EDINBURGH

CITY OF CULTURE, ALL YEAR, EVERY YEAR

ETAG
Edinburgh
Tourism
Action
Group

The Importance of Edinburgh's Cultural Offer

With its rich history and diverse culture, Edinburgh is the envy of cities and destinations across the world.

One of its key strengths is its "strong year-round cultural offering, provided by the city's theatres and other performing arts venues and by the museums and galleries" - our many venues, be they exhibition or concert halls, deliver an incomparable cultural experience for residents and visitors alike, every day of the week and all year round.

It's certainly true that our annual festivals provide a compelling reason for many visitors to come here, but there are so many other ways for them to have memorable experiences throughout the year while they are here.

This kind of cultural tourism is a fantastic resource for tourism businesses, and now, more than ever, it's the perfect time for tourism businesses to get involved with cultural events – giving them the chance to exploit the capital's influx of tourists while giving visitors an authentic taste of Edinburgh.

In short: there is always something on in Edinburgh's various venues – it's a great opportunity for you to keep your finger on the pulse and ensure your visitors know what this great city has to offer.

Robin Worsnop, Chair, ETAG

How can this guide help your business?

This guide will offer practical advice and tips in two ways:

1.	Show how tourism businesses can make connections with cultural providers to make the most of Edinburgh's existing events, linking in to their popularity and audiences as a way to grow their own businesses
2.	Demonstrate how tourism businesses and cultural providers can work together to attract more visitors

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There aren't many cities that 90% of the residents feel proud to inhabit, but Edinburgh can make such a claim. It is hardly surprising – the incredible array of events, stunning historic landmarks and thriving cultural scene make Edinburgh one of the most attractive places in the UK in which to live, visit, study and work.

With over 70 cultural venues in Edinburgh, tourism and culture have a strong partnership – though of course many visitors might not consider themselves 'cultural tourists' despite the activities they engage in when visiting the city.

This ETAG Business Opportunities Guide is designed to ensure that you, as Edinburgh's tourism businesses recognise, understand and promote the city's cultural offer throughout the year – and provide the 'what's on', whether that's festivals, live music, theatre or art exhibitions – giving our audiences compelling, memorable visitor experiences and making sure they return again and again.

Duncan Hendry, Edinburgh Cultural Venues Group

What is Cultural Tourism?

For Edinburgh, culture is hugely important - Tripadvisor's description says it all:

> "Scots have a proud history and a fierce nationalistic streak, and as both the traditional epicentre of Scottish culture and modern national capital, Edinburgh reflects both the proud past and vibrant present of the people."

The World Tourist Organisation claims that Cultural Tourism represents between **35-40%** of all tourism worldwide, and that it is growing at **15%** per annum – three times the rate of growth of general tourism.

However, many cultural tourists probably do not think of themselves in this way. They choose to visit a destination on the strength of its cultural offer, motivated simply by the desire to encounter new experiences and create new memories. And of course, Edinburgh's and Scotland's cultural offering is a key attraction for visitors choosing Edinburgh as a holiday or short break destination.

So both culture and tourism matter. But the joy of **Cultural Tourism** is in its unique fusing of the two. Cultural Tourism gives visitors the opportunity to understand the essential character and culture of a place: its spirit, identity, heritage, values, traditions and sense of place. And it gives businesses the opportunity to differentiate themselves from their competitors.

The demand for Cultural Tourism comes not from one sector or another, but from consumers who want culture and tourism to go hand in hand, consumers who want cultural and tourism experiences to be accessible. They want the complete package.

Cultural tourists are more likely to stay longer in a destination to take advantage of other activities during their visit, thus spending more in the local economy and the surrounding region. This provides a tangible opportunity for businesses to work in partnership with cultural organisations, and to create authentic experiences for their visitors throughout the year.

WHO ARE THE CULTURAL TOURISTS?

Research shows that the culturally-inclined tourist seeks out participation in new and deeper cultural experiences involving innovative arts programming, the creative process and living culture. The evolving cultural tourist is looking for real involvement and understanding as opposed to passive observation - and they are prepared to travel to find these experiences.

DID YOU KNOW

This is how important the Cultural Venues Group is to Edinburgh:

- **Attracted 6.32 million visits in 2013/14**
- **1,561 visual and performing arts, films, exhibitions and shows**
- **6,175 individual performances and screenings**
- **Supported 3,204 jobs**
- **Generated £156 million economic impact in 2013/14 for Edinburgh and £194 million for Scotland**
- **Supports 10 of Edinburgh's festivals**

Source: Bigger Economics Cultural Venues Impacts

Introduction to Edinburgh's Cultural Offer

If cultural events are Edinburgh's lifeblood, then the city's cultural venues are its heart. From the Filmhouse to the Usher Hall, from the National Museum to the Traverse Theatre – Edinburgh's cultural venues are diverse, exciting, and a key part of the city's offer to its residents and visitors.

When the city invites its visitors to be entertained, guests need to feel welcomed, comfortable, and keen to return. This is in part the Edinburgh venues' responsibility, but everyone in tourism and hospitality who has brought the visitor here, accommodated, fed and entertained them has a role to play - reflecting the essence of the city itself.

Few world cities can match the architectural presence of Edinburgh, and most envy the extraordinarily convenient central location of its principal cultural venues that allow Edinburgh's audiences easy exploration of the city.

In Edinburgh, tourism and culture have a strong partnership – they are highly interdependent, reflecting the importance of the city's arts and culture to tourism and the visitors as a proportion of audience numbers and ticket income for venues.

WORKING WITH THE CULTURAL VENUES GROUP

At the core of Edinburgh's cultural offer to both visitors and residents is the Cultural Venues Group.

This is a collaboration of Edinburgh's leading museums, galleries and theatres working together by promoting and sharing ideas, coordinating their programmes of exhibitions and entertainment and encouraging and supporting the development of the year-round tourism product.

The Cultural Venues are integral to the quality of visitors' impressions of Edinburgh; they provide unique and memorable experiences that delight our visitors and help the city stand out against competitors. The Cultural Venues are central to what makes Edinburgh attractive and vibrant for tourists.

The Cultural Venues play a vital role in entertaining many of Edinburgh's visitors by accommodating much of its year-round cultural activity. There are clear economic, social, cultural and educational benefits for the city in hosting events attractive to these visitors – meaning the venues are fundamentally important to Edinburgh's reputation and word of mouth.

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What Does Edinburgh's Cultural Offer Mean for You?

TOURISTS ON THEIR TRIP TO EDINBURGH

Up to 47% of tourists visited a museum on their trip to Edinburgh; 29% an art gallery and 23% an exhibition.

These figures are consistent across age groups and nationalities, which tells us that Edinburgh's unique mix of museums, galleries and theatres offers something for everyone.

