ETAG
Edinburgh
Tourism
Action
Group

Business Opportunities:
Delivering Visitor Experiences

Edinburgh Capital Group

Scottish Enterprise

EDINBURGH
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ETAG Edinburgh Tourism Action Group

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Edinburgh's attractions are a big reason why visitors come to our city and most of our visitors will visit at least one attraction during their stay. Tourism businesses can work together with these attractions to the mutual benefit of all. The Edinburgh Capital Group (ECG), established over 30 years ago, is a collaborative partnership of the city's biggest attractions, tours and festivals, who work together to share ideas and cross-promote. This guide will give an insight into opportunities to work with these key businesses, providing you with the right contact plus innovative partnership ideas from the members themselves.

Robin Worsnop, Chair, ETAG

This guide can help you to:

- Find out more about ECG, its members' offerings and the role they can play in:
  - Incentivising visitors to stay longer and spend more
  - Encouraging off-peak visits
  - Adding to visitor satisfaction: more repeat visits and recommendations
- Pre-sell 'things-to-do' opportunities and understand their use as a selling hook for visitors e.g. by accommodation providers
- Get attractive content for your own website and marketing materials about things to do in Edinburgh, ensuring you know who to contact within ECG to get further information or photography
- Create spin-off product development and exciting new itineraries for visitors

Did You Know?

There are five other published guides about different aspects of Edinburgh tourism, which may complement some of the information you find in this resource. *Edinburgh – A World Heritage City*, *Tourism in Edinburgh – Key Figures*, *Edinburgh At Night*, *Edinburgh's Festival Visitors* and *Edinburgh's Event Calendar 2011* are available to download from **www.etag.org.uk**.

>1 Introduction

The Law of Attractions

According to the *Edinburgh Visitor Survey 2009/10*, a massive **95% of all visitors to Edinburgh visit an attraction** as part of their experience in the city. And that figure is consistent across age groups and nationalities, which tells us that Edinburgh's unique mix of attractions really does offer something for everybody – from world-class events like the Edinburgh International Festival and The Royal Highland Show, to famous attractions like Edinburgh Castle and The Real Mary King's Close, to venues like The Playhouse.

Working with the Edinburgh Capital Group

Edinburgh Capital Group (ECG) is a collaboration of key Edinburgh year-round attractions, tours and art venues, plus annual experiences such as festivals and events. Established for over 30 years, ECG provides businesses with the opportunity to work together, share ideas and cross-promote to help each other grow.

The members of ECG are integral to the overall Edinburgh tourism picture because they provide those unique and memorable experiences that delight our visitors and help the city stand out against competitors.

ECG members:

- attracted 8.5 million visits in 2009/10
- achieved £158 million in collective turnover in 2009/10
- invest significant time and money into marketing Edinburgh
- are committed to providing high quality visitor experiences

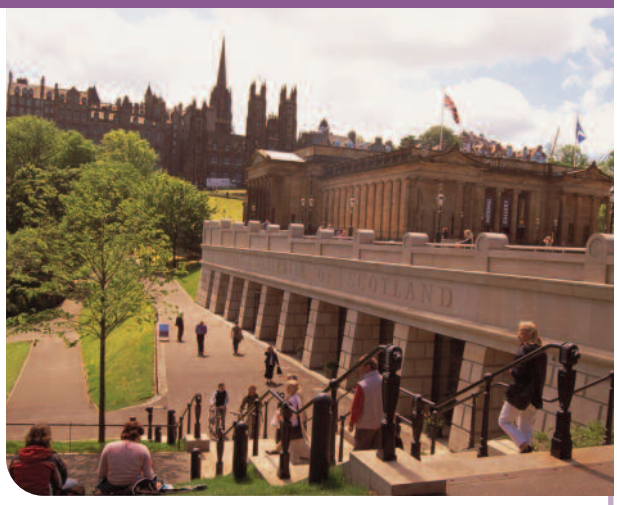
ECG plays a key role in attracting visitors to Edinburgh, but its members rely on Edinburgh's accommodation providers, restaurants, transport providers, etc. to give visitors an overall experience that will exceed their expectations. Through collaboration, we can provide visitors with a joined-up experience that gives them more and benefits a wider pool of businesses.

When asked about collaboration, **94% of ECG members stated that they are interested or VERY interested in working with other tourism businesses,** particularly to develop new products or repackage existing products.

How could you work with ECG to develop packages, create offers and join marketing efforts to grow your business?

>2 What you need to know about Edinburgh Capital Group

Who are ECG's visitors?



- Around 77% of all ECG members' visitors are believed to come from outside the Edinburgh area, 34% from overseas.
- In terms of the UK market, 23% of visitors come from the local Edinburgh area, 18% come from elsewhere in Scotland and 25% from elsewhere in the UK.
- Europe makes up the largest overseas market at around 13% followed by North America and then Australia/New Zealand. The most common 'Top 5' individual international countries of origin are Germany, Spain, France and Italy in Europe, with the USA mentioned most prominently overall followed by Australia and then Canada.

