

# EDINBURGH CASTLE

TRADITIONAL MEETS CONTEMPORARY



EDINBURGH  
CASTLE



Nick Finnigan – Executive Manager

# QUIZ

During World War II, the Crown of Scotland was taken and put in the following location.....

1. Top security bank vault on The Mound
2. Taken to Ireland – which was a neutral country
3. Disguised as part of a costumed jewelry display
4. Hidden underneath a toilet



# QUIZ

Plans were drawn up in 1800s to replace Edinburgh Castle's military buildings with the following.....

1. Five-star luxury hotel

2. Jail

3. French Chateau

4. Department Store



# QUIZ

In 1715, a Jacobite force was close to capturing the castle until the following happened.....

1. Realised that they had forgotten any ammunition
2. The ladder they'd brought to scale the ramparts was too short
3. Decided they weren't getting paid enough and called it off
4. The guards spotted them and poured boiling oil over them



# QUIZ

In 1838, the 78th Highlanders brought back an animal from abroad as a mascot. This animal led displays and supposedly drank beer with the officers. Was it?

1. Lion

2. Tiger

3. Leopard

4. Elephant

EDINBURGH  
CASTLE



Nick Finnigan – Executive Manager

# QUIZ

What Z-list celebrity decided he was so important that he clearly would be instantly recognised on arrival. When asking ‘How do you get in this place?’ he tweeted to his 76,000 followers how rude the staff when he was directed to the admission point to buy a ticket. Was it?

