ETAG Business Opportunities Guide

ETAG
Edinburgh
Tourism
Action
Group

Business Events
How to get involved

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Introducing Business Events

Robin Worsnop

Amanda Wrathall

Did you know that business visitors to Edinburgh spend considerably more than any other kind of visitor to the city? There's no doubt that Business Events are a force to be reckoned with in the capital and beyond, with a value to the Scottish economy of a staggering £1.9 billion.

Edinburgh is a global meeting, conference and incentive destination and hosts thousands of events every year, ranging from small meetings, corporate events and incentive groups to international conferences and large association meetings. In the last decade Edinburgh has been the most popular UK city after London for hosting international association meetings, an impressive achievement.

Our city has many unique advantages as a business events destination, with great venues, hotels and transport links; a strong identity as one of the most beautiful and historic destinations in the world, and an ideal mix of culture, shopping, dining, music, heritage and leisure activities. Combine all this with a reputation for safety and security, and a proven track record in delivering outstanding meetings, incentives, conferences and events and you have just some of the reasons why Edinburgh attracts so many international conferences.

Robin Worsnop, Chair ETAG

Edinburgh's competitiveness and continued success in generating revenue from business events depends on one important factor: making sure everyone works together.

Conference organisers bringing events to Edinburgh tell us they are looking for a coordinated approach in the city to meet business visitor expectations and needs. And that approach can only be developed by 'Team Edinburgh'. If you feed, entertain, accommodate, transfer, host or sell to business visitors, you're part of the team!

The high value and fast growth of this market means there are lots of great opportunities and huge potential for you and your business to benefit from and to grow Edinburgh's competitive position.

The Edinburgh 2020 tourism strategy and midterm review reference Business Events as a key opportunity for the city and its businesses which adds significant economic impact and plays an important role in showcasing Edinburgh to future international business and leisure visitors.

We have produced this guide to explain how the business events sector works and how you can get involved.

Amanda Wrathall, Chair ETAG Business Events Edinburgh Working Group

£1.9 billion

Value of Business Events to the Scottish economy = £1.9 billion

"The high value and fast growth of this market means there are lots of great opportunities and huge potential for you and your business to benefit"

Why are Business Events so important to Scotland and Edinburgh?

Edinburgh, Glasgow and Aberdeen are Scotland's primary destinations for business events, with the largest purpose-built conference centres, supported by city convention bureaux, international airports and good transport links.

Edinburgh is the top ranked Scottish city in UK business events studies and by the International Congress and Convention Association (ICCA). As one of the highest yield areas in tourism, business events are growing year on year in **Edinburgh** thanks to our competitive ranking in the international arena.

FAST FACTS

Edinburgh is ranked 27th in the world's city rankings in 2016 according to the International Congress and Convention Association (ICCA) and 18th in Europe.

Edinburgh annually holds **more international association meetings than any other UK city outside London**.

The value of meetings and conferences secured by Convention Edinburgh in 2016/17 was **£75.7m**, from **134 confirmed conferences** with an estimated attendance of **47,000 delegates**.

VisitBritain Business Events research of business event organisers in the geographical markets of France, USA, Germany, China and Belgium identified that:

- **Edinburgh** fares **second best of all British cities**. 52% of organisers surveyed by VisitBritain were aware of its business event offering, 20% had seriously considered organising an event in the city, and 11% had actually done so.
- Scotland is perceived a bit differently to the rest of Britain as a business events destination, thanks to its strong sense of **national identity.**
- **Edinburgh's cultural, historic and social profile** definitely contribute to its international popularity.

DID YOU KNOW?

Business events represent 20% of all tourism expenditure in Scotland

Business visitors spend twice that of leisure visitors, making it a highly lucrative sector

On average, international delegates stay about 3.43 days in **Edinburgh** compared to 2.8 days for leisure visitors

The top 5 overseas countries for business visitors to **Edinburgh** by spend are: USA, Germany, Sweden, France and Netherlands

70% of international business visitors to Edinburgh are in October to June

Source: VisitScotland

What exactly do we mean by Business Events?

There is no universally agreed term to describe the business events industry. Different destinations call it different names. MICE, an acronym meaning Meetings, Incentives, Conferences, Events/ Exhibitions is widely used in Asia and Europe. In North America and Australia the term 'Business Events', is used.

Whatever you call it, **Business Events** are one of the fastest growing segments of the tourism industry, and one of the key areas in which destinations are investing. Why? Because business events generate a consistently high financial return, and, crucially, in addition to the tourism and economic benefit for Edinburgh, they bring global expertise to the city. Business Events are opportunities for people who may want to invest or locate in Edinburgh to meet with local companies or research institutes.