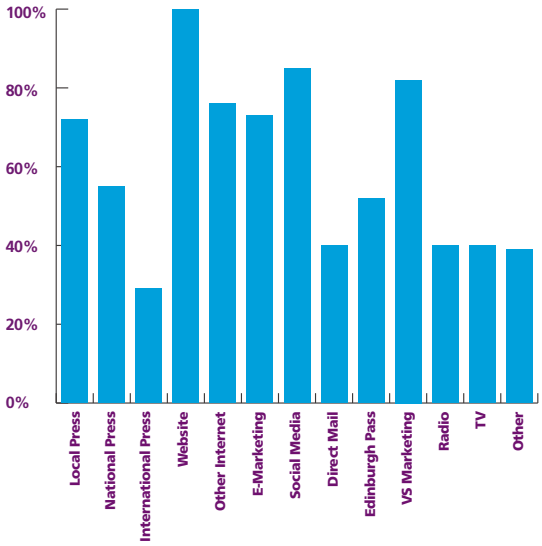
Country of origin

Local – Edinburgh area	23%
Other Scotland	18%
Other UK (England, Wales, N Ireland)	25%
Europe	13%
North America	7%
Asia (including India)	4%
Australasia/NZ	5%
Other	5%

What is their marketing strategy?

- ECG members spent **over £4.5m** on marketing in 2009/10.
- 94% of ECG members routinely gather customer information or undertake surveys. This information can then be used to target previous and potential visitors through marketing.
- The majority of ECG members use the internet as their key route to market. All members have a website, 85% using social media (e.g. Facebook), 73% e-marketing, and 76% use other internet-related marketing including pay-per-click/Google adwords.
- 82% make use of VisitScotland marketing products and 52% take part in the Edinburgh Pass scheme.
- More than half of members use local and national press and 39% use other marketing channels such as leaflet distribution, local signage and PR.

Marketing Channels



Who are their target markets?

- Collectively ECG members are interested in a wide range of target markets in terms of geography, demographics and seasonality, which provides a wide scope for developing collaborative packages.
- Understandably, the largest single target group is UK visitors (91%) but a significant 85% of ECG businesses are interested in overseas markets too.
- Nearly three quarters of them target year-round visitors and 42% target off-season visitors, which means there are opportunities to work together to pick up the low season.
- Most ECG businesses target people of all ages, though the 35-59 age group is a particularly key target group for 82% of them.
- 70% of members are interested in targeting the family market, with 55% specifically mentioning children under 16, so they may be interested in developing family offers.

>2 What you need to know about Edinburgh Capital Group

Developments and future plans

53% of ECG members have plans for major investment or growth over the next two years, so 2011 offers many exciting opportunities for tourism businesses to get involved. Several new developments are set to capture the attention of potential visitors, including the re-opening of flagship attractions and some surprising new additions:

National Museum of Scotland

The National Museum of Scotland is undergoing a £46 million transformation and will re-open in summer 2011.

The redevelopment will increase public space by 50%, it will have 16 new galleries, a Learning Centre, new eateries and a new shop, plus thousands of new exhibits will be on display.

They have also improved access to the Museum with a new welcoming arrivals hall at street level and new glass lifts to reach all floors.

www.nms.ac.uk/royal_museum_project.aspx

Scottish National Portrait Gallery

The Scottish National Portrait Gallery closed in Spring 2009 to make way for Portrait of the Nation, a major £17.6 million redevelopment project that will provide more space to show works of art and create first-class education and visitor services. The renovations are restoring the original architectural designs of the building and giving it a new lease of life.

The Portrait Gallery is due to re-open in Autumn 2011, and there are exciting plans for opening exhibitions and programmes.

www.nationalgalleries.org/portraitgallery

Edinburgh Military Tattoo

August 2011 will see an innovative new £16 million development for the annual Military Tattoo, an event that generates tens of millions of pounds for the Scottish economy each year.

The 35-year-old Tattoo grandstands will be replaced with a new 'arena' – modern seating accommodation, improved corporate hospitality facilities and superior rest and retail areas. The new seating, which will also reduce set-up times, will offer an enhanced experience for both spectators and performers.

www.edintattoo.co.uk

Edinburgh Zoo

Edinburgh Zoo is preparing to receive an exciting and historic new arrival – a breeding pair of seven-year-old giant pandas! Tian Tian and Yuangguang ('Sunshine' and 'Sweetie') are expected by the end of 2011, and will make Edinburgh Zoo one of only four zoos in Europe to house the rare animals.

The pandas will travel thousands of miles from the Wolong Panda Breeding Centre in the Sichuan Province of China to take up residence in the former gorilla enclosure, a ten-acre plantation that will be stocked with five species of bamboo.

They will stay in the Zoo for the next decade, making them the first giant pandas to reside in Britain for more than 17 years – and perhaps make history by producing Britain's first ever panda cub!

www.edinburghzoo.org.uk

Which new developments would appeal to your visitors and how will you promote them?

And don't forget that businesses are always evolving, so even if a visitor has been to an attraction before you can still recommend new things to see. The Edinburgh Dungeon, for example, launches a new show each year around the February half term/Easter holidays. It is currently working on a new offering for 2011 – *Sawney Bean*, an original show which is to be made bigger, better and scarier than ever before with the latest special effects! The National Museum will also be presenting a new exhibition from October 2011 – *Admiral Cochrane, The Real Master and Commander*. It will explore the true story of the adventurous Scottish seafarer, who inspired classic books and films such as *Master and Commander, Captain Horatio Hornblower*, and *Mr Midshipman Easy.*

Top Tips

- If you are an accommodation provider, think about how you can work with ECG members to provide services for their many out-of-town visitors. Can you cross-promote online or provide flyers to drive awareness of your business?
- How can you benefit on the back of the huge ECG marketing spend? Can you offer packages or special deals specifically for their visitors? Or can you offer to combine marketing efforts?
- Can you use current and future attraction developments as a hook to entice previous visitors back?

