

**ETAG MARKET INTELLIGENCE SCHEDULE
JULY 2010**

NAME	DESCRIPTION	TIMING	PARTNERS	COMMENTS/CONTACT DETAILS
Edinburgh Visitor Survey	Online visitor survey of visitors	Oct 09 -Oct 10	ECB, SE, CEC, FE, VS	Monthly monitor now being produced Margaret.mcneil@scotent.co.uk
Business Tourism Survey	Online survey of attendees at conferences - variation on EVS	Oct 09 - Oct 10	ECB, SE, CEC	Challenges around directly accessing conference attendees Margaret.mcneil@scotent.co.uk
Cruise Passenger and Crew Survey	Onboard self completion survey	June 10 - Sept 10	SE	Part of European Cruise Council survey programme to allow benchmarking with competitors Gillian.swanney@scotent.co.uk
Festivals Impact Study	Visitor research undertaken by each of the 12 Festivals	Feb 10 - Jan 11	SE, ES, CEC, SG, CS, FE	Each festival undertaking its own research, but finding will be collated to provided overall picture of Festival visitors behaviours/spend etc Margaret.mcneil@scotent.co.uk
Edinburgh Capital Group	Initial audit of all ECG members market research	Aug 10 - Dec 10	ECG, SE	Following initial audit, opportunities to gather collective Edinburgh wide information will be considered Margaret.mcneil@scotent.co.uk