05/09/10
Edinburgh International Festival
- 14/08/10 – 30/08/10
Edinburgh International Book Festival
- 17/08/10 – 21/08/10
Festival of Politics
- 31/08/10 – 10/09/10
World Student Hockey Games

September 2010

- 03/09/10 – 05/09/10
Edinburgh ITU Duathlon
World Championship
- 11/09/10
Royal Air Force Airshow
- 12/09/10 (TBC)
Edinburgh Riding of the Marches
- 18/09/10 – 19/09/10
Archery World Cup Final
- 25/09/10 (TBC)
Doors Open Day

October 2010

- 22/10/10 – 31/10/10
Edinburgh International
Storytelling Festival

November 2010

- Nov 2010, dates TBC
Autumn Test Series
- 25/11/10 – 02/01/11
Edinburgh's Christmas
- 30/11/10
St Andrew's Day



December 2010

- 25/12/10
Christmas Day
- 29/12/10 – 01/01/11
Edinburgh's Hogmanay



January 2011

- TBC
Bupa Great Winter Run
- 25/01/11
Burns Night

february 10 >



Event	RBS 6 Nations – Scotland v France (3pm)
Date	07/02/10
Type of event	Sport / rugby
Location	Murrayfield Stadium
Marketing contact	Zoe Paige – Scottish Rugby zoe.paige@sru.org.uk 0131 346 5032
No of attendees	Up to 67,000
Target market	All ages, including families. Lots of supporters from the other teams
Partnership opportunities	Contact Zoe Paige to discuss in the first instance.
Current marketing channels	www.scottishrugby.org ,national press, TV & Radio

- Top Tips**
- Make the visitors from the opposing team's country especially welcome so that they will recommend your business or return at another time
 - England, Wales & Ireland games often sell out faster than Italy & France. Be aware of this when booking tickets to offer as packages



Event	Valentine's Day
Date	14/02/10
Target market	Couples of all ages
Partnership opportunities	Collaborate with other local business to create packages

- Top Tips**
- Consider special Valentine's themed packages and adjust your menus accordingly
 - Packages could include a trip to a spa/beauty treatment, chauffeur pick-up from the airport. Also offer extras such as champagne, flowers etc.
 - Offer a late check-out and or breakfast in bed (with or without an additional charge!)
 - Run an offer on Valentines pressies, e.g Jewellery, chocolates, etc



march 10 >

Event	RBS 6 Nations – Scotland v England (5pm)
Date	07/02/10
Type of event	Sport / rugby
Location	Murrayfield Stadium
Marketing contact	Zoe Paige – Scottish Rugby zoe.paige@sru.org.uk 0131 346 5032
No of attendees	Up to 67,000
Target market	All ages, including families. Lots of supporters from the other teams
Partnership opportunities	Contact Zoe Paige to discuss in the first instance.
Current marketing channels	www.scottishrugby.org ,national press, TV & Radio

- Top Tips**
- Make the visitors from the opposing team's country especially welcome so that they will recommend your business or return at another time
 - England, Wales & Ireland games often sell out faster than Italy & France. Be aware of this when booking tickets to offer as packages



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march 10 >



Event	Mother's Day
Date	14/03/10
Target market	Families, mothers & daughters
Partnership opportunities	Collaborate with other local business, such as spas, restaurants etc, to build Mother's Day packages

- Top Tips**
- Include a beauty treatment in your packages – speak to a local spa/beauticians to organise this
 - Offer afternoon tea – either as an extra or as part of a package
 - Offer breakfast in bed (with or without an additional charge!)
 - Offer flowers or chocolates in the room, to make the occasion special and add more value.



Event	Scottish Motorcycle Show
Date	20/03/10 – 21/03/10
Type of event	Exhibition
Location	Royal Highland Showground, Ingliston
Marketing contact	Jennifer Ellis– Live Promotions jenny@livepromotions.co.uk 01775 768 661
No of attendees	17800. Over 100 exhibiting businesses
Target market	All ages – there are quite a lot of family events. 70% male 30% female
Partnership opportunities	The organisers are happy to work with all accommodation providers.
Current marketing channels	www.scottishmotorcycleshow.com, national press, specialist magazines

- Top Tips**
- Think about parking facilities for motorcycles at your venue
 - There are advertising and sponsorship opportunities available, if you would like to associate your business with this event
 - Have public transport information to hand for people travelling out to Ingliston



april 10 >

Event	Edinburgh International Science Festival
Date	03/04/10 – 17/04/10
Type of event	Festivals
Location	Various venues around Edinburgh
Marketing contact	Emma Pirie – Edinburgh International Science Festival emma@scifest.co.uk 0131 553 0320
No of attendees	Up to 50,000 over 174 events
Target market	Attendance is 50% families (with children) and 50% adults (adult events are usually in the form of talks)
Partnership opportunities	The event don't currently sell tickets through an accommodation partner, but they would consider this
Current marketing channels	Yorkshire Evening Post (as the festival is trying to attract new attendance from the Yorkshire area). The festival have also just invested in a new website – www.sciencefestival.co.uk.

- Top Tips**
- Consider putting packages together with joint advertising in Yorkshire press
 - Lots of children attend this festival – offer reductions/discounts for children
 - Run a special offer on toys



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april 10 >



Event	Easter Sunday
Date	04/04/10
Target market	All ages. Lots of families, UK and European visitors
Partnership opportunities	Find out about local events e.g. egg rolling and collaborate with other businesses to create packages

- Top Tips**
- As kids are on school holidays at this time, consider offering extras to keep them entertained e.g. tickets to the Zoo, Edinburgh Dungeon or a matinee showing at the theatre
 - Give away Easter eggs on Easter Sunday, or arrange an Easter egg hunt
 - If you have a restaurant – offer a traditional Sunday lunch on Easter Sunday
 - Hold a children's egg decorating competition
 - Bear in mind additional demand for family rooms, cots, high chairs etc



Event	Chris Hoy Edinburgh Half Marathon
Date	18/04/10
Type of event	Sports/Half Marathon
Location	Meadowbank to Musselburgh
Marketing contact	Mike James – Race Director mikej@gbevents.net
No of attendees	4,000 plus
Target market	Age 17 plus. The event is named the 'Peoples Challenge' and is accessible for fun runners, charity runners, club runners and elite runners.
Partnership opportunities	Sponsorship opportunities and branding opportunities
Current marketing channels	www.edinburgh-half.co.uk , running magazines, facebook, twitter, Edinburgh leisure site exposure, 12 elite charity links.