>3 Opportunities for businesses – member profiles

How to use this section

As you read through the profiles and opportunities from members of the Edinburgh Capital Group consider:

- Who your visitors are and what would appeal to them
- How you can work with each attraction to create experiences for your visitors
- How you can use these businesses/events to market your own business

Camera Obscura and World of Illusions

Address:	549 Castlehill, Edinburgh EH1 2ND www.camera-obscura.co.uk
Marketing contact:	Andrew Johnson, Manager | info@camera-obscura.co.uk 0131 226 3709
Opening hours:	Open all year except 25th December April to June: 9.30am – 6.00pm | July and August: 9.30am – 7.30pm September and October: 9.30am – 6.00pm November to March: 10.00am – 5.00pm (6.00pm on Saturdays)
Other tourism businesses that their visitors go to:	Other major Edinburgh visitor attractions
How to engage with Camera Obscura:	• Use our premises for promotional events • Work together on new package ideas for visitors
How Camera Obscura can help your business grow:	• Collaborate on marketing and events • Offer tickets in competitions
3 things you may not know about Camera Obscura:	• We have five floors of interactive exhibitions, making us the main centre in the UK in the field of optical illusions and ways of seeing • We have a constant cycle of new exhibits, some as a result of suggestions from visitors • We hire out the venue in the evening for up to 200 people

Deep Sea World

Address:	North Queensferry, Fife KY11 1JR www.deepseaworld.com
Marketing contact:	Gerry O'Donnell, Park Director info@deepseaworld.co.uk | 01383 411 880
Opening hours:	Open daily all year except 25th December and 1st January Open from 10.00am; please see website for closing times
Other tourism businesses that their visitors go to:	Edinburgh Zoo Blair Drummond Safari Park Scottish Seabird Centre Butterfly and Insect World
How to engage with Deep Sea World:	• Sharing of knowledge and best practice through the whole marketing mix
How Deep Sea World can help your business grow	• Collaborating with events • Joint ticketing packages • Promotions and PR collaborations
3 things you may not know about Deep Sea World:	• We offer shark diving experiences for adults and children • We offer themed birthday party packages • We can tailor corporate days to meet your needs and even include shark diving throughout the day for those who are brave enough!

>3 Opportunities for businesses – member profiles

Dovecot Studios

Address:	10 Infirmary Street, Edinburgh EH1 1LT www.dovecotstudios.com
Marketing contact:	David Weir, Director | davidweir@dovecotstudios.com | 0131 550 3660
Opening hours:	Tuesday to Saturday: 10.30am – 5.30pm
Other tourism businesses that their visitors go to:	National Galleries of Scotland National Museum of Scotland Royal Botanic Gardens (Inverleith House)
How to engage with Dovecot Studios:	• Joint ticket packages for exhibitions with connection or theme • By offering Dovecot 'Group Visit' package offers (available day and evening) to members and/or visitors
How Dovecot Studios can help your business grow:	• Joint promotions and advertising re: exhibitions • Co-hosting events in our venue with other tourism organisations
3 things you may not know about Dovecot Studios:	• Our viewing gallery into the tapestry Weaving Studio is open to the public on the first Tuesday of each month from 10.30am – 12.00pm • We have unique spaces available to hire for events for 10-600 people, from a small gathering in our Meeting Room through to banquet dinners and receptions in our magnificent Weaving Studio • Dovecot has been listed by The Independent newspaper as one of the top 50 Museums and Galleries in the UK

Our Dynamic Earth

Address:	Holyrood Road, Edinburgh EH8 8AS www.dynamicearth.co.uk
Marketing contact:	Eilidh Massie, Marketing Manager eilidh.massie@dynamicearth.co.uk | 0131 523 1224
Opening hours:	April to October : 10.00am – 5.30pm daily (July and August: 10.00am – 6.00pm daily) November to March: 10.00am – 5.30pm (Wednesday – Sunday)
Other tourism businesses that their visitors go to:	Edinburgh Zoo Edinburgh Dungeons Camera Obscura Edinburgh Bus Tours
How to engage with Dynamic Earth:	• Joint ticketing packages • Offering promotional opportunities
How Dynamic Earth can help your business grow	• Offering promotional activity • Online joint promotion through web and social media
3 things you may not know about Dynamic Earth:	• Our Dynamic Earth is home to Scotland's only 4D experience • Our HMIe inspected education service offers curriculum linked learning through 25 activities, so we are ideal for family visitors • We can offer event space for intimate meetings for two people up to drinks receptions for 1200

>3 Opportunities for businesses – member profiles

Edinburgh Bus Tours

Address:	Waverley Bridge, Edinburgh, EH1 1BQ www.edinburghtour.com
Marketing contact:	Elaine Green | egreen@lothianbuses.com | 0131 556 2244
Opening hours:	Open daily all year except 25th December Summer: 9.30am – 6.00pm (7.00pm July and August) Winter: 9.30am – 4.00pm
Other tourism businesses that their visitors go to:	All attractions in the city and surrounding area, retail and accommodation
How to engage with Edinburgh Bus Tours:	• Tour and theatre show packages • Tour and attraction packages
How Edinburgh Bus Tours can help your business grow:	• Potentially sell their tickets – currently sell Zoo, Dynamic Earth and Edinburgh Castle • To join our discount list promotion where attractions/ tourism businesses offer an incentive or discount to our ticket holders
3 things you may not know about Edinburgh Bus Tours:	• All our year-round tours are low floor accessible with a subtitled screen downstairs for the hearing impaired • We have our own in-house design team • We can be used for staff training

