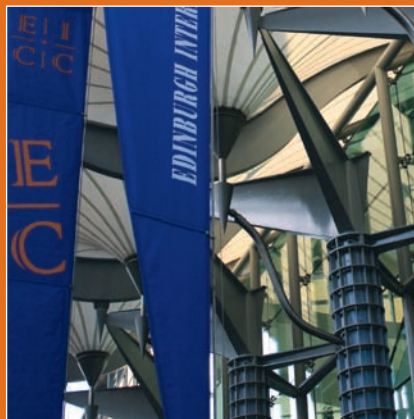




# TOURISM

“Edinburgh is one of the few cities in the world that mixes its natural beauty, heritage and history with a vibrant business community to create an enviable quality of life. It is these ingredients, combined with the ability to attract a skilled and friendly workforce, that sustain and encourage our business growth.”

NORMAN SPRINGFORD, EXECUTIVE CHAIRMAN, APEX HOTELS LTD.



## OVERVIEW

Tourists visiting Edinburgh are impressed by the stunning architecture, the lively year-round events, the wealth of historical attractions and the world-class museums and art galleries.

Edinburgh is a modern, cosmopolitan city with a rich and diverse heritage. Edinburgh's city centre has UNESCO World Heritage Site status and the city has also been designated the first UNESCO 'World City of Literature'.

## GATEWAY CITY

- Edinburgh is the principal gateway to Scotland and the 2nd city in the UK for international tourist arrivals. 48% of all overseas visitors to Scotland come to Edinburgh.
- 3.4 million visitors are attracted to the city, spending £955 million in 2007.
- Edinburgh ranks 3rd in the UK for RevPAR (revenue per available room).
- Hotel occupancy rates in 2008 were 75% compared to a UK average of 71%.

## FESTIVAL CITY

- Over 3 million people attend Edinburgh's 13 major annual festivals, including the world famous International Festival, Fringe Festival and Military Tattoo.
- The festivals collectively generated £184 million for the Scottish economy in 2004/05.

## BUSINESS TOURISM

- Business tourism is currently worth more than £300 million per year to Edinburgh City Region.
- In 2007-2008, Edinburgh Convention Bureau attracted 162 conferences and 65,000 delegates to the capital.
- Edinburgh is the 2nd most popular location in the UK for holding international congress and convention association meetings.

## HIGHLY RATED

- In 2008 Edinburgh won 'Favourite UK City' in The Guardian/Observer Travel Awards for the 9th consecutive year.
- Edinburgh was also named one of the world's top ten cities by travel magazine Wanderlust in 2008.
- 96% of visitors rated Edinburgh's overall performance as good, very good or excellent in the 2007 Visitor Survey.



For more information:

[www.investinedinburgh.com](http://www.investinedinburgh.com)

Telephone +44 (0) 131 529 6600