

OUR
Edinburgh

We've all been there – you're on holiday in a strange place and looking for some help. Where to eat? What's the best place to take the kids? How do you get to the airport?

And who do we ask? Waiters, hotel reception, taxi drivers – frontline staff who are dealing directly with visitors on a daily basis.

So what is **OUR EDINBURGH** all about, and why is it important? Well, in an increasingly competitive global marketplace, visitor expectations are higher than ever. Meeting and exceeding those expectations can be a real challenge, but investing in a powerful and memorable “welcome” delivered by enthusiastic, knowledgeable and well trained frontline staff can deliver real business benefits and help ensure that you, your business, and Edinburgh, stands out from the crowd!

OUR EDINBURGH is a simple and cost-effective online training tool which provides an overview of the key aspects of the Edinburgh visitor experience.

OUR EDINBURGH is engaging and interactive, with great images, videos and mini quizzes which will help to build your knowledge of Edinburgh, so you, your business, and the city as a whole provide a better customer experience.

OUR EDINBURGH also includes a free customer service training component, which complements the destination knowledge and will reinforce your own existing customer service training.

OUR EDINBURGH offers a wide range of benefits, no matter what type or size of business:

- Low cost, only £6.50 per person with no minimum number per business
- Ensures that you and your business is delivering a consistent, informed message to visitors
- Provides an interactive, engaging, easy to use training tool
- It can be completed on or off-site and can be completed over a 2 hour period
- Can be accessed via PCs, laptops, tablets and mobile phones
- Improves the visitor experience – so visitors rave about your service, your business and your city
- Participants will receive a certificate on completion, a booklet of further resources, and an invitation to join the brand new Our Edinburgh Facebook community

In addition, larger businesses get access to a management system allowing them to monitor the progress and pass rates of their staff.

Register at etag.org.uk

OUR EDINBURGH has been developed by industry leaders and is supported by ETAG. The content has been generated by many of the leading organisations and experts in the Edinburgh tourism sector including Festivals Edinburgh, the Edinburgh World Heritage Trust, the City of Literature Trust, Marketing Edinburgh and VisitScotland.