Edinburgh Butterfly & Insect World

Address:	Dobbies Garden World, Melville Nursery, Lasswade, Midlothian EH18 1AZ www.edinburgh-butterfly-world.co.uk
Marketing contact:	Andrew McDonald info@edinburgh-butterfly-world.co.uk | 0131 561 9114
Opening hours:	Open daily all year except 25th – 26th December and 1st January Winter: 10.00am – 5.00pm | Summer: 9.30am – 5.30pm Last admission/re-admission 30 minutes before closing
Other tourism businesses that their visitors go to:	Edinburgh Zoo Our Dynamic Earth Deep Sea World Scottish Seabird Centre East Links Family Park Almond Valley Heritage Centre
How to engage with Butterfly & Insect World:	• Off season hotel and ticket packages • Take promotional posters and leaflets for display for their customers • Take personalised discount vouchers to distribute to their customers (e.g. for guest houses and hotels)
How Butterfly & Insect World can help your business grow	• Offering tickets as part of a competition • Joint tickets/promotional offers • Corporate passes • Joint advertising and marketing initiatives
3 things you may not know about Butterfly & Insect World:	• We are the longest running Butterfly House in the world (25 years old this year!) • We run Spider Phobia Workshops for groups • We can run private tours after hours or off-site at schools and businesses

>3 Opportunities for businesses – member profiles

Edinburgh Castle

Address:	Edinburgh Castle
Marketing contact:	Donna Laidlaw, Travel Trade Sales Manager hs.explorer@scotland.gsi.gov.uk | 0131 668 8894
Opening hours:	Open daily all year except 25 – 26th December April to September: 9.30am – 6.00pm (last ticket sold at 5.15pm) October to March: 9.30am – 5.00pm (last ticket sold at 4.15pm)
Other tourism businesses that their visitors go to:	The Royal Yacht Britannia, The Edinburgh Dungeon The Scotch Whisky Experience, Camera Obscura, Real Mary Kings Close, Our Dynamic Earth, Palace of Holyroodhouse, Edinburgh Zoo
How to engage with Edinburgh Castle:	• Share benchmarking experiences • Promote our evening function packages
How Edinburgh Castle can help your business grow:	• Share benchmarking experiences, knowledge and best practice
3 things you may not know about Edinburgh Castle:	• We run a range of events throughout the year including Storytelling and Christmas Carols in the Great Hall • We have a private facility for daytime meetings and conferences. Capacity for dinner is up to 120, reception up to 185, theatre up to 150 • The Queen Anne Room caters for daytime wedding ceremonies and evening receptions. Capacity is 80 seated guests and 170 guests for dancing. We can also offer the Gatehouse Suite or St Margaret's Chapel for smaller wedding ceremonies.

The Edinburgh Dungeon

Address:	31 Market Street, Edinburgh EH1 1QB www.thedungeons.com
Marketing contact:	Helen Adams, Marketing Coordinator helen.adams@merlinentertainments.biz | 0131 240 1012
Opening hours:	Winter to 1st April: 11.00am – 4.00pm weekdays, 10.00am – 5.00pm weekends (closed 25th Dec; weekday times for 24th Dec, 31st Dec and 1st Jan) 2nd April to 24th June: 10.00am – 5.00pm daily 25th June to 28th August: 10.00am – 7.00pm daily 29th August to 27th October: 10.00am – 5.00pm daily 28th October: 10.00am – 7.00pm | 29th to 30th October: 10.00am – 8.00pm 31st October 10.00am – 7.00pm 1st November to March 2012 4.00pm weekdays, 10.00am – 5.00pm weekends
Other tourism businesses that their visitors go to:	Other tourist attractions (including The Scotch Whisky Experience, Edinburgh Castle, Real Mary Kings Close), Transport services, Tourist accommodation Tourist information, Hospitality venues
How to engage with Edinburgh Dungeon:	• Reciprocal competitions and promotions • Advertising with other businesses
How Edinburgh Dungeon can help your business grow:	• We have opportunities on site to raise awareness of other tourism businesses that would help them grow through promotions, advertising and competitions
3 things you may not know about Edinburgh Dungeon:	• We are part of Merlin Entertainments Group – the second largest entertainment attractions group in the world – and have been open for almost 10 years • We are available as a private venue for between 30 to 80 guests • The site we occupy is (rather appropriately) believed to be haunted!

