

ETAG

Edinburgh
Tourism
Action
Group

Business Opportunities: Festival Visitors to Edinburgh



Scottish Enterprise



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“ The Festivals in Edinburgh play a key role in driving tourism growth which is critical to the future of Scotland. It is crucial that we all work together to maximise the opportunities and benefits and so we are delighted to support this initiative. With insider knowledge on festival audiences, handy hints and tips, this guide will help tourism businesses to offer the best experience to visitors and encourage them to return for more. ”

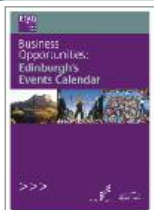
Gordon Dewar, Chair of ETAG



“ The Edinburgh Festivals are proudly recognised as a world-class cultural brand for Scotland with an international reputation and appeal unmatched by any other cultural event on the globe. The support of Edinburgh’s tourism businesses is crucial to the ongoing development and growth of the major festivals taking place throughout the year. We put on the many thousands of shows, but we know that you and your businesses play an essential and much-appreciated supporting role in providing the welcome, and all the other extras that make a visit to the Festivals truly memorable. We see you as an essential part of the team that makes Edinburgh and its Festivals so appealing, ensuring we retain our global position as the world’s leading Festival City. ”

We hope this guide will provide you with an insight into Edinburgh’s year-round Festivals and offer ideas on how your business can become more involved and continue to grow with incoming festival visitors. We look forward to working closely with you throughout 2010 and in the years to come. ”

Faith Liddell, Director, Festivals Edinburgh



More helpful hints

There is also a newly published **Edinburgh’s Events Calendar** which you can download by going to www.etag.org.uk. This will give you a snapshot of how to get involved with 50 of the most popular events and festivals taking place in Edinburgh from February 2010 to February 2011.

>1 Introduction



This guide is for all types of tourism businesses located in, or within, commuting distance of Edinburgh. By giving you the inside track on the festival audiences, it aims to help you think about **how you can create new business opportunities and make a real impact on your bottom line.**

“Working with the festivals in not always an easy feat... With so many different organisations involved, with various set ups and working practices, I am certain that this guide will be hugely beneficial for all interested tourism business operators.”

Yvonne Wagoun, Hotelbeds Accommodation & Destination Services www.hotelbeds.com

Edinburgh is known throughout the world as the world’s leading festival city. Each year over 4 million tickets are sold for Festival events and in August the city plays host to the world’s largest arts festival – it’s the equivalent of hosting the Commonwealth Games every year!

With this huge influx of visitors, there is a big opportunity for tourism businesses to benefit from this lucrative market by ensuring that they provide the types of experiences that visitors are looking for. Furthermore, the spend generated by visitors to the festivals goes into all areas – it is not just the accommodation sector that benefits. **Food, drink and shopping are all key elements of the visitor experience and together account for £40 million of the festival visitor spend.**

This is a practical guide to help you understand more about the types of people that come to Edinburgh for the wide range of festivals, who they are, what they do, what they would like to do. More importantly, it will also help you to see how you can use market and product intelligence to tailor your own marketing, improve your offer, develop new product ideas or simply provide a better level of service and hopefully grow your business.

Festivals Edinburgh

Working with all the festivals has become much easier with the creation of Festivals Edinburgh. This new organisation, created in December 2006 by Edinburgh’s 12 major Festivals, is working collaboratively to take the lead on joint strategic development, including the development of an ambitious, national and international Edinburgh Festivals Marketing Strategy and Action Plan. This follows on from recommendations made in the “Thundering Hooves” report, which noted that the Festivals needed to engage more actively with the tourism sector and to work collaboratively to market “Edinburgh, the Festival City” worldwide.

The 12 major festivals in the collaboration are covered in more depth within Section 7 of this guide. They are:

Summer festivals

(June – September)

- Edinburgh International Film Festival
- Edinburgh Jazz & Blues Festival
- Edinburgh Art Festival
- Edinburgh Festival Fringe
- The Royal Edinburgh Military Tattoo
- Edinburgh Mela Festival
- Edinburgh International Festival
- Edinburgh International Book Festival

Spring and Autumn Festivals

- Edinburgh International Science Festival
- Bank of Scotland Imagine Festival
- Scottish International Storytelling Festival

Winter Festivals

- Edinburgh’s Hogmanay

Please note that ‘Winter Festivals’ in this economic impact study 2004 – 2005 refer to Edinburgh’s Hogmanay and Edinburgh’s Christmas, but only Edinburgh’s Hogmanay is part of the Festivals Edinburgh Group. The 2010 economic impact study currently being conducted will focus only on Edinburgh’s Hogmanay, so the results will not be comparable.

>1 Introduction**How to work with Festivals Edinburgh**

Introduction Edinburgh is the world's Festival City. It's where people come together from across the globe to share their passion for arts, culture and ideas. This welcoming, inspiring and open-minded atmosphere is heightened by the approachable beauty of this breathtaking historical city. With 12 Festivals throughout the year, there's an endless array of events, performances and spectacles to enjoy.

Festivals Edinburgh delivers widespread consumer and trade marketing and PR campaigns throughout the year. They are focused on bringing new people in to the city and working closely with tourism partners, whilst the individual Festivals generally look after their core or local audience. We look forward to working with you over the coming months and years in promoting Edinburgh as the world's leading Festival City.

Marketing contact Susan Russell, Marketing Manager, Festivals Edinburgh
0131 529 6763, susan@festivalsedinburgh.com

How tourism businesses can engage

- > By offering accommodation and food & beverage opportunities for incoming media visits
- > Supporting media promotions through prize fund elements such as accommodation, meals, shopping vouchers, visitor attraction entry etc;
- > Involvement with broadcast opportunities – through hosting of crews etc
- > By including imagery / video or information on the Edinburgh Festivals. Please contact us to request various marketing tools that are available to you.
- > Through reciprocal e-marketing campaigns: we can include messaging about your hotel / cafe / bar / attraction etc in return for inclusion in your e-marketing activities.

Current marketing channels

- > Major advertising and digital marketing campaigns in target markets.
- > Consumer campaigns in partnership with agencies such as VisitScotland and DEMA.
- > Promotion and destination PR activities, through a targeted domestic and international PR strategy and plan (priority markets include Germany and North America).
- > Introduction of a new travel trade packaged product for Summer Festivals from 2010.

How else can businesses engage Festivals Edinburgh have lots of opportunities for business engagement both with themselves and with specific festivals. For more information on each festival check out the 'Who's Who' in Section 7 of this guide or contact Festival Edinburgh direct.

If you remember one thing...

www.edinburghfestivals.co.uk is the one-stop shop to help you inspire and attract festival visitors. It is current, relevant and easy to navigate, plus there will be exclusive information and offers that you can use to improve the visitor's experience.

>2 Overview of the Festivals in Edinburgh

Festivals have an increasingly vital role to play in tourism and leisure lifestyles across the globe. In the last 10 years there has been an explosion of choice and a significant growth in interest in culture and arts generally. We now recognise them as part of our lives. The network of events and festivals that has established across Scotland can help to motivate new and return tourism visits, as well as enhance the lives and businesses of the people who live and work in or near the host area. **Tourism businesses need to be aware of the opportunities in the wider benefits of events and festivals, such as accommodation, food and drink and retail opportunities.**

The Edinburgh Festivals are the dynamos of cultural development, of knowledge, of excellence and sophisticated consumption. They can add so much to a visitors' experience of both the city and beyond. Furthermore they can offer authentic and unique experiences that incorporate local traditions, real people, whole communities or internationally renowned creative talent – something that visitors are always searching for and which makes a day trip, short break or long-haul trip of a lifetime to go from merely enjoyable to significantly memorable.

Volume and value of the Edinburgh Festivals

This guide refers to '*Edinburgh Festivals economic impact study 2004/5*' (by SQW / TNS). This study is great source of information and will be updated in 2010 with more up-to-date facts and figures on visitors' leisure and spending habits. The full report can be found at www.etag.org.uk.