UK FAST FACTS

In 2016 conference and meetings generated an estimated £19.4 billion of direct expenditure by conference and meeting delegates and organisers in venues and in wider destination spend, a slight increase on 2015 (£19.2 billion)

There were an estimated 1.45 million conferences and meetings in the UK in 2016, a significant increase on 2015 (1.34 million)

It's not all about large conferences. The average number of events per venue in the UK in 2016 was 419 with an average event size of 67 delegates

The average event duration in the UK in 2016 was 1.6 days. However, most events lasted a day or less

The majority of events in the UK in 2016 were held in hotels, followed by unusual / multi-purpose venues

Source: UK Conference and Meeting Survey 2017

Business Events - Categories

Unlike leisure visitors who make individual choices about where they visit, business events is a business driven sector where the choice is made by groups, businesses or event organisers.

Corporate meetings / conferences

These are conferences, meetings, kick-off road shows, training sessions or seminars organised and staged by companies as part of their marketing, training, motivational or communication outreach. They can vary in scope, size (from 10 – 10,000) and duration, according to the company needs. The lead times for corporate meetings are usually less than 12 months.

International Associations

This market covers a wide range of international event types and categories: medical meetings (the largest segment), scientific, academic, trade organisations and professional bodies. Each event and segment is different but some similarities can be identified:

- Almost every association holds one or more meetings and choose their location internationally.
- Conferences can be held annually, biennial or even once every 3 or 4 years.
- While host destinations may rotate, local counterparts, e.g. national associations, are influential in helping sell a destination.
- International association meetings have a long lead time - it is not unusual to find lead times of 5 years in advance, or longer.

Exhibitions:

'Exhibitions' or trade shows describe any Business to Business or Business to Consumer activity that brings together people around a particular topic or theme and at which products and services are displayed and potential deals / sales made. Exhibitions can be open or closed, public or private. The numbers attending the event can be from 100 – 100,000.

National Associations

The 'national association' conference segment includes a wide range of UK based professional associations and institutions, trade associations and unions, societies and educational or academic bodies

National associations usually hold a major annual conference within the UK and many arrange other, smaller meetings and conferences during the year. Typically these book up to 3 years in advance and rotate around the country - one year in England, the next in Wales and then perhaps Scotland.

Incentives

Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognise participants' performance, usually in a company. Incentive travel is about reward and recognition – traditionally it has been about sales teams but has developed as an employee motivator that also builds morale and internal relationships. Essentially they aim to create a 'once in a lifetime' experience that money can't usually buy. Typically they are very high end luxury experiences and often spouses will accompany.

International Congress and Convention Association

ICCA publishes an annual index of countries and cities based on the number of international conferences hosted there and on the total number of delegates who attend these conferences.

The UK is ranked 3rd worldwide in ICCA rankings

Edinburgh is ranked 27th in top cities worldwide and 18th in Europe

ICCA WORLDWIDE RANKING: NUMBER OF MEETINGS PER CITY 2016

RANK	CITY	RANK	CITY
1	Paris	16	Budapest
2	Vienna	17	Buenos Aires
3	Barcelona	18	Stockholm
4	Berlin	19	Hong Kong
5	London	20	Rome
6	Singapore	21	Tokyo
7	Amsterdam	22	Helsinki
8	Madrid	23	Brussels
9	Lisbon	24	Taipei
10	Seoul	25	Athens
11	Prague	25	Shanghai
12	Bangkok	**27**	**Edinburgh**
13	Dublin	28	Lima
14	Copenhagen	29	Montreal,
15	Beijing	30	Warsaw

ICCA CITY RANKING EUROPE 2016

RANK	CITY	RANK	CITY
1	Paris	11	Copenhagen
2	Vienna	12	Budapest
3	Barcelona	13	Stockholm
4	Berlin	14	Rome
5	London	15	Helsinki
6	Amsterdam	16	Brussels
6	Madrid	17	Athens
8	Lisbon	**18**	**Edinburgh**
9	Prague	19	Warsaw
10	Dublin	20	Porto

DID YOU KNOW?

Technology is one of the most important factors to influence the perceived quality of a business trip. Wi-Fi is the priority for 77% of business travellers.

(Source American Express Global Survey 2016)

Free WiFi in Edinburgh #EdiFreeWiFi

There is a free WiFi service across Edinburgh city centre providing residents and visitors in the heart of Scotland's capital with access to fast, efficient internet connectivity. This open WiFi network is a great 'added extra' that not everyone is aware of, and another persuasive reason for business event organisers to choose Edinburgh.