>3 Opportunities for businesses – member profiles

Edinburgh Museums

Address:	11 locations throughout Edinburgh – see website www.edinburghmuseums.org.uk
Marketing contact:	Ruth Baxendale, Planning and Performance Officer ruth.baxendale@edinburgh.gov.uk | 0131 529 6200
Opening hours:	Please see website for all opening times e.g. The Writer's Museum: Monday to Saturday: 10.00am – 5.00pm, Sunday 12.00pm – 5.00pm during the Festival. Lauriston Castle: April to October: 2.00pm daily except Friday, November to March: 2.00pm Saturday and Sunday only
Other tourism businesses that their visitors go to:	Other museums and key attractions
How to engage with Edinburgh Museums:	• Collaborate through advertising, promotions and partnership events
How Edinburgh Museums can help your business grow	• Joint promotional offers • Joint ticketing offers
3 things you may not know about Edinburgh Museums:	• We have a Travelling Gallery, www,travellinggallery.com, which brings contemporary art exhibitions to communities throughout Scotland • The Writer's Museum offers fun hands-on workshops for families • Lauriston Castle offers craft workshops and lectures – download our events brochures from the website

Edinburgh Zoo (Royal Zoological Society of Scotland)

Address:	Corstorphine Road, Edinburgh EH16 6NF www.rzss.org.uk
Marketing contact:	Helen Arthurs, Marketing and Events Manager harthurs@rzss.org.uk | 0131 314 0350
Opening hours:	Open daily all year (365 days) November to February: 9.00am – 4.30pm October and March: 9.00am – 5.00pm April to September: 9.00am – 6.00pm
Other tourism businesses that their visitors go to:	Our Dynamic Earth, Deep Sea World Blair Drummond Safari Park, Scottish Seabird Centre Butterfly and Insect World
How to engage with Edinburgh Zoo:	• Share experiences, visitor knowledge and best practice • Association through advertising, promotions and partnership events
How Edinburgh Zoo can help your business grow:	• Joint promotional offers • Joint ticketing offers • Communication through organisational newsletters • Share database information of visitors and members (if agreed to by individuals)
3 things you may not know about Edinburgh Zoo:	• We have two purpose built lecture theatres that seat up to 210 delegates. Both are fully equipped with all AV • We can cater for private dinners, weddings, teambuilding days and all special occasions in our Mansion House which has seven different rooms available for hire • We run an exciting programme of events over the year including keeper talks, breakfast tours and family fun days

>3 Opportunities for businesses – member profiles

Highland Explorer Tours

Address:	60 High Street, Edinburgh EH1 1TB www.highlandexplorertours.com
Marketing contact:	Nikki Picken, Sales Manager nikki@highlandexplorertours.com | 0131 558 2382
Opening hours:	Sales Office: Monday to Friday: 8.00am – 6.00pm Saturday: 8.00am – 5.00pm | Sunday: 8.00am – 2.00pm Extended opening times during July and August
Other tourism businesses that their visitors go to:	All main Edinburgh attractions Walking tours
How to engage with Highland Explorer:	• Packages to include attractions or events in Edinburgh pre or post one of our tours
How Highland Explorer can help your business grow	• Joint promotions and advertising • Offering a tour as part of a competition
3 things you may not know about Highland Explorer:	• We offer private tailor-made tours to groups • We list updated late deals and special offers on our website • We offer an Explorer Discount Pass which provides which discount deals at partner businesses in Edinburgh

Palace of Holyroodhouse

Address:	Canongate, The Royal Mile, Edinburgh EH8 8DX www.royalcollection.org.uk
Marketing contact:	Susanna Mann, Business Development Manager Susanna.mann@royalcollection.org.uk | 020 7839 1377
Opening hours:	Open daily all year except Good Friday, 25-26th December and during royal visits November to March: 9.30am – 4.30pm April to October: 9.30am – 6.00pm
Other tourism businesses that their visitors go to:	Edinburgh Castle Royal Yacht Britannia
How to engage with Holyroodhouse:	• Hotel and ticket packages • Marketing partnerships, especially through third parties
How Holyroodhouse can help your business grow:	• Familiarisation visits • Private tour visits and hospitality options • Joint group visits allied to our gallery exhibition programme
3 things you may not know about the Holyroodhouse:	• We offer private evening tours of the Palace that include champagne • We offer free guided tours of Holyrood Abbey from April to October • The Queen's Gallery shows changing exhibitions from the Royal Collection

Top Tips

- Consider which ECG members are looking to attract the same market as you. Could you become involved in any of their marketing campaigns or develop a joined up package or product?
- The majority of ECG members target the family market. Does this fit with your business image, and can you use a collaboration with one of the attractions to strengthen this message for visitors?

>3 Opportunities for businesses – member profiles

3D Loch Ness Experience

Address:	192b High Street, Edinburgh EH1 1RE www.3dlochness.com
Marketing contact:	David Bremner david@lochness.com | 0131 225 2290
Opening hours:	Open daily all year except 25th December Winter: 10.00am – 5.30pm (last show) Summer: 9.30am – 6.00pm (last show)
Other tourism businesses that their visitors go to:	Dynamic Earth, Mary Kings Close Camera Obscura
How to engage with 3D Loch Ness Experience:	• Discount offers and joint ticketing packages • Advertising our future events
How 3D Loch Ness Experience can help your business grow	• Offering recommendations – we already do this frequently due to our location • Discount offers and joint ticketing packages • Advertising future events
3 things you may not know about 3D Loch Ness Experience:	• Our resident enthusiast is on hand to answer any visitor questions with their extensive knowledge on Loch Ness • We are about to carry out some changes in preparation for the summer season that will enable the visitor to browse, explore and research the subject in more detail • We have a comprehensive range of Nessie souvenir items in our gift shop from soft toys, to books and DVDs

