

### Edinburgh's awards and city ranking

Edinburgh is one of the most attractive cities in the world, a fact recognized by UNESCO when conferring World Heritage Site status on the city's Old and New Towns.

Edinburgh is the world's first UNESCO City of Literature owing to its rich literary past and present.

Edinburgh has won more than 13 UK Best City Awards including: Guardian/Observer Readers Favourite UK City 2000-2008; Telegraph Readers Best UK City 2005; and, Conde Nast Traveller Awards Best UK City 2004, 2002 and 2001.

Edinburgh has also been voted European City of the Year at the 2006 Urbanism Awards. The internationally respected Academy of Urbanism decided that the culture, beauty, facilities and general quality of life in Edinburgh was second to none. Edinburgh was specifically praised by the judges for being an "attractive, safe and enticing place for people to play, visit and enjoy".

The Lonely Planet listed Edinburgh 21st amongst the world's 200 most interesting, attractive and liveable cities.

#### The Lonely Planet

Edinburgh is the UK's place to visit for the perfect night out, according to an Amstel/Virgin Radio poll – thanks to the rich diversity and vibrancy of its venues.

#### Amstel / Virgin radio Poll, 2006

Edinburgh was the world's first city to receive an MTV Special Award for hosting the hugely successful European Music Awards in 2004.

4,000 adults in the UK were quizzed about their perceptions of 50 global cities. When asked 'which city have you heard a lot of positive things about?' Edinburgh came in 6th place behind New York, Paris, Barcelona, Sydney and Rome - and 14 places above London. Edinburgh was also ranked 12th as a must see destination, 13th for exciting and vibrant culture and 19th for quality of life.

#### YouGov Survey, 2005

### Festivals

The Edinburgh Festival is the world's greatest arts festival and attracts 3.1 million visitors a year.

Edinburgh's Hogmanay celebrations are recognised as the best in the world.

Edinburgh's Hogmanay is listed in Dave Freeman's "101 things to do before you die" at number 83.

The first Edinburgh Military Tattoo took place in 1950 with only eight items in the programme. To the present day, more than 11 million people have attended the Military Tattoo. The annual audience is around 217,000 and around 100 million people view it each year on international television.

As Edinburgh entered its diamond (60th) anniversary as a festival city, Edinburgh's twelve Festivals, which contribute over £184 million to the Scottish economy, are confirmed as having all the right characteristics to continue leading the world.

#### Thundering Hooves - Maintaining The Global Competitive Edge of Edinburgh's Festivals, 2006



### **Tourism**

Edinburgh is the UK's favourite domestic holiday alternative to London, with its popularity deriving from "an ideal mix of shopping, entertainment and historical interest."

**www.hotel.co.uk Survey**

The city has over two million UK visitors each year and over 1.3 million overseas visitors.

**International Passenger Survey, 2007**

£300 million per year is generated by business tourism in the city.

**Edinburgh Convention Bureau, 2009**

Tourism now employs 32,000 people in Edinburgh (10% of the city's workforce).

**Inspiring Tourism, The City of Edinburgh Council, 2006.**

Tourism expenditure in the city is now over £2 billion per year.

**Inspiring Tourism, The City of Edinburgh Council, 2006**

### **Inspiring Attractions**

Edinburgh Castle is the top paid visitor attraction in Scotland with over 1.2 million visits a year.

**Tourism in Scotland, 2007**

The Scott Monument, designed by self-taught architect George Meikle Kemp, was built between 1840 and 1846 in Princes Street Gardens.

The capital has more leisure facilities and services per head of population than any other regional city in Scotland, England or Wales.

**Statistics compiled by TouchLocal.com, 2006**

Edinburgh has been named as the UK's best city to dine in, outside of London, according to a survey by Rémy Martin in association with Harden's. Edinburgh is rated the top city thanks to 56% of the Edinburgh restaurants that feature in the Harden's UK Restaurant Guide 2007 receiving a star rating.

**Rémy Martin, 2006**

Edinburgh has four Michelin star restaurants within the City Region.

Edinburgh is home to the first Missoni Hotel in the world. Situated in the heart of the Old Town the boutique hotel opened its doors in 2009.

The capital has more leisure facilities and services per head of population than any other regional city in Scotland, England or Wales.

**Statistics compiled by TouchLocal.com, 2006**

# VISIT EDINBURGH

## Facts



The Scottish Parliament was designed by Enric Miralles and RMJM Scotland. Located beside Holyrood Palace, the Queen's official residence in Scotland. It opened in October 2004.

Five of Scotland's top-ten visitor attractions are in Edinburgh.

**Tourism in Scotland 2007**

### **Other facts**

The earliest recorded rules of golf were drawn up and played at Leith Links, Edinburgh, in 1744.

Average occupancy in Edinburgh's principal hotels was 76% in 2008. This has been achieved despite a 25% increase in hotel beds across the city.

**Edinburgh Principal Hoteliers Association**

In 2008 St Andrews Square gardens opened up to the public for the first time in its history. The public space will be used for music, art and cultural events.