In 2004/5, the Edinburgh Festivals generated just under **£170m for Edinburgh itself and £184m for Scotland** as a whole. Four of the Festivals dominate this success, representing 82% of all the economic benefit. The Fringe generates almost half of the total followed by the Military Tattoo, the International Festival and the Hogmanay events.

The number of tickets that were sold

When looking at data from 2009, nearly all of the festivals have seen healthy increases in ticketed events. The three largest ticketed festivals are **The Edinburgh Festival Fringe, The Royal Edinburgh Military Tattoo** and the **Edinburgh International Festival**. The Edinburgh Festival Fringe reported that an estimated 18,901 performers took to the stage. A total of 1,859,235 tickets were sold – this represents a **21% increase on last year's figure** and 9% more than the previous record set in 2007.



>2 Overview of the Festivals in Edinburgh

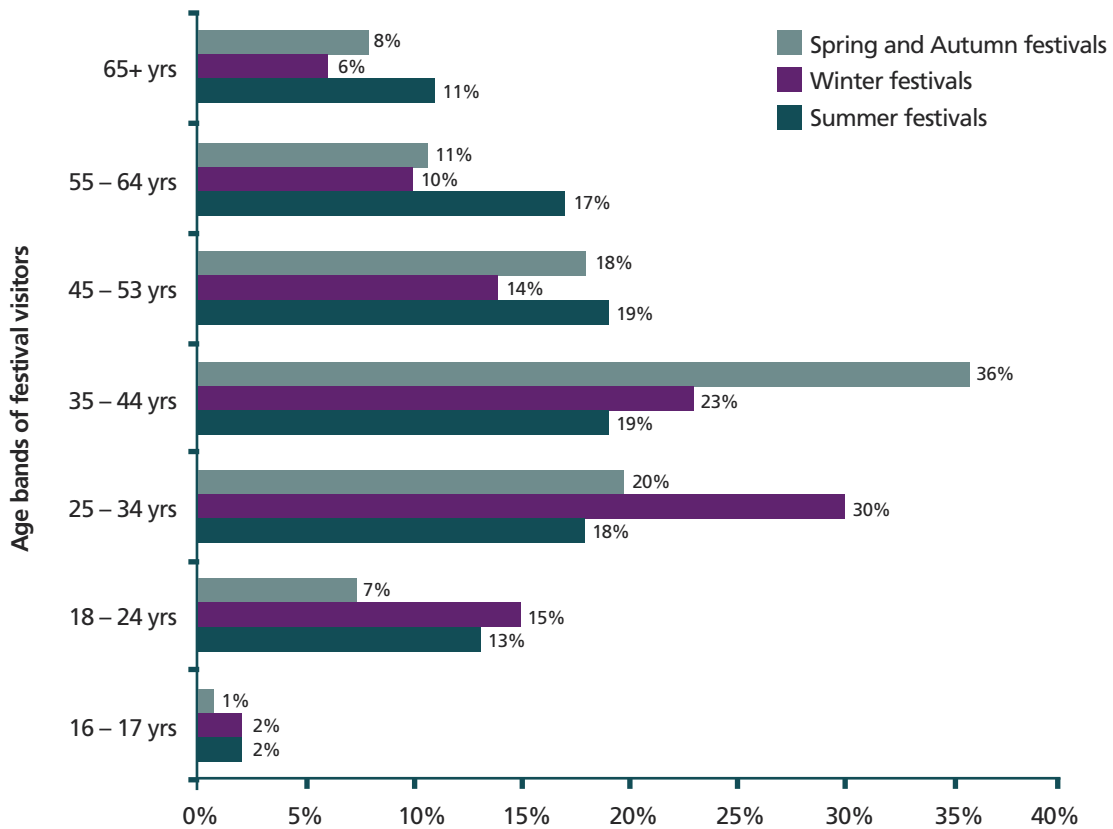
Ages of Festival audiences

Summer Festivals have the broadest overall appeal in terms of age, with the Winter Festivals attracting a younger audience of more 18 – 34 year olds, particularly at Hogmanay events.

The Storytelling Festival in the autumn attracts both an adult and family focused audience, while the Spring festivals attract primarily a family-orientated audience. This is influenced by the programming of the Science and Imagineate Festivals which are aimed specifically at children. Unsurprisingly, the International Film Festival attracts a younger audience (53% are 18 – 34) and the International Festival an older audience (46% are 55 +).

Ages of festival visitors

(Source: Edinburgh Festivals economic impact study 2004/5; SQW/ITNS)



Social classes at all the festivals were split around 35% AB's, 45% C1's, 10% C2's and 10% DE's – so the festivals in general attract visitors with a reasonable disposable income.

The Audience Business Survey of Festival Audiences found a high proportion of visitors attended events at more than one Festival. 68% of those attending the Book Festival also attended Fringe events, as did 58% of those attending the Tattoo. Also, around half of those at the Book Festival also attended the Film Festival, and a third of those attending the Tattoo also attended International Festival events.

If you remember one thing...

Visitors attending one festival in the city will be very open to everything else that is going on within the Edinburgh area. So by providing lots of information about your area, you will be able to give visitors more of a reason to come to stay in your particular area whilst visiting the festivals. E.g if you're based in Portobello make them aware of the seaside and the attractions in Leith so they know everything on offer.

>2 Overview of the Festivals in Edinburgh



So what – my business is nowhere near Edinburgh!

It's important to recognise that a tourism business doesn't have to be right in the middle of the city centre to find the facts and insights in this guide relevant and useful. Increasingly visitors are recognising the benefits of staying out of town for an enhanced 'festival experience', where they can easily access everything that is going on and at the same time save a little money. Indeed, Festival organisers believe that there is great untapped potential in promoting the benefits of accommodation within easy commuting distance, as an essential means of increasing capacity for August in particular.

The festivals generate a lot of activity out with the city and this impact cannot be underestimated – if you're located outside the city, ignore this market at your peril! During the summer festivals, 47% of visitors were staying away from home and of these, 25% stayed outside Edinburgh and the Lothians (around 100,000). Some 29% of Summer festival visitors, 35% of Winter festival and 23% of Spring and Autumn festival visitors stayed in Glasgow while a smaller proportion stayed in the Highlands and Islands:

Therefore, don't write festival visitors to Edinburgh off, just because your business does not fall within the city boundaries. Many visitors, particularly from our international visitor markets, will plan to visit other parts of Scotland or visit friends and relatives, whilst here to see a festival

If you remember one thing...

The Edinburgh Festivals impact stretches well beyond Edinburgh. Research shows that visitors are not always city based. They may travel to Edinburgh for a couple of days to 'do' the festivals whilst using another area as a base – so think about offering visitors other types of activity that they may be interested in.

>3 Who comes to the Edinburgh Festivals?

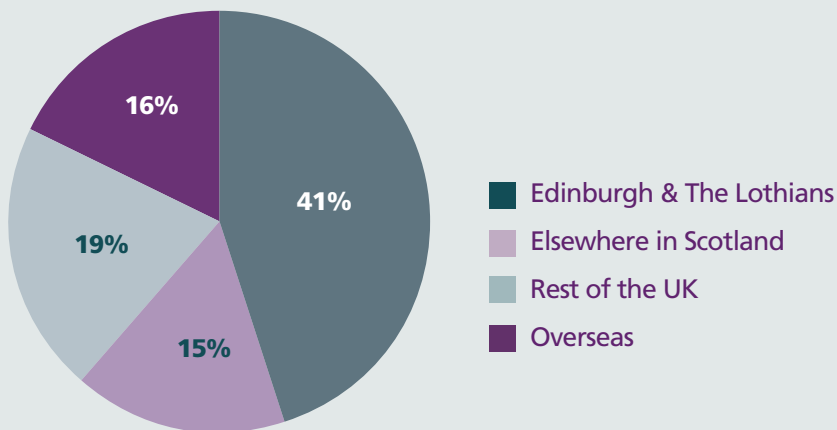
“Knowing our target markets ... has informed our planning with regard to messaging, campaign activity, media planning and geographical targeting and has helped to prioritise brands we will approach for consumer offers and marketing relationships.”
 Martin Reynolds, Head of Marketing, Festivals Edinburgh

The Edinburgh Summer Festivals attract a wide range of visitors and city residents and each of the Festivals demonstrate a different profile of visitors;

- The Military Tattoo, Hogmanay, the Fringe, the Book and the art festival attract the highest proportion of visitors from outside Edinburgh
- The Mela, Science Festival and the Storytelling Festival have the highest proportions of local residents

Just under half of all visitors to the Summer festivals were from outside Scotland, with 15% coming from outside the UK. Similarly, for Edinburgh’s Hogmanay, 44% were from outside Scotland and 17% from outside the UK. For the Autumn and Spring festivals, far fewer visitors came from outside Scotland (15%) and the UK (5%). The overseas countries representing the highest proportions of visitors were from the USA, Ireland, Germany and France.

