



2050

Edinburgh City Vision

The Tourism Perspective

Caroline Warburton

National Strategy Co-ordinator

Scottish Tourism Alliance

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“You’ve got to have a dream if you want to make
your dreams come true”



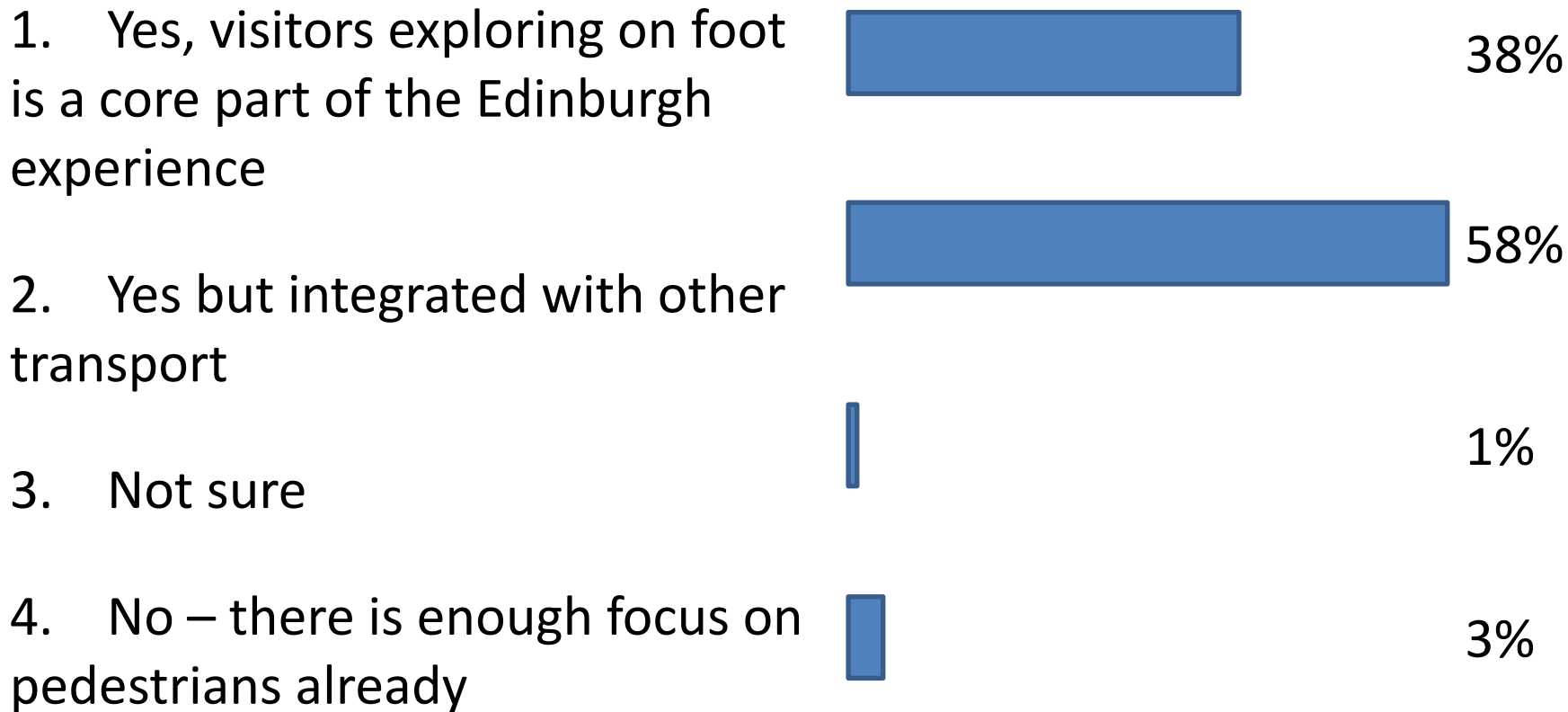
2050 Edinburgh City Vision

