

# Feast of Festivals

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



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Royal Mile, Festival season

The Edinburgh International Festival is legendary around the world with 2006 marking its 60th anniversary. Performances each year include dance, opera, theatre and music in six major theatres and concert 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.

According to recent figures the festival season generated an attendance of 2.6 million people with 845,000 trips to the main Festival, resulting in some £127m of new expenditure in Edinburgh and £135m in Scotland\*.

The festival's impact stretches beyond the city 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 equivalent advertising value of the press and broadcast coverage generated by the summer festivals alone is estimated to have been almost £12m in the UK\*.

But the main festival is 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 Book Festival, Film Festival and Mela.

*\*Edinburgh's Year Round Festivals 2004-2005 Economic Impact Study*

For an overview of all the festivals visit [www.edinburghfestivals.co.uk](http://www.edinburghfestivals.co.uk)

## **Edinburgh's Hogmanay December - January**

A four-day festival that sees the New Year arrive in flamboyant Scottish style. Festivities include the Torchlight Procession, Royal Bank Street Party, the Concert in the Gardens, the New Year Revels and much more.

[www.edinburghshogmanay.org](http://www.edinburghshogmanay.org)