Origin of audiences across all festivals



If you remember one thing...

Local residents make up a considerable proportion of festival attendees and often play host to visiting friends and relatives. Don’t forget this important market when thinking about the festival visitors and how your business can benefit them. They will be looking for good value and new experiences.

Festivals Edinburgh have recently combined the visitor information from all the Festivals and have grouped this to enable them to understand better who their customers are. Using a tool called MOSAIC, they have grouped customers into certain types which also provide more detailed information on particular types of people, such as: where they live, where they shop, what type of life they live, the newspapers they read and the holidays they take. This has then informed all of their marketing activity – including where to place advertising and who to partner with in collaborative marketing activity. They have also compared these groupings with the segmentation work carried out by VisitScotland to better understand who comes to Scotland to visit. For more details on VisitScotland’s segments, go to ‘**Knowing our Markets – Scotland’s Visitors**’ guide from Tourism Intelligence Scotland, which can be downloaded from www.tourism-intelligence.co.uk.

If you remember one thing...

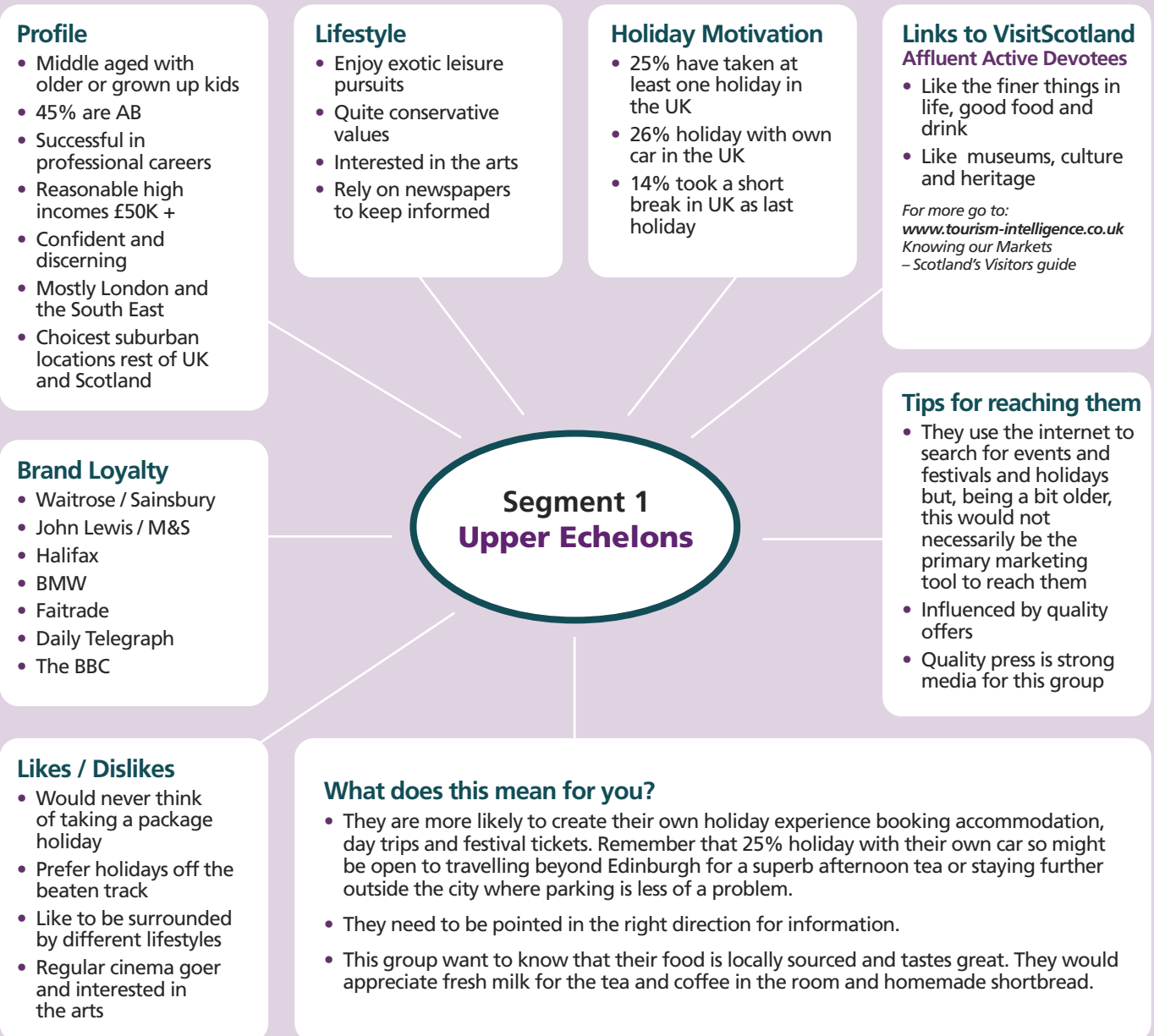
As a result of this better understanding of where visitors come from, Festivals Edinburgh target their marketing in – London, Manchester, Leeds, Birmingham, Newcastle, Edinburgh, Glasgow and the Central belt in Scotland.

Do you already attract people from these areas? If you do – why not consider how you might benefit from a closer relationship with Festivals Edinburgh? If you don’t, then the Festivals could give you access to new markets.

>3 Who comes to the Edinburgh Festivals?

In looking at segmentation descriptions, it is important to realise that they don't describe a particular person, but rather a range of attributes and characteristics. However, these descriptions can be really useful to help you understand the **likelihood** of a person choosing one option over another because of their general motivations, aspirations and values. There are two key segments in the UK that feature very strongly at the Festivals in Edinburgh. Tourism businesses should get to know these potential visitors well and make the most of the opportunities to attract them during the festival periods. The name of each segment differs slightly north and south of the border, but essentially they are the same group of people:

- The 1st segment is called **Upper Echelons**
- The 2nd segment is called **Urban Sophisticates**



>3 Who comes to the Edinburgh Festivals?



Profile

- Young, well educated
- Often single or couples with no or few kids
- Liberal tastes and attitudes
- Either still students or well paid professionals at start of career
- Inner London and other stylish /trendy suburbs in the UK
- International outlook
- 35% are C1

Lifestyle

- Open to new ideas
- Love cultural variety
- See themselves as individuals not part of the crowd
- Very internet savvy and use this channel for everything

Holiday Motivation

- 20% have taken at least one holiday in the UK
- 13% holiday with own car in the UK
- 23% took a short break in UK as last holiday

Links to VisitScotland Southern Travel Junkies

- Love world class cultural events
- Like interesting places to stay (luxury or lower end) and great food and drink.

For more go to:
www.tourism-intelligence.co.uk
 Knowing our Markets
 – Scotland's Visitors guide

Brand Loyalty

- Tate Modern
- Smeg
- Innocent
- The Guardian
- Paul Smith
- Pret a Manger
- Apple

Segment 2 Urban Sophisticates

Tips for reaching them

- They use the internet for everything and so this is the best way to reach them. Consider social media like Facebook, Twitter etc.

Likes / Dislikes

- Would never think of taking a package holiday
- Prefer holidays off the beaten track
- Like to be surrounded by different lifestyles
- Regular cinema goer and interested in the arts
- Like fashionable historic cities like Edinburgh

What does this mean for you?

