But what is EWH?

Mission: to celebrate our World Heritage city by involving residents, businesses and visitors to deliver crucial social, environmental and economic benefits, ensuring that our future is as bright as our past.

An independent charity that jointly manages the Old and New Towns of Edinburgh World Heritage Site.
A history of tourism in Edinburgh

1770s onward – impressionistic travel accounts
- Edward Topham’s letters of 1774/5
- Samuel Johnston and Bozzy’s tour

1840s A profusion of guidebooks
1860s Wealthy continental and US visitors
1947 Festival
Tourism today
Tourism today

- 68% visitors drawn by its history
- 93% walking around the city
- Average discretionary spend about £16.00 per day
- Hotel occupancy ranges from 60% to 90%
Impacts of tourism

• Worth £1.16bn to the economy (business tourism £300)

Balanced with

• c3.6m visitors per year – servicing the city
• Noise, litter, 24 hour city
• Tartan tat
• Short term lets
Edinburgh Tourism Action Group

- Financed and supported by Scottish Enterprise.
- Smaller steering group discusses and takes forward initiatives, such as the annual conference.
- ETAG organises a series of training and briefing sessions for the tourism sector in Edinburgh, publishes its business opportunity and market intelligence guides, and organises a yearly conference and showcase event.
2020 Strategy

3 key aims:
1. Increase the number of visits and visitors by one third by 2020, from 3.27 million to 4.39 million visitors per annum, generating an additional 4.15 million visitor nights. This equates to an increase of 3% per annum;
2. Generate an extra £485 million per annum by 2020, taking the total visitor spending from £1.015bn to £1.5bn in 2010 prices;
3. Achieve 50% of additional visits during the months of October to March and reduce the current 40:60 split in visitors to 43:57 between October to March and April to September.

The Strategic Implementation Group is responsible for the collective leadership of the strategy, with senior representatives (eg CEC Chief Executive). A series of working groups develop activity to support the priorities of the strategy (eg world-class city management, quality of experience etc.)
EWH’s work toward the strategy

– Encourage exploration
World Heritage City App

- **Grand Tour**
  - List
  - Map
  - Canongate Kirk: This seventeenth century kirk is somet... 100
  - Charlotte Square: Charlotte Square is regarded as a master... 100
  - John Knox House: This is a good example of an Edinburgh hous... 100

- **Highlights**
  - List
  - Map

- **Assembly Rooms**
  - Spotted
  - The Assembly Rooms were built in 1783-87 and carried on an old Edinburgh tradition of social gatherings for dancing, playing cards and listening to music.
Partnership Projects

Screen stars, politicians, culture and haute cuisine

Famous Diners
Le Chambert restaurant developed a reputation for fine food and attracted many famous diners including Sir Sean Connery and Johnny Cash. When he retired in 2006, restaurant manager Sandy Harvey remembered one particular diner.

"Elisabeth Taylor was very small - that's what struck me most about her. But she was very bubbly and friendly. As soon as she sat down, one of the waiters turned her chair upside down and wrote "Elisabeth Taylor sat here on it" that was back in the 1960s, but I think we're still got that chair in the restaurant somewhere." Edinburgh Evening News 8 Oct 2006.

Celebrity memories
A long serving member of staff remembers that there was great competition among the female staff to serve the hands of Robert F. Kennedy his breakfast. Staff also recall painting smiley faces on boiled eggs for Dawn Fraser’s daughter, Johnny Cash allowing staff to use his hotel to attend his shows and working downstairs in the "Main City Bar" which now ironically hosts the ladies’ toilets.

TV Festival Venues
Every August the George Hotel accommodates delegates to the Media Guardian Edinburgh International Television Festival - the most annual event for the media and entertainment industry. The festival’s closing "Saturday Night Party in the George’s King’s Hall" is a glittering event attended by television personalities from far and wide.

Hotels - Volunteer Frank McGrail
Edinburgh Food Heritage Trail
Business opportunities guide
BUT

- Hotel market now dominated by 3* players
- Targets for increased rooms (4000) massively exceeded, again mostly 3*
- Airport dominated by budget airlines
- No effective implementation structure
Inspectors arrive today to consider Edinburgh's cherished status.

SAVE OUR WORLD HERITAGE SITE

Fears heighten over pollution in Corstorphine.