Why Conference organisers choose a destination

When choosing a conference location for an international or domestic conference, an organiser considers many different factors. Destinations can influence the decision, which is often made in line with criteria which usually include a combination of the following:

ACCESS

Delegates' travel needs and ease of access are influential in destination and venue selection. The destination should have multiple in-bound transportation options such as air, rail and road, with sufficient frequency.

INFRASTRUCTURE

A broad range of accommodation types including high-end 5 star hotels to university style accommodation, dedicated convention centres and good links between airport and city centre.

SAFETY

Along with security, safety is becoming more important today than ever before. Scotland and Edinburgh are perceived as safe destinations.

VALUE

Fluctuating currency rates and budgets are influences and buyers have a keen radar for value for money. Favourable exchange rates will be very attractive for international visitors as their purchasing power rises, not to mention value perceptions.

Destination Appeal

Quite often the most important critera (and the most subjective) and usually the most difficult to influence. It can be defined as having a positive destination brand image, a history of successful events and physical, social and cultural uniqueness. Characteristics such as the physical setting, entertainment, shopping, sightseeing, recreation and tours for delegates are critical. Meeting planners influence the experience attendees receive from both the work and non-work related aspects of a conference/trip.

LOCAL KNOWLEDGE

Many conference organisers look for a local "knowledge hub" - a cluster of academics, researchers, and businesses in the event's field that an event planner can tap into. These contacts can support the bid - feeding in ideas for speakers and attendees, demonstrating real appetite to host the event. Edinburgh's economic strengths create relevance for these conferences. This can be instrumental in influencing a win for the city.

LOCAL SUPPORT

City Convention Bureau (CVBs) advise and support event organisers when choosing a venue. Often conferences require a single bid from a city which encompasses the offering from the conference venue, hotel options, additional venues for dinners and social programme ideas. The CVB usually leads on these bids, collating availability, costs and offerings into a single bid document.

How Edinburgh ticks all the conference boxes

All Scottish destinations are in competition with other parts of the UK when it comes to conferences: Glasgow, Edinburgh and Aberdeen primarily compete with London, Manchester, Birmingham, Liverpool and Newcastle.

In the European and global arena, they can be up against other major European cities including Paris, Vienna, Barcelona, Berlin, Amsterdam, Madrid, Lisbon and Prague, all bidding for international conference business.

The good news is, we are in a strong position, and here are some of the reasons buyers are swayed towards booking business events in Scotland:

- **Edinburgh and Scotland are popular international visitor destinations** and recognisable brands with strong national identities. They benefit from being part of the UK (with a strong reputation for hosting events) with successful high-profile events.
- **Edinburgh has a range of key assets** that appeal to tourists and business visitors, including: its history and heritage, culture, setting and friendly people.
- **Edinburgh has a strong academic, research and industry base**, in particular in its key sectors.
- There has been significant investment in new facilities: **£85m Edinburgh International Conference Centre extension**, new hotels and city centre improvements.
- **Edinburgh is seen as a 'safe destination'** and with instability increasing around the world, this is perceived as a significant strength.
- **Edinburgh is easy to access**

Feedback from Conference Organisers on why they chose Edinburgh for their event

"Edinburgh was ideally placed in terms of travel connections, accommodation and its attractive setting"

"Edinburgh is at the heart of business in Scotland and is easily accessible for delegates travelling from across the country to attend"

"Many of our delegates come from throughout the UK and internationally so Edinburgh, as a centre of innovation and a tourist destination in itself, is the perfect choice.

"Access from Airport to City Centre is shorter and less costly than anticipated"

"Edinburgh is a unique, distinctive, safe and secure destination overall with so much to do within walking distance"

How to get involved in Business Events

Conference delegates touch many businesses and places during their stay in Edinburgh. From the journey in from the airport, a taxi ride to the hotel, a meal in a restaurant or a retail experience on the Royal Mile, all can influence visitors' views of Edinburgh.

Business events offer great opportunities for boosting your bottom line, because not only do business visitors spend more than leisure visitors, but business events are more evenly spread throughout the year.

There are lots of opportunities for you to get involved and contribute to the city's competitiveness in attracting business events and generating direct benefits to yourself and your business from this high value clientele. If you feed, entertain, accommodate, transfer, host or sell to business visitors, you're part of the team!