- More likely to create their own holiday experience booking accommodation, day trips and festival tickets. BUT only 13% have their own car and they will be more reliant on public transport or they might bring a bike!
- Can they store their mountain bikes? Do you know the times of the buses or a friendly taxi company?
- If money is tight they might be open to early bird offers or attracted to visit at the beginning or end of the summer festival periods
- If your location can be described as diverse then this might be an advantage for your business
- They need lots of information on how to get around and what to do and see. Festivals Edinburgh has a wide range of information and visual images that you can use on your website and other marketing material. Go to www.edinburghfestivals.co.uk

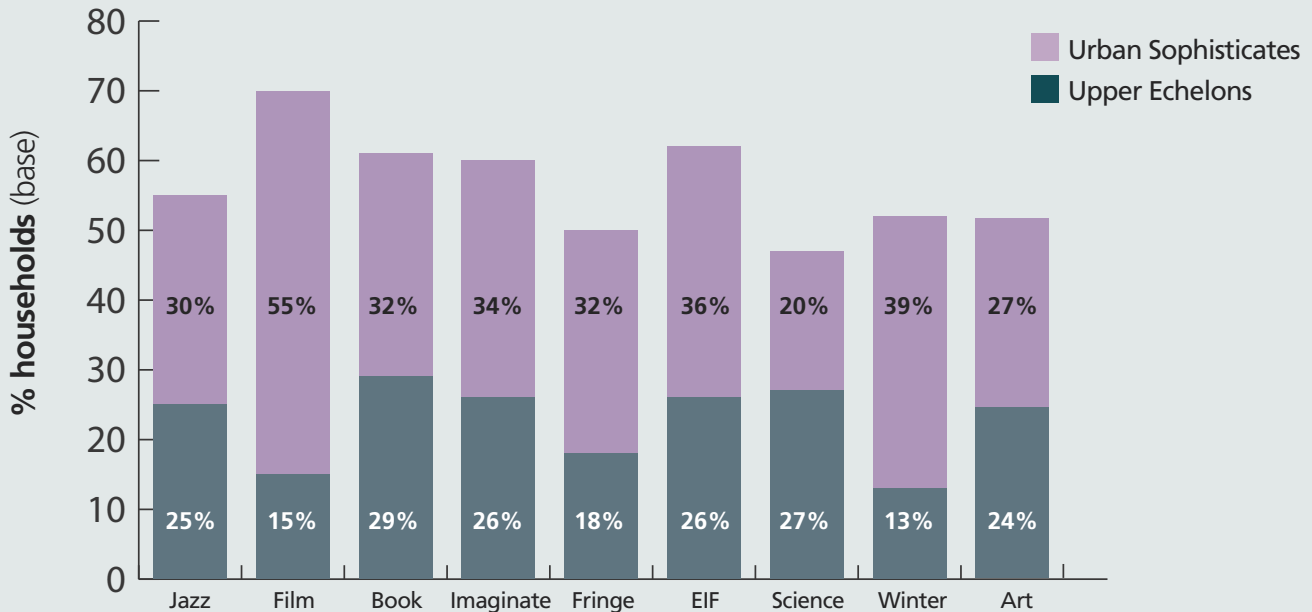
>3 Who comes to the Edinburgh Festivals?

Which festival are these two segments likely to attend?

According to the segmentation study the two segments that, the festivals they are most likely to attend are

Upper Echelons: **Book Festival, Science Festival, International Festival**

Urban Sophisticates: **Film Festival, Hogmanay, International Festival**



How important were the festivals in influencing the decision to come to Edinburgh/Scotland?

For nearly half (48%) of the visitors to Edinburgh during the summer, the Festivals were their **sole** reason for coming, while it was a very important reason for a further 16%. This was slightly lower during the Winter Festivals (33%) and Autumn and Spring (37%). When visitors listed their sole reason for coming as the Summer Festivals, the main festivals quoted were the **Military Tattoo** (70%) and the **Edinburgh International Festival** (58%). Additionally, of those visitors who were influenced to come to Edinburgh by a festival, 50% of all attendees at Summer Festivals were influenced by the Edinburgh Festival Fringe, 11% by the Military Tattoo and 10% by the Edinburgh International Book Festival.

Around half of the audiences decided upon all the events they were attending before their trip – this was higher amongst the Autumn and Spring Festivals (59%) than the Winter (50%) and Summer Festivals (42%). However, 42% of Fringe visitors in contrast, had not decided on any performances before they embarked on their trip.

These facts give a tourism business a great opportunity to help potential visitors to plan their trip, using information about the relevant festivals as a hook.

Where did they stay?

The use of accommodation varies considerably between those attending different festivals. Those attending the Military Tattoo were much more likely (62%) to stay in larger hotels while 59% of those attending the Film Festival were more likely to stay with friends and family. But like all visitors to Scotland, for whatever reason, they are still looking for lots of information, excellent quality and a fantastic experience, at whatever budget they are working to.

>3 Who comes to the Edinburgh Festivals?

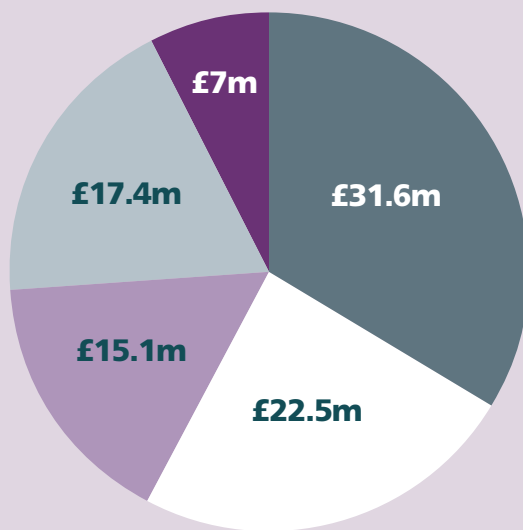
Overall, what did festival visitors spend their money on?

The average daily expenditure per person at Festivals is £34.31 (including day trips, but not including accommodation/food and drink). However, festivals including the Film, Fringe and Tattoo bring in higher than average spending visitors. Those events bringing in significant local audiences such as the Fireworks generate lower spend, as do smaller scale and free events such as the Edinburgh Mela Festival.

In 2004/5, visitors spent a total of £152m, of which £93m was considered to be additional spend. This additional spend is split by sector in the table below.

Distribution of additional visitors spend during the festivals 2004/5

Source: *Edinburgh Festivals economic impact study 2004/5; SQW/ITNS*



- Accommodation
- Food and drink
- Entertainment
- Shopping
- Transport

Top Tips

- You could also send a pre-arrival e-mail telling them what events and festivals are coming up in the region, or in Scotland generally, with helpful links to portal websites for information and booking.
- Keep your visitors informed of the wide range of things to do in your area, including any events and festivals in the city centre, even if they are not in your area.



Top Tips

- Emphasise these important factors in your marketing material – the range of things to do, the history of your area, any interesting or quirky people and places and the breadth of cultural opportunities.
- Can you honestly say you know all of the cultural festivals in your area? Why not challenge yourself to see something you wouldn't normally take in, so that your information to customers is based on a genuine experience or recommendation. A free familiarisation event called Frontliners is organised every year for tourism businesses. Find out when it is on this year from artsfamiliarisation@tab.org.uk and arrange to go along.
- Looking at some of the top reasons for choosing Scotland – 'events and festivals' feature prominently alongside 'culture, traditions and history' – so try and 'bundle' or package up things that are happening in your area and might interest a visitor. E.g. A package that features a trip to Edinburgh and the festival... lunch in your local gastro pub...exploring the countryside etc.

>3 Who comes to the Edinburgh Festivals?

The different events they attended

Overall, the average number of attendances made by a visitor to any of the Edinburgh festivals was 2.9. Visitors to the International and Fringe Festivals tend to attend the highest number of total events, whilst visitors to Hogmanay, the Storytelling Festival and the Tattoo tend to visit the fewest events at all the Festivals.

