

ETAG: Wednesday, 8/6/11

The Royal Highland Centre

- Who we are
- What's all the fuss about - Masterplan?
- Events, events, events
- What the future holds



DAVID GUETTA



Who We Are

- **RHASS**

Royal Highland & Agricultural Society of Scotland

- **Society / Charity**

- 228 years young
- Patron: The Queen

- **Royal Highland Centre**

- Trading arm of Charity
- c. 280 acres, adjacent to Edinburgh Airport
- 'Surpluses' reinvested into Charitable activities



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What's all the fuss about – Masterplan?

- **Development of the Royal Highland Centre for the benefit of:**
 - the Society
 - Edinburgh
 - Scotland
- **Investment commences with 2 new hotels**
 - Within Centre grounds - c. 450 bedrooms total
 - Plus hotels adjacent to Centre – over 500 bedrooms
- **Investment continues with...**
 - New exhibition hall & replacement for MacRobert Pavilion
 - Mixed use office development & 'Food Centre of Excellence'



the site



we are all about

the venue

Set in spacious parkland on the edge of Edinburgh, Scotland's inspiring capital city, the Royal Highland Centre is Scotland's venue of choice for exhibitions, performance, lifestyle, business, sport and outdoor events.

what makes us unique from
other venues is our ability to offer both

indoor & outdoor

space in one package



PARKING

HOTEL

HIGHLAND HALL

LOWLAND HALL

CENTRAL HALL

McROBERT PAVILLION

MAIN ARENA

COUNTRYSIDE

SHOW GROUND

SHOW GROUND

SHOW GROUND

PARKING

PARKING

Airport

SHUTTLE BUSES
TO/FROM EDINBURGH

HALYARDS ROAD

INCLYTON ROAD

GLASGOW and NORTH

GLASGOW ROAD (A8)

EDINBURGH and SOUTH





Events, events, events @ The Royal Highland Centre

- Best known for hosting? **The Royal Highland Show**
 - 2011 Visitor Target: ?

Context – in 2010 the Centre hosted 240 events, attracting more than 1 million visitors!



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Events, events, events @ The Royal Highland Centre

- **What's coming up – highlights...**
 - **JLS: 1st July**
 - **Edinburgh Pipe Band Championship: 24th July**
 - **World Karate Championships: September**
 - **And many many more events to come...**
including **Visit Scotland Expo 2012**



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2011 Gardening Scotland A Record Year!

In June 2010 Rural Projects hosted its most successful Gardening Scotland show at the Royal Highland Centre. More than 35,000 visitors including Scotland's First Minister, Alex Salmond attended the three-day gardening and outdoor living show, along with 400 exhibitors selling everything from compost to conservatories.

Event organiser Martin Dare said: "We've hosted Gardening Scotland at the Royal Highland Centre since 2000. The Centre is unique in terms of its indoor and outdoor offering, extensive car parking and proximity to much of the Scottish population – there really is no other venue in Scotland that meets our requirements so closely."



What the Future Holds

- Bigger brands, bigger events at the RHC
- Integration into Edinburgh's partner agencies
- Recognition & integration as Edinburgh's large events venue
- Driving economic impact of RHC for Edinburgh & Scotland



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**Thank You
Any Questions?**



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