- Top Tips**
- Consider special offers for runners that weekend
 - Runners may need meal times out with normal hours so be aware of this



may 10 >

Event	Engage Super League Magic Weekend
Date	01/05/10 – 02/05/10
Type of event	Sport / Rugby
Location	Murrayfield Stadium
Marketing contact	Zoe Paige – Scottish Rugby Zoe.paige@sru.org.uk 0131 346 5032
No of attendees	40,000 over 2 days
Target market	All ages, lots of families
Partnership opportunities	Contact Zoe Paige to discuss – this event is run in partnership with RFL.
Current marketing channels	TV, press, website & radio

- Top Tips**
- The event have a section on their website where they list local businesses, perhaps your business can be listed here too?
 - Consider putting packages together, offering a ticket plus accommodation
 - Travelling supporters come from NE & NW England, as well as Wales & London.
 - 14 teams play 7 matches over two days.
 - Be prepared for large group bookings for meals on Sat and Sun



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may 10 >



Event	Bupa Great Edinburgh Run
Date	02/05/10
Type of event	Sport / 10k run
Location	Holyrood park / city centre/Meadows
Marketing contact	Lyndsey Stephenson – Nova International lyndsey.stephenson@nova-international.com 0191 226 3249
No of attendees	10,000+
Target market	All ages 15+. Elite athletes as well as people running for charity
Partnership opportunities	Only sponsorship opportunities are available at this stage. Enquiries should be directed to info@greatrun.org
Current marketing channels	Website, facebook, the event is also televised
Top Tips	<ul style="list-style-type: none"> Consider special offers for runners that weekend e.g. 'show your race number to receive 50% off your food bill', etc. Bear in mind that runners may need earlier or later meal times and may have more specific dietary requirements Think about offers on gloves or hats if it's cold



Event	Bank of Scotland Imagine Festival
Date	10/05/10 – 16/05/10
Type of event	Children's Theatre Festival
Location	Various
Marketing contact	Jo Lennie – Imagine jolennie@imagine.org.uk 0131 225 8050
No of attendees	10,000
Target market	Children and young people with their families. The weekend family tend to come from Edinburgh and the Lothians; theatre-going families, young couples with children. The school audience comes from primary, secondary, specialist & independent schools from throughout Scotland but mainly from Edinburgh and the Lothians.
Partnership opportunities	Happy to discuss partnership opportunities on an individual basis – contact Jo Lennie to discuss.
Current marketing channels	www.imagine.org.uk, various event websites, The List
Top Tips	<ul style="list-style-type: none"> As this is a children's festival – consider offers such as, "1st kid goes free" Bear in mind that there may be an increased demand for family rooms, cots, high chairs etc. Consider developing a kids menu to advertise your business as being child-friendly Run a special offer/discount on toys



Event	Edinburgh Marathon
Date	23/05/10
Type of event	Sport / Marathon
Location	City Centre
Marketing contact	Damien O'Looney – GSI Events Ltd damien@edinburgh-marathon.co.uk 01620 890444
No of attendees	Associated bed nights with the event is 15,000
Target market	67% of participants are male and the average age is 36. 35% are from Scotland (16% of those from Edinburgh), 58% rest of UK, 7% overseas
Partnership opportunities	There are opportunities to get involved as a partner hotel, if you are willing to give allocation and/or special rates. The organisers will also look at the possibility of adding links to their website
Current marketing channels	www.edinburgh-marathon.co.uk, press, radio, TV. Many people hear about the Edinburgh marathon through participating in the London Marathon
Top Tips	<ul style="list-style-type: none"> Contact the organisers to discuss becoming a partner hotel or having a link on their website Many runners bring friends/family with them, so additional spend can be high during this event Be aware that runners may require early/late meals and may have special dietary requirements Consider an "after marathon" offer – such as lunch or a spa treatment



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may 10 >

Event	Taste of Edinburgh
Date	28/05/10 – 31/05/10
Type of event	Food & Drink
Location	Inverleith Park
Marketing contact	Ailsa Graham – Stripe Communications 0131 561 8628
No of attendees	22,000+
Target market	62% female, 38% male, mainly aged 24-54
Partnership opportunities	Opportunities for accommodation providers to become involved as a partner hotel. Hotel details can be included with show tickets, when they are posted out.
Current marketing channels	www.tastefestivals.com/edinburgh, TV campaign, also major links through the Channel 4 website, attracting over 350,000 hits a month.

- Top Tips
- Contact Taste to discuss potential partnerships/joint marketing activity
 - Consider a contra deal, where you might give some rooms FOC to Taste organisers, in return for free publicity on their website as a "partner hotel"
 - Many visitors to this event may combine their trip to Edinburgh with shopping, eating out and pampering. Make sure that visitors know what is available nearby
 - Look out for advertising opportunities which are available in the show guide
 - Note that Taste runs for an extra day this year and think about offers around the long weekend



Event	Emirates Airline Edinburgh Sevens
Date	29/05/10 – 30/05/10
Type of event	Sport / Rugby
Location	Murrayfield Stadium
Marketing contact	Zoe Paige – Scottish Rugby Zoe.paige@sru.org.uk 0131 346 5032
No of attendees	Up to 35,000 over the weekend
Target market	All ages, including families
Partnership opportunities	Suggestions and requests will be dealt with on an individual basis. Contact Zoe Paige to discuss. Maximum ticket purchase is usually 20, but happy to speak to hotels that are looking to put packages together.
Current marketing channels	www.edinburgh7s.com, press and radio campaign begins in early May

- Top Tips
- Speak to Scottish Rugby if you are interested in accommodating the teams, although all should be situated in the same venue.
 - Take advantage of reduced prices being offered for tickets sold in advance. Group bookings are also available. Tickets can be purchased through the SRU website and there is a purchase limit of 20 tickets. But speak to Scottish Rugby directly, if you require more than 20 tickets.
 - Consider putting together a weekend package to combine rugby and your accommodation
 - Offer last minute deals and good value offers. Accommodation may be booked last minute as many tickets are sold on the day.



june 10 >



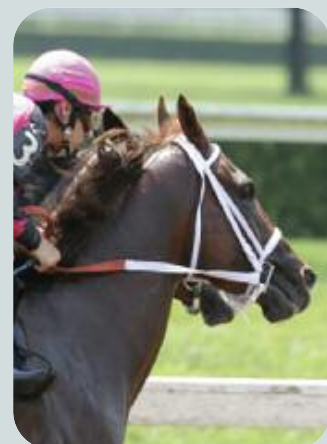
Event	Gardening Scotland
Date	04/06/10 – 06/06/10
Type of event	Festivals
Location	Royal Highland Centre, Ingliston
Marketing contact	Louisa Romao – Rural Projects louisa@ruralprojects.co.uk 0131 333 0969
No of attendees	32,000. 4% of visitors stay in Edinburgh overnight with half of those staying 4 nights or more
Target market	65% of attendees are women. 70% visitors are ages over 55. 86% from Scotland, 11% from England. 1300 children attend.
Partnership opportunities	The organisers offer discounts for group bookings. The organisers currently list a selection of accommodation providers on their website. Sponsorship opportunities are available.
Current marketing channels	www.gardeningscotland.com , 13,000 newsletters to past attendees of the show. Lots of promotion carried out through their website and e-newsletters.