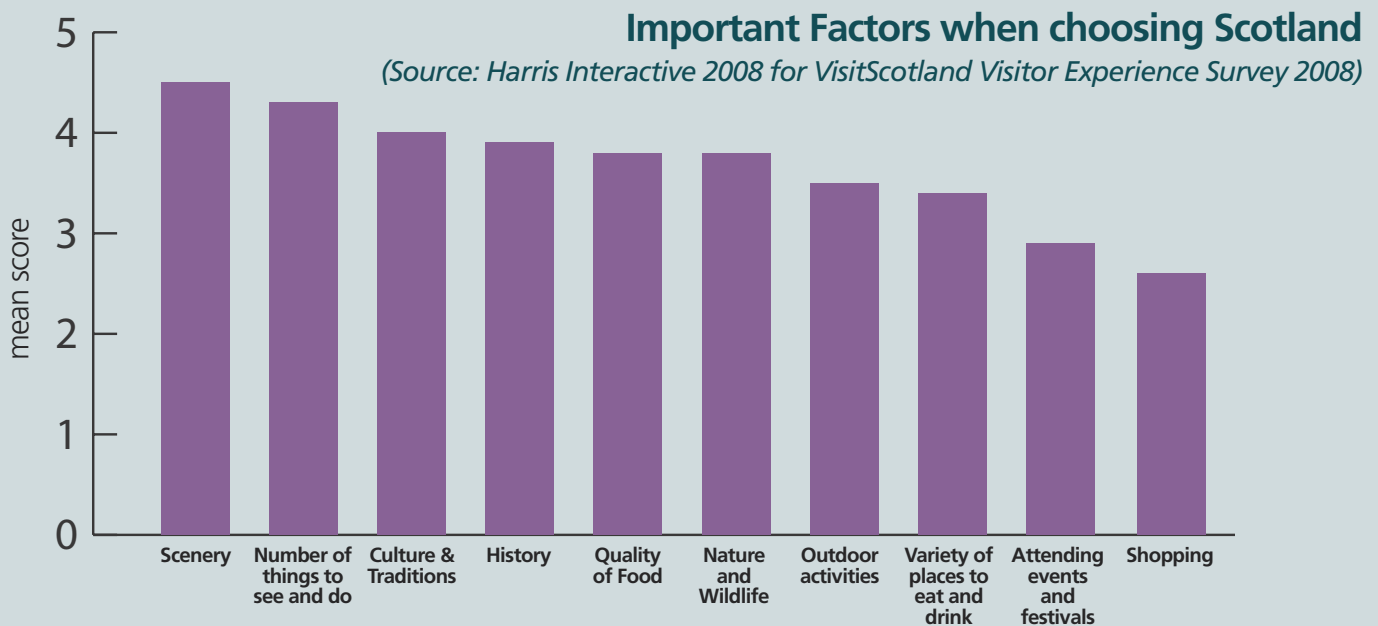
Therefore, for tourism businesses, it might be worth targeting International and Fringe Festival attendees more carefully as they stay longer, go to a wider range of other festivals and spend more when they are here.

Top Tips

- Target International and Fringe Festival attendees more carefully as they stay longer, go to a wider range of other festivals and spend more when they are here.
- Hogmanay, Storytelling Festival and Tattoo visitors tend to visit the fewest events of all the festivals, they may be far more open to other leisure activities, visits to other attractions or just simply have more time to wander and be open to suggestion.

Why do they come?

As can be seen below the scenery and the number of things to do stand out as the top two reasons for choosing Scotland – and festivals and events will certainly fall into the latter category. Of those attending an event or festival, the most popular are; the Edinburgh Festival Fringe (20%), Edinburgh International Festival (20%) and the Edinburgh Military Tattoo (20%). The top reasons for visiting Edinburgh are firstly, Edinburgh being a historic city and the capital of Scotland and secondly, that friends or relatives are living in the city. The third reason cited is the festival(s) and specific visitor attractions. (Source: *Edinburgh Visitor Survey for ETAG 2007*)



If you remember one thing...

- Local people may be entertaining friends and relatives who are visiting, so they might be looking for an activity that they don't normally do. Don't forget that local people are a key market and that you may need to market your offers to them in a slightly different way, (e.g. themed events that are linked to festival themes)
- Think about the themes of each festival – science, multi-culturalism, visual arts or children and families. There may also be a certain focus for one year. Can you make any links to your own business, can you theme events or develop something new for your food or drink menu?
- Consider joining these ideas up with other tourism businesses in your area and forming a collaboration to broaden your appeal and offer.

> 4 How to attract festival visitors to your business

“The Festivals offer fantastic opportunities for all business operating in and around Edinburgh. The target group of potential customers is huge – many visitors might be coming especially for a festival, others might be in the city by chance and make the best of their trip by visiting a festival. As a tour operator we try to offer a flexible product to suit the different requirements. Our Tattoo packages, which include accommodation with a visit to the Tattoo and a sightseeing tour, have been our top seller for many years now, for the European as well as the domestic market. But we also offer the festival experience as an ‘add on’ for customers who prefer to build their own package. By offering the booking service for any of the festivals, as well as distributing the newly created ‘Festival Passport’ online and offline, we are giving customers the option to make their own choices. Whatever the booking method, an excellent festival experience is guaranteed.”

Yvonne Wagoun, Hotelbeds Accommodation & Destination Services www.hotelbeds.com



With Edinburgh well known for being packed with visitors during Summer festival time, many businesses have presumed in the past that by being open for business they were assured of a full house during these times, and that visitors would find them rather than the other way around. However, largely due to the internet, the ‘way it used to be’ has changed and **this leaves many tourism businesses with the increasing challenge of attracting visitors, as well as massive opportunities.** By understanding their visitors better – what they want, how to attract them, how to listen more carefully to their feedback, how to encourage them to return and what the routes to market are – many more tourism businesses can play a much more active part in hosting these valuable visitors.

If you remember one thing...

Collaborative marketing activity can be an effective and efficient way of cross selling and simply spreading the benefits of existing marketing activity. There are huge opportunities for cross-fertilisation of markets with very little effort and resource.

Below is a list of some helpful tools and information to help you get an increased slice of the action.

Information on routes to market

Go to www.tourism-intelligence.co.uk and download ‘Knowing our Markets... Scotland’s Visitors’.

Within this guide there is a section on the many routes to choose to market your business to your target audience. All of this also applies to Festival visitors.



‘Festival Passport’

This is a pre-booked, fixed price, fixed itinerary passport which allows visitors access to 3 festival shows over a day (9am – midnight) and is perfect for combining with accommodation to create Festival Packages. The shows are handpicked by the festivals themselves to ensure a quality festival experience to those unsure what to see and include a number of other benefits such as; free access to the Mela and Art Festival, Free Fringe, hints and tips by Edinburgh

Festival Ambassadors, recommended eating places and other discounts. The Festival Passport is available to customers through various travel trade partners, both internationally and domestically. As a tourism business you could consider including it as part of a package to visitors. For more details on featuring the Festival Passport in your accommodation packages, please contact **Liz Young at Festivals Edinburgh on 0131 529 3169 or traveltrade@festivalsedinburgh.com.**



>4 How to attract festival visitors to your business

Marketing Material

Festivals Edinburgh have a large library of FREE imagery, video content and other collateral that businesses can use to market their own packages and also to provide visitors with better information. **Contact Festivals Edinburgh susan@festivalsedinburgh.com and also check out www.edinburghfestivals.co.uk.**

Special offers

At the start of the Festival Fringe, during opening weekend, there is a 2 for 1 ticket offer to encourage sales. This is a great way to encourage audiences to visit and a useful hook for tourism businesses to include in a package. The festival is very busy with visitors in the middle of August, but less so at the start and at the end. These are the ideal times to encourage more visitors to come, when there is still lots to see but it is less crowded. It's also worth highlighting to visitors the huge number of free events that happen throughout the festivals such as the 450+ free Fringe shows, jazz on a Sunday afternoon and the fireworks, at the end of the summer festivals.