As a tourism business in the city, working with the city's rich cultural offer can help you:

- **Incentivise your visitors to stay longer and spend more**
- **Encourage off-peak visitors**
- **Improve your product offer and visitor experience**
- **Ensure your customers are entertained while here**
- **Generate positive word of mouth for you and for the city**

% OF COUNTRY OF RESIDENCE FOR AUDIENCES

45% Local	**20%** Elsewhere in Scotland
16% UK	**19%** Overseas

DID YOU KNOW?

Over half of our cultural visitors are from outside Edinburgh - making them a captive audience for all the city has to offer. This is a great opportunity for you to cross-sell, upsell and help them get the most out of their stay.

Source: Cultural Republic

Cultural Audiences: Who are they and what do they look for?

The arts may have wide-ranging appeal - but understanding people's individual interests helps to personalise and target communications. Attendance data demonstrates that each audience group has clear attitudes and preferences towards how they access information, use technology, where and how they spend their spare time and income, and this offers a strategic context and tactical planning information for organisations, together with vital clues about areas to support business growth. Culture Republic provides audience information and digital insights for arts and cultural venues across Scotland. Here are a few of their interesting facts about Edinburgh's Cultural Venues.

EDINBURGH PERFORMANCES, 2013-4

- **37,392** performances
- Of art forms promoted: **23%** comedy, **21%** musicals and **19%** plays
- **3,341,864** tickets were sold to **830,342** customers
- **£57,728,227** generated for the local economy
- **53%** of attendances originated from outside Edinburgh; more during its key arts festivals

Source: Cultural Republic

THE MARKET

85% of the UK (16+) population are in the market for arts, culture and heritage.

42,688,100 individuals

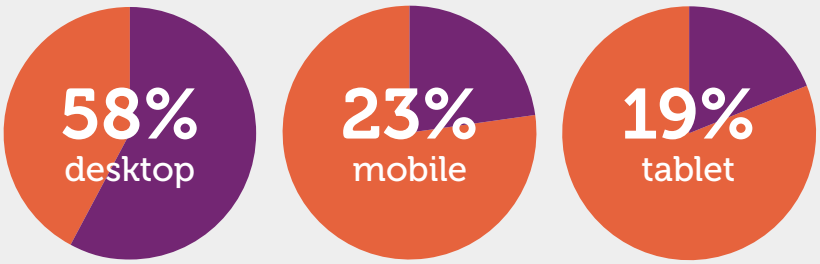
Between them they spent

£13.6 billion

on arts /culture / heritage in the last 12 months

Source: Maurice Hargreaves McIntyre

WHAT AUDIENCES ARE DOING #1: SEARCHING ONLINE BEFORE THEY COME



After organic search traffic (Google, Bing etc) and direct traffic, Facebook is a significant referrer of visits to arts and culture websites in Scotland (around 5% of all sessions). Websites generating referrals of note include:

| theatresonline.com | edinburghguide.com | creativescotland.com | | edinburghtourist.co.uk | visitscotland.com | theguardian.com | | bbc.co.uk | 'Festival based' event websites |

Also, looking at specific visual arts websites the trend is similar. Some of the websites/platforms showing also include:

| Edinburgh Museums | The List | Glasgow International | | This is Central Station | The Skinny | Galleries |

Source: Cultural Republic

DID YOU KNOW?

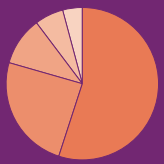
Edinburgh city websites such as 'This is Edinburgh' or social media sites such as 'Enjoy Edinburgh' Facebook are growing in popularity and reach.

facebook.com/Edinburgh
= 97,550 likes

@edinburgh Twitter
= 45,895 followers
links to over 70 million followers

Analysis also shows where followers live:

27% Edinburgh
12% Scotland
5% UK
3% London
2% Glasgow



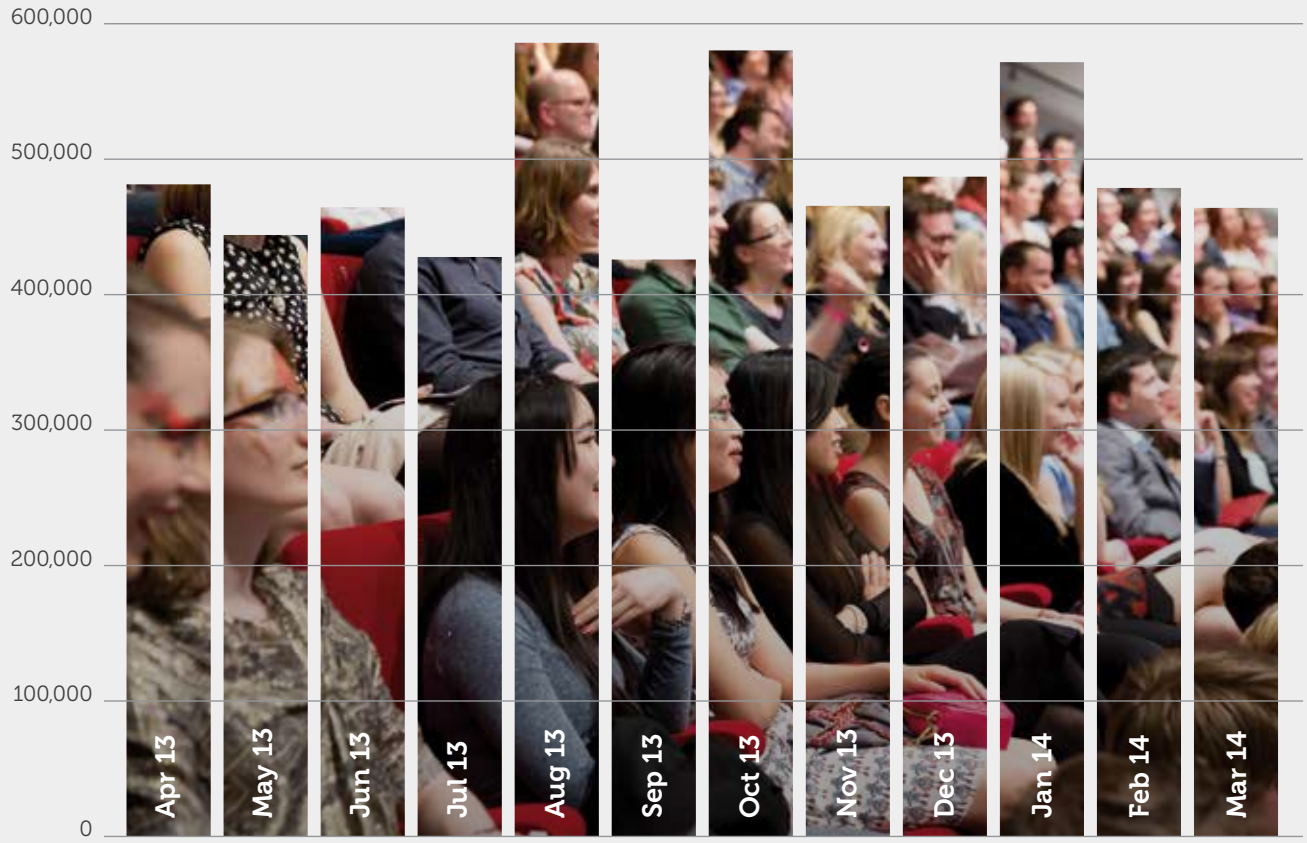
Source: Cultural Republic

WHAT AUDIENCES ARE DOING #2 : TALKING ON SOCIAL MEDIA

TOP 5 VENUES	FB Likes	FB check-ins	Twitter Followers
National Museum of Scotland	50,853	93,998	36,400
Edinburgh Playhouse	29,671	118,498	12,500
National Galleries of Scotland	17,908	7,100	24,800
Usher Hall	8,594	58,462	10,700
Filmhouse	8,376	9,615	21,700

Source: Cultural Republic

EDINBURGH'S CULTURAL VENUES ATTENDANCE



Source: Bigger Economics 'Cultural Venues Impacts' - November 2014

IDEAS TO TRY

Make sure you follow venues' social media activities and their 'What's On' guides. Most importantly, 'like' 'share' and interact with their social media activity so that your own visitors and followers can see what's on in the city.

SOMETHING TO CONSIDER

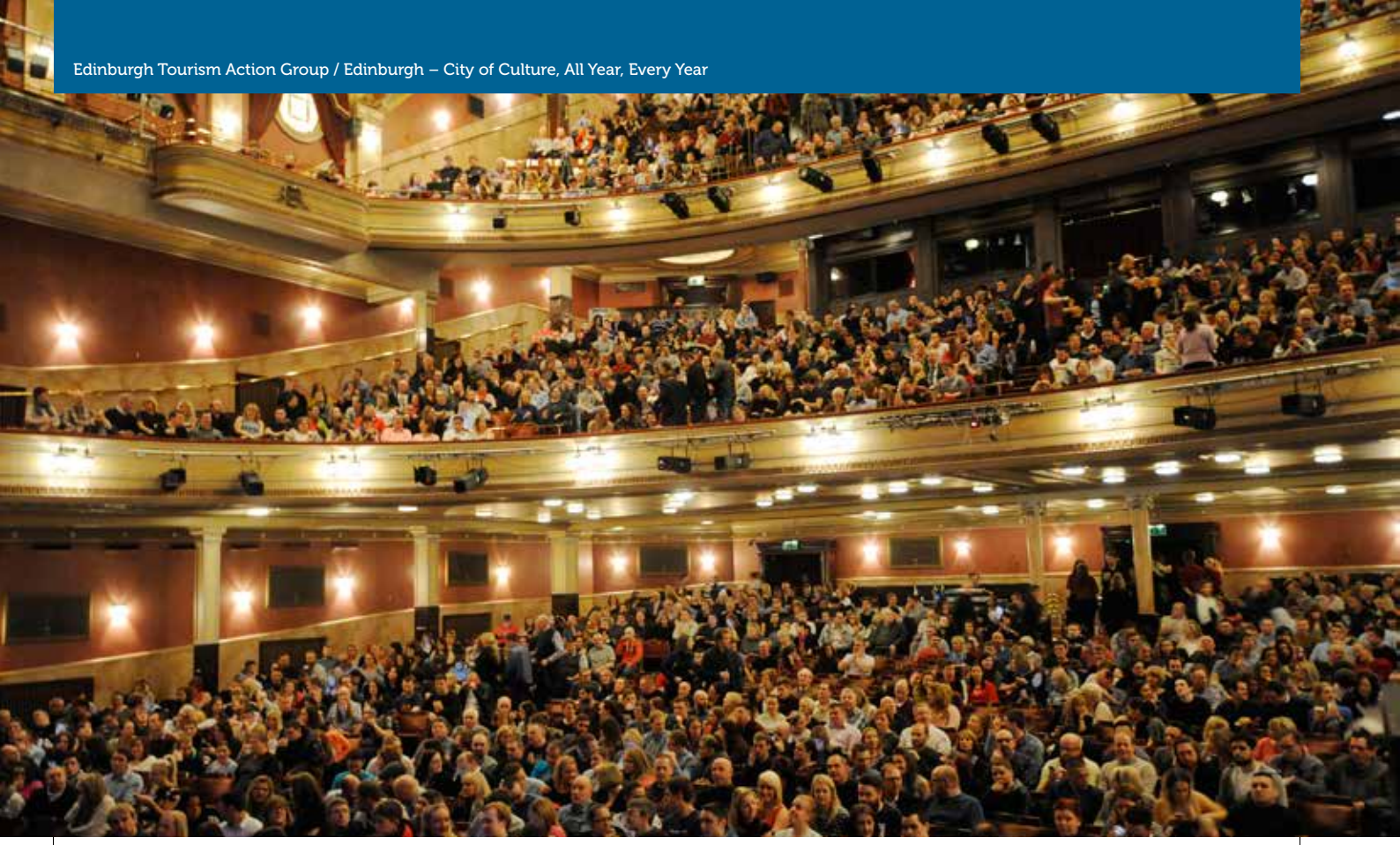
These tables demonstrate that audience attendance is all year round - showing that there is always something to see or do in Edinburgh. For businesses, this means there is an opportunity to grow audiences outwith the peak months - how can you maximise that opportunity?

DID YOU KNOW?

Over half of visitors to Edinburgh City shared their experiences online after they returned home (57%) with 46% uploading photos (e.g. to Flickr) and 33% updating their Facebook status regarding their trip. 1 in 8 (12%) left reviews on a website.

84% of visitors will recommend Edinburgh to friends

45% of visitors will definitely return to Edinburgh



Where Edinburgh's Visitors Come From

Edinburgh attracts a strong mix of different types of visitors: those on day trips in the city, leisure visitors from across the UK or from overseas on a short stay or on holiday, and a significant volume of high-spending business visitors.