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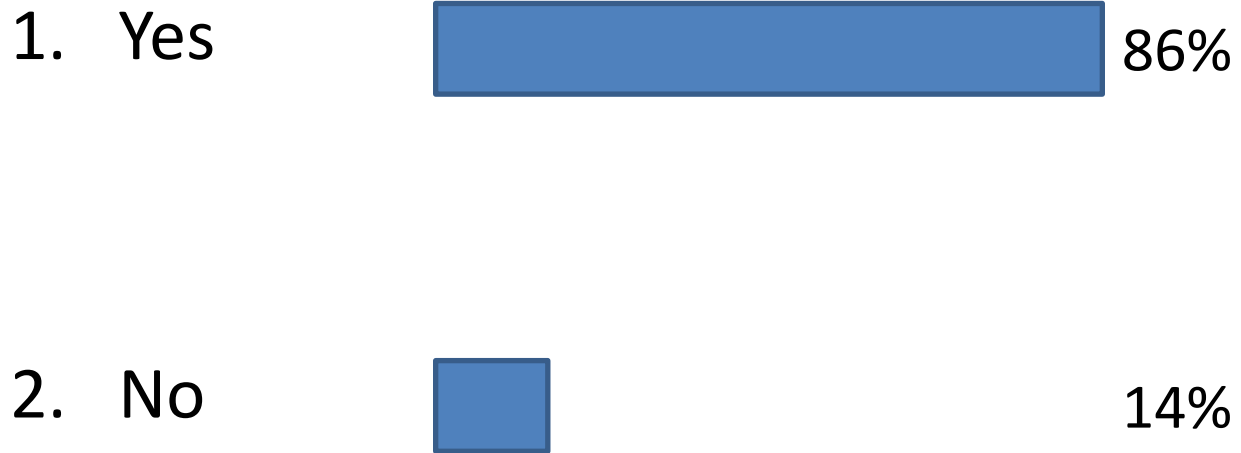
Transport

“No planes, no gain?”

Do we need a greater focus on pedestrians?



Should the Trams be extended to Leith?



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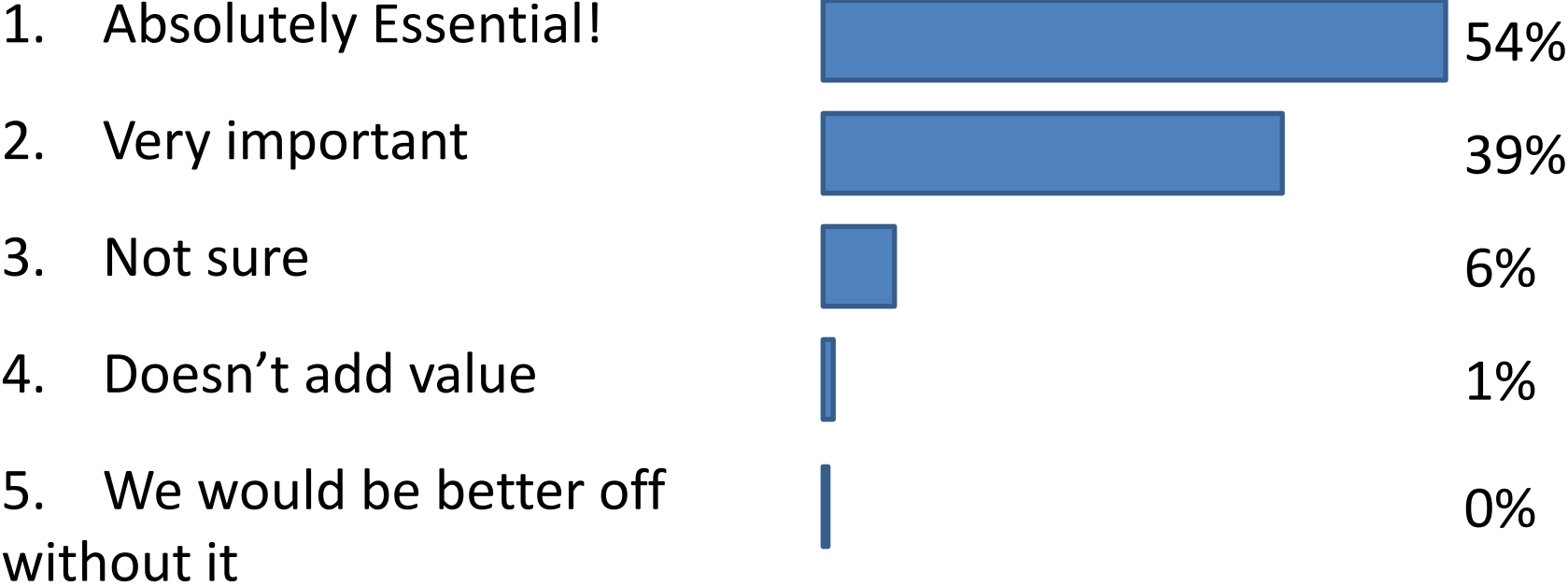
Build and Natural Environment