Frontliners familiarisation scheme

TAB (The Audience Business) www.tab.org.uk have developed a Frontliners Scheme which delivers a service to Frontliners in the tourism and service industries who are interested in using the cultural sector to augment and increase their business. Businesses receive updated information about the event and are also invited to a familiarisation event to meet arts organisers. To join this FREE service email artsfamiliarisation@tab.org.uk.

Festivals Edinburgh Digital Magazine

This is a new product launching this year to help provide more detailed information and overviews of what's on. It's ideal for hosting on your website, or for linking to from your email confirmations. It's an inspiring magazine from the Festival organisers aimed at visitors to the city, giving them plenty of top tips for making the most of the festivals. **Please email susan@festivalsedinburgh.com to receive your free copy.** You can also access a daily diary of what's on each day through www.edinburghfestivals.co.uk, or it is available at the major venues published daily during the Festival.

Festivals Edinburgh iPhone application

Festivals Edinburgh produced an iPhone application in the summer of 2009. This application recognises where someone is located and is able to find shows near them, or something starting in the immediate future. This is useful for both businesses looking to assist visitors and also for visitors themselves. It can be downloaded from iTunes. www.apple.com/uk/iTunes

Cross festival ticketing portal

This is an ambitious project to buy festival tickets online. One of the features will be user-generated content, allowing preferences to be recognised and flagged up proactively (like Amazon.com). Launching soon, this will be a fantastic tool for visitors to navigate their way through the volume of performances and shows available, particularly during August.



>4 How to attract festival visitors to your business

Returning customers

A recent survey showed that 53% of the visitors surveyed were on their first trip to Edinburgh and that 85% of them were staying away from home on this trip. Additionally, nearly 80% of these visitors indicated that they were likely to return in the next 1 to 2 years, but on average 50% were not aware of **ANY** of the 12 major Edinburgh Festivals. Visitors are much more likely to return to attend a specific event that interests them, so make sure they are aware of everything that goes on in the city.

Festival staff and performers

Don't forget that the festivals themselves have a huge "internal" market of performers, visiting artists, speakers, friends and family plus a wide range of technical crew. They are all keen to enjoy the city as much as they can and the festivals are renowned for looking after them well. There may be opportunities here for accommodation deals, room hire for press events or early bird deals before audience members arrive.

Visitors are looking for lots of information and ideas on what to do and see

According to the 'Edinburgh Festivals economic impact study 2004/2005; (SQW/TNS)', as many as 30% of visitors had not decided on any of the events to attend before arriving. Just under half of all attendees at the Edinburgh Festival Fringe also arrived with no set plan. This means that there is a great opportunity for a tourism business to attract potential visitors through providing lots of information before arrival, to make their experience as easy as possible. The Festival Fringe is also cited as the most significant influencer (by 5 times more than any other festival) in attracting visitors to Edinburgh during its programme.

Food and drink

Recent surveys have shown that more than 70% of potential visitors to Scotland want to taste traditional dishes, regional specialties and fresh local produce. With visitors spending over £22.5 million extra in pubs and restaurants during the festivals this gives businesses a great opportunity to develop special menus using locally sourced produce. For more information, ideas and recipes visit: www.foodtourismscotland.com

Top Tips

- On customer feedback forms, ask customers what interests them so you can match them up with festivals
- Then use this existing customer information to signpost people to upcoming festivals.
- The research indicates that the Festival visitors are highly likely to return. A springtime direct mail letter might nudge them into a repeat visit and you may even want to consider an early booking discount or adding some value with an incentive for those repeat customers.



>4 How to attract festival visitors to your business**Jim Thomson – Taxi Driver in Edinburgh**

Jim is a taxi driver in Edinburgh and is a Friend of the Fringe, attending on average 55 shows a year. He therefore has a great personal experience to enable him to give people recommendations when they get in his taxi. He says people are fazed by the Fringe brochure and are looking for personal recommendations – something he is always happy to provide them with. He says in the last 5 years he's only seen 3 bad shows so he always has positive things to say.

Jim describes the atmosphere during the festival as one of friendliness and fun.

"The occasional rowdiness seen on Friday and Saturday night outside of festival time doesn't seem to happen during the festivals. With so many visitors in the city who are all looking to have a great experience, the amount of aggression is seriously reduced", he says.

He also mentioned that, although the number of people in Edinburgh increases during the Festival, the number of cab journeys don't really change. This is because in Edinburgh it is so easy to access all the events in the city by foot. It is therefore vitally important that visitors are provided with maps and other information on how to get around. He says that people are always looking for offers and ideas for things to do, and so businesses should be aware of this if they want to attract these 'wandering visitors'

What others are doing**The Town House Collection**

The Town House Collection of hotels are one of the sponsors of the International Book Festival. They have a contra deal in place whereby the hotels provide accommodation and dining facilities for the organisers and authors, in return for coverage in the festivals programme, inclusion in mailings and competitions and tickets to shows. They also offer special promotions in their restaurants, such as 25% off for Friends of the Book Festival. The Town House Collection also sell a package at New Year which includes Street Party tickets, which they buy direct from Edinburgh's Hogmanay.

The Sheraton Grand Hotel and Spa

The Sheraton Hotel works with the Edinburgh Military Tattoo. Their partnership allows them to have a private box to entertain their clients, and in return the Tattoo can entertain their clients at the Sheraton. They also work with the Edinburgh International Festival and in the past have worked with the Edinburgh International Film Festival.

Crosswoodhill Farm Cottages (self catering)

Crosswoodhill Farm Cottages give their self-catering guests advance information of what's on in Edinburgh, which can trigger ideas and add a whole new cultural dimension to their stay. They don't do any specific collaboration with any of the festival organisers, as they see their role as one of 'signposting' to the events for visitors if they choose. Because of the rural location of Crosswoodhill, most of their guests come to walk or just relax, but there is plenty of information in their rooms if they choose to use it. They will also be adding more festival links to their new website.

Violet Bank House, (B&B in Currie, Edinburgh)

Reta, the owner of Violet Bank, has links on her website to the Scottish Rugby website, Edinburgh Tattoo, Edinburgh Festival and Edinburgh Art Galleries and theatres. They don't offer any special festival packages on their web site as she tries to offer more of a bespoke service for visitors. When they get enquires, Reta finds out what people want to do and when, to enable her to send the appropriate web links e.g. local festivals. If people are unsure when to visit, she may recommend a specific month to align with a local festival.

> 5 Next Steps – what are you going to do?

Businesses in Edinburgh and beyond will seek a range of different levels of involvement with the Festivals in Edinburgh. However, to be able to offer a fantastic experience to all visitors to the city, there are some basics that every business in the city can consider.

Remember the more you really understand your Festival visitors and can target them appropriately, the more you will benefit your business.

Become more informed about the Festivals

- 1 Provide links to the festivals from your website
- 2 Attend the familiarisation event from The Audience Business
- 3 Register your interest in being a 'tourism business partner' of the Edinburgh Festivals with Susan Russell at susan@festivalsedinburgh.com and receive regular information to keep up to date

Actively work with the Festivals

- 1 Include show tickets for families as part of a weekend package of activities
- 2 Take advantage of sponsorship opportunities
- 3 Accommodate Festival artists or become a partner hotel
- 4 Distribute Festival Guides
- 5 Provide a venue for events in return for promotion
- 6 Develop joint marketing initiatives
- 7 Promote ticket competition/offers



> 6 Links and other resources

www.etag.org.uk	Edinburgh Tourism Action Group (ETAG)
www.tourism-intelligence.co.uk	Tourism Intelligence Scotland
www.edinburgh-inspiringcapital.com	Edinburgh council website
www.edinburghfestivals.co.uk	The official Edinburgh Festivals website
www.visitscotland.org	VisitScotland
www.edinburghbrand.com	Edinburgh Inspiring Capital brand website

Other resources for tourism businesses:

Tourism Innovation Fund

Consider applying for matched funding from Scottish Enterprise to help bring your project ideas to life. The Tourism Innovation Fund (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. This could be a product or a business process in a sector or service category – e.g. accommodation, attractions and activity holidays, etc. To find out more, or for information about how to apply, go to: www.scottish-enterprise.com/tourism-innovation-fund