- Top Tips**
- Take advantage of the group discount and put together a package, perhaps advertising in gardening/horticulture publications or Scottish press
 - A free bus service is available from Haymarket Station to the showground so let visitors know about this as an added value



Event	Edinburgh Cup Raceday
Date	05/06/10
Type of event	Sports / Racing
Location	Musselburgh Racecourse
Marketing contact	Sarah Montgomery –Musselburgh Racecourse smontgomery@eastlothian.gov.uk 0131 346 5032
No of attendees	4,000-6,000
Target market	adults mid 30s and over – strong sporting interests
Partnership opportunities	City centre Hotels, social venues sponsorship opportunities still available www.musselburgh-racecourse.co.uk for info or contact Sarah Montgomery
Current marketing channels	Website, Radio, outdoor marketing – televised event

- Top Tips**
- This is the richest race ever held at Musselburgh looking to appeal to the discerning racegoer so think about the audience when putting together packages and events
 - Consider providing transport details of how to get to Musselburgh
 - If possible show the race 'in-house' and offer special menus to go along with it



Event	Race For Life
Date	13/06/10
Type of event	Sport / charity race
Location	City-wide
Marketing contact	Sara-Jane Rice, Cancer Research UK sara-jane.rice@cancer.org.uk 0131 337 9630
No of attendees	8,000
Target market	Women only event – all ages
Partnership opportunities	As they are a charity, they are unable to recommend business but they are more than happy to give local businesses any marketing/promotional information you may need. Some local hotels offer complimentary rooms for the race staff, to demonstrate involvement and support
Current marketing channels	TV, www.raceforlife.org , national campaigns.
Additional Info	Races are held in most major cities round the UK so it is a mostly local market. However, although there are a number of 5k runs in Edinburgh, there are not as many 10k runs, so there maybe some opportunities for businesses, as participants may be travelling from further afield to take part.

- Top Tips**
- The event is attended by locals, so not as many bed nights are associated with this event but lots of opportunity for additional spend on food/drinks
 - Some hotels offer complimentary rooms for staff/organisers – consider doing the same, as this can get good publicity for your business
 - Stock up on pink items to appeal to the runners



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june 10 >

Event	Edinburgh International Film Festival
Date	16/06/10 – 27/06/10
Type of event	Festival
Location	Various
Marketing contact	Ross Wilson – Edinburgh International Film Festival ross.wilson@edfilmfest.org.uk 0131 228 4051
No of attendees	15 – 20,000 people. Sold 55,000 tickets last year (average audience members buy 6 tickets each).
Target market	Audience is mainly 35-45 years old. 70% are from Edinburgh, 10% from rest of Scotland and 20% from rest of UK and overseas
Partnership opportunities	Call Ross Wilson to discuss. No resource to do much in the way of a major collaboration this year but will always be open to suggestions. Links to hotels on the Film Festival website – www.edfilmfest.org.uk
Current marketing channels	www.edfilmfest.org.uk , brochure, national press. 3,000 press attend the event annually.

- Top Tips
- Have a link to your businesses added to the Film Festival website
 - Tickets are on sale from early May, so get in early for yours
 - Offer packages to visitors, which include accommodation and tickets to one of the premiers
 - Programme is announced too late for it to be attractive to the travel trade (lead time is too short), so collaborate with wholesalers to attract FIT (Fully Inclusive Travel) business



Event	Musselburgh Racecourse Ladies Day
Date	18/06/10
Type of event	Sports / Racing
Location	Musselburgh Racecourse
Marketing contact	Sarah Montgomery – Musselburgh Racecourse smontgomery@eastlothian.gov.uk 0131 346 5032
No of attendees	7 – 8000
Target market	Ladies mid 20s upwards
Partnership opportunities	Current partnerships includes media & fashion opportunities for sponsorship
Current marketing channels	Website, E-marketing our own database, Radio and outdoor

- Top Tips
- Notice the change of day from last year with a stronger focus on fashion and social racing so think about the audience
 - Perhaps offer spa packages or cocktail evening to appeal to the Ladies
 - Consider having to hand public transport information about travelling to Musselburgh



Event	The MoonWalk Edinburgh
Date	19/06/10 (overnight)
Type of event	Sport / Charity Power Walk (in brightly decorated bras)
Location	City Centre
Marketing contact	Sally Orr – Walk the Walk sally@walkthewalk.org 01483 741 430
No of attendees	12,000
Target market	Women and men, walkers need to be aged 13 years and over
Partnership opportunities	There are still advertising & sponsorship opportunities available for this year, if you wish to be associated with this event. Opportunities also to get involved in this year's event, as they may include accommodation providers with welcome packs
Current marketing channels	www.walkthewalk.org , billboards, local and national press. The organisers rarely pay for any advertising, as most of it is donated for free. They get a lot of free press – newspapers often run the story in special edition / feature

- Top Tips
- The event takes place overnight 12am-8am. Find out if you are on the route and seize any opportunities by staying open later that night, to attract spectators
 - Many local businesses support this walk by getting involved e.g. one hotel lights itself pink for the event! Think about what you could do to get in the spirit and becoming part of it
 - Consider offering colour themed offers/specials over the weekend e.g. pink cocktails in your bar
 - Some hotels in Edinburgh offer complimentary rooms for the organisers to demonstrate their support and involvement. This can be attractive to participants and spectators
 - Walkers will finish from 3am onwards. Consider offering a special brunch/lunch offer on 20 June
 - If you have spa facilities, why not package a treatment to ease participants' aches and pains?
 - Enter a team of walkers or encourage employees to volunteer as this is a great team building exercise



june 10 >



Event	Royal Highland Show
Date	24/06/10 – 27/06/10
Type of event	Festivals/Exhibition
Location	Royal Highland Showground
Marketing contact	Royal Highland Show Showdept@rhass.org.uk 0131 335 6200
No of attendees	160,000
Target market	Men & women, all ages. Just under half are aged between 25-44. 60% members of the public, 40% work in land based industries.
Partnership opportunities	The event's official travel partner is www.agritravel.co.uk (based in Nottingham), who have a list of Edinburgh hotels on their website. There are still marketing and sponsorship opportunities e.g. show guide/catalogue, banner advertising, sponsorship. There is also still some exhibitor space remaining
Current marketing channels	www.royalhighlandshow.org , direct mail, showground billboards, leaflets, TV advertising

