

**About DEMA**

What is DEMA?

Why create a DEMA?

Destination Promotion Strategy

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**Aims of Business Plan**

**Aims 2009 - 2012**

DEMA's aims for the next three years are:

All audiences:

Aim: More of the target audiences perceive Edinburgh to be a contemporary and progressive destination.

Target: A higher ranking in a basket of perception surveys.

Visitors

Aim: To attract more of the target audience to visit and spend in the city – with a particular focus on business tourism.

Target: Grow visitor expenditure by 15%

Investors

Aim: To develop Edinburgh's international trade links and, attract internationally mobile investment into Edinburgh's key industry sectors.

Target: Support £500m of new private sector investment into physical regeneration and £100m in new commercial investment.

Talent  
(Live, work and study)

Aim: To attract more highly qualified, creative and entrepreneurial individuals to live, work and study in Edinburgh – boosting its Universities, research institutions, creative networks and key industry sectors.

Target: Increase overseas student recruitment by 15%.

Increase inward migration to Edinburgh's key sectors by 5% p.a.



**Find out more...**

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