Growth Fund

The VisitScotland Growth Fund is an initiative that is designed to support tourism groups to market their products and services. The Growth Fund is open to national, regional and local groups throughout Scotland, to help them reach new target markets and increase visitor numbers. It consists of an award of between £2,500 and £65,000 for collaborative tourism groups to spend on marketing projects. The award offers up to 40% of the total project cost. For more information, go to: <http://www.visitscotland.org/growthfund>

Tourism Innovation Toolkit

If you or any collaborative group, have a good idea that you would like to develop, Scottish Enterprise run a one day, 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”

This guide is based on the following research:

- ‘Edinburgh Festivals economic impact study 2004/5’ (SQW / TNS)
http://www.edinburgh.gov.uk/internet/business/economic_development/strategy_and_research/cec_economic_research
- The Leithal Thinking Marketing Strategy report with the MOSAIC information
- The Festival attendance figures from 2008 and 2009
- Edinburgh Visitor Survey for ETAG 2007
- Harris Interactive for VisitScotland ‘Visitor Experience Survey 2008’

> 7 The 12 major Edinburgh Festivals – Who's Who

Summer Festivals

International Film Festival 16th – 27th June 2010



A home of innovative and exciting cinema, the Festival has presented cinema's most important moments and hosted to the world's greatest filmmakers.

Location

City Centre – cinemas including Edinburgh Filmhouse, Cineworld, Cameo and other third-party partnership venues.

Marketing contact

Ross Wilson | 0131 228 4051 | ross.wilson@edfilmfest.org.uk

No of attendees

2009: 55,000

Target market

Audience is mainly 35-45 years old. 70% are from Edinburgh, 10% from rest of Scotland and 20% from rest of UK and overseas.

How could tourism businesses engage?

Sponsorship opportunities, opportunities to host a reception for a film or filmmaker, to offer discounts to public audience and delegates (approx 750 film industry delegates, 500 press and 500 filmmakers), EIFF Brochure to be put in hotel rooms, links from website to EIFF website, concierge and sales teams familiarisation visits to the Festival, themed events during the Film Festival.

Current marketing channels

Local/National/International and Film Trade Press, Facebook, Twitter, Flickr, EIFF website, Brochure, ebulletings, outdoor media, print advertising, cinema advertising.
Key dates: Programme announced 1 June and tickets on sale 3 June 2010.

Other festivals your audiences attend

Edinburgh International Film Festival takes place in June and is the only festival taking place at that time. The only other significant event is the Royal Highland Show and there may be an opportunity to develop a crossover audience.

Any other ideas for how tourism businesses can work with you

We work closely with a number of hotel partners. We also look to offer our guests an experience of Edinburgh and have partnerships in place with, for example, Edinburgh Castle, Mary King's Close and the Scotch Whisky Experience. We would be delighted to hear from any other tourism businesses who may be able to provide free VIP tours and entry fee discounts to our guests and to the public attendees.

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Summer Festivals

Edinburgh Art Festival 29 July – 5 September 2010



The city's galleries, museums and visual art spaces combine to present the most exciting and intriguing of the modern and contemporary visual arts world

Location	Over forty venues across the city
Marketing contact	info@edinburghartfestival.com
No of attendees	circa 650,000
Target market	Existing audience profile favours under 45's, women than men, belonging to higher socio-economic groups, 45% from outside Scotland
How could tourism businesses engage?	Distribution of Festival Guide; Opportunity to become preferred partner; Hosting visiting delegations; Naming and product / in kind sponsorship opportunities at EAF and throughout Galleries; Joint marketing
Current marketing channels	Local and National media, Social Media, Website, International arts press and broadcasting. Key 2010 dates: Brochure release date end of June; Advance programme information released March.
Other festivals your audiences attend	Fringe, International, Film

Edinburgh Jazz and Blues Festival 30th July – 8th August 2010



Featuring international stars, exciting newcomers and the hottest local talent spanning the earliest jazz forms to the thriving contemporary creativity of today

Location	City centre, various venue across city
Marketing contact	Fiona Alexander 0131 467 5200 fiona@adjazz.co.uk
No of attendees	2008: 44,013 and 2009: 47,240
Target market	25 plus, 50/50 male female, ABC1, 70% from 90 mins drive time
How could tourism businesses engage?	Accommodate Festival artists, partner hotel, gig hosting, sponsorship
Current marketing channels	Substantial direct mail campaign, email, media partnership with Scotsman Key 2010 dates: programme announced end May / June
Other festivals your audiences attend	The Festival is keen to promote in venues which are unique to Edinburgh (previous spaces used include Signet Library, Rosslyn Chapel).

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Summer Festivals

Edinburgh Mela Festival 6 – 8 August 2010



An exciting celebration and exploration of the people, places and identities that reflect the diverse communities of the world.

Location	Leith Links
Marketing contact	Liam Sinclair, Director 0131 332 2888 liam@edinburgh-mela.co.uk
No of attendees	2008: 54,394 and 2009: 21,020*
Target market	Family market, targeting all ages. Primarily local, central Scotland audience
How could tourism businesses engage?	We are open to discussing any marketing or PR activities or opportunities. Please don't hesitate to contact us to discuss further.
Current marketing channels	Radio activity with BBC Asia, website and e-communications calendar and integrated PR campaign. The marketing team also work closely with the ethnic communities in Edinburgh.
Other festivals your audiences attend	The early summer festivals – e.g. Art and Fringe Festivals
Any other ideas for how tourism businesses can work with you	Please contact us with any marketing or PR opportunities or promotions you would like to discuss.

* The number of attendees listed for 2009 represent new metrics which were introduced for collating non-ticketed attendee figures

The Royal Edinburgh Military Tattoo 6 – 28 August 2010



A unique blend of music, ceremony, entertainment and theatre set against magnificent Edinburgh Castle combines to create one of the world's greatest shows 2010 marks the Diamond Jubilee year of Edinburgh's celebrated Military Tattoo.

Location	The Esplanade of Edinburgh Castle
Marketing contact	Alan Smith, Marketing Manager 0131 225 4783 alans@edintattoo.co.uk
No of attendees	2008: 220,000 and 2009: 220,000
Target market	77% are age 45+, 41% male and 54% female, 55% ABC1, 50% UK, 30% Overseas, 20% Scotland.
How could tourism businesses engage?	Please contact the Tattoo Office, 32 Market Street, Edinburgh EH1 1QB for details.
Current marketing channels	Literature, Local/National/International media – advertising and media coverage, sponsorship partnerships, merchandising – DVD, CD distributed worldwide, domestic & foreign trade fairs, travel trade/hospitality collaboration, sales promotion, charitable activities, Social Media, website, e-blasts, overseas productions, international television programme, Friends scheme – word-of-mouth advocates, etc. Key 2010 dates: Tickets go on sale at the beginning of December each year.
Other festivals your audiences attend	Around a third of the 2009 Tattoo audience reported that they had visited or intended to visit a Fringe event.

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Summer Festivals

Edinburgh Festival Fringe 6 – 30 August 2010



The largest arts Festival in the world transforms Edinburgh with live theatre and comedy performances in the streets and across over 200 venues around the city.

Location	Edinburgh city centre – various venues across city
Marketing contact	Alan Gibson, Head of Marketing & Sponsorship 0131 226 0038 alan.gibson@edfringe.com
No of attendees	2008: 2,335,519 and 2009: 2,509,235
Target market	Audience profile: ABC1 25 – 34 (2007 research) 44% Scotland, 44% Rest of UK, 12% International (2007 research)
How could tourism businesses engage?	Sponsorship opportunities Travel trade opportunities
Current marketing channels	Social media, Fringe website (www.edfringe.com), Programme, Daily Guide, e-bulletins and iPhone App. Key 2010 dates: Programme release date – early June, tickets go on sale – mid June
Other festivals your audiences attend	Fringe audiences cross over with all other festivals.
Any other ideas for how tourism businesses can work with you:	Advertise your business to millions of visitors on the edfringe website. Become Fringe friendly by providing goods and services to help support the participants and public that come from all over the world to Edinburgh to take part in the Fringe. Please contact us with any opportunities that you would like to discuss

Edinburgh International Festival 13 August – 5 September 2010



The finest in classical music, theatre, opera and dance gather to present one of the most innovative and accessible Festivals of the performing arts.