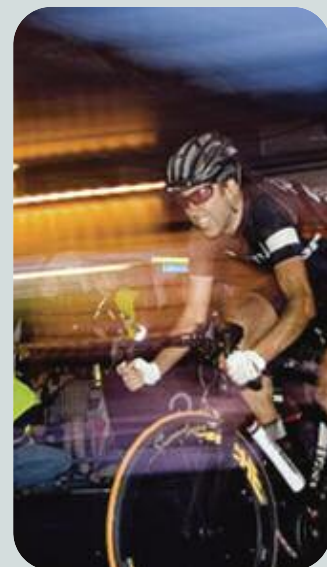
- Top Tips**
- RHS are offering free child places this year – consider doing the same
 - Lothian Buses run a dedicated service out to the showground. Call 0131 555 6363 for more information and tell visitors about this service
 - RHS look for partnerships annually (in the Autumn), for the following year – start thinking about 2011!



july 10 >

Event	Edinburgh Nocturne 2009
Date	03/07/10 (TBC)
Type of event	Sport/Cycling
Location	Grassmarket area
Marketing contact	James Pope – Face Partnership james@facepartnership.com 0207 261 1177
No of attendees	5,000+
Target market	Cyclists from across the UK
Partnership opportunities	The organisers have not yet secured a partner hotel(s), so there may be opportunity to get involved. They are also interested in hearing from local businesses that can offer a luxury prize e.g. a two night break or dinner for two, as part of an on-line competition they are running for competitors. This will result in the donating businesses being named on the website and all promotional material.
Current marketing channels	www.nocturneseries.com/edinburgh , local and national press, Facebook – www.facebook.com/group.php?gid=57091409535

- Top Tips**
- Contact the organisers to discuss becoming a partner hotel
 - The event takes place in the evening, so be prepared to be flexible with times for meals and service
 - This event is free to attend, so discretionary spending may be higher



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Event	British Open
Date	11/07/10 – 18/07/10
Type of event	Sports/Golf
Location	St Andrews
Marketing contact	01334 460 000 info@randa.org
No of attendees	150,000 +
Target market	All ages – under 16's free entry (entitled to free admission if they hold a Juvenile admission ticket and are accompanied on the day by a responsible adult)
Partnership opportunities	n/a
Current marketing channels	www.opengolf.com, TV, social networking e.g Facebook, Twitter etc

- Top Tips**
- St Andrews is fully booked so think about how to tap into the huge demand for accommodation, as Edinburgh businesses are within easy access
 - Spectators may require later or earlier meal times
 - Collaborate with a transport provider to offer reduced cost transportation to and from St Andrews
 - Consider packaging up tickets, accommodation and transportation



Event	Rat Race
Date	17/07/10 – 18/07/10
Type of event	Sport
Location	Various venues across the city
Marketing contact	Jim Mee – All In The Detail jim@allinthedetail.com 0845 009 4365
No of attendees	1000
Target market	Average age of participants is 31, 65% male, 35% female
Partnership opportunities	Happy to speak to accommodation providers or feature Edinburgh venues. Any special offers that could be offered to participants would be great
Current marketing channels	www.ratraceadventure.com , poster & flyer campaign, a PR agency deal with national media and they advertise with Channel 4

- Top Tips**
- Speak to the organisers to discuss the opportunity of becoming involved or becoming an accommodation partner
 - Remember that participants may need special meal times and have special dietary requirements
 - Offer clothes drying facilities to participants



Event	Edinburgh Art Festival
Date	29/07/10 – 05/09/10
Type of event	Festival
Location	Various venues across the city
Marketing contact	Rohan Almond – Edinburgh Art festival info@edinburghartfestival.com 0782 533 6782
No of attendees	650,000+ over 200 events
Target market	Attendees can be split into 2 main groups – 25-44 year olds and 45-64 year olds. Evenly split between Scotland and UK-wide residents
Partnership opportunities	Partnership & sponsorship opportunities are available – they will be considered on an individual basis: contact Emma Flynn for further information. Advertising space is available in the Gallery Guide – see below for availability
Current marketing channels	www.edinburghartfestival.com. The Gallery Guide has a circulation of approx 50,000 (in Scotland and cultural venues in London) and is distributed in July

- Top Tips**
- Sponsors and supporters of the festival are detailed on their website, so check out the opportunities available and speak to the organisers for further information
 - Almost all the events are free so discretionary spending may be higher
 - Look out for main events and perhaps offer late night opening and entertainment these nights



Event	Edinburgh Jazz & Blues Festival
Date	30/07/10 – 08/08/10
Type of event	Festival
Location	Various around the city
Marketing contact	Fiona Alexander – Edinburgh Jazz & Blues Festival fiona@adjazz.co.uk 0131 467 5200
No of attendees	50,000 ticket sales (some people will attend more than one event)
Target market	Very varied, mainly adults but many of the outdoor events attract families
Partnership opportunities	Happy to speak to accommodation providers who would be interested in putting packages together for them. 10% discount is offered for group bookings
Current marketing channels	www.edinburghjazzfestival.co.uk , other event/festival websites, printed programme

- Top Tips
- The organisers book all the accommodation for the musicians, so there may be opportunities to be involved
 - A 10% discount is offered for group bookings, so consider putting a package together and take advantage of discounted tickets
 - Quite a short lead time from the release of the programme to the festival itself, so this event may not be great for travel trade. Collaborate with wholesalers to attract FIT (Fully Inclusive Travel) business instead
 - Speak to the organisers if you would like to put together a package(s) for visitors



Event	Truckfest
Date	31/07/10 – 01/08/10
Type of event	Exhibition
Location	Royal Highland Showground, Ingliston
Marketing contact	Tom Siddell – Live Promotions tom@livepromotions.co.uk 01775 768 661
No of attendees	32,000. Also 200 exhibiting businesses
Target market	All ages – there are quite a lot of family events. 70% male 30% female
Partnership opportunities	The organisers have a facility, where you can request a link to your website. http://www.truckfest.co.uk/links.html . They promote camping as the accommodation choice but are happy to work with all accommodation providers
Current marketing channels	www.truckfest.co.uk , national press, specialist magazines

- Top Tips
- The organisers are very open to suggestions with regard to working with local businesses and they are happy to have links added to their website
 - There are still advertising and sponsorship opportunities available, if you would like to associate your business with this event



august 10 >



Event	Edinburgh Mela Festival
Date	06/08/10 – 08/08/10
Type of event	Festival/intercultural
Location	Leith Links
Marketing contact	Liam Sinclair liam@edinburghmela.co.uk 0131 332 2888
No of attendees	Up to 54,000. 30,000-35,000 of those attend outside events, so numbers heavily depend on the weather
Target market	Mostly locals but some attendees do travel up from London / Birmingham. Kids under 12 go free, so lots of families attend
Partnership opportunities	Opportunity to have links added to their website, these will be considered on an individual basis. Very open to suggestions and keen to collaborate to offer a more joined-up experience for festival attendees. There are also a number of sponsorship and advertising opportunities available
Current marketing channels	www.edinburgh-mela.co.uk , social networking sites, print campaign and a PR agency for some of their promotion