Mercat Tours

Address:	28 Blair Street, Edinburgh EH1 1QR www.mercattours.com
Marketing contact:	Joyce Clark Joyce@mercattours.com | 0131 225 5445
Opening hours:	Open daily all year except 24th – 26th December April to September: 12.00pm – 10.30pm (first and last tours) October to March: 2.00pm – 9.45pm (first and last tours)
Other tourism businesses that their visitors go to:	Edinburgh Castle Camera Obscura
How to engage with Mercat Tours:	• Hotel and tour packages • Other attraction and tour packages • Advertising our tours to guests
How Mercat Tours can help your business grow:	• Joint promotions and advertising • We provide historical entertainment and characters for attractions, and could provide a collaborated event
3 things you may not know about Mercat Tours:	• We provide living history, historical entertainment and characters for events • We provide guides for bus tours • We provide guide training for external venues and attractions

>3 Opportunities for businesses – member profiles

National Galleries of Scotland

Address:	192b High Street, Edinburgh EH1 1RE www.nationalgalleries.org
Marketing contact:	Harriet Baker hbaker@nationalgalleries.org | 0131 624 6249
Opening hours:	Open daily all year except 25th – 26th December 10.00am – 5.00pm Thursday late night opening until 7.00pm at the National Gallery Complex
Other tourism businesses that their visitors go to:	National Museums Scotland, Edinburgh Castle Other heritage sites
How to engage with National Galleries:	• Cross-promotion
How National Galleries can help your business grow	• Cross-promotion
3 things you may not know about National Galleries:	• We have five galleries across Edinburgh: National Gallery of Scotland, Royal Scottish Academy Building (joined to the National Gallery via the Weston Link), Scottish National Portrait Gallery, Scottish National Gallery of Modern Art, Dean Gallery • We have world-class art by artists such as Botticelli, Cézanne, Degas, Gauguin, Monet, Titian, Van Gogh, Velázquez, Vermeer and Warhol • Each of our galleries has first-class shops, cafes and/or restaurants

National Museum of Scotland

Address:	Chambers Street, Edinburgh EH1 1JF www.nms.ac.uk
Marketing contact:	James Coutts j.coutts@nms.ac.uk | 0131 247 4424
Opening hours:	Daily: 10.00am – 5.00pm
Other tourism businesses that their visitors go to:	Other major visitor attractions in Edinburgh Restaurants, cafes and retail outlets Accommodation providers
How to engage with the National Museum:	• Partnerships to create special offers, packages or experiences linked to our gallery and exhibition themes • Joint promotions linked to our charging exhibitions, cafes and shops • Promote the re-development of the Museum, launching summer 2011
How the National Museum can help your business grow:	• Promotional partnerships • Stakeholder networking events • Cross-promotion through own marketing channels
3 things you may not know about the National Museum:	• The National Museum of Scotland is undergoing a transformational re-development. When it reopens in summer 2011, it will be the largest museum outside London, displaying 20,000 objects across 36 galleries • We cater for high quality events with spaces to accommodate groups of 10 to 1500 people • We offer a changing programme of events and exhibitions including guided tours in six languages

>3 Opportunities for businesses – member profiles

The National Trust for Scotland

Address:	Head office: Hermiston Quay, 5 Cultins Road, Edinburgh EH11 4DF www.nts.org.uk
Marketing contact:	Ian Gardner | igardner@nts.org.uk | 0844 493 2412
Opening hours:	Times dependant on time of year – see website for more details. Georgian House: March to November | Gladstone's Land: April to October House of the Binns: House – June to September, Estate – all year daily Malleny Garden: All year daily | Inveresk Lodge Garden: All year daily Newhailes: House and Visitor Centre – April to September, Estate – all year daily Preston Mill: June to September
Other tourism businesses that their visitors go to:	Other heritage and cultural sites
How to engage with The National Trust:	• Provide familiarisation trips for our guides • Hotel and ticket packages
How The National Trust can help your business grow	• We can provide familiarisation visits for hotel/ B&B front of house staff • Recommendations from our guides • Provide opportunities for advertising in our members' magazine, *Scotland in Trust*
3 things you may not know about The National Trust:	• In July and August Gladstone's Land has extended opening hours until 6.30pm (last admissions at 6.00pm) • On Saturdays in July and August from 12.30pm – 5.00pm guides at Gladstone's Land dress in 17th century costumes • The Drawing Room at Georgian House can be used for drinks receptions for up to 70 guests

Rabbie's Trail Burners

Address:	207 High Street, Edinburgh EH1 1PE | www.rabbies.com
Marketing contact:	Hazel Syme | tours@rabbies.com | 0131 226 3133
Opening hours:	Open daily all year from 8.00am – 6.00pm. Out of hours booking line until 10.00pm daily
Other tourism businesses that their visitors go to:	Edinburgh Castle, Mary King's Close, Holyrood Palace, Open top bus tours, Britannia Camera Obscura, Scotch Whisky Experience, Restaurants and pubs
How to engage with Rabbie's Trail Burners:	• Joint marketing of packages • Cross selling/promotions to customers
How Rabbie's Trail Burners can help your business grow:	• Collaborating to create new packages • Extending the duration of visitors' stay by upselling our tours to them
3 things you may not know about Rabbie's Trail Burners:	• We provide coach and minicoach hire/bespoke services for groups • We are happy to take frontline tourism industry staff on our tours for free familiarisation trips • We guarantee our customers a great experience or they get their money back – no quibbles

Top Tips

- Could you liven up your offering with a themed package working with one of Edinburgh's tour companies? Perhaps you could bring some spooky characters to dinner, or offer a private Edinburgh bus tour as a group incentive?
- Many ECG businesses have special promotional days or openings – compile this information for your visitors as an easy way to add value to their stay and give them a unique experience.