1. Nick Knowles

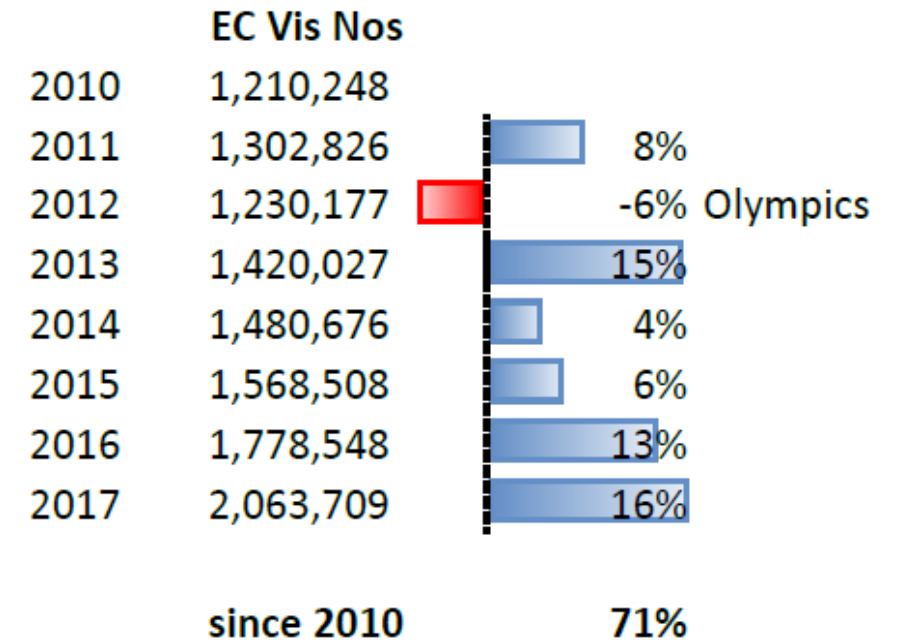
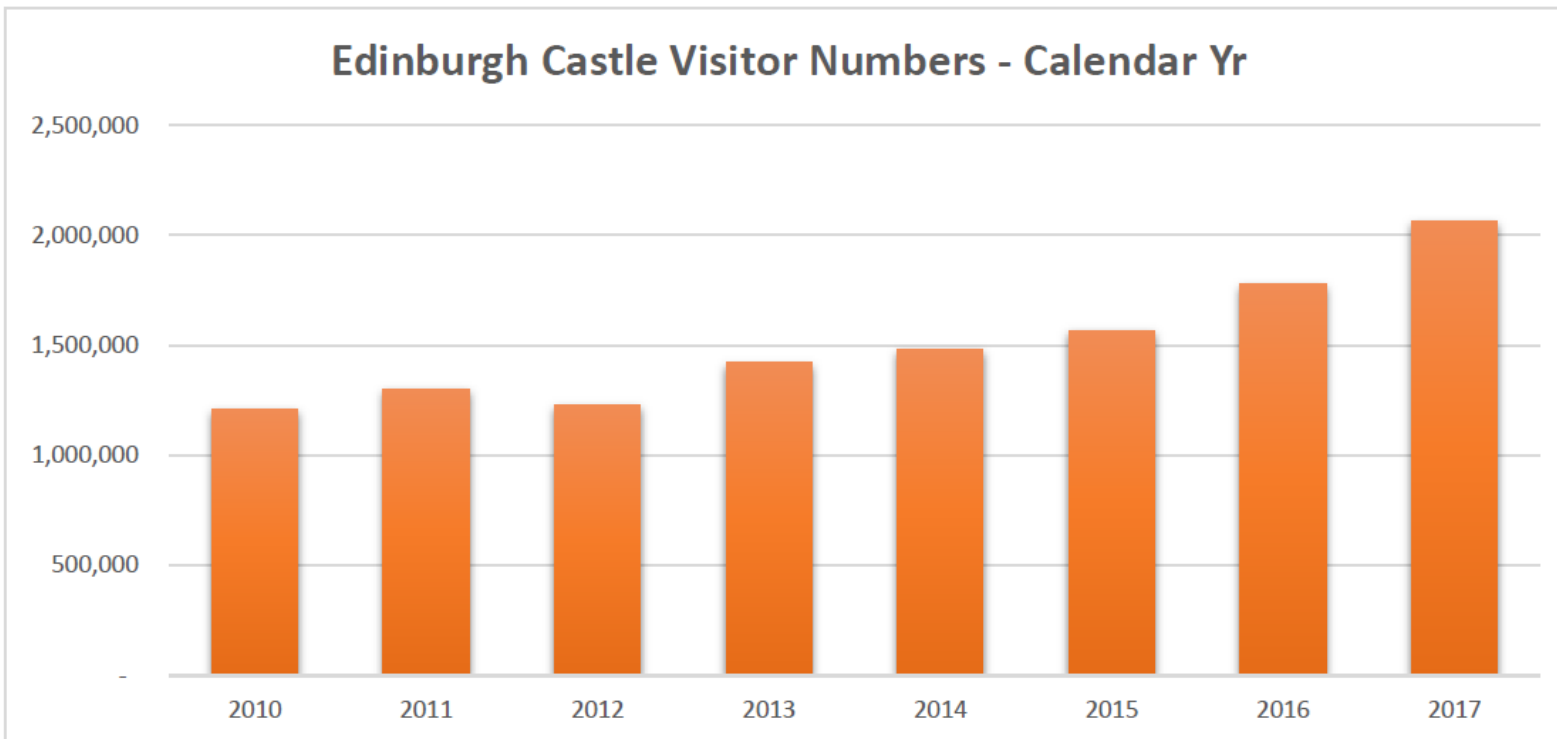
2. Nick Knowles

3. Nick Knowles



# VISITOR NUMBERS

Edinburgh Castle Visitor Numbers - Calendar Yr



Nick Finnigan – Executive Manager

# VISITOR ORIGIN

Attendance	2016	2017	+/- YOY	% +/-
Canada	33,195	35,564	2,369	7%
China	156,704	177,253	20,549	13%
England	262,524	312,952	50,428	19%
France	153,115	210,165	57,050	37%
Germany	130,486	147,744	17,258	13%
India	51,876	53,594	1,718	3%
Italy	45,451	51,046	5,595	12%
Non Disclosure	279,625	363,458	83,833	30%
Rest of Europe	106,433	109,333	2,900	3%
Rest of UK	95,495	93,087	-2,408	-3%
Rest of World	156,676	153,041	-3,635	-2%
Russia	8,629	8,681	52	1%
Scotland	64,758	75,579	10,821	17%
Spain	41,335	47,863	6,528	16%
USA	165,788	187,807	22,019	13%
<b>Summary</b>	<b>1,752,090</b>	<b>2,027,167</b>	<b>275,077</b>	<b>16%</b>
<b>% Polled</b>	<b>99%</b>	<b>98%</b>		

