

welcome to Edinburgh

A world class destination and centre for knowledge and innovation, Edinburgh is not only the home of major businesses in Scotland but the destination of choice for those seeking to visit, invest, live and study.

Edinburgh is a dynamic, cosmopolitan city with a unique architectural heritage in a magnificent natural setting.

Edinburgh benefits from a knowledge based economy that utilises its intellectual capital and research excellence in science and technology. Its diverse economy also includes tourism, financial and business services, creative industries, property development and retail in its key sectors. Unemployment is low and the city region population is expected to grow by over 30,000 in the next 10 years.

Edinburgh is ranked as Europe's 8th most competitive financial centre and 9th globally for asset management and continues to have key strengths in fund management, insurance and pensions. The city's Financial Exchange and Edinburgh Park, one of Scotland's most important commercial centres, are home to important names such as Standard Life, Aegon, RBS, Martin Currie and many more. By contrast we have a World Heritage site at our heart and the city is UNESCO's first World City of Literature.

The capital has won more than a dozen best city and short break awards in recent years, including *The Guardian/Observer's* Best City award for nine years running, *The Telegraph* Readers' Best UK City 2005 and the 2008 *Financial Times FDI* magazine's award for Europe's Top Small City. We've also consistently featured in the *Condé Nast* Traveller Awards for Best UK City for the last 10 years. In 2007, Edinburgh was named the 'best place to live in the UK' by Channel Four's television programme *Location, Location, Location*.

The city has one of the most highly qualified and skilled workforces in the country, and a higher proportion of the local adult population possess more post-school qualifications than any other major UK city.

By any measure you choose, Edinburgh is a highly successful leisure and business tourism destination. Our hotel bed occupancy rate is high and tourism generates in the region of £2bn per annum for the city's economy and supports in excess of 25,000 jobs in the city.



Cllr Jenny Dawe,
Leader of the City of Edinburgh Council

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