Fast facts

Tourism in Edinburgh & the Lothians 2013

Total Visitor Spend: £1,229 million
Total Trips: 3,818,000
Employment: 35,900

Top markets for Edinburgh & the Lothians 2013

<table>
<thead>
<tr>
<th>GB</th>
<th>Trips (000)</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>1,536</td>
<td>446</td>
</tr>
<tr>
<td>Scotland</td>
<td>883</td>
<td>131</td>
</tr>
<tr>
<td>Wales</td>
<td>44</td>
<td>26</td>
</tr>
<tr>
<td>Total</td>
<td>2,463,000</td>
<td>£604 million</td>
</tr>
</tbody>
</table>

Overseas Trips (000) Spend (£m)

Total value 1,355,000 £625 million

Top five overseas markets for Edinburgh & Lothians in 2013 (by trips)

1 USA
2 Germany
3 France
4 Australia
5 Italy


Figures may not add up exactly due to rounding. Regional tourism data is produced from surveys and can have a relatively small sample size. This can increase error margins and therefore data should be treated with caution. If you need any more information please contact your local team. Further information on research is available on visitscotland.org.

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Visit visitscotland.com

VisitScotland provides inspiration and information to thousands of potential visitors to Scotland and Edinburgh & the Lothians through our consumer online channels - Facebook and Twitter.

VisitScotland posts tweets and status updates online with striking images of the region to encourage visitor engagement and interaction online to extend the reach of the very best of what Edinburgh & the Lothians has to offer.

Twitter (consumer): over 100,000 followers
Facebook: almost 500,000 likes

Visit visitscotland.org to:
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- Access a range of advice materials and toolkits
- See the latest tourism research and statistics
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Delivering for Edinburgh & the Lothians

How we’re working to grow the visitor economy (2013/14).

Social media

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£1,229 million

generated through visitor spend for Edinburgh & the Lothians. Tourism supports over 35,000 jobs and is integral to the economic success of the visitor economy.

Over £93 million

worth of enquiries sent to venues in Edinburgh & the Lothians in 2013/14 from VisitScotland’s business tourism team.

45 million adults have viewed Edinburgh’s Hogmanay in the VisitScotland Brilliant Moments TV advert.

Over 475 million

opportunities for consumers to see or hear about Edinburgh & the Lothians through our global PR activity (April 2013 - March 2014).

£2,707 million

an estimate of the total investment that will impact on Edinburgh & the Lothians tourism and enhance the quality of the visitor experience over the next three years, as provided by the National Tourism Development Framework.*

*This information was correct as at September 2014.

Midlothian Council and West Lothian Council combined forces with VisitScotland to inspire, engage and encourage visitors to both regions as part of our 2014 autumn / winter marketing push.

Midlothian featured as part of a joint four page pull-out, with Falkirk. Midlothian dedicated full page adverts also featured in the Daily Mail and the Dundee Courier reaching over 205,000 people.

West Lothian appeared in a dedicated four page pull-out in the Herald reaching over 60,000 readers.

Coverage encouraged visitors to share their #brilliantmoments and to enter a competition.

£1,18 million

Over £1.18 million

invested in 2013/14 by EventScotland to support events across Edinburgh & the Lothians.

VisitScotland promotes Edinburgh’s festivals to the world across all our channels.

An example of our activity includes a partnership with Hilton Hotels to promote a competition prize, offering visitors the opportunity to win a four night festival experience reaching over 12.5 million people. At the heart of this campaign, footage of Edinburgh’s Festivals and the Royal Edinburgh Military Tattoo featured as part of a TV advert, which reached over 19 million people in March 2014.

In 2014 we produced our first ultimate survival guide to the summer’s Edinburgh Festivals, supported by Festivals Edinburgh.

Awarded £11,900 from the VisitScotland Growth Fund - East Lothian and Midlothian Councils together with Visit West Lothian teamed up with tourism businesses across the Lothians on an exciting project to boost the travel trade market.

The second award of £22,280 goes to the East Lothian Golf Tourism Alliance to build upon the legacy of the 2013 Open hosted at Muirfield and continue to establish East Lothian as a premier golf destination in Scotland and the UK.