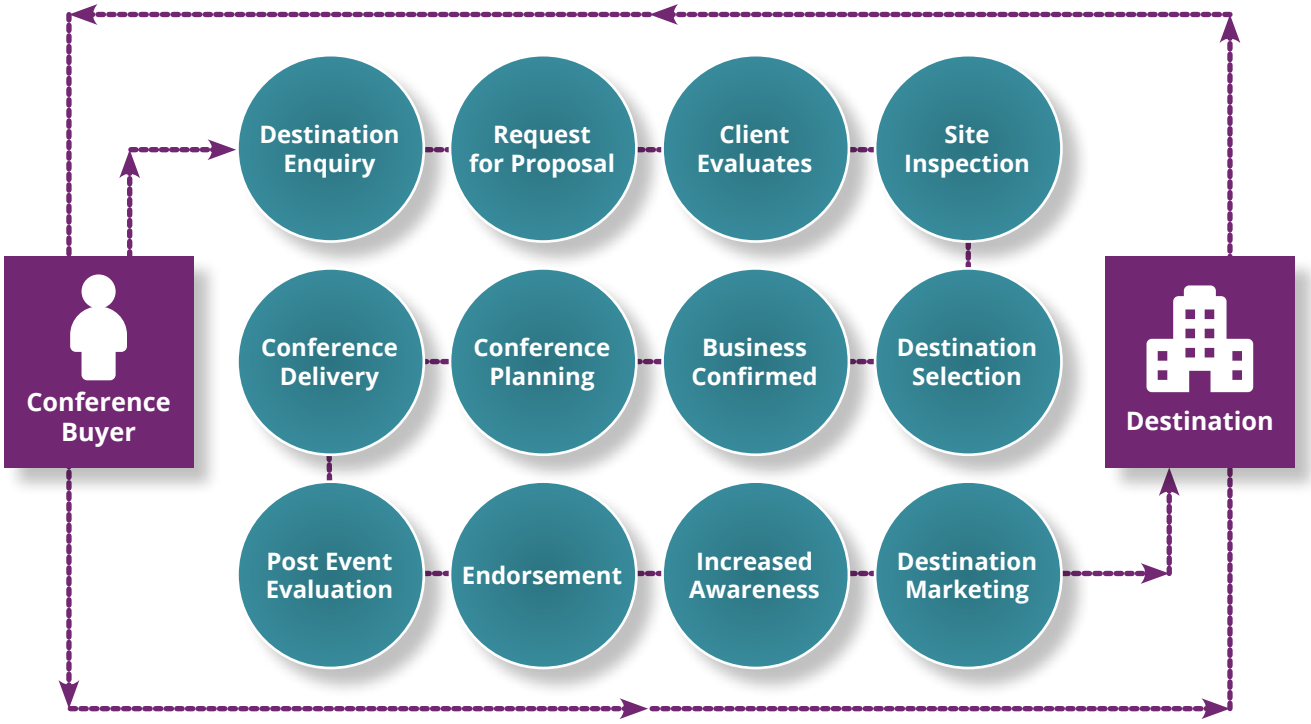
Are You Business Events Ready?

There are a myriad of enterprises both directly within tourism and more tangential to the sector –that support the events supply chain and can benefit from Business Events. Here are a few:

- **Accommodation providers** in every price range, from hotels to hostels and castles to campus accommodation
- **Transport companies** offering private hire of coaches, limousines, cars, chauffeurs, taxis
- **Visitor attractions** that can host drinks receptions, dinners and more
- **Restaurants**, especially those with group dining facilities
- **Catering companies**
- **Design and print companies**
- **Photographers, videographers**
- **Corporate incentive companies**
- **Entertainment venues**
- **Retailers**

Conference Buyer Customer Journey

The customer journey tells the story of a conference organisers experience from the initial enquiry through to delivery of the event and beyond. It is an up-close look at each and every one of the touchpoints for a memorable and successful conference in Edinburgh, contributing to Edinburgh's reputation for business events.



Ideas to try to connect with meeting and incentive planners:

- Engage with hotel concierge, sales and events teams in larger hotels & venues. They can recommend your product
- Think about how you can make your business or product relevant to a business delegate
- Suggest interesting ways to package your product together with other experiences
- Be part of Team Edinburgh and host an activity at a Fam Trip or on a site visit
- Find out what conferences are in the city, knowing who is in the city and why: recognition goes a long way
- Participate in collaborative marketing activities organised by Convention Edinburgh and VisitScotland Business Events Team
- Make sure every conference delegate has a positive and memorable experience in our city and they spread the word to their colleagues back home
- Ensure the Scottish destination management companies (DMCs) and professional conference organisers (PCOs) are familiar with your product

How does Edinburgh target Business Events?

Corporate meetings and conferences frequently book direct into hotels and venues, particularly from the UK market. Edinburgh hotels and venues regularly work together to maximise the marketing and sales opportunities for Edinburgh, often with Convention Edinburgh.

They invest time in relationship building with partners, whether that is through trade shows, sales missions, sales calls and networking events, to generate and respond to enquiries for large and smaller conferences and other types of events.

