

**「ESSENTIAL
EDINBURGH」**

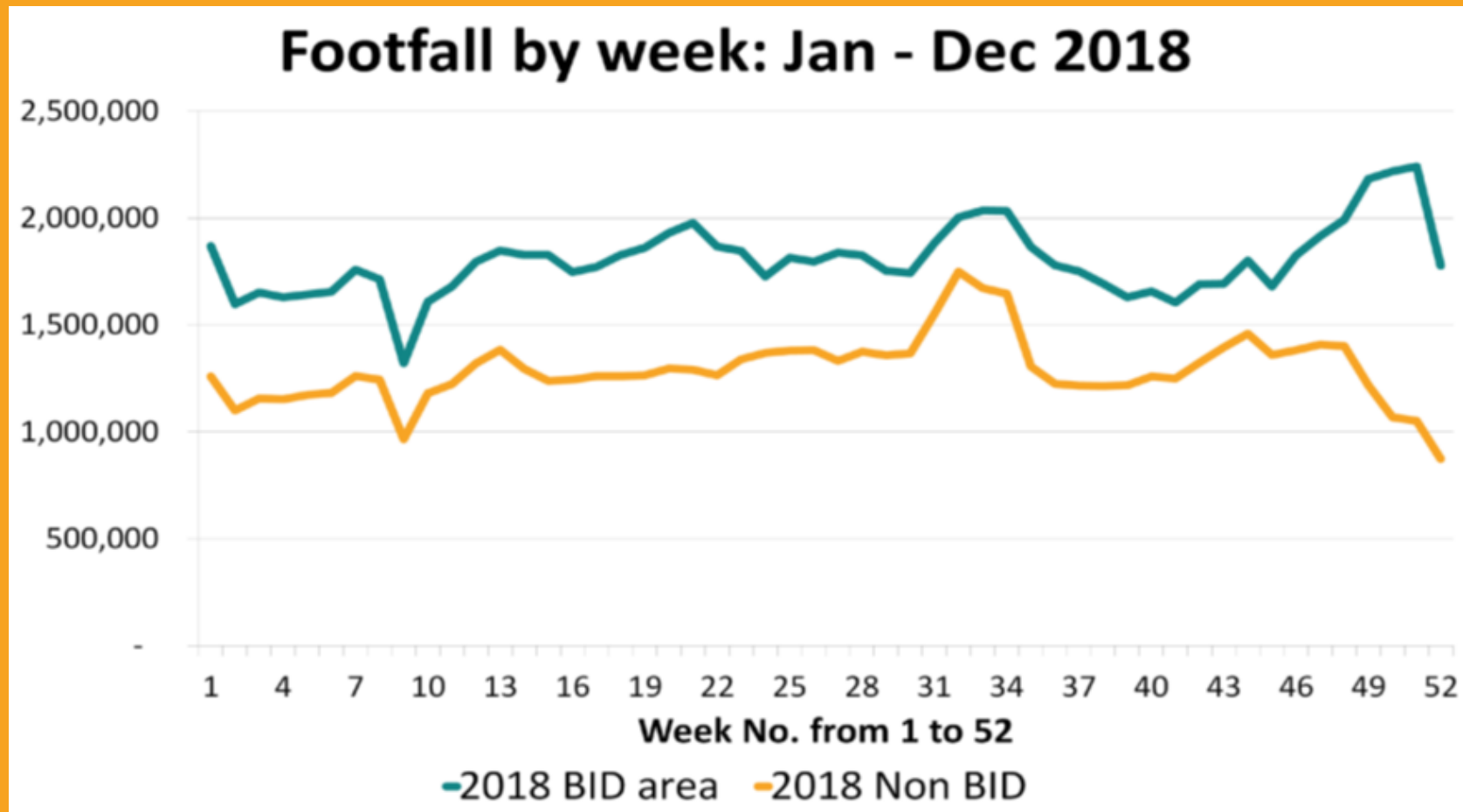
Essential Edinburgh

To ensure that Edinburgh city centre excels as a place to work, a place to do business, a place to shop and a place to visit

- Represent over 600 (soon to be 700) businesses in Edinburgh's New Town – over 350 (450) retailers and leisure outlets
- 91% yes vote at renewal ballot in 2018
- Work in **partnership** across the city to support the business community – animate and promote the city centre/drive footfall
- Directly partner with 8 of the 12 Edinburgh Festivals



Footfall in Edinburgh 2018



Edinburgh in August

- ➔ 6.2M people in city centre
- ➔ Hotels at 98% occupancy
- ➔ F and B busiest period of the year
- ➔ Retail sales second behind December
- ➔ 3.7M Festival tickets sold in August
- ➔ 30% of tickets to locals/70% to visitors
- ➔ Visitor spend of £120 per day



Edinburgh International Book Festival Partnership

Key city event and major footfall driver to the New Town.

Strategically important to animate the whole city and not just the Festival hubs in the Old Town

Major economic benefit to our members.

Six restaurants and two hotels 'on site'

Visitors to EIBF go on to shop, eat and drink in the city centre

Logistic and financial support