Edinburgh Tourism Stats 2012	DOMESTIC	OVERSEAS	TOTAL
VISITS (million)	2.15	1.3	3.45
NIGHTS (million	5.42	6.85	12.27
AVERAGE NIGHTS	2.5	5.3	3.56

Source: visitscotland.org

Overseas visitors to Edinburgh by country of residence 2013

Rest of World	414,000
USA	202,000
Germany	171,000
France	108,000
Australia	87,000
Italy	77,000
Norway	56,000
Canada	53,000
Ireland	52,000
Netherlands	44,000
Spain	38,000

Source:VisitScotland

KNOW YOUR MARKETS

For latest information on what international visitors are looking for from a visit, check out the VisitBritain website: **www.visitbritain.org** or VisitScotland **www.visitscotland.org**

For information, market intelligence and insights on the latest trends, try Tourism Intelligence Scotland: **www.tourism-intelligence.co.uk**

For details on the latest VisitScotland marketing opportunities, contact your tourism advisor or visit **marketingopps.visitscotland.com**

SOMETHING TO CONSIDER | To keep up to date with Edinburgh's latest tourism news visit **www.etag.org.uk**

What Do We Know About Our Cultural Visitors?

VisitScotland Market Segmentation

Understanding what tourism experiences are is one thing. Developing them so that they are attractive, effective and ultimately profitable is another. As a starting point we need to ensure that as well as reflecting the core values of Edinburgh as a tourism destination, our experiences meet the needs and motivations of key market segments.

In 2014 VisitScotland released the results of a UK-wide consumer market segmentation exercise, which defines the three core visitor segments most relevant to cultural tourism in Edinburgh - more information on all of the segments can be found by searching 'UK Visitors' on **visitscotland.org**.

This valuable research provides real insights into what our cultural visitors look like and what they like to do. A focus on these and research-driven customisation of experiences for each target group means we'll be ready to deliver a better experience for the visitor and a greater return on investment.

SOMETHING TO CONSIDER

Theatres, local restaurants and accommodation providers working together can provide visitors with an all-inclusive Edinburgh Theatre Experience. Restaurants, Theatre and Accommodation Providers, can you work together to offer a package deal and encourage visitors to spend more by offering more? Or if you run a tourism business and want to work with your local theatre then get in touch to find out how you could offer a joined-up experience for visitors.

HIGHLIGHTS OF THE VISITSCOTLAND SEGMENTS MOST RELEVANT TO EDINBURGH

Curious Travellers

1.9 million UK households, 14% of target UK households

"Curious Travellers like to live life to the full and enjoy travelling as a hobby. They have an overwhelming desire to explore new destinations and discover new things. A holiday will often broaden their minds, educate and revitalise them."

Engaged Sightseers

1.0 million UK households, 8% of target UK households

"A love of holidays drives Engaged Sightseers to plan numerous breaks in a year. They enjoy general sightseeing and touring, taking in historical places as well as scenery and nature. They relish engaging with friendly locals and seeking out an authentic experience"

Foodie Culturists

1.6 million UK households, 12% of target UK households

"Food-Loving Culturalists will seek out a relaxing holiday experience where they can enjoy great food and drink and engaging cultural activities. They enjoy short breaks in the UK and will recommend quality experiences when their host has gone the 'extra mile'."

You can find lots more in-depth information, packed with facts, figures and tips for each of these customer segments and on Scottish tourism on the **VisitScotland research pages**.

Source: visitscotland.org

Edinburgh's Key Cultural Venues

As you read through the short profiles and opportunities Edinburgh's key cultural venues, consider:

1 - Who your visitors are and what would appeal to them

2 - How you can work with each venue to create experiences for your visitors

3 - How you can use these businesses/events to market your own business

FILMHOUSE | Year round programme – Monthly schedule

Edinburgh's foremost independent cinema – 3 screens – 700 films shown a year – home of the Edinburgh International Film Festival – award-winning – screens both digital and film – hosts monthly film quiz – 1,400 delegates a year attend EIFF's Delegate and Press Programme – tours available of technical and projection facilities – international visitors

PARTNERSHIP OPPORTUNITIES

- Sponsorship, event hire and advertising availability
- Experiential hospitality packages and venue hire
- Corporate membership for partnership available
- Offers packages for the Edinburgh International Film Festival as well as year round

CONTACT: Julianne Reddin – Development Manager
Julianne.Reddin@cmi-scotland.co.uk | 0131 221 8714
88 Lothian Road, Edinburgh EH3 9BZ

filmhouse.com @Filmhouse

facebook.com/FilmhouseCinema

CLAIM TO FAME: In 2014 queues formed up Lothian Road when Russell Crowe made a special appearance as the Filmhouse played host to the Scottish premiere of Darren Aronofsky's Noah

FESTIVAL THEATRE EDINBURGH | Year round programme

Traditional 1,915-seat auditorium – sleek and contemporary – spacious bars – inspiring views – backstage tours available – allegedly haunted – oldest theatre site in Edinburgh – pre-show and interval bars – pre-show and all day dining in Th'eatery – accessible performances for customers with additional needs

PARTNERSHIP OPPORTUNITIES

- Event hire available
- Keen to encourage visitors to city to attend theatres

CONTACT: Nick Parr – Commercial Director
nick.parr@edtheatres.com | 0131 662 1112
13/29 Nicolson Street, Edinburgh EH8 9FT

edtheatres.com @edtheatres

facebook.com/festivalandkingstheatres

CLAIM TO FAME: Over a century of famous acts have graced the stage - from Laurel and Hardy and Judy Garland to David Bowie and Susan Boyle

CITY ART CENTRE | What's On published in April, July and October

Collection of historic and contemporary art – international touring exhibitions – caters for art explorers and art specialists – art cart for young visitors – former fruit and vegetable market – best collection of Scottish Art in the country – well-located venue – five-star retail offer – City Art Centre café – behind the scenes tours by appointment

PARTNERSHIP OPPORTUNITIES

- Capacity for 10-160 people in 5th Gallery, Seminar Room and Conference Room
- Venue partner for Edinburgh International Science Festival
- Open to discussion for partnership, e.g. walking tours, children's quests and exclusive events

CONTACT: Ruthanne Baxter – Development Officer
ruthanne.baxter@edinburgh.gov.uk | 0131 529 3957
2 Market Street, Edinburgh EH1 1DE

edinburghmuseums.org @EdinCulture

facebook.com/City.Art.Centre.CAC

CLAIM TO FAME: Hosted The Emperor's Warriors, Star Trek and Star Wars exhibitions

NATIONAL GALLERIES OF SCOTLAND | Programme runs May to October

Scottish National Gallery – Scottish National Portrait Gallery – Scottish National Gallery of Modern Art – partner galleries at Paxton House, Berwickshire and Duff House, Banff – Collection of Scottish and international art – various activities, exhibitions, education and publications – bequeathed £55,000 in 1919 – café and restaurant – only arts venue to have 25ft tall metal robot

PARTNERSHIP OPPORTUNITIES

- Event hire available in evenings
- Work with Edinburgh Art Festival, Edinburgh Festival Fringe, VisitScotland, hoteliers and B&Bs
- Open to new and innovative ways to cross-promote and grow audiences

CONTACT: Lee Haldane – Marketing Officer
lhaldane@nationalgalleries.org | 0131 624 6283
73 Belford Road, Edinburgh EH4 3DS

nationalgalleries.org @NatGalleriesSco

facebook.com/nationalgalleries

CLAIM TO FAME: John Byrne, Peter Capaldi, Alan Cumming, Phil Jupitus, Annie Lennox, The Queen, and JK Rowling have all been in the galleries, either in person or as a work of art!

