

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

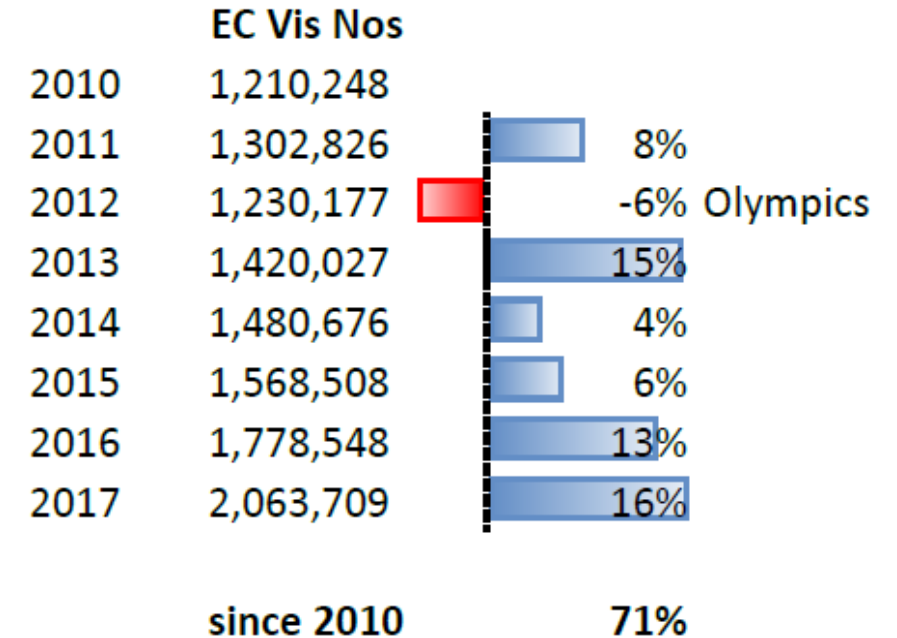
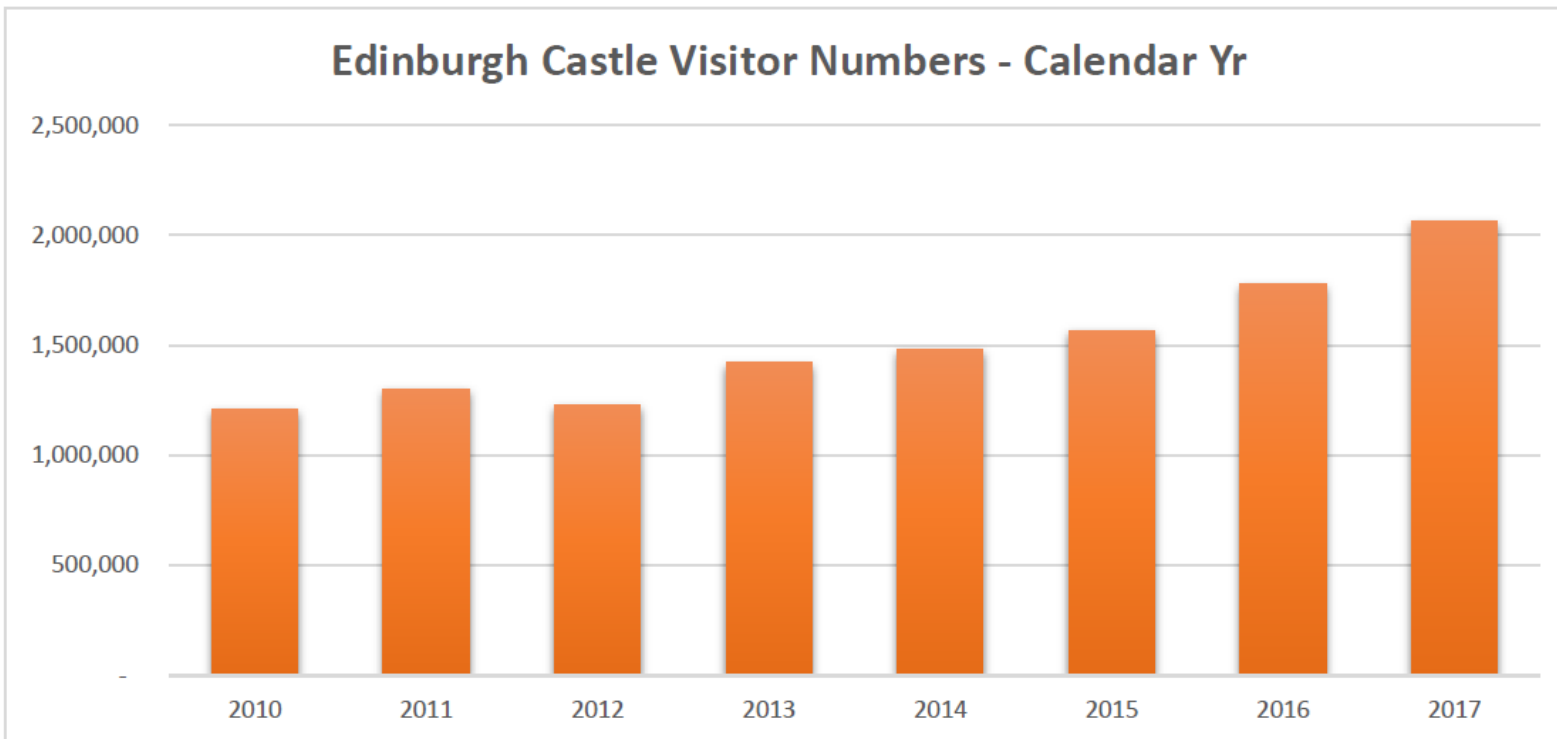
3. Leopard