Convention Edinburgh and VisitScotland Business Events promote and market Edinburgh to meeting, incentive, conference and exhibition buyers in key markets across the world.

Working in partnership with EICC, hotels, venues, conference and event services, the focus is on encouraging and supporting Scottish, UK and global businesses to host their international association conferences, corporate meetings and incentive trips in Edinburgh and Scotland.

TARGET MARKETS

Business Events is not a single segment, it is a broad range of different markets, and the key ones for Edinburgh are:

- UK & Ireland National Associations
- International & European Associations
- UK Corporate meetings & events
- International corporate meetings & events
- Incentive groups

TARGET AUDIENCES

- Conference decision makers and meeting planners in the corporate and association sectors; this includes Executive Directors, Board or Council member of international associations
- Incentive houses / agents
- Corporate and event agencies
- PCOs / DMCs
- Influential local people who will act as Conference Ambassadors for Edinburgh

CONVENTION EDINBURGH

Convention Edinburgh is the city's convention bureau and lead organisation responsible for the marketing and promotion of Scotland's capital as a world-class destination for Business Events.

They run a varied programme of sales & marketing opportunities for members to meet key buyers including sales missions, fam trips and workshop events. Their website meetingedinburgh.com holds a powerful database of suppliers, which global event planners use to find venues, hotels & service providers in the city.

Keep up to date with developments within Convention Edinburgh, follow them on social media. @conventions

DID YOU KNOW?

In addition to marketing and sales teams in hotels and venues, there are many others behind the scenes or in customer care who make the experience of business events' visitors the best it can be - a real team effort.

Business Events Marketing Campaign

Make it Edinburgh is a dedicated business events digital marketing campaign promoting Edinburgh to a range of industry sectors by reinforcing Edinburgh's key economic strengths in:

Technology	Creative Industries
Life Science	Renewable Energy
Financial Services	Food and Drink

It brings together key players in the city's business events sector. It's an ongoing, collaborative, city-wide effort to keep Edinburgh at the top of Scotland's business events rankings. A toolkit explains how to get involved, and gives you the information and resources you need to get involved.

The partners are: Marketing Edinburgh; Edinburgh Hotels Association; Edinburgh Airport; Edinburgh International Conference Centre; Royal College of Surgeons of Edinburgh; Edinburgh Tourism Action Group and is supported by the VisitScotland Growth Fund.

A whole host of digital assets has been created for partners in the city to use in promoting the city for business events. This includes a campaign film (2mins) and numerous shorter films profiling the city's key economic strengths. The campaign is delivered through social media and online digital advertising in UK trade media.

The campaign creates an ongoing identity for a collaborative approach to branding and promoting Edinburgh as a world-leading business events destination.

GET SOCIAL: Everyone is encouraged to use the digital assets and to join the conversation on social media using #MakeItEdinburgh.

Find out more at www.makeitedinburgh.com

Edinburgh Conference Ambassador Programme

Convention Edinburgh developed the Conference Ambassador Programme to support local academics who are planning an international conference in Edinburgh. The programme provides relevant impartial assistance to Conference Ambassadors at every stage of the event, from the initial bid to marketing and promotion.

- The Edinburgh Ambassador Programme has **over 500 ambassadors representing all major academic and commercial fields** in which the city has an international reputation.
- Over the last 20 years, the Edinburgh Ambassador Programme has **generated over £900 million for the local economy**, bringing 528,605 delegates to 1,348 events in Edinburgh.

VISITSCOTLAND BUSINESS EVENTS

The VisitScotland Business Events team organises and attends exhibitions, sales missions and networking opportunities in Scotland, UK, Europe and North America. Each Business Events team member is responsible for specific business markets or disciplines and can assist with queries.

To find out who's who and what they can do for you visit their website:

http://www.conventionscotland.com

LEGENDS

Legends is VisitScotland's social medial campaign especially for Business Events. Legends showcases Scotland's knowledge economy and gives organisations worldwide the reason why they should choose Scotland as their next events destination.

Get involved on Twitter and LinkedIn and find out more at www.scotland.org/legends

Business Events jargon buster

Every industry has its own terms, acronyms and buzzwords which, to the uninitiated, can be both confusing and intimidating.

Business events terminology can be bewildering and we've all come across terms that don't make much sense. Here's a list of some common technical words and acronyms and a definition of what they actually mean.

AMC: An association management company is a company that specialises in providing management services for associations. AMCs provide the professional staff, administrative support, office space, technology, an association needs to operate.