>3 Opportunities for businesses – member profiles

The Real Mary King's Close

Address:	2 Warriston's Close, High Street, Edinburgh EH1 1PG www.realmarykingsclose.com
Marketing contact:	Lisa Robshaw, Marketing Manager lrobshaw@realmarykingsclose.com | 0131 225 0678
Opening hours:	April to October: 10.00am – 9.00pm (last tour) daily August: 10.00am – 11.00pm (last tour) daily November to March: Sunday to Thursday: 10.00am – 5.00pm, Friday and Saturday: 10.00am – 9.00pm
Other tourism businesses that their visitors go to:	Other major attractions
How to engage with The Real Mary King's Close:	• Tour and dine/stay packages • Incentives for ticket sales • Promotion of our tours to guests
How The Real Mary King's Close can help your business grow	• Collaborative PR initiatives • Familiarisation trips
3 things you may not know about The Real Mary King's Close	• We can run private events for small groups in off peak months in the evening and can offer dining with local restaurants • We offer an 'above ground' historical walking tour of the Old Town which complements our underground tour • We're on Twitter with latest deals and seasonal offerings

Royal Highland Show

Address:	Royal Highland Centre, Ingliston, Newbridge, Edinburgh EH28 8NB www.royalhighlandshow.org
Marketing contact:	David Dunsmuir david@rhass.org.uk | 0131 335 6200
Opening hours:	Event over four days: 23rd – 26th June 2011 and similar dates in subsequent years
Other tourism businesses that their visitors go to:	Attractions such as Edinburgh Castle Hotels Restaurants Pubs and bars Shopping
How to engage with the Royal Highland Show:	• Our audience look for accommodation providers, so there are opportunities to cross-promote
How the Royal Highland Show can help your business grow:	• Potential to connect with Show's large ABC1 audience
3 things you may not know about the Royal Highland Show:	• There were 186,000 visitors to the RH Show in 2010 with 10% from elsewhere in UK • Our visitors are a group with highly disposable income • We provide an International Visitors Pavilion to welcome international customers

>3 Opportunities for businesses – member profiles

The Royal Yacht Britannia

Address:	Ocean Terminal, Leith, Edinburgh EH6 6JJ www.royalyachtbritannia.co.uk
Marketing contact:	Lucy Caldwell, Marketing Manager LucyC@tryb.co.uk | 0131 555 8800
Opening hours:	January to March: 10.00am to 3.30pm April, May, June, October: 10.00am to 4.00pm July to September: 9.30am to 4.30pm November, December: 10.00am to 3.30pm Please note Britannia will be closed from 1st to 31st January 2012 for planned maintenance in dry dock in Leith
Other tourism businesses that their visitors go to:	Edinburgh Castle, Palace of Holyroodhouse National Galleries, National Museums Other Edinburgh attractions, Restaurants, Hotels, Shopping
How to engage with The Royal Yacht Britannia:	• Contact us with any ideas, we are very approachable! • Packages for group organisers and tour operators • Reciprocal discounts for off peak visits
How The Royal Yacht Britannia can help your business grow	• Share best practice marketing ideas and visitor experience ideas • Joint promotions • Recommend itineraries for visitors who want to visit Britannia
3 things you may not know about The Royal Yacht Britannia:	• We host private dinners and receptions, as well as corporate events in the evenings on board Britannia • Our Annual Pass costs the price of one ticket and you can visit Britannia and our Royal Deck Tea Room free as many times as you like • We are run by a private charitable trust, and receive no public sector support

The Scotch Whisky Experience

Address:	354 Castlehill, Edinburgh EH1 2NE www.scotchwhiskyexperience.co.uk
Marketing contact:	Julie Trevisan Hunter, Marketing Manager j.hunter@scotchwhiskyexperience.co.uk | 0131 220 0441
Opening hours:	Open daily all year except 25th December Mid-September to Easter: 10.00am – 5.00pm (last tour) Easter to mid-September: 10.00am – 5.30pm (last tour)
Other tourism businesses that their visitors go to:	Edinburgh Castle Museums and Galleries

How to engage with the Scotch Whisky Experience:	• Joint packages, which could include our one day whisky school experience
	• Ideas for themes from whisky for joint initiatives:
	  • Royal connections with distilleries • The science of whisky
	  • Art and photography inspired by distilleries
	  • Green issues surrounding whisky production
	  • People and well known whisky families over the generations

How the Scotch Whisky Experience can help your business grow:	• Working together to provide a 'destination' package to attract more visitors • We can run tastings at partner venues • Offering added value promotions to our visitors on the behalf of other tourism businesses
3 things you may not know about the Scotch Whisky Experience:	• We run tutored and informal whisky tastings on and off-site • We run a one day whisky school with examination • We run the award-winning Amber Restaurant, Bar & Coffee Shop

