We promote Scotland with Scotland, working with local industry to grow the visitor economy.
It’s an exciting year for Edinburgh & the Lothians with tourism leading economic transformation across Scotland and the region.

This year we welcome new investments such as the luxury floating hotel in Edinburgh with royal connections and the new Holyrood Park Distillery.

Many new hotel developments are planned for the capital, as well as investment into the capital theatres, train station, retail parks and the addition of the first ever direct flights from Scotland to China. And last year we welcomed a truly iconic new bridge – the Queensferry Crossing – there is so much going on across the region.

Tourism really is more than a holiday experience – it is integral to sustaining communities across the country by generating income, creating jobs and stimulating social change.

As we celebrate the 2018 Year of Young People, which encourages the young people of Scotland to shine and inspires us to help them achieve their full potential – we look forward to once again working with our partners across Edinburgh & the Lothians, building on these successes and maximising the opportunities.

Paula Ward
Regional Leadership Director
VisitScotland
Key stats for Edinburgh & the Lothians

**OUR PARTNERSHIP ACTIVITY WITH E4 REACHED ALMOST**

- **13 MILLION** people across social media

**172 BUSINESSES ARE PART OF THE VISITSCOTLAND INFORMATION PARTNER (VIP) PROGRAMME AND 80 BUSINESSES PART OF OUR TASTE OUR BEST SCHEME**

**£120,500 WAS AWARDED BY THE BID FUND TO NINE CONFERENCES IN EDINBURGH & THE LOTHIANS**

**MORE THAN 256 MILLION POTENTIAL CONSUMERS REACHED WORLDWIDE BY OUR CONSUMER PR ACTIVITY BETWEEN APRIL AND OCTOBER 2017**

**WE INVESTED MORE THAN £1 MILLION IN EDINBURGH & THE LOTHIANS EVENTS IN 2016/17.**

**83% INCREASE IN REFERRALS TO BUSINESSES FROM VISITSCOTLAND.COM IN 2016/17 COMPARED TO 2016/15**

**EDINBURGH & THE LOTHIANS-LED POSTS ACROSS ALL OUR SOCIAL MEDIA CHANNELS REACHED MORE THAN 24 MILLION.**

- 6 million through Facebook, 15 million engagements on Instagram and over 3 million impressions via Twitter in 2017.

**OVER 34 MILLION PEOPLE REACHED BY OUR BORDERS RAILWAY MARKETING IN 2016/17**
STRATEGIC ACTIVITY
Partnership and collaboration is at the heart of how VisitScotland works with the local industry in Edinburgh & the Lothians to develop and deliver innovative initiatives and encourage investment to grow the visitor economy.

In Edinburgh & the Lothians, across the four local authorities, we work closely with industry, public sector partners and the Edinburgh Tourism Action Group which aligns with Tourism Scotland 2020.

We promote Edinburgh & the Lothians across the globe as a place to visit and invest in through direct business support, internationalisation and global marketing across all our platforms reaching millions of consumers.

The way our visitor’s access information has changed significantly and as a result we have adapted our approach to information provision working with local partners.

We want every person across the community to be an advocate and ambassador for Scotland and Edinburgh & the Lothians – informing and inspiring visitors with local highlights, hidden gems and must-see attractions in Edinburgh & the Lothians.

Our information provision strategy aims to do just that, with an increase in the number of channels providing information about Edinburgh & the Lothians. This includes our industry partners through the VIP programme, the VisitScotland Regional iCentre hub in Edinburgh, outreach and our digital channels.

Our involvement as partners in Digital Tourism Scotland also provides business advice and support to help maximise the opportunities presented via our visitors digital journey. While, our partnership with TripAdvisor, a European first, targets millions of visitors searching for and booking Scotland.
INDUSTRY SUPPORT
We sell Scotland with Scotland, which ultimately means working together and supporting businesses to maximise opportunities and collectively market Scotland to the world.

We work with businesses to deliver a quality experience that meets and exceeds visitor expectations and is crucial in making Scotland a must-visit, must-return destination. Developed in partnership with the tourism industry and informed by visitor research, our Quality Assurance (QA) scheme is world-leading, but it’s not just about the stars on the door. By participating in QA, businesses receive tailored advice from a highly experienced Quality & Tourism Advisor.