EDINBURGH PLAYHOUSE | Edinburgh Playhouse

Opened as Picturehouse in 1920s – seats 3,039 – largest theatre in UK – shows, musicals, stand up, opera, ballet, concerts – rolling photographic exhibitions – venue used for EIF in August – has The Boards restaurant – backstage tours on Saturdays – community choir – Candlelit Piano Bar open 2 hours before performances

PARTNERSHIP OPPORTUNITIES

- Private boardroom available for hire for events or pre-theatre drinks
- Director's Box available for private hire
- Carried out co-promotion with Edinburgh Castle
- Has partnerships with G&V, the Glasshouse, Crowne Plaza, Knight Residence
- Want to connect with as many businesses as possible

CONTACT: Audrey Jones – Tourism Marketing Manager
audreyjones@theambassadors.com | 0131 524 3395
18-22 Greenside Place, Edinburgh EH1 3AA

atgtickets.com/edinburgh @edinplayhouse

facebook.com/EdinburghPlayhouse

CLAIM TO FAME: Many rock stars held concerts at the Playhouse to raise money to save the building, including Ella Fitzgerald, Diana Ross, Queen, Elton John and Girls Aloud

NATIONAL MUSEUM OF SCOTLAND | Year-round programme launched in December

One of Top 10 UK visitor attractions – diverse collection showcasing nature and world cultures – Discoveries Gallery – largest research library in the country – Museum After Hours – home to Dolly the sheep – only taxidermy department in the UK – customer WiFi – 10 new viewing galleries opening in 2016 – Brasserie, Balcony Café, Tower Restaurant – 3 guided tours a day – 2 dedicated group tours

PARTNERSHIP OPPORTUNITIES

- Event hire available
- Open to establishing partnerships
- History of partnership with the Sheraton, generating media interest/coverage
- Seek to create meaningful packages
- Groups can book into café

CONTACT: Esme Haigh – Mktg & Comm Assistant
e.haigh@nms.ac.uk | 0131 247 4391)
Chambers Street, Edinburgh EH1 1JF

nms.ac.uk/scotland @NtlMuseumsScot

facebook.com/NationalMuseumsScotland

CLAIM TO FAME: Has objects collected for or donated by; David Livingstone, John Rae, John Muir, Irvine Welsh, Ian Rankin, Graeme Obree, Jack Nicklaus, Andy Murray. Charles Darwin lived behind the museum when he studied in Edinburgh

KING'S THEATRE | Year round programme

Recent major refurbishment – Art Nouveau foyer – Viennese Baroque auditorium – build in 1905 – long tradition of variety and performance pre-show and interval bars – regular and bespoke backstage tours – accessible performances for customers with additional needs

PARTNERSHIP OPPORTUNITIES

- Event hire available
- Keen to encourage visitors to city to attend theatres

CONTACT: Nick Parr – Commercial Director
nick.parr@edtheatres.com | 0131 662 1112
13/29 Nicolson Street, Edinburgh EH8 9FT

edtheatres.com @edtheatres

facebook.com/festivalandkingstheatres

CLAIM TO FAMEL: As a young actor, Sir Sean Connery worked backstage here!

ROYAL LYCEUM THEATRE | Programme runs September to May; tickets on sale June before

658-seat theatre – built in 1883 – Victorian auditorium – taken over in 1965 by Royal Lyceum Theatre Company – 2015 is 50th anniversary – makes own shows, costumes and sets – 20 'secret seats' offer available for all shows

PARTNERSHIP OPPORTUNITIES

- Work with partners usually developed around a show and are always open to new partners and discussions

CONTACT: Ben Jeffries – Communications Director
bjeffries@lyceum.org.uk | 0131 248 4848
Grindlay Street, Edinburgh EH3 9AX

lyceum.org.uk @lyceumtheatre

facebook.com/lyceumtheatre

CLAIM TO FAME: The Lyceum stage has played host to many famous performers including Brian Cox (currently Patron) and David Tennant

THE USHER HALL | Year-round rolling programme

Built with £100,000 donation by Andrew Usher – capacity: 2,900 standing, 2,200 seated – main venue for International Festival since 1947 – hosts classical, pop and rock concerts – Beaux Arts Concert Hall completed in 1914 – bars on ground and upper floors – cafe-bar in the new glass annexe – hosted Eurovision in 1972

PARTNERSHIP OPPORTUNITIES

- Hosts conferences and sponsorship events

CONTACT: Tessa McGregor – Marketing & Communications
tessa.macgregor@usherhall.co.uk | 0131 221 6334
Lothian Road, Edinburgh, Midlothian EH1 2EA

usherhall.co.uk @usherhall

facebook.com/UsherHall

CLAIM TO FAME: Hosted concerts by the likes of Fleetwood Mac, Pink Floyd, Led Zeppelin and Johnny Cash. The support act for Humble Pie in 1969 was a certain David Bowie.

THE QUEEN'S HALL | Year round programme launched in December

900 capacity music venue – 200 performances a year – key venue during festivals – built in 1823 as Hope Park Chapel – formally opened by Queen Elizabeth II in 1979 – 100% independent charity – 100 non-public events a year, such as recording sessions and rehearsals – bar exclusively available to ticket holders – guided tours can be booked

PARTNERSHIP OPPORTUNITIES

- Year-round private hire available
- Would act as conduit between tourism businesses and event promoters

CONTACT: Andy Catlin – Marketing Manager
andyc@queenshalledinburgh.org | 0131 668 3456
85 Clerk Street, Edinburgh EH8 9JG

thequeenshall.net @queens_hall

facebook.com/queenshall

CLAIM TO FAME: In the last three years alone there have been sold out concerts by the likes of Texas, Michael Nyman, Kate Rusby and Lisa Stansfield

TRAVERSE THEATRE | Three-season schedule: Spring, Festival, Autumn

High-quality contemporary theatre performances – internationally renowned as Scotland's New Writing Theatre – launched careers of some of Scotland's best known writers – at the heart of the Edinburgh Festival – opened in a former brothel in 1963 – downstairs café bar open all day – Traverse Coffee Bar – annual Doors Open days – backstage tours – post-show discussions

PARTNERSHIP OPPORTUNITIES

- Hire space available for conferences, interviews, workshops
- Can create ticket offers and entertainment packages for local business neighbours
- Family and corporate entertaining available

CONTACT: Claire Doohan – Mktg & Comm Officer
claire.doohan@traverse.co.uk | 0131 659 7111
10 Cambridge Street, Edinburgh EH1 2ED

traverse.co.uk @traversetheatre

facebook.com/TraverseTheatre

CLAIM TO FAME: Many of today's finest actors have appeared on the Traverse stages, including Tilda Swinton, Billy Connolly, Robbie Coltrane, Bill Nighy and Alan Cumming

IDEAS TO TRY

Keep up to date with what is on at the cultural venues by following their Twitter accounts. Make sure you "like" all of the venues' Facebook pages.

