

## Projects delivered by ETAG

### Project Outline

### Champion

### Update December 2008

#### City Centre

Influence the design of Princes St. improvements and tram design to ensure visitor needs are at the forefront of planning.

Ian  
Broadfoot

Essential Edinburgh is fully engaged with the tram project and public realm initiatives. The St Andrew Square Garden development is a successful example of this.

#### Festivals and Events

Business briefing on Events and Business benefits

Michael  
Apter

The West End traders association has been active with the Open for Business campaign and engagement with the festivals and events (e.g. The Golden Oldies rugby tournament) to ensure business awareness of events in the city.

Taste of Edinburgh event held in the city

Martin  
Wishart

Second successful festival delivered on the Meadows in the summer.

Position Edinburgh at the heart of the Year of Homecoming 2009

Barbara  
Smith

Successful launch at Castle in June. Multiple events planned for 2009 with the largest Gathering event-taking place in Edinburgh.

#### Waterfront

Prepare waterfront visitor destination plan

Lucy  
Parsons

Waterfront development plan completed. Sub group of ETAG now working on the recommendations.

Identification of major events programme for the waterfront: deliver year one of animation initiative

David  
Cochrane

Events have taken place over the year, including the British Fireworks Championships in May.

#### Business tourism/conferences

Develop two pilot projects encouraging conference delegates to consider Edinburgh as a place to live and work

Alan  
Johnston

This project will evolve in line with the work of Destination Edinburgh Marketing Alliance amongst other initiatives.

Carry out audit of business tourism infrastructure and prepare prioritised and costed plan.

Sue  
Stuart

Infrastructure audit consultants have been appointed and audit has commenced.

Attract one association to establish its HQ in the city, increasing Edinburgh's profile as a destination for business visitors and investment.

Sue  
Stuart

This will become appropriate once the infrastructure audit has been completed.

## City Promotion

Review options and prepare business model for Destination Edinburgh	Richard Jeffrey	Destination Promotion Strategy commissioned. Individuals identified and participating on DEMA Project Board and Delivery Group.
Edinburgh participation in information pilots (eg podcasts etc)	Andrew Jacques	Pilot trails have taken place. E.g. VisitScotland festival information provision. This project has completed the testing phase.
One successful application for VS challenge funds for collaborative marketing	Alastair McIntosh	This project is on-going
Launch of Inspiring Capital Brand Website	Gordon Drummond	The website promoting Edinburgh City Region as a place to live, invest, visit and study has been launched: <a href="http://www.edinburgh-inspiringcapital.com">www.edinburgh-inspiringcapital.com</a>
Host seminar for Edinburgh businesses to create awareness of new air routes	Hugh Aitken	A seminar took place at the ETAG conference 08.
One new business idea developed from market intelligence	Jennifer Medcalf	Multiple business reports and materials have been produced and showcased at tourism events throughout the city.

## Tourism Workforce

Skills supply and demand study: Facilitated meeting held with industry and action plan in place	Roger Horam	Skills supply and demand report written and discussed at the ETAG conference. A small working group have pulled together a series of actions to take this forward.
20 city centre establishments to undergo Learning Journey Passports training	Paul O'Donohue	Pilot training sessions completed with 17 Edinburgh businesses. Positive feedback received and next phase of implementation is being considered.

## Sustainability

Develop sustainable urban tourism strategy by end 2008	Robin Worsnop	Strategy completed and approved by ETAG Full Group. Actions proposed for 09 Plan
Create and publish a series of positive press articles on tourism in Edinburgh	Jackie Shuttleworth/ George Kerevan	Key tourism activity in the city has been communicated to a broader audience via various media resources throughout the year.
Inform and contribute to debate on additional forms of funding	Simon Williams	Research projects completed. Discussions continuing with industry on possible routes for implementation.

Increase number of tourism sector businesses with a Keep Edinburgh Clean silver standard award by 10%

Amanda Alabaster

On-going project in conjunction with City of Edinburgh Council cleansing department.

### **Collaboration**

Run Dragon's den style event for future tourism leaders to identify ideas for increased collaboration between Edinburgh and Glasgow tourism businesses

Jim Sinclair

Successful Innovation eg. project culminating in a collaboration event at Our Dynamic Earth. Multiple ideas have been generated and are now at the further development stage.

Hold an event for collaborative groupings e.g. Luxury Edinburgh

Sue Finlay

The ETAG conference featured various examples of collaborative approaches and groups operating in the city.

ETAG Conference to attract at least 150 delegates

Neil Ellis

Steering group preparing agenda for ETAG conference March 2009.