

Edinburgh | city of festivals

If one characteristic endures of Scotland's capital, it's the sense of celebration that lingers not only during festival time, but throughout the year

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The population of Edinburgh in August leaps from an average 450,000 to an amazing one million. Festival time in Edinburgh is an exciting time to be around whether you are participating, visiting or even doing business.

The Edinburgh International Festival is legendary around the world and 2006 marked its 60th anniversary.

Performances each year include dance, opera, theatre and music in the city's major theatres and conference halls, along with some smaller venues, while Edinburgh's Fringe Festival provides a showcase for up-and-coming talent.

The Edinburgh International Festival sits at the centre of the phenomenon that is the Edinburgh Festival, actually many different festivals offering an unparalleled wealth of cultural experiences.

Edinburgh's festivals generated some 1.4 million trips to the city from August 2004 to July 2005 – and this in

turn contributed some £40 million of new income in Edinburgh and £51 million in Scotland*.

The festival's impact stretches beyond the city limits of Edinburgh with thousands of visitors also choosing to take the opportunity to visit Glasgow, the Highlands and Islands and the Central Region.

The international profile of the event is one of its strengths as it raises the profile of Edinburgh as a recognisable asset across the world. The advertising equivalent value of the press and broadcast coverage generated by the summer festivals alone is estimated to have been £12.6 million in the UK**.

But the August festivals are just the beginning – throughout the year Edinburgh offers a packed programme of events from the Spring Festival right through to Hogmanay – with so much in between including the Asian Mela.



*/** Figures according to Edinburgh's Year Round Festivals 2004–2005 Economic Impact Study