“Build for the future, preserve the past”





How important is the UNESCO World Heritage Site to Edinburgh's Tourism?

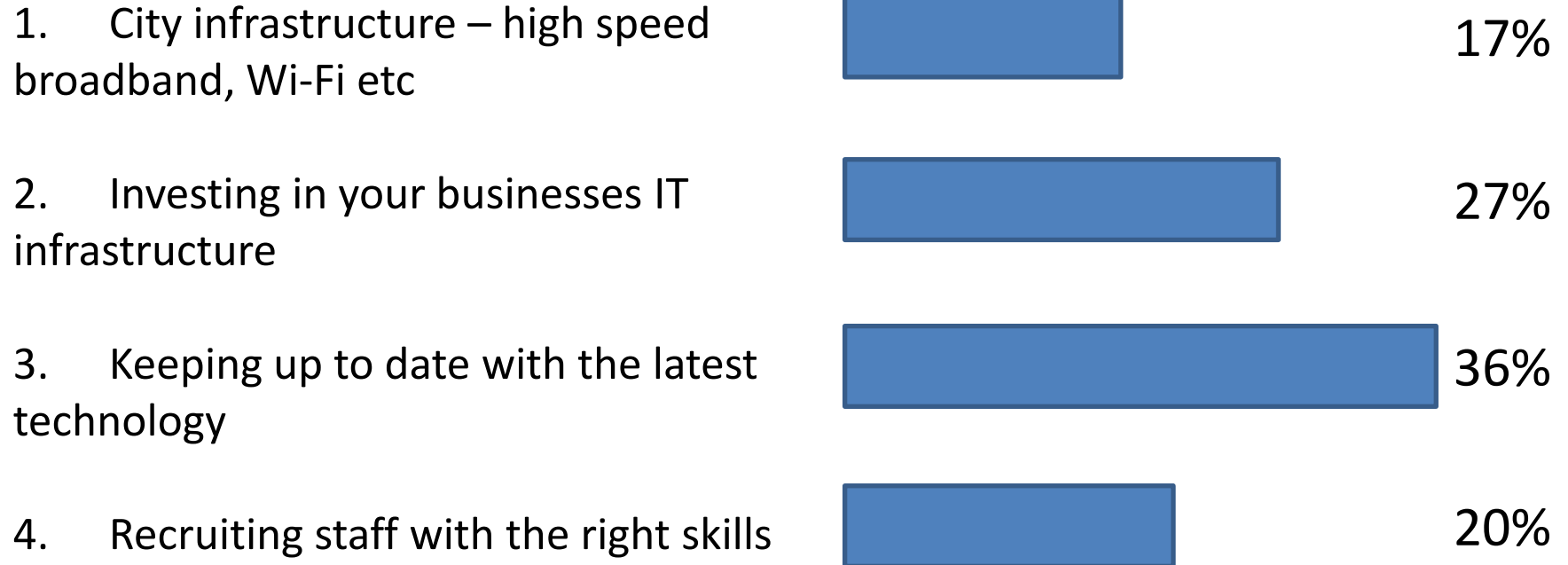


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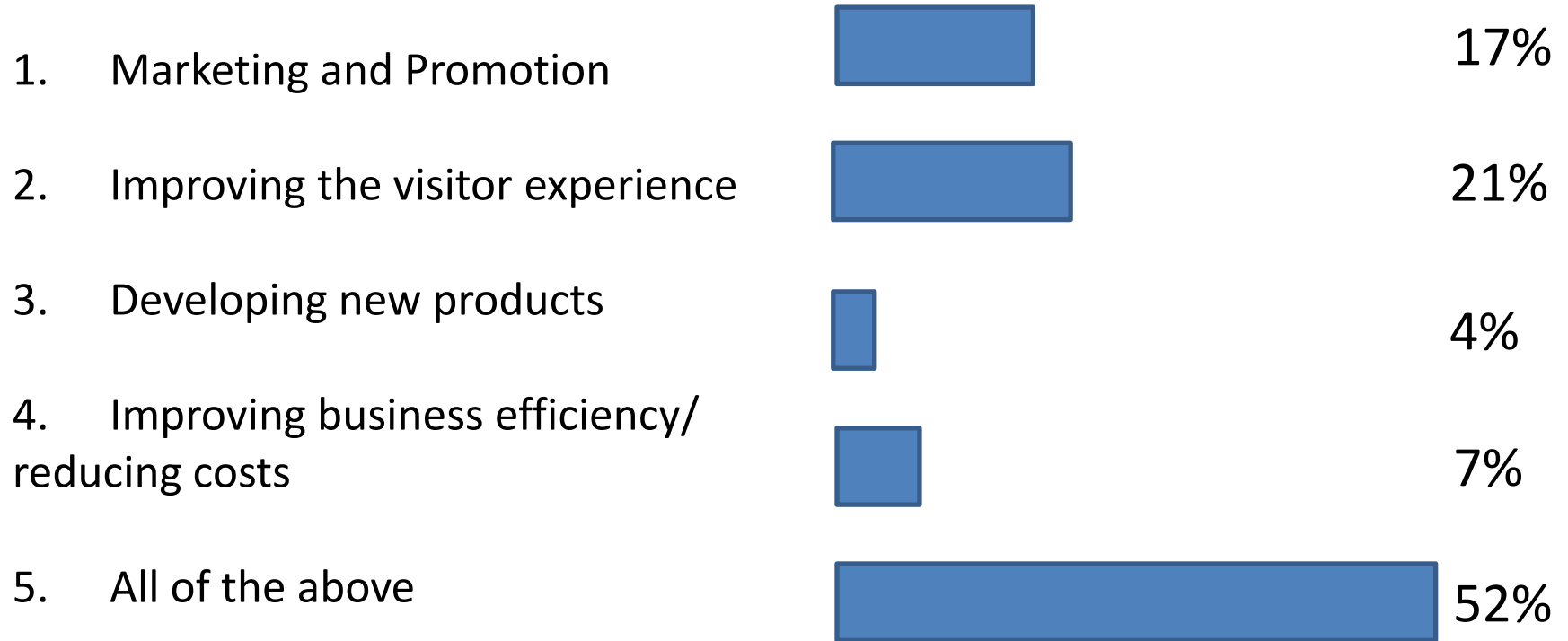
Digital & Technology

“Edinburgh is not just a beautiful old city, but a thrusting, forward looking technology city”

What do you see as the biggest challenges for your business in relation to digital & tech?



In which areas do you see digital & technology having the biggest impact on your business?