City Convention Bureau (CVB): A not for profit organisation that is responsible for sales, marketing and managing a city as a destination for business events. Edinburgh's is called Convention Edinburgh.
– www.conventionedinburgh.com

Conference Ambassador: An individual who is more often than not based in Edinburgh and is a member of an association holding a meeting, assembly, congress, convention or conference, that could be held in Edinburgh.

DDR: Day Delegate Rate – An inclusive, non-residential meeting package, typically covering the hours of 9am – 5pm.

DMC: Destination Management Company: a professional services company with local knowledge, expertise and resources, specializing in the design and implementation of social programmes, dinners, events, activities, tours and transport for inbound international corporate groups.

DMO: Destination Management (or Marketing) Organisation: A DMO promotes a town, city or region to increase the number of visitors and improve the visitor experience e.g. Marketing Edinburgh www.edinburgh.org

Fam Trip: A familiarisation trip ("fam trip" for short) is an immersive, hands-on destination experience that allows buyers to sample and 'test drive' the destination and thoroughly evaluate it as a potential location for their (or their clients') own meetings, incentives, conferences and events.

Incentive Suppliers: Suppliers make up the tourism industry trade who supply services as part of the incentive trip, e.g. airline carriers, coach operators, hotels, restaurants and entertainers, event companies, unusual venues.

MICE: Meetings, Incentives, Conventions and Exhibitions / Events

RFP: Request for Proposal: an invitation by an association for destinations to submit a proposal to host a major conference or congress. It details the requirements of the event, which should then be answered in the proposal from the supplier.

PCO: Professional Conference Organiser: a company which specialises in the organisation and management of conferences.

Room Allocation: These are blocks of pre-negotiated hotel rooms which have been reserved by a conference organizer. Allocations are reserved well in advance of the conference and then sold to delegates. Unsold rooms will be released back to the hotel at an agreed date prior to the conference.

Site Inspection: A site inspection is like a fam trip except that it is arranged and programmed around a specific brief or piece of conference or event business and therefore test drives destination products and services that fit that set brief.

24 Hour Rate: The name for a 24-hour delegate package offered by hotels. Will include all meals, accommodation, room hire and A/V, as well as access to most leisure facilities.

DID YOU KNOW?

Edinburgh Rewards Passport introduces the highlights of the city and over 100 participating bars, restaurants, shops and more along the way with exclusive true added value delegate offers. Available online, delegates need only show the Passport to participating businesses to receive their Edinburgh Reward. Find out more at www.edinburghrewards.com

Acronyms: Exhibitions and Trade Shows

Here is a list of the main Business Events trade shows to be aware of, there are more and you can find out about these on the VisitScotland Business Events web pages.

January: **PCMA Convening, USA**
March: **International Confex, London**
March: **Eventit, Scotland**
May: **IMEX Frankfurt, Germany**
June: **The Meetings Show, London**
October: **IMEX USA**
November: **IBTM World, Spain**

Staying informed:

Innovate, adapt and ensure your visitors have the best possible experience by taking inspiration from others. Sign up to the industry forum Business Tourism For Scotland.

http://www.businesstourismforscotland.com/

Industry terminology

As the international congress and meetings industry has grown in recent years in both volume and complexity, terminology has expanded, especially in such areas as information technology and social media. Here are a couple of websites with definitions of conference, meeting and event industry terms:

IAPCO (The International Association of Professional Congress Organisers):
http://www.iapco.org/publications/on-line-dictionary/

The Conference People:
http://www.confpeople.co.uk/about-us/glossary

Case studies

To sustain and grow Edinburgh's position as one of the leading global business events destinations in this highly competitive, international marketplace, businesses need to work together as this is vital for ongoing success. Here are some examples of how conferences and tourism businesses made it work for them.

Opel Mokka Car Launch - Hello Scotland

"Opel chose Scotland as the stage to launch its new Mokka X car to 700 international media attendees. Hello Scotland was selected as the agency to make it happen.

We needed a hotel to provide 21 days of back to back rooms, with space for press conferences, space to present and maintain the cars. And it HAD to be in Edinburgh city centre. The 5* Sheraton Grand, right in the heart of Edinburgh, had all of these things, including the capacity to accommodate the group."

The driving route was carefully balanced with key stops for food and refreshments, like the coffee stop at Mohr 84 in the Trossachs, a hot buffet lunch at the 18th century Dalmeny House and some fine Scottish cuisine at Contini Cannonball - a family-run restaurant close to Edinburgh Castle.

Working in partnership with the Sheraton Grand Hotel and JC Decaux, permission was granted for a display car at the entrance to the hotel on Festival Square for the duration of the event, providing a continuously visible presence in the city. Guests were also able to arrive and depart in their Mokkas from Festival Square, so there was a spectacular line up of cars in the mornings and evenings."

