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EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Smarter, Greener and Better Future





Delivering for Edinburgh & the Lothians

How we're working to grow
the visitor economy

 Visit Scotland | Alba™

Introduction

Edinburgh & the Lothians generates over £1.5 billion in visitor spend and supports over 44,100 jobs — tourism is more than a holiday experience; it creates jobs and sustains communities all year round.



As the gateway to Scotland and the country's most visited destination, Edinburgh and the surrounding Lothians lead the way in delivering a high quality tourism experience for visitors. From fantastic festivals to diverse visitor attractions, tourism in the region generates over £1.5 billion in visitor spend (2015) and supports over 44,100 jobs (2015).

It is therefore imperative that we - VisitScotland and our partners - continue to work together to help deliver the city's tourism strategy Edinburgh 2020 as well as the regions' tourism strategies and support sustainable economic growth by maximising the visitor economy.

VisitScotland showcases the regions' personality, landscapes and people to the world through our global *Spirit of Scotland* campaign and the 2017 Year of History, Heritage and Archaeology.

VisitScotland will continue to market Edinburgh & the Lothians as a destination providing information and inspiration to visitors and offering advice and support to tourism businesses.

Manuela Calchini,
Regional Partnerships Director,
VisitScotland

Key stats for Edinburgh & the Lothians

- **More than 1.25 billion** opportunities for consumers to see or hear about Edinburgh & the Lothians through our global PR activity in 2015/16.
- **More than £1 million** invested by VisitScotland to support events across Edinburgh & the Lothians between April 2015 — March 2016.
- **More than £42 million** of enquiries sent to venues in Edinburgh & the Lothians (including the Edinburgh Convention Bureau) in 2015/16 by VisitScotland's Business Events team.
- **1.4 million** people reached in VisitScotland's 2016 spring/summer regional marketing campaign for Midlothian.
- **Over 65 million** views of our *Spirit of Scotland* short films which include The Royal Edinburgh Military Tattoo.
- **Over 51 million** consumers potentially reached through broadcast, print and online activity during the launch of the Borders Railway.
- **Over 24,000** referrals to businesses were made on visitscotland.com from pages containing Edinburgh & the Lothians in 2015/16.
- **£2.96 billion** estimated in investment that will impact the tourism industry in Edinburgh & the Lothians and enhance the quality of the visitor experience over the next three years, as outlined by the National Tourism Development Framework.
- **£1,540,000 million** was generated through visitor spend for Edinburgh & the Lothians in 2015 with 4,352,000 overnight visits.

Developing tourism across Edinburgh & the Lothians

STRATEGIC ACTIVITY

VisitScotland has been investing significant resource to support the national strategy: Tourism Scotland 2020 with the vision to become a destination of first choice.

VisitScotland makes a difference by supporting a wide ranging programme of events, marketing and partnership projects.

Activity in Edinburgh & the Lothians includes; the innovation and digitisation of tourism, through our partnership

with Digital Tourism Scotland and direct business support; internationalisation through discounted trade missions, VisitScotland Expo, and global marketing opportunities as part of our #ScotSpirit campaign.

Our activity also involves encouraging investment in the region, with a focus on inclusive growth, in collaboration with businesses and our partners.



Angela Thomson, Craig Miller and Marta Coco, from The Real Mary Kings Close and Lord John Thurso, Chairman of VisitScotland at VisitScotland Expo 2017

INDUSTRY SUPPORT

We sell Scotland *with* Scotland, which ultimately means working together and supporting the tourism industry to market our country to the world.

In Edinburgh & the Lothians over 1,600 businesses are currently engaged with VisitScotland's opportunities, with many more benefiting indirectly.

Quality is crucial to our future success and needs to be at the forefront of all that we do to ensure competitive advantage.

Our Quality Assurance (QA) Scheme has been operating for more than 30 years and is now one of the best in the world. Over 500 businesses in Edinburgh & the Lothians are committed to the scheme.

Our support also includes a range of Welcome Schemes and promotional opportunities — spanning online, marketing campaigns, iCentre activity, international events and travel trade business missions and more.

One of our most powerful assets is our people; our Industry Relationship Managers provide tailored support and advice to businesses across Edinburgh & the Lothians.

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VisitScotland Partnerships: Regional Partnerships Director Manuela Calchini presents Chris Henry, Director of Heritage at The Royal College of Surgeons of Edinburgh, with Surgeons' Hall Museum's Five Star Quality Assurance award, 2017

Marketing

Edinburgh & the Lothians to the world

GLOBAL CAMPAIGNS

We launched our first ever global campaign — the *Spirit of Scotland* — in February 2016, with one message and jaw-dropping visuals running through all activity.

Edinburgh & the Lothians has featured within TV, film, print and digital advertising, direct mail packs and more – across the UK, US, Germany and France.

The campaign invites everyone to get involved and share their #ScotSpirit in order to help generate more visits and grow the visitor economy. *Spirit of Scotland* saw more than 400,000 shares of #ScotSpirit and more than 65 million views of the online campaign films.

REGIONAL ACTIVITY

Midlothian Council teamed up with VisitScotland to deliver a multi-touch-point digital advertising campaign to promote Midlothian in spring 2016. Activity was aimed at reinforcing the regions key strengths to inspire visitors to take a break in the region.

This activity reached over 1.4 million visitors with digital activity resulting in almost 1.1 million impressions and over

2,300 unique visits to campaign pages on visitscotland.com

TV ADVERT

The Lothians featured in a TV advert aired to millions of American golf fans to inspire them to come and enjoy a round in Scotland in the run up and during the 2015 Aberdeen Asset Management Scottish Open.

Held at Gullane Golf Club No. 1, East Lothian with spectacular views of Gullane Bents beach and the Firth of Forth, the prestigious event received £1.25 million of EventScotland investment.

FILM TOURISM

Organised by VisitScotland, Historic Environment Scotland, Linlithgow Town Centre Business Improvement District and Film Mobile, a historic film screening of *Star Trek II: The Wrath of Khan* took place at Linlithgow Palace, West Lothian.

Actor Simon Pegg and Director Nicholas Meyer filmed an exclusive welcome message for guests at this special screening which celebrated the science fiction franchise's 50th anniversary in the place where 'Scotty' will be born in 2222.

DELIVERING FOR EDINBURGH & THE LOTHIANS

VisitScotland's film guide *Set in Scotland, A Film Fan's Odyssey* provides an introduction to some of the many Scottish locations seen on the big screen.

The guide delves into Scotland's fundamental role within film and brings to life film locations across the country. Categorized by region, the guide features Edinburgh as one of the most cinematic cities in Europe detailing the extensive list of film locations used across Edinburgh & the Lothians.

One Day, Da Vinci Code, and The Railway Man are among some of the old time classics and blockbuster titles which star the area.

SOCIAL MEDIA AND CONTENT

VisitScotland provides inspiration and information to hundreds of thousands of potential customers across our social media platforms; Facebook, Twitter, Instagram and YouTube.

The launch of our #ScotSpirit campaign has encouraged visitors and locals alike to upload inspirational images of Edinburgh & the Lothians which in turn are being shared far and wide.

From 1 April - 14 September 2016, VisitScotland showcased the region 160 times through its three main social media channel.

ONLINE COMMUNITY

Our latest digital platform — Scotland's Online Community - launched in July 2016, has been developed to connect our visitors with the industry and experts among us.

Designed to provide 'insider' information about holidaying in Scotland, we have seen an encouraging response, with over half a million page views in its first four months.