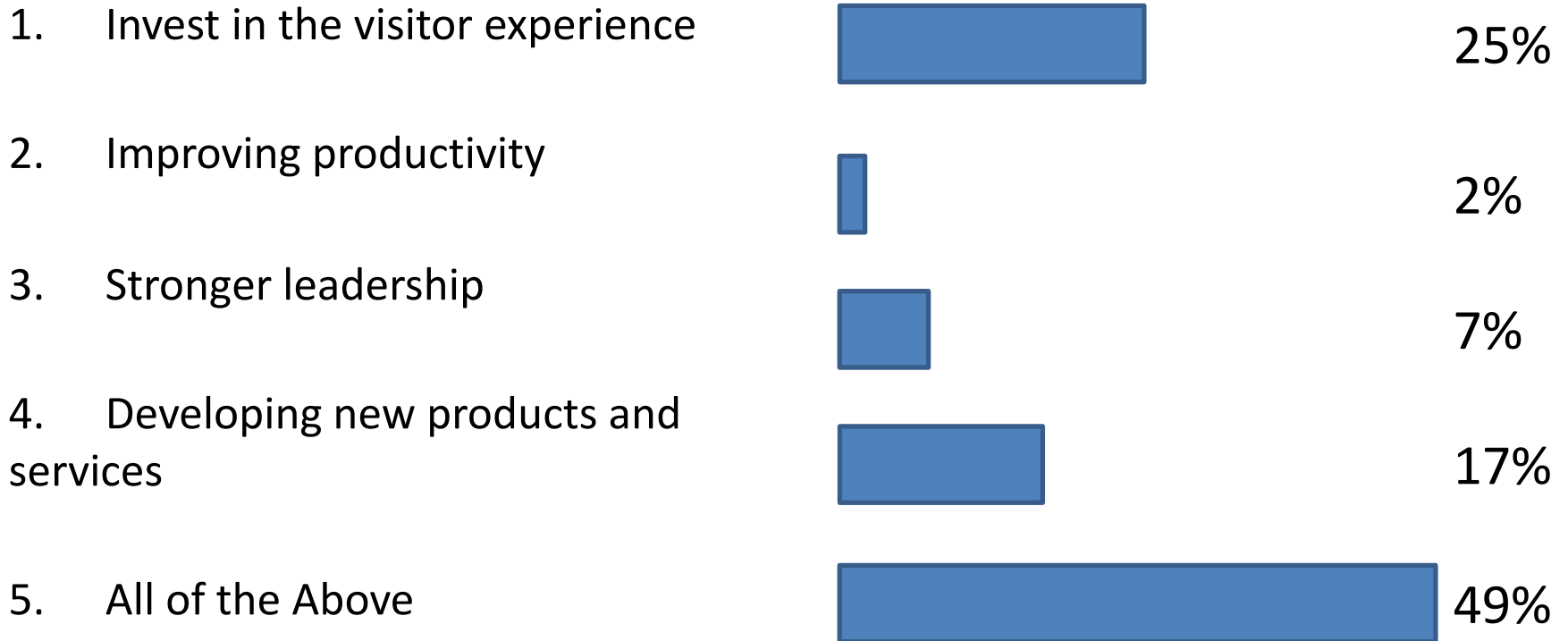


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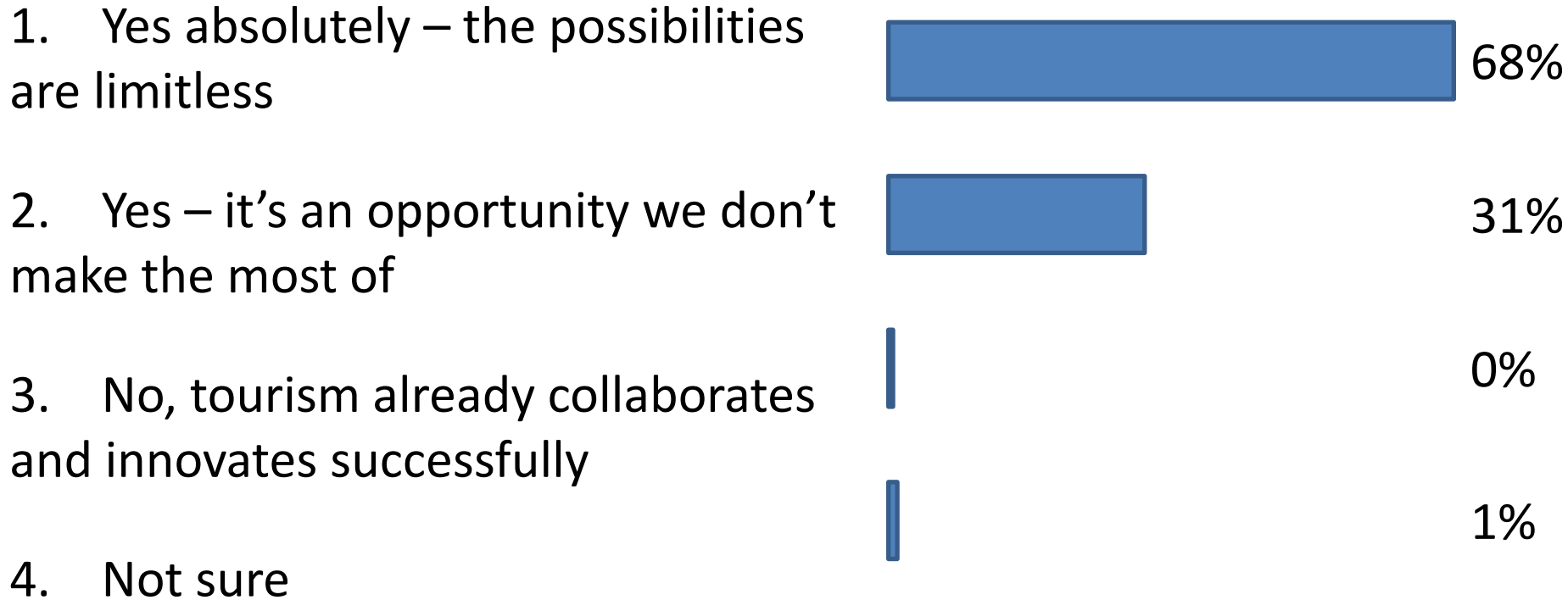
Business & work

“A city of opportunity, equality & fairness”

What do you see as being the most important driver to grow your business?



Is there an opportunity for more innovation and collaboration across Tourism and other Sectors?