- Top Tips**
- Consider 'Mela themed' packages for visitors
 - Some events are ticketed, so can be added to a package
 - Lots of families attend the event, as kids get access into the festival for free. Consider offering a special deal for kids



Event	The Royal Edinburgh Military Tattoo
Date	06/08/10 – 28/08/10
Type of event	Festival
Location	Edinburgh Castle
Marketing contact	Alan Smith – Edinburgh Military Tattoo alans@edintattoo.co.uk 0131 225 4783
No of attendees	220,000. Has sold out every year for the last 10 years
Target market	All ages. Most attendees come from England/Europe/North America
Partnership opportunities	There may be opportunities to have a link added to the website. There are advertising and sponsorship opportunities available
Current marketing channels	www.edintattoo.co.uk , national press

- Top Tips**
- Tickets go on sale in December each year, so look out for the release advertised on their website
 - The event sells out every year, but there are some tickets remaining for this year – consider offering a tattoo 'package'
 - You may be able to have links added to their website but (there may be a charge for this in the future, although it is currently free)
 - Tickets can be purchased on a sale or return basis when they are first released



Event	Edinburgh Festival Fringe
Date	06/08/10 – 30/08/10
Type of event	Festival
Location	Various venues across the city
Marketing contact	Alan Gibson – Edinburgh Festival Fringe alan@edfringe.com 0131 226 0026
No of attendees	1.78 million ticket sales last year. Over 20,000 participants
Target market	All ages, as the programme of events is so diverse. Lots of international visitors.
Partnership opportunities	Sponsorship opportunities are available for "Fringe Select" event (which showcases the best of what's on at the Fringe). There are also opportunities to advertise in the programme
Current marketing channels	National press, www.edfringe.com

- Top Tips**
- Think about buying tickets to the more popular shows and putting packages together. Tickets for Fringe shows cannot currently be bought in bulk, so need to be purchased via the www.edfringe.com website
 - Consider translating your menus to cater for international visitors. Visitors come to the Fringe from all over the world,
 - As this is one of the busiest times of the year in Edinburgh, be wary of running special offers/reducing your rates – you may not have to!
 - Great opportunities for 'good value' packages in the 1st and 3rd week (when not as busy)
 - 2 for 1 Fringe tickets for first few days



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august 10 >



Event	Pipefest
Date	07/08/10
Type of event	Festival
Location	Royal Mile/Princes Street/Grassmarket
Marketing contact	Magnus Orr magnus@pipefest.com 0131 229 5451
No of attendees	50,000
Target market	Audience: 18% 25-34 years old. 28% 35-44 years old. 21% 45-54 years old. Key markets in ranking order: UK, USA, Canada, Germany
Partnership opportunities	Sponsorship, product placement and media opportunities are available with track record and TV exposure. Need water and snacks for 5,000 pipers!
Current marketing channels	www.pipefest.com, www.facebook.com/pipefest, international press

- Top Tips**
- The route goes from Johnston Terrace, Royal Mile, Mound, Princes Street Gardens round into the Grassmarket so be aware of opportunities on the route
 - Starts at 2pm and ends at 5pm so be prepared for large numbers before and after these times
 - If your business is on the new route, bear in mind there may be lots of passing trade from spectators and followers of the parade.
 - Make sure your business is clearly visible/signposted to passers by – a simple A-board can attract attention
 - As pipes makes people feel Scottish then why not consider some specially themed menus



Event	Edinburgh Festival Cavalcade
Date	08/08/10
Type of event	Festival
Location	Holyrood Park/Meadowbank/Commonwealth Pool
Marketing contact	David Todd – Edinburgh Festival Cavalcade david.todd@dwst.net 0131 220 3389
No of attendees	Up to 175,000 spectators (weather dependant).
Target market	All ages, residents and visitors. Over 3000 participants are expected to take part, from Festival/Fringe shows, community groups, commercial floats and bands.
Partnership opportunities	Contact David Todd for further information
Current marketing channels	www.edinburghcavalcade.com , local and national press

- Top Tips**
- The route was changed for 2009 and 2010, due to tram works on Princes Street – so be aware of the new route and what opportunities this gives you
 - Commercial floats can be entered for £250 – this could be a fun way of promoting your business to potential customers!
 - If your business is on the new route, bear in mind there may be lots of passing trade from spectators and followers of the procession.
 - Make sure your business is clearly visible/signposted to passers by – a simple A-board can attract attention



Event	Edinburgh Interactive Festival
Date	12/08/10 – 13/08/10
Type of event	Festival / technology
Location	To be confirmed, check their website for details
Marketing contact	Laura West – Edinburgh Interactive Festival Laura.West@edinburghinteractivefestival.com 01462 456 780
No of attendees	5000+
Target market	Students, families and games industry professionals
Partnership opportunities	Contact Jodie Holdway to discuss
Current marketing channels	www.edinburghinteractivefestival.com, industry publications

- Top Tips**
- Members of the public can enjoy free computer games on 14th & 15th August, so encourage visitors to take part
 - This event will be popular with children and adults, so consider offering family friendly 'deals' and packages
 - Free game screening tickets are available through Gamestation stores from 1st July, or on the day. Perhaps you could design a package around this?



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august 10 >



Event	Edinburgh International Festival
Date	13/08/10 – 05/09/10
Type of event	Festival
Location	Various venues across the city
Marketing contact	Derek Gilchrist – Edinburgh International Festival Derek.gilchrist@eif.co.uk 0131 473 2000
No of attendees	400,000 as well as 2,500 performers
Target market	All ages and from all over the world. In 2009 there was a 7% increase in the numbers of students and a 13% increase in the number of international visitors attending events.
Partnership opportunities	Contact Alex Hayes, Corporate Development Manager 0131 473 2061 or sponsorshipdevelopment@eif.co.uk
Current marketing channels	www.eif.co.uk, direct e-mail – e-bulletins, news feeds, national, international press, and various social media channels

- Top Tips**
- The organisers refer accommodation enquiries to VisitScotland – and these are directed to www.visitscotland.com and the Quality Assured registered businesses listed there. Make sure you are part of the QA scheme to capitalise on opportunities
 - Be wary of offering too much allocation to wholesalers etc at this time of year, as you can often command a much higher rate through direct bookings
 - If you have groups booked in, during this time, ensure you have accurate advanced numbers, so you know exactly how much space you have left to sell.



Event	Edinburgh International Book Festival
Date	14/08/10 – 30/08/10
Type of event	Festival
Location	Charlotte Square
Marketing contact	Amanda Barry – Edinburgh International Book Festival amanda@edbookfest.co.uk 0131 718 5636
No of attendees	150,000-200,000 over 700 events
Target market	Varied. There are a lot of events for children and teenagers. Locals and visitors from outside Edinburgh.
Partnership opportunities	Contact the Book Festival Marketing office to discuss further
Current marketing channels	The Book Festival brochure is out in June, www.edbookfest.co.uk

- Top Tips**
- Let visitors know what's on in Edinburgh during their stay – display information on your website or include further details with your booking confirmations. Little touches like this can add value to your product
 - Almost 1000 rooms are booked for authors and their companions each year, so there is huge opportunity to become involved
 - Lots of children attend this festival, so make sure you cater for them too!