Opportunities for Business

There is great potential in the collaboration of tourism businesses with events, festivals and cultural providers. Here are five ways you can make these partnerships work to your advantage and to the benefit of your customers:

Top 5 reasons why tourism businesses should work with events, festivals and cultural providers:

1 To raise awareness of your business

If you get involved with a venue you will reach a potential new visitor target group. Make sure you give them details of what your business does, and create meaningful partnerships rather than simply distributing business cards.

2 Direct marketing opportunities

Where possible, collect information about these new visitors for your own database, so you can promote special offers and so on via your e-marketing and social media.

3 Collaborate with others to test new ideas

Is there a special service or product that you have been thinking about? Do it on a trial basis and smaller scale as part of your initiative and test-drive it for rolling out.

4 PR opportunities

Is there an interesting angle to your involvement with a local venue? Are you working with a local supplier to offer a quirky new product, or offering a first-time unique experience for locals and visitors? Get in touch with local media, who are always looking for local interest stories.

5 Social media

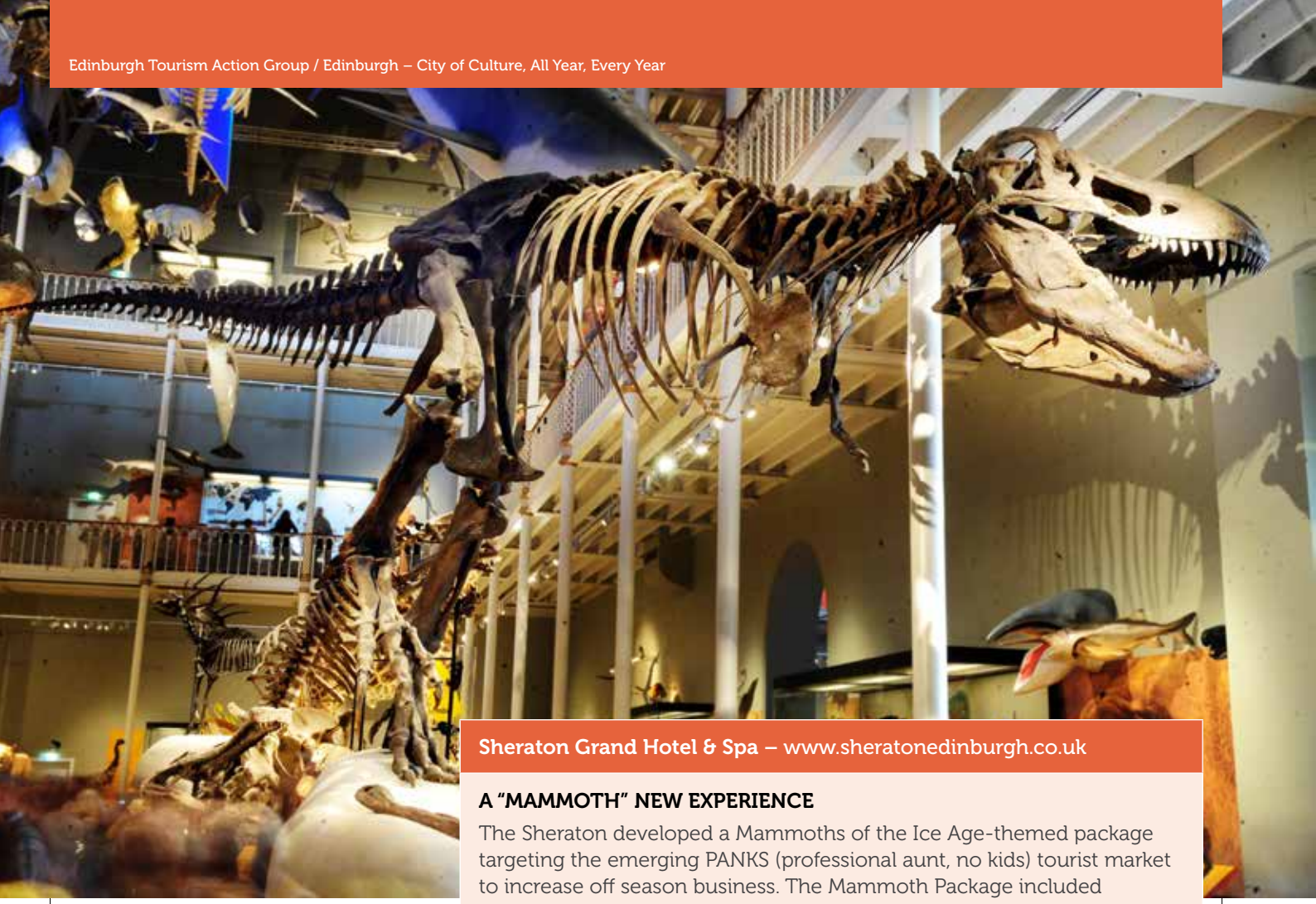
An exhibition, concert or performance gives you a platform to create a buzz online, with something new and different to promote, and also connects you with other businesses who you can cross-promote with.

IDEAS TO TRY

Promoting Edinburgh's cultural tourism offer on your website – theatre, concerts, museums and more are an important part of Edinburgh's creative offering and will be of interest to your visitors.

IDEAS TO TRY

PACKAGING & BUNDLING
Extending your promotional reach by working with other like-minded businesses to package or bundle a memorable cultural experience.



Be Inspired: Case Studies

Edinburgh is home to many great theatres, museums and galleries that showcase everything from blockbuster exhibitions, famous household names in big budget shows to home-grown talent in dazzling smaller productions. There are few better ways for visitors to spend a few days experiencing Edinburgh than with dinner, a show or exhibition and great accommodation.