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Culture

“Culture can become a ‘secret weapon’ that makes extraordinary things happen”

Going forward, what should be the priority?

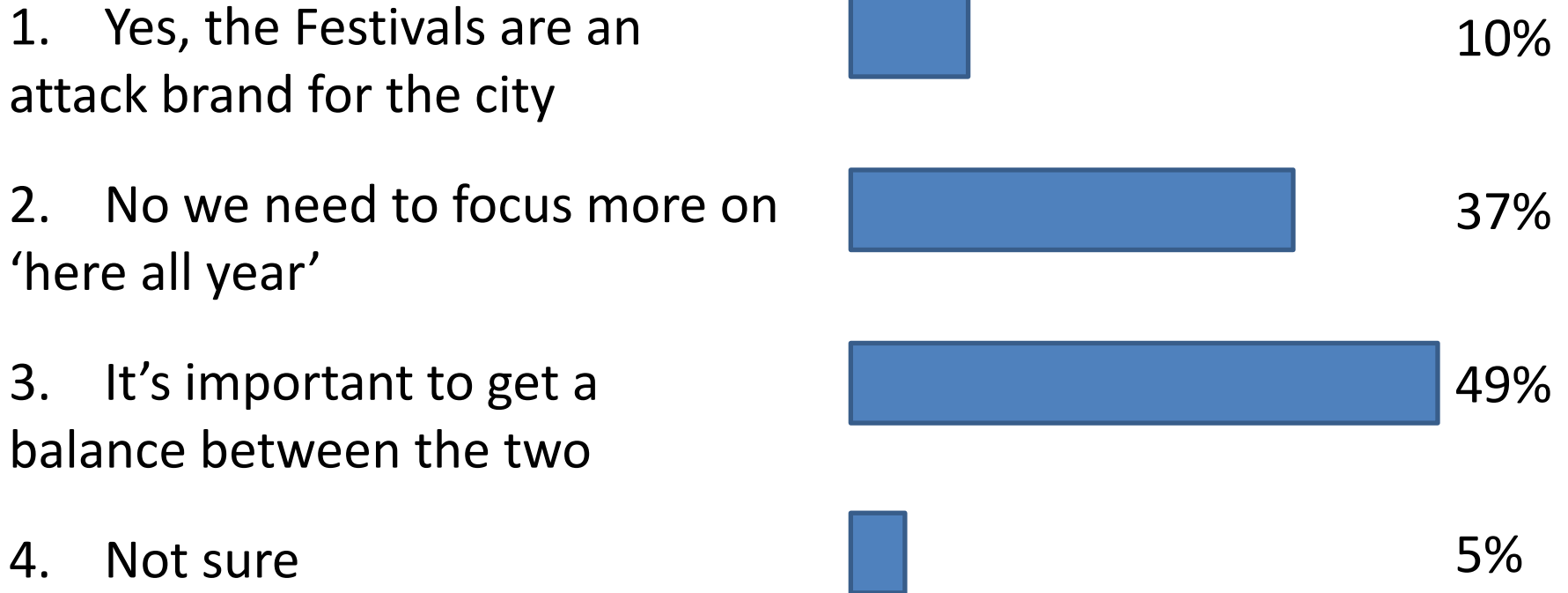
1. Sustain and grow the cities existing events and festivals portfolio