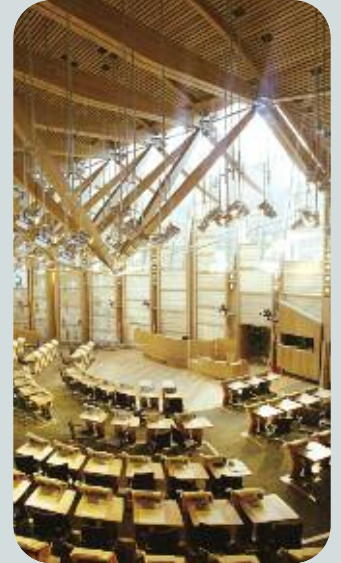
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august 10 >



Event	Festival of Politics
Date	17/08/10 – 21/08/10
Type of event	Festival
Location	Scottish Parliament
Marketing contact	Chris Berry – Scottish Parliament Chris.berry@scottish.parliament.uk 0131 348 5000
No of attendees	4500+
Target market	50% of attendees are aged 40-60, although there is an increasingly younger audience attending. 60% are from Edinburgh, 22% from the rest of Scotland, 14% rest of the UK and 5% international.
Partnership opportunities	The festival is unable to get involved with partnerships, due to the nature of their work.
Current marketing channels	Festival programme, www.festivalofpolitics.org.uk as well as other event/festival sites

- Top Tips**
- The festival also hosts the World Press Photo Exhibition, which attracts almost 55,000 visitors. This event is free and attendees tend to be slightly younger and more international. Consider what packages you could offer around this theme
 - Even though partnerships are not available, there are a number of sponsorship opportunities if you would like to associate your business with the festival
 - If your business is located in the area, think about special offers/discounts to attract passing trade



Event	World Student Hockey Games
Date	31/08/10 – 5/09/10
Type of event	Sport/hockey
Location	National Hockey Academy, Peffermill playing fields
Marketing contact	Ruth Crawford – Scottish Hockey ruth@edzell.net 07876 351561
No of attendees	Around 400 players/officials, 50% male 50% female; plus spectators
Target market	Players are students selected by their national associations (age 17-28 years; male & female); spectators will be all hockey players, or anyone interested in watching world class international sport or associated with participating teams / member Universities.
Partnership opportunities	Commercial sponsors; local businesses; sports suppliers; tourism businesses; suppliers; UK based agencies of participating countries
Current marketing channels	Database mailshot to all potential participating nations [national university associations]. Website to be launched end January 2010. Partner channels and networks to be used [databases, mailshots, websites, target groups etc] – current deliver partners are Edinburgh University, Scottish Hockey, Scottish Universities Sport, British Universities and Colleges Sport [BUCS], and Talented Athlete Scholarship Scheme [TASS].

- Top Tips**
- Think about products that would appeal to this age group
 - Lots of officials attend so maybe do a deal with the organisers or offer a good rate to them



september 10 >



Event	2010 Edinburgh ITU Duathlon World Championships
Date	03/09/10 – 05/09/10
Type of event	Sports/10k run, 40km cycle and 5km run
Location	Holyrood Park/ Arthurs Seat
Marketing contact	Alex Wicks – Fast Track alex.wicks@fasttrackagency.com 020 7593 5291
No of attendees	700 Age Group athletes and 200 of the World's Elite Duathletes. Crowds are also expected to be high with a spectator friendly course
Target market	Duathletes, Triathletes, Runners, Cyclists – Those who enjoy outdoor activities – male and female – All Ages – UK and international living in the UK – Families
Partnership opportunities	A range of opportunities including sponsorship (various levels), event arena and barrier advertising, advertising in communication material, advertising on event website, VIP Packages, athlete welcome packs, promotion prizes
Current marketing channels	PR activity including media relations, advertorial, media promotions – advertising, website (http://www.edinburghduathlon2010.com), Print materials – Posters, fliers – Poster sites in Edinburgh, promotions through governing bodies, partner organisations and UK Clubs, E-Newsletters, Social Media e.g facebook, twitter, etc.

- Top Tips
- Consider partnering with the organisers to offer accommodation to competitors and/or reduced rate accommodation to organisers
 - Be aware that competitors may require meal times out with normal hours
 - Take advantage of one of the many partnership opportunities



Event	Royal Air Force Airshow
Date	11/09/10
Type of event	Airshow
Location	Leuchars, Fife
Marketing contact	Roz Clark – RAF Leuchars Airshow info@airshow.co.uk 01334 839000
No of attendees	50,000
Target market	All ages. An all day family event. A truly international event with attendees coming from all over the world.
Partnership opportunities	There may be opportunities to have a link added to the website. There are advertising and sponsorship opportunities available
Current marketing channels	www.airshow.co.uk , radio, tv, billboards and other visual media, national press

- Top Tips
- St Andrews and Leuchars get very busy so think about how to tap into the demand for accommodation
 - Visitors may required later or earlier meal times
 - Package up tickets, accommodation and transportation
 - Provide train times direct to Leuchars as traffic and parking can be difficult



Event	Edinburgh Riding of the Marches
Date	12/09/10 (TBC)
Type of event	Arts/Culture
Location	Drum Estate, through the City, to the Royal Mile
Marketing contact	Kay Robertson – Edinburgh Riding of the Marches sec@edinburghridingthemarches.co.uk 07977226683
No of attendees	250 horses and riders. Organisers are expecting up to 30,000 spectators along the route.
Target market	80% of spectators likely to be tourists
Partnership opportunities	Call Kay Robertson to discuss. Sponsorship/advertising space available in the guide. Fundraising Ball – venue required. Additional fundraising ideas welcome.
Current marketing channels	Local press and specialist publications e.g. Scottish Farmer magazine, Horse & Hound etc. www.edinburghridingthemarches.co.uk , they have a launch video on www.youtube.com . Riders from other riding towns will promote the event by word of mouth

- Top Tips
- Find out if you are on, or close by the march route and advertise food/drink/accommodation offers
 - Consider advertising in trade/specialist magazines to attract participants
 - Contact other riding organisations in Scotland to let them know of them of any special offers you are offering for riders/spectators



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september 10 >



Event	Archery World Cup Final
Date	18/09/10 – 19/09/10
Type of event	Sports/Archery
Location	East Princes Street Gardens
Marketing contact	Mike Jardine – Rare Management mike@raremanagement.co.uk 0131 555 3820
No of attendees	600 – 1,000, (32 competitors)
Target market	Archery enthusiasts – UK wide. General public, all ages – Edinburgh area
Partnership opportunities	A wide range of opportunities including event sponsorship, perimeter advertising, VIP packages, spectator welcome packs.
Current marketing channels	PR activity, communication material (leaflets, posters), advertising, website (www.archeryedinburgh.co.uk), email updates, poster sites, joint promotions with local media, promotions with governing bodies and UK clubs.