Many Edinburgh hotels and apartments promote Theatre and City Breaks on their websites and offer special rates and packages for visitors. A few examples of how Edinburgh tourism businesses are promoting offers and experience for visitors include:

Sheraton Grand Hotel & Spa – www.sheratonedinburgh.co.uk

A "MAMMOTH" NEW EXPERIENCE

The Sheraton developed a Mammoths of the Ice Age-themed package targeting the emerging PANKS (professional aunt, no kids) tourist market to increase off season business. The Mammoth Package included accommodation, tickets to the Mammoths of the Ice Age exhibition, unique in-room amenities including a chocolate Mammoth lollipop with a special Mammoth milkshake, Mammoth badge and wall planner.

The Place – www.yorkplace-edinburgh.co.uk

THEATRE BREAKS & DINING

Located a stone's throw from The Edinburgh Playhouse, the hotel offers overnight theatre breaks, special rates and offers for shows, as well as pre-theatre dining and post-theatre drinks. The terrace in particular is perfect for enjoying a wine before the show in the sunshine.

Bonham Hotel – www.townhousecompany.com

SHOW TIME IN EDINBURGH! - LUXURY THEATRE BREAK

The Bonham teamed up with The Edinburgh Playhouse offering visitors a cultural theatre break, taking in one of the many shows on offer. The Edinburgh Theatre Break included 2 nights' luxury accommodation at The Bonham, taxi transfer to the theatre, tickets to a show, 3-course dinner in the hotel restaurant and Scottish breakfast.

VieAmhor Apartments Edinburgh – www.vieamhor.com

ACCOMMODATION FOR THEATRE PERFORMERS

In addition to the theatre breaks available for visitors, VieAmhor Apartments have an innovative offer for theatre performers appearing or working on a theatre production in Edinburgh. They offer special rates for longer-stay theatre performers, crew members and other production staff.

INSPIRATION FROM FURTHER AFIELD

A major exhibition in a top museum, an enthralling concert or that fun little art gallery: the full scope of arts and culture is an intrinsic part of a city's allure. Tourism businesses throughout the world offer visitor packages to get the most out of a visit to their city. Here are just a few examples:

InterContinental Toronto: Exclusive Toronto Cultural Getaway Offer

- Located in the heart of Toronto's cultural district and using social media channel Google+, the hotel promoted an exclusive Toronto Cultural Getaway offer giving visitors the opportunity to visit museums and the unique Bata Shoe Museum and explore the wonders of everything from dinosaurs to Chinese sculptures and ceramics.

Auberge Saint Antoine, Quebec: Arts & Culture

- Working with the Museum of Civilization and the National Museum of Fine Arts, the Auberge created an arts and culture package combining urban comfort, history and art. The offer included: accommodation, admission to the Museum of Civilization and the National Museum of Fine Arts, a poster from the museum's collection and à la carte breakfast.

Sydney Restaurants: Pre-theatre Restaurants Sydney

- 10 of Sydney's restaurants collaborate to offer visitors and locals the best pre-theatre dining in an ideal location for the Metro Theatre, State Theatre and Sydney Opera House for pre-theatre dining.

Derby Hotels: City Culture Offers

- With hotels located in Barcelona, London, Paris and Madrid, Derby Hotels offer cultural packages with access to many of the museums and galleries in the cities.

IDEAS TO TRY

Visitors may be interested in getting theatre tickets once they're here. Can you provide them with a list of nearby theatres and museums with details of the shows and exhibitions?

Talk to theatre box office or marketing managers about what deals they can offer you – there will be different deals for different shows. Can you theme a package around an upcoming show?

Keep up to date with upcoming blockbuster exhibitions and shows and think about how you develop packages and create offers for your visitors to grow to grow your business. You can find listings of many of the concerts being held in Edinburgh online at www.edinburghtheatreguide.com

BLOCKBUSTER EXHIBITIONS

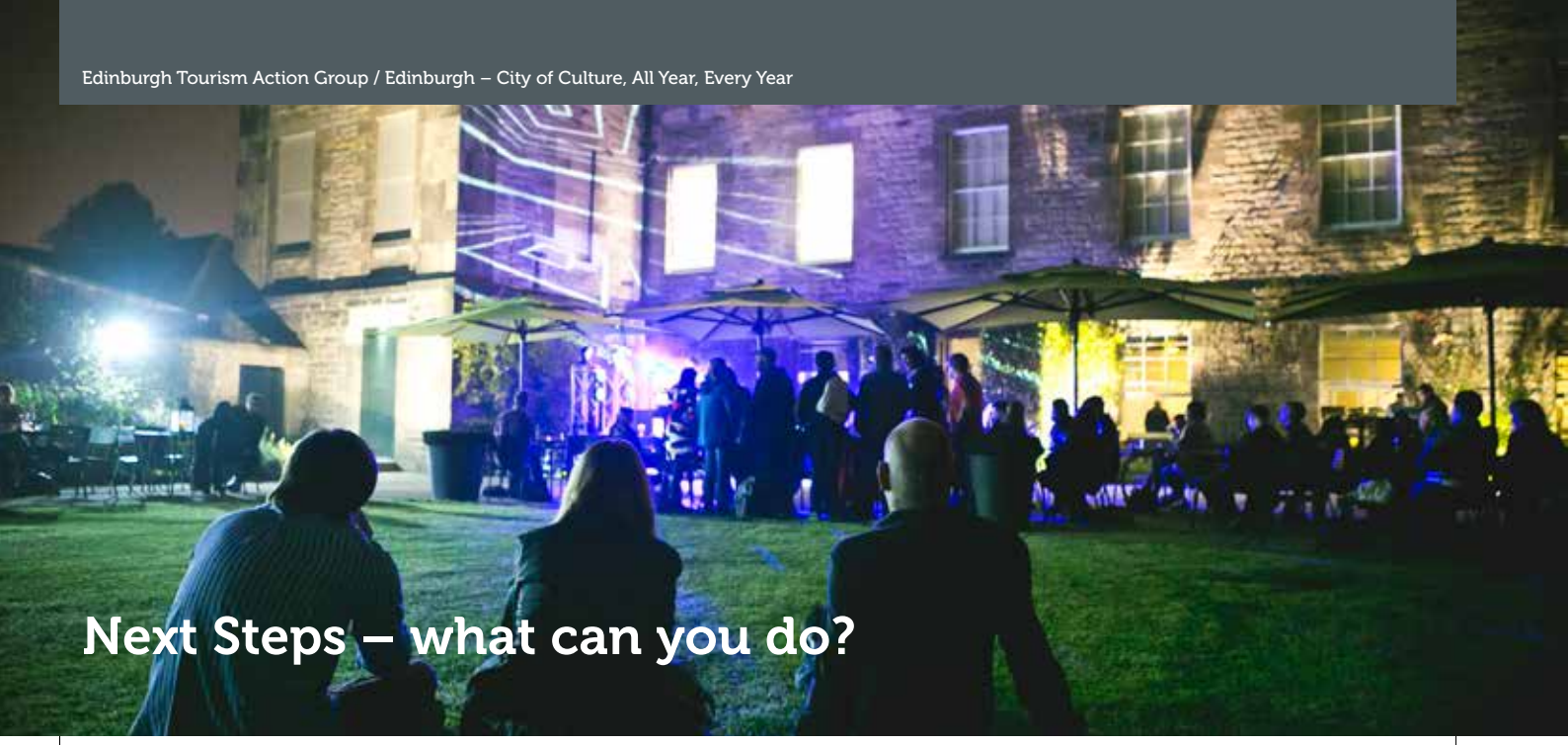
Edinburgh regularly hosts blockbuster exhibitions, and these are great opportunities for tourism businesses to form partnerships to promote their offers to visitors.