>3 Opportunities for businesses – member profiles

ScotlandsPeople Centre

Address:	HM General Register House, 2 Princes Street, Edinburgh EH1 3YY www.scotlandspeoplehub.gov.uk
Marketing contact:	Iain Ferguson, Centre Manager iain.ferguson@gro-scotland.gsi.gov.uk | 0131 314 4541
Opening hours:	Open Monday to Friday: 9.00am to 4.30pm Closed: 27 – 28th December 2010, 3rd – 4thJanuary 2011, 22nd – 25th April 2011, 2nd May 2011 and 19th September 2011
Other tourism businesses that their visitors go to:	Other visitor attractions in Edinburgh
How to engage with ScotlandsPeople:	• Share knowledge and best practice • Use our Seminar facilities for promotional events
How ScotlandsPeople can help your business grow	• Sharing best practice • Offering discounts for shop and cafe sales • Sharing database of customers for promotional events
3 things you may not know about ScotlandsPeople:	• We are Scotland's largest family history centre with over 160 search places • Searching is done by computer and staff are on hand to provide help and guidance • It is possible to hire out our Seminar facility which has the unique backdrop of statutory records going back to 1855

Scottish Mining Museum

Address:	Lady Victoria Colliery, Newtongrange EH22 4QN www.scottishminingmuseum.com
Marketing contact:	Gillian Rankin, Marketing Officer marketing@scottishminingmuseum.com | 0131 663 7519
Opening hours:	Open daily all year March to October: 10.00am – 5.00pm November to February: 10.00am – 4.00pm
Other tourism businesses that their visitors go to:	Dynamic Earth Museums and Galleries
How to engage with the Scottish Mining Museum:	• Hotel and ticket packages • Other attraction and ticket packages • Advertise our evening events to hotel guests
How the Scottish Mining Museum can help your business grow:	• Joint promotions and advertising • Offering tickets as part of a competition
3 things you may not know about the Scottish Mining Museum:	• We won ASVA's Scotland's Best Visitor Experience in 2009 • We have a superb wedding/conference facility – The Old Power House • We run themed events both in the evenings and on weekends

>3 Opportunities for businesses – member profiles

Scottish Seabird Centre

Address:	The Harbour, North Berwick EH39 4SS www.seabird.org
Marketing contact:	Lynda Dalgleish, Marketing Manager marketing@seabird.org | 01620 890 202
Opening hours:	April to September: 10.00am – 6.00pm daily February, March and October: 10.00am – 5.00pm weekly, 10.00am – 5.30pm weekends November to December: 10.00am – 4.00pm weekly, 10.00am – 5.00pm weekends January: 10.00am – 4.00pm weekly, 10.00am – 5.00pm weekends
Other tourism businesses that their visitors go to:	Members of Explore Edinburgh Group, www.explore-edinburgh.com, plus other attractions in East Lothian, e.g. Museum of Flight
How to engage with the Scottish Seabird Centre:	• Reciprocal promotions with other attractions in Edinburgh and Lothians • Joint PR promotions with Edinburgh tourism businesses
How the Scottish Seabird Centre can help your business grow	• Offer promotions including leaflet and poster displays, ebulletins to 6,500 customers, ads and promotions in our members' magazine (distribution 7,000) and e-version on our website (1 million visits p/a)
3 things you may not know about the Scottish Seabird Centre:	• We're not just about seabirds, visitors enjoy the spectacle of hundreds of fluffy seal pups being born in winter from the centre • We run boat trips from March to October out to the islands and we have the exclusive landing licence for the Bass Rock, one of the "wildlife wonders of the world" • We're a charity actively engaged in conservation work, for example with our SOS Puffin project to save puffins in the Firth of Forth

>4 Next Steps – what are you going to do?

1. Consider your target market and which ECG member businesses are your best fit. You can use visitor feedback to find out what appeals most to your visitors – refer to the *Listening to our Visitors* guide, available to download from **www.tourism-intelligence.co.uk**.
2. Think about how to engage with these businesses and what they can offer you – how can you work together to benefit both businesses? You could give visitors a reason to visit at quieter times of year or work together to improve their overall customer experience, generating repeat visitors and referrals.
3. Make contact with the marketing contact provided in the profiles here and confirm how you can collaborate to offer visitors more. Can you get access to their images to use on your own website? Or could you use 'retweets' with interesting news about ECG attractions or events to draw in enquiries?
4. Review the success of your promotions and offers – what works and what is less successful? This will arm you with the information to continue to grow.

>5 Links and other resources

Edinburgh Capital Group contact:

Elaine Green (Edinburgh Bus Tours)
egreen@lothianbuses.com | **0131 556 2244**

Organisations

Edinburgh Capital Group	www.edinburghcapitalgroup.co.uk
Edinburgh Tourism Action Group	www.etag.org.uk
DEMA	www.edinburghbrand.com
Tourism Intelligence Scotland	www.tourism-intelligence.co.uk
VisitScotland	www.visitscotland.org

Other resources for tourism businesses:

Tourism Innovation Fund

Could you work with some of the ECG members to develop a winning project suitable for support from the Tourism Innovation Fund (TIF)? 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.

For example, a transport or accommodation provider might be interested in working with an ECG member to develop sample itineraries, perhaps targeting a specific market segment or creating an appealing package for time-poor visitors. However, they may struggle to find the time and resource to fulfill their ideas, so funding and external support from TIF could make the difference in taking the project forward. Interested parties should submit a proposal to TIF for consideration.

To find out more, or for information about how to apply, go to **www.scottish-enterprise.com/tourism-innovation-fund**.

Tourism Innovation Toolkit

If you or any collaborative group has a good idea that you would like to develop, Scottish Enterprise runs a tailored innovation toolkit workshop. The session, which is led by an experienced facilitator, will provide you with the tools and techniques 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.***

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