- Top Tips
- Consider partnering with organisers to offer competitors accommodation or special offers
 - Advertise either on perimeter fencing or in the welcome packs



Event	Doors Open Day
Date	25/09/10 (TBC)
Type of event	Free access to historic & cultural buildings
Location	Venues across the city
Marketing contact	Marion Williams – Cockburn Association director@cockburnassociation.org.uk 0131 557 8686
No of attendees	80,000
Target market	All ages. Mostly local people who attend but an increasing number of attendees from rest of Scotland/UK
Partnership opportunities	Happy to speak to accommodation providers, who have any suggestions. The event works to a very small budget, so any sponsorship/support financially is welcomed
Current marketing channels	Brochures, leaflets, local & national press, e-mail and use google maps to show the locations of venues. www.cockburnassociation.org.uk

- Top Tips
- Request a brochure to find out which properties are included in this event – pass this information on to your guests
 - Advertise the event in your promotional activity



october 10 >



Event	Edinburgh International Storytelling Festival
Date	22/10/10 – 31/10/10
Type of event	Festival
Location	Scottish Storytelling Centre
Marketing contact	Lindsay Corr – Scottish Storytelling Centre Lindsay@scottishstorytellingcentre.com 0131 652 3273
No of attendees	1700. (17,000 including schools programme and training)
Target market	Excluding schools programme attendees are usually 60% female and aged 35+. 61% are from Edinburgh & Lothian 20% rest of Scotland, 12% rest of UK and 27% international
Partnership opportunities	Happy to look at contras and print display. Group bookings are available – the organisers are trying to do more business with Travel Trade this year. Sponsorship opportunities are available. They don't currently advertise links on their website but may look at this – contact the organisers to discuss. Happy to offer ticket allocations and help accommodation providers put together packages
Current marketing channels	24,000 brochures, posters and flyers. Scotsman Publications, The List. The festival attracts quite a lot of media coverage. Programme released and tickets available 13th September. www.scottishstorytellingcentre.co.uk

- Top Tips
- Ask the event for sample itineraries to inspire your own packages for visitors
 - The ceilidh evenings offer a true taste of traditional Scotland. Make sure your visitors know about these events as they will be delighted with the experience!
 - Offer discounts or offers on toys or books



november 10 >

Event	Autumn Test Series
Date	November 2010
Type of event	Sport / Rugby
Location	Murrayfield
Marketing contact	Zoe Paige – Scottish Rugby Union Zoe.paige@sru.org.uk 0131 346 5032
No of attendees	Up to 67,000
Target market	All ages, including families
Partnership opportunities	Contact Zoe Paige to discuss in the first instance.
Current marketing channels	TV, print, www.scottishrugby.org & local radio
Additional information	Fixtures: Scotland v South Africa – date TBC Scotland v New Zealand – date TBC Scotland v Samoa – date TBC

- Top Tips
- Tickets are not yet on sale but will be very popular.
 - Dates will be announced early in 2010.
 - International visitors will be arriving in Edinburgh to follow their teams. Take an interest in why they are here and make them feel very welcome, to encourage them to return at another time or recommend you to others.
 - Remember to adjust your rates according to demand. The autumn tests often attract more locals than the Six Nations.
 - Be prepared for large group bookings for meals on Sat and Sun



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november 10 >



Event	Edinburgh's Christmas (Edinburgh's Winter Festivals)
Date	25/11/10 – 02/01/11
Type of event	Festival
Location	Across City Centre
Marketing contact	Alan Thomson – City of Edinburgh Council alan.thomson@edinburgh.gov.uk 0131 529 3180
Target market	All ages, locals and visitors. There are a lot of events for children.
Partnership opportunities	Contact Alan Thomson to discuss
Current marketing channels	www.edinburghschristmas.com/events

- Top Tips**
- Make sure your guests are aware of what's on – put details on your website or send out details with booking confirmations
 - The Edinburgh's Christmas website has over 200 events listed – check for details: www.edinburghschristmas.com/events
 - Popular events/attractions include the Winter Wonderland ice rink, the German Christmas Market, as well as carol singing and the Santa Stroll. Consider offering packages around these activities



Event	St Andrew's Day
Date	30/11/10
Target market	All ages, locals and visitors
Partnership opportunities	If you are unable to host an event yourself, speak to neighbouring businesses – find out what's on, so you can recommend things to see and do, to your customers. Buy tickets for local events and create themed packages

- Top Tips**
- Check Visit Scotland's "What's On Guides" closer to the time, for up to date information on local events www.visitscotland.org/events-and-training/whats_on_guides
 - Why not host your own event? – perhaps a ceilidh or dinner dance or a Scottish quiz night



december 10 >

Event	Christmas Day
Date	25/12/10
Target market	All ages, locals and visitors
Partnership opportunities	Collaborate with other local business to create packages. Offer Christmas menus. Contact Alan Thomson to discuss.

- Top Tips**
- Consider special Christmas packages for families perhaps offering two sittings
 - Packages could include presents, overnight stay, dinner with crackers, etc
 - Offer a early check in for people wanting to eat in the afternoon and staying over
 - Have Christmas party or ceilidh



december 10 >



Event	Edinburgh's Hogmanay (Edinburgh's Winter Festivals)
Date	29/12/10 – 02/01/11
Type of event	Festival
Location	Across City Centre
Marketing contact	Alan Thomson marketing@edinburghshogmanay.com
No of attendees	Up to 100,000 for the street party
Target market	Mostly adults. Locals and international visitors.
Partnership opportunities	Contact Alan Thomson to discuss
Current marketing channels	www.edinburghshogmanay.com, various other event/festival websites