Bill Thompson, Hello Scotland

Cashel Travel - Norwegian supermarket chain

What began with an initial meeting at EIBTM Barcelona in 2015, ended with a hugely successful, large scale incentive trip for 850 Norwegian clients and 40 support staff in Edinburgh. In between, a smaller visit of 90 incentive clients had so impressed the participants and organiser that this paved the way for the bigger group, which comprised employees from one of the major supermarket chains in Norway.

Numbers at this level require a massive amount of co-ordination, logistical preparation (after all, 18 coaches were required every time the group moved) and above all, superb communication between all parties: in this case, the client had their own team of experts, all of whom had to be involved in decisions regarding accommodation, hospitality, activities and so on.

After much discussion, menu tastings and site visits, the final hotels selected were the Sheraton, Waldorf Astoria and Principal Charlotte Square and three gala dinners took place at the Corn Exchange, Hopetoun House (in a marquee which took 10 days to erect) and finally an awards ceremony at the Museum of Scotland. There was a conference in the EICC and various activities were organised throughout the three day stay.

Edinburgh impressed every step of the way, from the availability of 5 star city centre accommodation to the range of places that could accommodate such a vast number for dinner in style.

Corporate Fun with Bagpipes & Whisky

The Scotch Malt Whisky Society and Scotland's best-known female piper, Louise Marshall, have collaborated to create a fantastic event that includes a whisky tasting and a piping workshop.

Hosted in The Vaults, the 'Spiritual Home' of The Scotch Malt Whisky Society, a Whisky Ambassador guides guests through a variety of unique whiskies tasting flavours from around Scotland. Louise then hosts the workshop where guests are taught basic chanter, discover how the bagpipes work, learn a variety of playing techniques as well as hear a brief history of Scotland's national instrument, and most importantly, get a chance to play the pipes for themselves and have fun! Louise hosts many bagpipe workshops in Edinburgh hotels, she has proved massively popular on fam trips' and is working regularly hosting corporate workshops on behalf of many DMCs.

Mercat Tours Product Development

It is the nature of Business Events, that visitors on these kinds of break are very often short of time. Business visitors want to see the best of the city in a condensed time. For years, Mercat Tours have been organising private tours for groups and conferences both throughout the Old Town and in their Blair Street underground vaults.

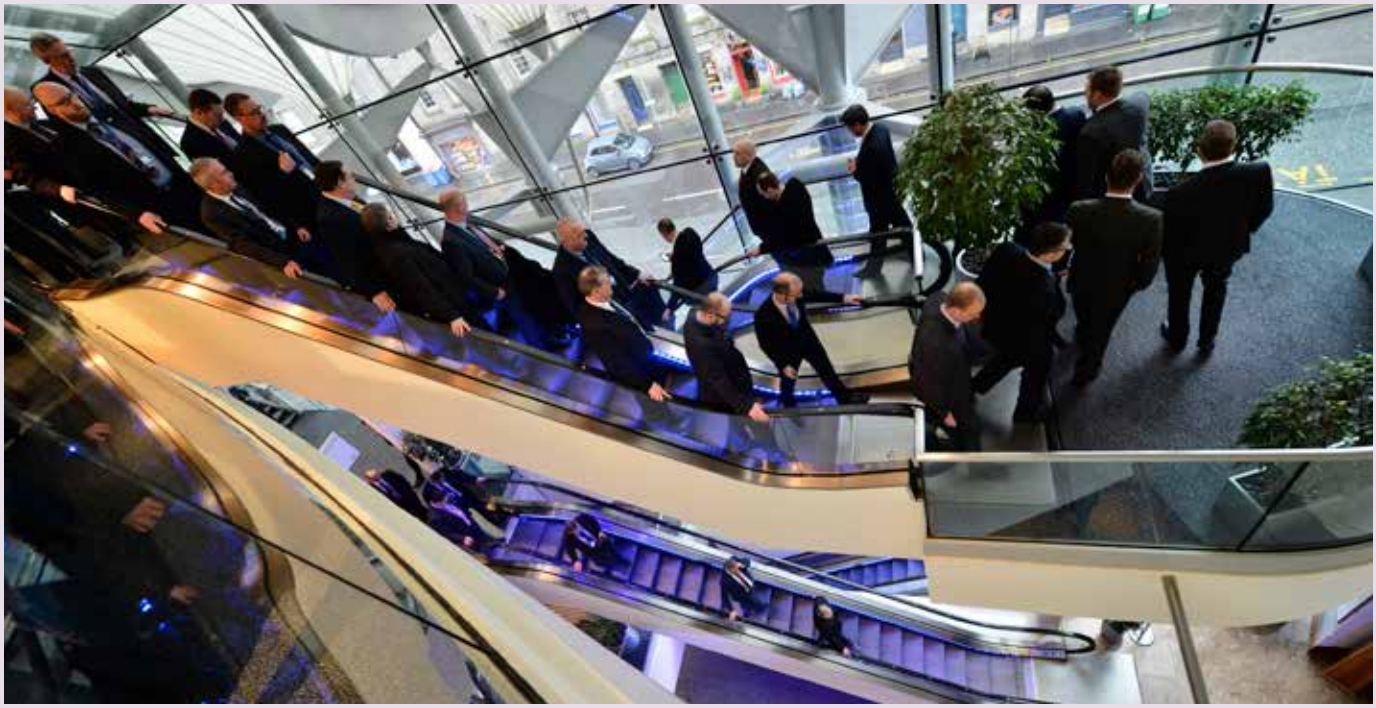
To expand on this offering Mercat Tours began a partnership with the National Museum of Scotland. Their tours at the museum take visitors to the most striking objects that represent key moments in Scottish history.

