Why did we create a Destination Marketing Alliance (DMA)?

We support The City of Edinburgh Council's City Vision that by 2015 Edinburgh will be the most successful and sustainable city region in Northern Europe. To achieve this, we need to get the message out about all that the Edinburgh City Region has to offer.

Currently Edinburgh, along with Madrid, sits just below the key players of Tokyo, New York, London and Paris who are renowned for their best-in-class cultural offer.

A DMA enables a single body to co-ordinate promotional messages to provide one single unified message to the consumer.

Using the Edinburgh Inspiring Capital Brand, Edinburgh can differentiate itself in an increasingly crowded market by drawing on Edinburgh's key strengths and by helping to deliver a united image and message.

"The world's cities have decisive roles to play in the global battle for talent, tourism and trade."

"To stand out as capitals of the mind cities must capture attention, inspire and forge positive reputations through compelling messages and stories."

The Communications Group, Cities: The Destination Identity.

Calton Hill sunset 2

Register now...

- Sign up to receive regular updates and communications about the Brand

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