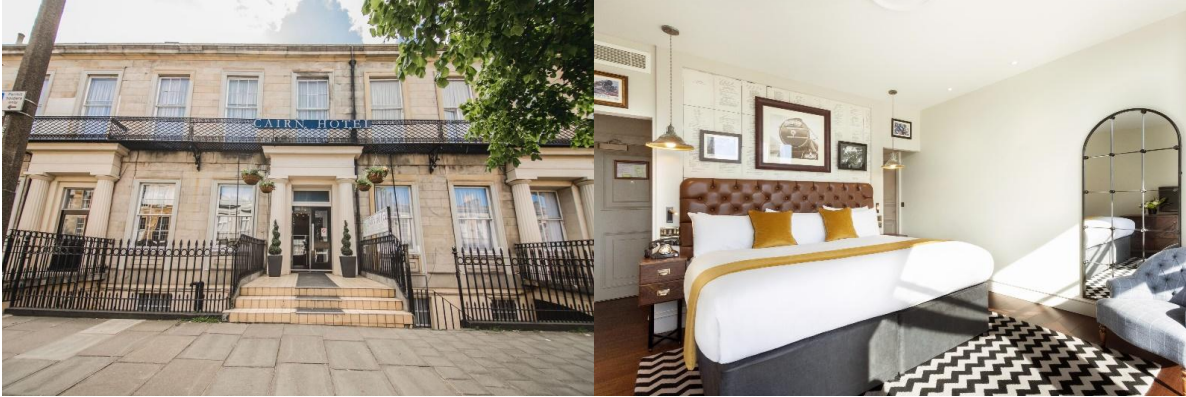


### Hotel Indigo Edinburgh – Princes Street & Cairn Hotel Edinburgh



#### Business overview

Hotel Indigo is a 4\*. 64 bed city centre hotel with a destination restaurant and cocktail bar. Cairn Hotel is a 3\* limited service, 72 bed hotel, 5 minutes' walk from Edinburgh's city centre.

#### Why do you work with the travel trade and what products do you promote?

We work with travel trade across both properties to support the best mix of business for our needs. For Cairn Edinburgh this is accommodation business, both for FIT and Groups and works well for small to medium groups, looking for budget friendly accommodation within walking distance of the city centre. For Indigo this is accommodation for both FIT and small groups, as well as a lunch and dinner offering for groups

#### Key Successes

Travel trade business offers a diverse group size and origin, both domestic and inbound, which gives us scope to really find the business that suits our needs and hopefully build key relationships that will be long term.

#### Top Tips

- Be open to the opportunities, they are varied and there is likely to be something to suit your business.
- Understand what your customer (the agent) needs in order to satisfy their customer (end user), and try to work with them.

#### Shared by:

Leigh Ellis, Director of Sales and Marketing , [Boutique Hotel: Hotel Indigo Edinburgh - Princes Street \(ihg.com\)](https://www.ihg.com)