Five unique tours around the museum have been created that will highlight Scottish themes including Scotland's history, dark past, myths, symbols and identity. These tours are customised depending on interests and requests from private groups. Tours can also include catering options at the museum and are available in English, French, German or Spanish.

Maximillion

Maximillion was tasked with organising a world conference hosted by Nobel NC Europe in September 2017. The delegate numbers were relatively small (47 delegates from Europe, the Far East and South America plus some extras) so the organisers were spoilt for choice when it came to venues. The Hilton Edinburgh Carlton was finally settled on, as the hotel could easily handle not just the meetings and General Assembly in their conference facility but also all the accommodation requirements and the welcome dinner on the first day. The Scotch Whisky Experience was booked for dinner on the second day and the grand farewell dinner took place at the Queen Anne Room in Edinburgh Castle.

Running in parallel with two days of technical meetings and conference activity, was a programme of tours and authentic Scottish experiences. These included a city tour on a vintage Routemaster double decker bus; a visit to Royal Yacht Britannia; a subterranean ghost tour of the Old Town and a visit to Stirling Castle. A key advantage Edinburgh has over larger more sprawling cities is that you can be in glorious countryside in around half an hour, a massive bonus and a great way to add value to an urban-based conference.



Making the most of Business Events in Edinburgh

Businesses working together have a key role to play in developing innovative business events products and memorable visitor experiences.

- **Get Digital - Make it Edinburgh**
  Download the Make it Edinburgh digital assets and use in your own marketing activity.
- **Promote your business to the Conference and Events Industry**
  Planning a major refurbishment at your venue? Introduced a new product lately? Or changed your menu perhaps? Make sure the Convention Edinburgh team has the very latest information about your business at their fingertips so they can spread the word when talking to clients.
- **Join Convention Edinburgh**
- **Build relationships**
  Look for like-minded businesses and develop collaborative marketing promotions for the Business events market. Think about how to engage with each other and what they can offer you. How can you work together to benefit all businesses?
- **Know what's happening**
  Keep up to date: use listings to research events, large and small, that are happening in Edinburgh and near you; Keep in touch with venues to find out about upcoming conferences and how you can support them.
- **Get involved**
  Be part of our coordinated Team Edinburgh approach to meet business visitor expectations and needs. Get in the know and get involved by keeping up to date and follow ETAG Business Events Edinburgh Working Group and participate in upcoming events and workshops.
  www.etag.org.uk/market-info/business-tourism
- **Motivate delegates to return as leisure visitors**
  By developing incentives and offers to attract them back to Edinburgh with their friends and families.

One last thing

If you do one thing after reading this guide – get out and about and talk to local like-minded businesses. Get your links, alliances and partners in place. The more you talk, the more ideas you'll have about working together to make the most of the Business Events opportunities on your doorstep.

Support and resources

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 public sector agencies such as marketing and infrastructure development which represent a vital part of the overall tourism offer. 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 . 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 make the visitor experience in Edinburgh better than ever.

Organisations that can help you

Every industry has its trade or professional associations which regulate, educate and represent that industry, and Business Tourism is no different. Here are some key organisations that can help you:

Convention Edinburgh:
www.conventionedinburgh.com

VisitScotland's Business Events:
www.visitscotland.org/what_we_do/marketing/business_tourism_unit.aspx

Business Tourism for Scotland:
www.businesstourismforscotland.com

SITE Scotland:
https://brojure.com/site-scotland

ICCA UK Chapter:
https://www.iccaworld.org/dbs/uk_ireland/

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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 visitor's 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.

ETAG
Edinburgh Tourism Action Group

Scottish Enterprise
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