

Working for growth

Organisations including major hotels, destination management companies, business development agencies and transport companies are working together to ensure Edinburgh's tourism industry grows towards its 50% revenue growth target by 2015*.

The Edinburgh Tourism Action group (ETAG) is made up of 21 of Edinburgh's top tourism professionals. It believes that in order to achieve growth the city must engage with as many private sector businesses as possible, whilst considering sustainable solutions to help minimise any environmental implications. The 'Framework for Growth' was published by ETAG to help businesses identify areas of potential for the city's tourism industry:

Edinburgh's tourism facts

- Tourism employs around 32,000 people - 10% of the workforce (2006)
- Generates £1.7bn expenditure (2006)
- Over 9 million passengers used Edinburgh Airport in 2007
- Winner of *Guardian/Observer* Travel Award in 2008 – UK Best City for nine consecutive years
- 96% overall visitor satisfaction in Edinburgh Visitor Survey 2007

- 45% of all overseas visitors to Scotland come to Edinburgh

Edinburgh's growth aspirations

- To deliver annual revenue growth of 5% until 2015 creating a £2.77bn industry
- Key target markets will be in the UK, Europe and North America
- New marketing opportunities will include visitors from countries including Russia, India, China and Brazil
- The principal growth opportunities will be city breaks, business visitors and international leisure visitors.

The key strategic issues

- To develop a new infrastructure to enable growth, focusing on

accommodation, transport and festival / events venues

- To deliver city-wide quality and choice by investing in retail, restaurants and visitor attractions
- To create global awareness of Edinburgh as a must-visit destination
- To ensure easy access by air, rail, road and sea
- To invest in people by promoting tourism as a career, developing and training the workforce and supporting managers
- To promote new forms of public-private sector engagement
- To develop innovative sources of funding for the tourism industry, ensuring the city has sufficient resources to compete effectively
- To deliver growth using environmentally sustainable solutions.

* *Scottish Tourism Framework for Change*

www.inspiringtourism.co.uk