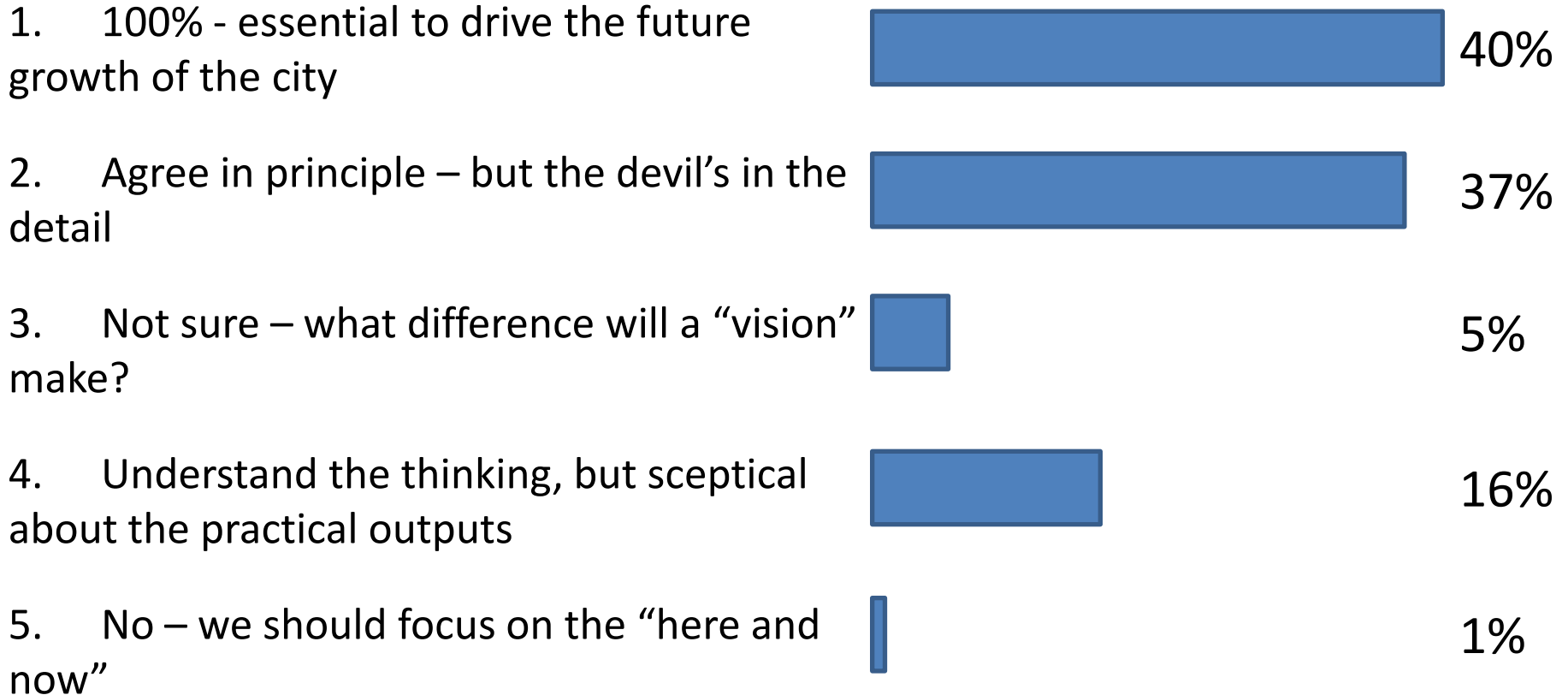
2. Develop new festivals and events



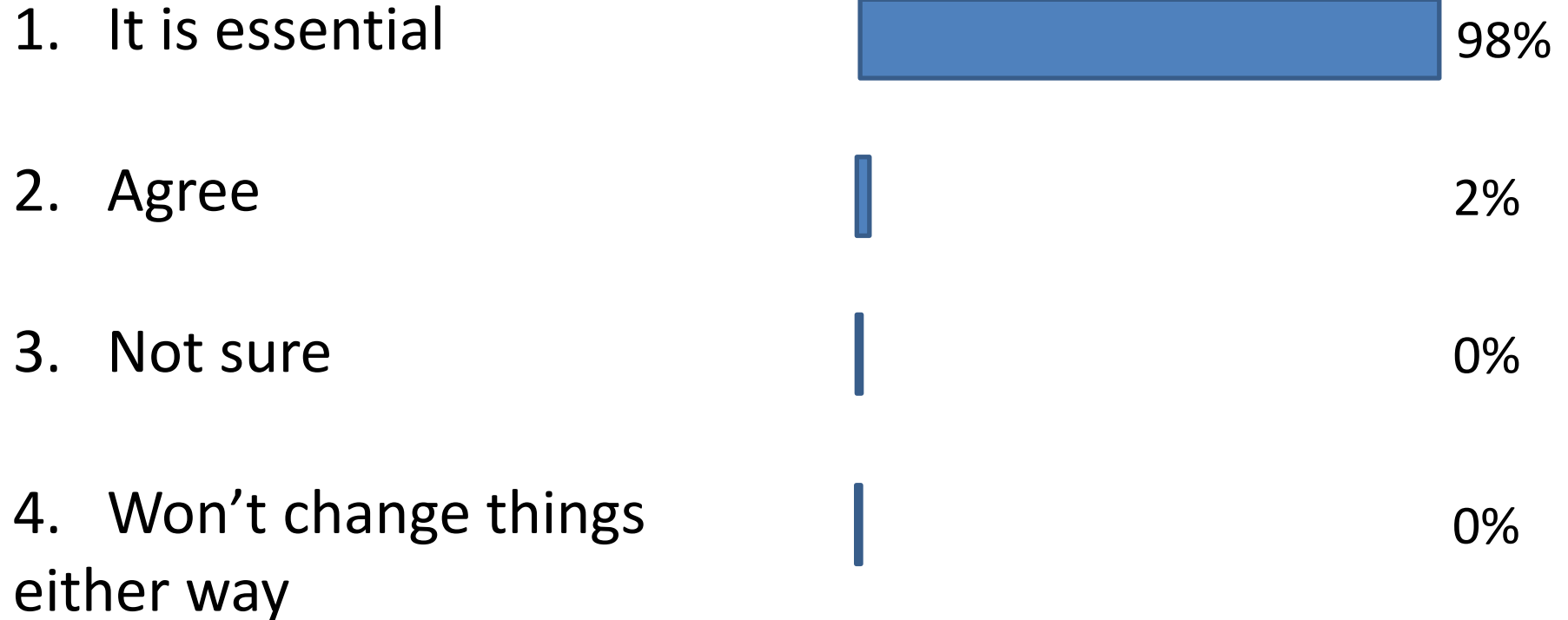
Is the balance right between promoting the Festivals and the cities 'here all year' cultural offer



Do you agree that a City Vision is a priority for the city?



Do you agree that it is important for tourism to be recognised within the city vision?



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