Location	Various venues across city
Marketing contact	Derek Gilchrist 0131 473 2099 Derek.gilchrist@eif.co.uk
No of attendees	2008: 394,061 and 2009: 398,760
Target market	All ages and from all over the world. In 2009 there was a 7% increase in the numbers of students and a 13% increase in the number of international visitors attending events.
How could tourism businesses engage?	Corporate Membership: Contact Nicky Furley T +44 131 473 2062 Festival Travel Packages: Contact Derek Gilchrist T: +44 131 473 2026 Festival brochures: Contact Joanna Miller T: +44 131 473 2021
Current marketing channels	www.eif.co.uk, direct e-mail – e-bulletins, news feeds, national, international press and various social media channels
Other festivals your audiences attend	International Festival audiences cross over with all festival audiences throughout the year.

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Summer Festivals

Edinburgh International Book Festival 14 – 30 August 2010



The largest Book Festival of its kind, with over 700 world-class writers and thinkers taking part in more than 800 events.

Location	Charlotte Square Gardens
Marketing contact	Amanda Barry 0131 718 5636 amanda@edbookfest.co.uk
No of attendees	2008: 192,448 and 2009: 205,556
Target market	57% female, 43% male, 60% EH postcodes (Edinburgh), 21% rest of Scotland, 14% rest of UK, 2.5% overseas, Families with children of all ages Mosaic types: Upper Echelons and Urban Sophisticates
How could tourism businesses engage?	Sponsorship opportunities – open to discussing any ideas Partnership deals and packages e.g. discount offers to subscribers, ticket packages
Current marketing channels	Local & national media Social media, Book Festival website and e-bulletins Brochure, leaflets Partnership promotions and advertising Key 2010 dates: brochure/programme released to public on 16th June; Tickets on sale to public on 26th June, Festival opens 14th August
Other festivals your audiences attend	Edinburgh International Festival, Bank of Scotland Imagine Festival, Scottish International Storytelling Festival, Edinburgh Festival Fringe, Edinburgh Film Festival. Other Scottish book festivals such as Wigtown, StAnza Poetry Festival, St Andrews, Borders, Word, Aye Write

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Spring and Autumn Festivals

Edinburgh International Science Festival 3 – 17 April 2010



Fun and inspiration for all ages featuring the inventions and innovations of the world of science and technology

Location	Largely concentrated in Edinburgh city centre, venues include Edinburgh Zoo, Botanical Gardens, City Art Centre and the Filmhouse Cinema. Additional out of town venues include Deep Sea World in North Queensferry and the Scottish Seabird Centre in North Berwick.
Marketing contact	Emma Pirie, Marketing Manager 0131 553 0320 emma@scifest.co.uk
No of attendees	2008: 48,000 and 2009: 68,000
Target market	Series of events cater for different target markets: families, young people, adults, mix of genders and ages.
How could tourism businesses engage?	Annually falls over the Easter weekend and school holidays. Opportunities for accommodation providers to become involved as a partner hotel. Hotel details can be included with event tickets, when they are posted out. Brochure requests (can be mailed out to accommodation businesses).
Current marketing channels	Local & National Press, Social Media, Website, Print Distribution, E- Mailing List, City Centre, Partner Marketing (venues). Key dates: Programme Launch and Tickets go on sale : 16th February Steve Bloom Exhibition in St Andrews Square : 11th March – 16th May Festival Dates: 3 – 17th April 2010
Other festivals your audiences attend	Edinburgh International Book Festival, Bank of Scotland Imagine Festival, Edinburgh International Festival, Edinburgh Festival Fringe, Edinburgh Mela Festival
Any other ideas for how tourism businesses can work with you:	The Edinburgh International Science Festival has strong links with major tourist attractions in the city and beyond including Edinburgh Zoo, Dynamic Earth, the Scottish Sea Bird Centre and Royal Botanical Gardens.

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Spring and Autumn Festivals

Bank of Scotland Imagine Festival 10 – 16 May 2010



The world's best theatre for children and young people, designed to captivate, entertain and inspire audience members from toddlers to teenagers.

Location	Edinburgh city centre, venues across the city and tour venues in Scotland
Marketing contact	Jo Lennie, Marketing Manager 0131 225 8050 jolennie@imagine.org.uk
No of attendees	2008: 12,500 and 2009: 11,500
Target market	Children ages 0 – 18, their families, friends, carers; schools and nurseries, domestic market primarily from Scotland)
How could tourism businesses engage?	Sponsorship opportunities Show tickets for families as part of a weekend package of activities Ticket competition/offers
Current marketing channels	Local and National Press and family publications, website, brochure, social media Key 2010 dates: Friends and family brochure and tickets on sale: 29th March
Other festivals your audiences attend	Family friendly festivals, Edinburgh Festival Fringe

Edinburgh International Storytelling Festival 22 – 31 October 2010



Scotland's inspirational annual celebration of traditional and contemporary storytelling.

Location	Royal Mile and various venue across city
Marketing contact	Lindsay Corr 0131 652 3272 lindsay@scottishstorytellingcentre.com
No of attendees	2008: 16,800 and 2009: 16,500
Target market	Age profile: Children and families, students and age group 40 – 70 years old Male/female: 50/50, International: 25%
How could tourism businesses engage?	Travel Trade packages including events at the Festival – 7 or 3 day opportunities Featuring storytellers in tourism promotions Opportunities for accommodation providers to become involved as a partner hotel. Hotel details can be included with show tickets, when they are posted out. Sponsorship opportunities
Current marketing channels	Local/National Press, Social Media (Facebook), www.scottishstorytellingcentre.co.uk , www.edinburghfestivals.co.uk our newsletter Key 2010 dates: Brochure release: 6th September; Tickets on sale: 13th September
Other festivals your audiences attend	Edinburgh International Festival, Mela Festival, Book Festival, Edinburgh Fringe Festival, Edinburgh's Hogmanay, Old Town Festival

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Winter Festivals

Edinburgh’s Hogmanay 29 Dec – 1 Jan 2010



The largest New Year event in the world with five days of celebrations culminating with a massive New Year’s Eve street party.

Location	Across City Centre
Marketing contact	Alan Thomson marketing@edinburghshogmanay.com
No of attendees	2008: over 200,000 over 4 days and 2009: over 200,000 over 5 days
Target market	Age profile – Edinburgh’s Hogmanay events are designed for all ages and the days surrounding the 31st December are filled with free family events. The main Street Party and events on the 31st December are large scale outdoor events and not recommended for children under the age of 16, anyone under this age must be accompanied by an adult at all times.
How could tourism businesses engage?	Accommodation providers can request official Edinburgh’s Hogmanay logos / marketing materials (email above) to help promote their business. Also, trade and business block booking for Street Party tickets is available through the official box office (www.edinburghshogmanay.com)..
Current marketing channels	Edinburgh’s Hogmanay generates a large volume of Local & National Press from Oct – Dec, with the main event programme announcements taking place from early October. Edinburgh’s Hogmanay has a registered database of over 60,000 people and social media sites in Facebook and Twitter with which we can directly update our members with event details, tickets and safety information. The official Edinburgh’s Hogmanay website is our main information platform with over 300,000 visits throughout Nov / Dec. Key 2010 dates: First Artist Announcement: Early October 2010 Tickets on sale: Early October 2010 Full Programme release date: Early November 2010
Other festivals your audiences attend	The audience for Edinburgh’s Hogmanay covers a wide demographic with both a family and ‘festival’ crowd from the UK, Europe and beyond.
Any other ideas for how tourism businesses can work with you:	In using the official Edinburgh’s Hogmanay logos, branding and images (which can be supplied) we can help strengthen both the awareness of the event and the profile of the tourism businesses that can benefit from this world famous winter festival.