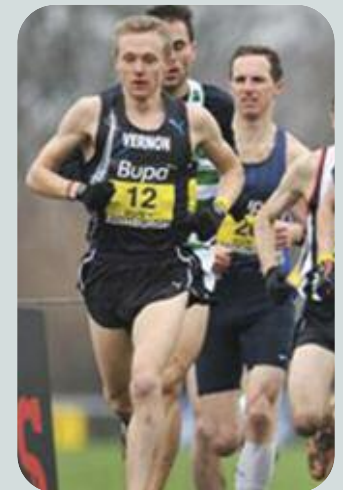
- Top Tips**
- Although the street party is the main attraction for many visitors, Edinburgh's Hogmanay is a 4 day festival of events, music, street theatre and outdoor activities. There is lots going on to attract a wide ranging audience so develop packages to appeal to your visitor profiles
 - Make sure that overseas visitors are aware that the 1st and 2nd of January are public holidays in Scotland and that some businesses may be closed. For this reason, make sure you have plenty of recommendations for alternative things for people to see and do in the area
 - Provide lots of information, such as maps and details of free bus services. These can be found at www.edinburghshogmanay.com and www.travelinescotland.com
 - The website also has an area listing accommodation in the city, find out if your business can be listed too



january 2011 >

Event	Bupa Great Winter Run
Date	TBC
Type of event	Sport / 5k run
Location	Holyrood Park
Marketing contact	Lynsey Stephenson – Nova International. Lynsey.Stephenson@novainternational.com 0191 226 3249
No of attendees	2500
Target market	All ages 14+
Partnership opportunities	Only sponsorship opportunities available at this stage. Enquiries should be directed to info@greatrun.org
Current marketing channels	www.greatrun.org , social networking sites, press. The run is televised for Channel 5

- Top Tips**
- Consider special offers for runners over the event weekend e.g. 'show your race number to receive 50% off your food bill' etc.
 - Bear in mind that runners may need earlier or later meal times. They also may have more specific dietary requirements



Event	Burns Night
Date	25/01/11
Target market	Visitors and locals. Corporate market, as lots of companies host Burns events
Partnership opportunities	Collaborate with other local business to create packages e.g. restaurants, venues, etc.

- Top Tips**
- Check Visit Scotland's "What's On Guides" closer to the time, for up to date information on local events www.visitscotland.org/events-and-training/whats_on_guides
 - Speak to venues who are hosting Burns events, to see if you they would be happy to recommend you for any accommodation enquiries they receive
 - If you don't have a restaurant or are unable to hold a traditional Burns Supper yourself, link up with another hotel or restaurant, so you can still offer this to your guests



case study Allison House Hotel



At Allison House Hotel in Edinburgh, David & Anne Marie Hinnrichs, the owners, have recognised that by developing collaboration activity with other businesses, they are able to offer their visitors a much wider range of packages and experiences than was possible on their own. The current packages that they offer range from theatre, concert & rugby breaks, through to Hogmanay packages.

One of their most popular packages is 'Theatre Breaks' and they work closely with the Edinburgh Playhouse to book tickets for these packages. The theatre package includes 2 night's B&B, a top priced ticket to the show of choice and a taxi to the Playhouse. All packages are available to book direct through the hotel website. David books an allocation of 20 tickets for all the big shows at the Playhouse and is not required to pay for these tickets up front. Instead, David simply keeps the Playhouse up to date, with the number of tickets he has sold – always giving them adequate time to resell the tickets, if necessary.

Hogmanay packages too, are very popular – Allison House Hotel offers this package to include: 4 nights B&B, Torchlight Procession on 29th December, dinner at a local restaurant on 1st January and access to Princes Street for the street party, with the option of tickets to the Ceilidh in the Gardens or the Concert in the Gardens.

One drawback, however, is that it can often be difficult to obtain tickets in bulk, for some of the larger events, so tickets have to be purchased direct through the event organiser's website. This can sometimes be more costly, as the purchaser is unable to benefit from any group discounts that are offered. Allison House Hotel have also discovered that if they have to purchase full price tickets, they have to be careful not to end up making a loss through commission charges, when they sell these packages through 3rd party websites.

The challenge for smaller accommodation providers, can often be obtaining tickets on a sale-or-return basis. Many events do offer this facility (usually with a specified release date) but for those that don't, it can be risky and costly to buy tickets up-front.

However, through continued good relationships with event organisers and venues, Allison House Hotel can continue to offer these very successful and popular packages to their visitors.

www.allisonhousehotel.com

case study Royal Yacht Britannia

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Reaping the rewards of additional promotions to festival visitors in Edinburgh.

The Royal Yacht Britannia looks to collaborate with as many events as possible, where the audience have the same demographic as their visitors. This is particularly so if they have a common link with the event or festival so that they can promote an offer to attract visitors and at the same time raise awareness of the Royal Yacht in a cost effective way. The Royal Yacht has a mechanism where all offers are coded through their till system so it is very easy for them to track success.

They have done several collaborative promotions over the last year. Although some of these have proved more successful than others, they still feel that all have been worthwhile. For the Winter Festivals publication 08/09, they ran an advert which brought 159 additional visitors. This was a great result considering the number of visitors in Edinburgh over such a short period of time.

During the rugby month of May which included the 6 Nations and the Engage Super League Magic Weekend The Royal Yacht Britannia ran a 20% off promotion. This offer was done in collaboration with a VisitScotland publication and also online to

target interested rugby goers. As it was done at a very low cost, they thought they had nothing to lose. The result was a small number of additional visitors, but hugely worthwhile in raising awareness of the attraction.

During the summer they also provided an offer to the 7500 passport holders at The Gathering 2009. Over a short period in July they received 172 visitors using this code which was a great return for a month's promotion.

Obviously the cost of promotions of this nature need to be balanced against available budget, but The Royal Yacht Britannia know that it's worth looking out for cost effective opportunities throughout the year that may not always produce a fantastic return, but they will certainly raise awareness of your business.

www.royalyachtbritannia.co.uk

And Finally...

As well as all the events mentioned above there are lots of smaller events throughout the year such as:

Edinburgh's Ceilidh Culture Various Venues

26 March – 18 April 2010 www.ceilidhculture.co.uk

Ceilidh Culture is a great opportunity to get involved with the traditional arts, whether it be music, song, dance or storytelling – right here in the heart of Scotland's capital city. Ceilidh Culture brings together contributors from all over Edinburgh and beyond, for three fantastic weeks showcasing local talent alongside international acts.

Edinburgh Festival of Music Speech and Dance Various Venues

24th February – 6th March 2010 www.ecfest.org.uk

Over 1700 performers took part in 150 separate classes in the 2009 Festival.

For details of all the events throughout 2010/11 in Edinburgh check out the following websites:

<http://citybreaks.visitscotland.com/city/edinburgh/events.aspx>

<http://www.edinburgh.org/events/>

http://eventsedinburgh.org.uk/event_visitors_home.html

<http://www.nationalgalleries.org/whatson/calendar/5:367/>

http://www.nms.ac.uk/whats_on.aspx

Also think about the year round calendar offered by all the theatres in Edinburgh, consider tapping into this niche market by offering theatre breaks:

Playhouse: www.ofsstudio.org.uk/index.asp?VenueID=93

Festival and Kings Theatres: www.eft.co.uk

Traverse Theatre: www.traverse.co.uk

The Royal Lyceum Theatre: www.lyceum.org.uk

Feedback

Please let us know how the calendar has helped your business and any other suggestions or examples that you may have. Please e-mail us at info@etag.org.uk