

Theatre

The **Edinburgh Festival and King's Theatres** are on Nicholson Street and Leven Street respectively. The Edinburgh Festival Theatre, with a capacity of 1,915 is at the centre of the city's festival season and is also the capital's arena for Scottish Opera and Scottish Ballet. The King's Theatre, originally built in 1905, offers productions from the Royal National Theatre, major touring drama productions along with Edinburgh's annual pantomime. It is also home to local amateur dramatics societies' productions. www.eft.co.uk

Edinburgh Playhouse, Greenside Place, is where the big West End shows perform when touring in Edinburgh. Concerts, musicals and shows have included Chitty Chitty Bang Bang, Madam Butterfly and Swan Lake on Ice. During the Festival season, the Playhouse is home to three weeks of dance and opera. www.livenation.co.uk

The **Royal Lyceum Theatre** on Grindlay Street, Edinburgh, is home to one of Scotland's largest and most successful producing theatre companies: The Royal Lyceum Theatre Company. The company's main season runs from September to May and previous productions have included Mary Stuart, Pinocchio and The Merchant of Venice. www.lyceum.org.uk

The **Traverse Theatre** – Scotland's new writing theatre on Cambridge Street – is an important place during Festival Fringe, playing host to new writers from Scotland and abroad.

Young people can take the opportunity to work with theatre professionals at the theatre's 'Class Act' project. The Traverse Young Writers group, led by professional playwrights, meets every week. www.traverse.co.uk

The **Usher Hall**, home to the Royal National Scottish Orchestra, is a landmark in the city centre on Lothian Road and has been the main venue for the Edinburgh International Festival since 1949. Performances include classical, contemporary, family concerts and a rousing proms performance in June. Due to be refurbished in 2007 after the Edinburgh Festival, the Usher Hall will re-open in time for the Festival in 2008. www.usherhall.co.uk

Other useful websites
The Brunton Theatre
www.bruntontheatre.co.uk

Edinburgh People's Theatre
www.ept.org.uk

The Edinburgh University Theatre Company
www.bedlamtheatre.co.uk

North Edinburgh Arts Centre
www.northedinburgharts.co.uk

Theatre Workshop
www.theatre-workshop.com



VisitScotland Business Support

VisitScotland, the national tourism organisation, exists to promote Scotland as a tourism destination on a national and international level and has a shared ambition to achieve 50% growth in tourism revenues by 2015. Becoming involved with VisitScotland allows a business to take advantage of the organisation's experience, influence and knowledge.

VisitScotland structures its operational strategies around five core objectives:

- To Attract visitors by building a successful Scottish tourism brand
- To Engage and work in partnership with the tourism industry
- To Enhance the visitor experience
- To Provide strategic direction to the industry
- To Manage its business efficiently and effectively

For businesses working in the tourism industry, VisitScotland's Industry Engagement Team can offer support and advice all designed to promote and encourage business growth.

1) **Marketing opportunities** – VisitScotland offers tourism businesses a number of marketing opportunities that they can get involved in from online opportunities to UK/Ireland and International promotional opportunities. VisitScotland also offers advice on how to promote business according to individual needs and how to make the most of marketing opportunities available to them.

2) **Business advice** – whether it's a business just starting up, business development, green business advice, information on legislation or about joining the Quality Assurance Scheme – the Industry Engagement Team can offer businesses the chance to take advantage of their help and expertise.

3) **Challenge Funding** – The VisitScotland Challenge Fund is a project part-financed by the European Union, designed to assist collaborative group marketing projects that attract more visitors to Scotland and make it easier for them to book their visit.

Funding is available for new, well-researched, collaborative marketing projects from groups of tourism businesses operating at a local or national level. Challenge Funding can help groups with up to 40% of approved total marketing costs over a one-year period – from a minimum award of £2,500 to a maximum of £65,000 (subject to criteria).

For more information on the support VisitScotland can offer or to find your local contact, visit www.visitscotland.org