4. Elephant



VISITOR NUMBERS

Edinburgh Castle Visitor Numbers - Calendar Yr



Nick Finnigan – Executive Manager

VISITOR ORIGIN

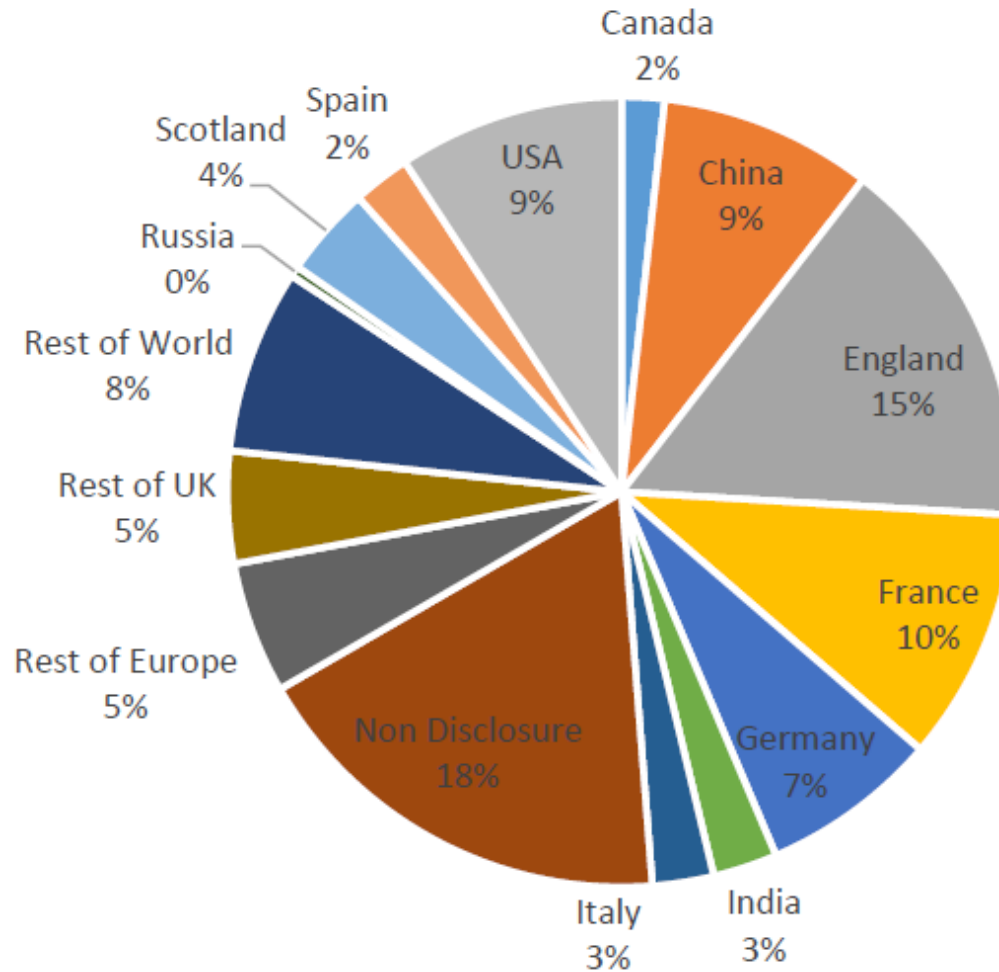
Attendance	2016	2017	+/- YOY	% +/-
Canada	33,195	35,564	2,369	7%
China	156,704	177,253	20,549	13%
England	262,524	312,952	50,428	19%
France	153,115	210,165	57,050	37%
Germany	130,486	147,744	17,258	13%
India	51,876	53,594	1,718	3%
Italy	45,451	51,046	5,595	12%
Non Disclosure	279,625	363,458	83,833	30%
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%
Summary	1,752,090	2,027,167	275,077	16%
% Polled	99%	98%		



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