Quality Assured businesses can also engage with the VisitScotland Information Partner (VIP) programme – this commits businesses to provide local and regional information to enhance our visitors’ experiences.

Other opportunities include a range of Welcome Schemes including Taste Our Best and promotional opportunities such as our Themed Years, marketing, travel trade and business missions and Scottish Thistle Awards to name a few.

Across Edinburgh & the Lothians we have over 467 businesses committed to our QA scheme, 172 VIPs and 80 Taste Our Best accredited businesses.

One of our most powerful assets is our people, our Industry Relationship Managers - Alasdair Maclauchlan, Hélène Sinclair and James Sinclair are the main business contacts for Edinburgh & the Lothians providing tailored support and advice. We also provide regional information for businesses through our monthly online newsletter – the Tourism Insider, via social media and industry events.

For Edinburgh & West Lothian businesses, Alasdair is the main contact at: alasdair.maclauchlan@visitscotland.com. For East Lothian - Helene at: helene.sinclair@visitscotland.com, and for Midlothian you can contact James at: james.sinclair@visitscotland.com.
MAKE IT EDINBURGH
Make It Edinburgh was created to celebrate and promote Edinburgh’s strongest sectors of industry and provide compelling reasons to choose Edinburgh for future business events.

The campaign is a collaboration of private and public organisations operating in the conference and meeting industry. This is the biggest ever joint partnership of its kind within the city with a £40,000 investment. VisitScotland’s Growth Fund has match funded support from flagship partners.

ROAD TRIP WITH E4
We teamed up with E4 to target millennials through an interactive campaign which saw a group participaiting in different activities.

Edinburgh featured as one of the locations, with the group visiting Calton Hill, taking in the stunning views of Edinburgh Castle and the Forth.

The group were filmed taking a road trip across Scotland over six days while being filmed participating in different activities – chosen by E4 viewers via Twitter vote.

The campaign generated more than 500 votes across social media, over 5,000 prize draw entries, 4,000 video views and reached almost 13 million people via social media.

ROAD TRIPPING - OUTLANDER
A group of top Scottish bloggers took on a unique challenge in August 2017 – to travel hundreds of miles and visit nearly 30 filming locations on our Outlander map including Gosford House in East Lothian, Blackness Castle in West Lothian, and Calton Hill, Edinburgh in the space of just 34 hours.

The bloggers – who between them boast a social media audience of more than 100,000 across eight platforms reached over 3 million people through social media on day one of the challenge.
VisitScotland, Scottish Government, Scottish Development International and Universities Scotland collectively launched a major new campaign in April 2018 - Scotland is Now. This campaign is designed to put the country firmly at the top of everyone’s list of places to live, work, study, invest and visit.

Find out more and get involved by using our business toolkit available at scotlandisnow.com which includes images and videos and loads more. #ScotlandIsNow

In 2017, we launched an ambitious campaign that matched 25 global influencers with a diverse range of local people from across Scotland.

The campaign, entitled Scotland: Life launched with the release of a film by the popular US YouTube channel DevinSupertramp. The American videographers, who boast over 4.5 million subscribers, paired up with four extreme athletes from Scotland and created a fast-paced film showcasing parkour and street trial bike stunts in Edinburgh.

The film which reached over 21 million on social media shows the athletes racing from Edinburgh Castle to Arthur’s Seat including a variety of stunts, acrobatics and tricks on their route.

Actress, YouTube personality and Harry Potter super fan – Tessa Netting, our second influencer paired up with the social secretary of the Harry Potter Society at Edinburgh University.

Tessa shared her Edinburgh Harry Potter adventure across her social media channels with over 478,000 YouTube views, reaching over 635,000 on Instagram and over 550,000 impressions on Twitter.

We developed an innovative approach to the autumn/winter edition of the Midlothian and Borders mail pack by asking the reader to ‘Choose your own adventure’.

Packs were developed in close consultation with local authority partners, local industry groups and stakeholders and were sent to 25,000 households.