When the National Museum of Scotland presented their Mary, Queen of Scots exhibition, they joined with VisitScotland, Historic Scotland and Royal Collection Trust to grow awareness of their combined Mary, Queen of Scots offer, in turn driving day-out visits from beyond the local market and from cultural tourists.

Joint activity included a Discover Something About Mary guide, advertising in print and online, a competition to win a 'royal experience in Edinburgh', flyers placed on all British Airways flights from London City Airport to Edinburgh, and sales promotion activity with Waterstones and Scottish butcher Simon Howie. At the end of the project, the content generated was re-presented on the VisitScotland website, helping visitors from around the world to continue to enjoy Mary's story and be directed to venues across the country to experience more.

The joint activity generated more than six million opportunities to see and helped deliver 80,000 visitors to the Mary, Queen of Scots exhibition, one of the National Museum of Scotland's most successful shows ever.

Source: VisitScotland Visitor Survey 2011 (Edinburgh City)



Next Steps – what can you do?

Understanding your visitors' needs and how you satisfy those needs is crucial to keeping customers and attracting new ones. We already know that motivated cultural tourists come to a destination for a specific interest.

Know what's out there

- Get up to date: use venue websites, listings and programmes to find out what their upcoming programme is; identify which are shoulder and off-season and develop memorable visitor experiences to promote
- Sign up to the mailing lists of the venues to hear about new programmes or exhibitions that you can tell your visitors about

Understand your visitors

- Consider the needs and wants of different visitor types – do you currently have facilities and services that meet their needs, and do you promote them?
- What special products and packages can you offer that tie in with a cultural experience or event in Edinburgh?

Build new relationships

- Look for like-minded businesses and develop collaborative marketing activity to promote cultural/theatre breaks in Edinburgh – link with galleries and restaurants, for instance, to offer more to your guests
- Get in touch with local event organisers to see what services you can offer and how they can promote your business

Provide memorable experiences

- Provide or point visitors to high quality, unique and authentic experiences that will enhance memories of their visit
- Make sure your offers and promotions are relevant to your customer – consider how you gather information on your customer's interests or profile so that communication on offers can be tailored

IDEAS TO TRY

If you are an accommodation provider, think about how you can work with Edinburgh Cultural Group members to provide services for their out-of-town audiences. Can you promote online or on your Facebook page to drive awareness of your business and the venue programmes?

How can you benefit on the back of the venues' marketing activity? Can you offer packages or special deals specifically for their audiences? Or can you offer to combine marketing efforts?

Can you use current and future programmes as a hook to entice previous visitors back?

Can you offer a competition prize to the venues to promote your business and work with the venues?

Organise a staff familiarisation trip to one of the cultural venues to ensure they can sell those opportunities effectively to your visitors.

ETAG

ETAG's role is to bring together the wide range of businesses which make up Edinburgh's tourism sector. ETAG also plays a unique role in bringing the industry together with the public sector agencies that support key components of the tourism product, such as marketing and infrastructure development. ETAG organises a wide range of business events, from short Business Briefings, which provide an insight into new developments in the city, to full day workshops on hot topics such as 'Making The Most of Social Media'.

To keep up to date with the latest information, events, developments and business opportunities for Edinburgh's tourism sector visit www.etag.org.uk

This guide is just one of a series available from ETAG, all of which have been devised to help increase business and enhance the visitor experience in Edinburgh.

Culture Republic

Provide audience information, digital insights and marketing communications support for Scotland's arts and cultural organisations. They offer bespoke, one-to-one consultancy and business support that allows businesses to visualise and target audience groups, as well as a comprehensive training and event programme accessible to every cultural organisation or practitioner in Scotland.

ORGANISATIONS THAT CAN HELP YOUR BUSINESS

Edinburgh Tourism Action Group	www.etag.org.uk
Scottish Enterprise	www.scottish-enterprise.com
VisitScotland	www.visitscotland.org
Marketing Edinburgh	www.marketingedinburgh.org
Tourism Intelligence Scotland	www.tourism-intelligence.co.uk
City of Edinburgh Council	www.edinburgh.gov.uk
Cultural Republic	www.culturerepublic.co.uk

PHOTO CREDITS

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Festival Theatre
Filmhouse
King's Theatre
Royal Lyceum Theatre Edinburgh
National Galleries of Scotland
National Museum of Scotland
Playhouse Theatre
The Queen's Hall
Traverse Theatre

Edinburgh 2020: The Edinburgh Tourism Strategy

The Vision for Tourism in Edinburgh in 2020
Edinburgh is a world class city, competing successfully as one of Europe's top visitor destinations, investing in its tourism assets, products and services to provide a unique and compelling year-round visitor experience.

Achieving the Vision

The Aims: The Strategy has a primary aim:

To increase the value of tourism to the city creating a thriving, profitable tourism industry and delivering high levels of economic, cultural and social benefit to Edinburgh and Scotland as a whole.

And a supplementary aim:

To enhance the city's image and reputation by developing tourism in ways which will greatly strengthen perceptions nationally and internationally of Edinburgh as an outstanding city - truly a world class city - in which to live, work, study and invest, as well as to visit.

Objectives: Supporting the aims are three clear objectives to be achieved by 2020:

Objective 1: increase the number of visits by one third by 2020. The target is to increase the number of visits from 3.27m visits to 4.39m visits, generating an additional 4.15 million visitor nights.

Objective 2: increase the value of every visitors' spend by 10% by 2020. The target is to increase spend from £310.40 to £341.44 per visitor trip. Combined with increasing the visitors by a third, this will generate an additional £485 million per annum by 2020, taking the total visitor spend from £1.01bn to £1.5bn in today's prices.

Objective 3: reduce seasonality across the sector. The target is to achieve 50% of the additional growth during the months of October to March and reduce the current 40:60 split in visits to 43:57 between October to March and April to September.

CULTURE REPUBLIC

ETAG Edinburgh Tourism Action Group

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Scottish Enterprise

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Tourism
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