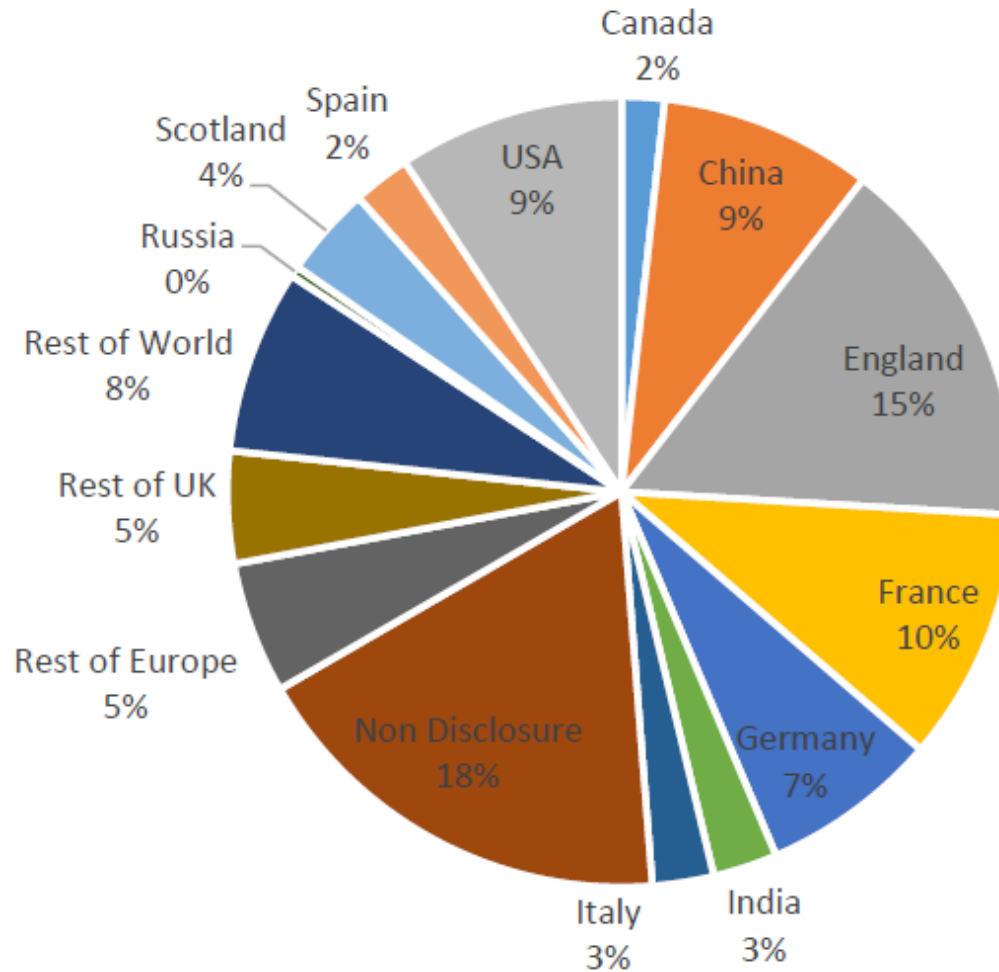


Nick Finnigan – Executive Manager



# VISITOR ORIGIN

## 2017 EC Visitor Origin



Nick Finnigan – Executive Manager

# 2018 And Beyond....

- Management of Visitors
- Investing In Resources
- Improving The Offer
- Review Performance



# VISITOR ATTRACTION?

- Weddings
- Engagements
- Christenings
- Afternoon Teas
- Corporate Functions
- Concerts And Events



# WIDER CITY AND NATIONAL ROLE

## SLEEP IN THE PARK



EDINBURGH  
CASTLE



Nick Finnigan – Executive Manager

# DEEP TIME



Nick Finnigan – Executive Manager

# HOGMANAY



Nick Finnigan – Executive Manager