

# Business Opportunities: Edinburgh At Night



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“Edinburgh's nightlife is a key part of the overall visitor's experience in the city. Restaurants, authentic local pubs, music venues, nightclubs, theatres, evening walking tours and late night shopping are all part and parcel of the visitor's experience when they come to Edinburgh. Whether or not your business is in one of these, you can help ensure your visitors have great nights out while they're here. This guide is full of collaborative ideas on how you can work with other businesses to create a joined up experience for all our visitors, whilst benefiting your own business at the same time.

**Robin Worsnop, Chair, ETAG**



## Did you know?

There are five other guides about different aspects of Edinburgh tourism, which may complement some of the information you find in this resource. *Tourism in Edinburgh – Key Figures*, *Edinburgh – A World Heritage City*, *Delivering Visitor Experiences*, *Edinburgh's Festival Visitors* and *Edinburgh's Calendar of Events 2011* are available to download from [www.etag.org.uk](http://www.etag.org.uk).

# >1 Introduction



If you were to stand at the top of Calton Hill in Edinburgh in the evening, you would look down on a vibrant scene of bright lights and all the action of a buzzing city nightlife. Millions of visitors flock to Edinburgh each year to enjoy the famous historical architecture and boutique shops; these same visitors are also looking for enjoyable experiences in the evening as an integral part of their trip. In fact, some visitors come here for the *primary* reason of enjoying the nightlife – whether that be a pint in an historic pub, a special theatre show, or one of Edinburgh’s famous ghost tours!

Whether or not your business offers things to do in the evening, visitor expectations include finding new and exciting evening experiences – so what can you do to make sure that happens? The information and tips in this guide will help you determine how to use Edinburgh’s nightlife to add value to your visitor experience and grow your business. By giving your visitors information about evening activities that they will love, and by packaging your services with others to promote new offers, you can improve your own bottom line.

## What is Edinburgh’s ‘Evening Economy’?

Edinburgh’s Evening Economy refers to any type of business that profits from visitor spend in the city in the evening.

For example:

- > accommodation providers
- > restaurants and cafes
- > pubs and clubs
- > theatres and cinemas
- > casinos
- > takeaways
- > banqueting and corporate entertainment venues
- > museums and galleries
- > evening walking and other tours
- > festivals and events
- > shops open late
- > leisure attractions such as ten-pin bowling



Edinburgh’s Evening Economy is particularly lively and includes a number of experiences aimed specifically at the visitor market, such as evening city tours. Edinburgh’s dining experiences are also an important part of the city’s appeal for visitors, and the lively pub and club scene, partly sustained by the large student population, also contributes to the energetic vibe.

## Why you should provide evening entertainment options for your visitors

- 1 The quality of Edinburgh’s evening offering will influence whether or not visitors come here in the first place (so make sure you tell them about it in your promotional materials)
- 2 You will give your visitors a well-rounded experience of the city, which will increase their enjoyment and encourage them to come back
- 3 It is an excellent opportunity to cross-promote: if you primarily trade in the evening, then you can work with other evening businesses to market to customers; if you primarily trade during the day then you are broadening your marketing opportunities into a new sector



## > 2 Enjoying Edinburgh's nightlife

In 2008, there were a total of 1,611 Evening Economy businesses in Edinburgh. Of these, just over 40% were located in the city centre, which shows that, **although the concentration of evening entertainment is in the centre, other parts of the city also have a lot to offer.**

As you would imagine, accommodation spend makes up the largest single part of the city's tourism trade in the evening. However, businesses providing food, drink and entertainment have an equally important part to play, and Edinburgh is not short on options...

### Theatres

Edinburgh is famous for its theatre scene and over four million tickets are sold for performing arts venues in the city every year. The wide variety of venues attract a year round programme of events, spanning from ballet to contemporary dance, Shakespeare to new Scottish writing, West End musicals to local productions. Businesses can use Edinburgh's assortment of performances and theatre events as a tool to market themselves to visitors.

If you would like to collaborate with a theatre in Edinburgh, they may be able to offer discount packages and group sales for you. The terms can vary from show to show, so it's best to get in touch with the box office or marketing manager for more details.



### Cinemas

As well as the national multiplex and chain cinemas, Edinburgh is also home to a range of independent filmhouses around the city, such as the Filmhouse, the Cameo Picturehouse, and the Dominion Cinema. They are very popular with locals and have bags of character and history, so they could provide a distinctly 'Edinburgh' evening experience that would delight your visitors. The screening schedules are usually prepared one month prior, so get in touch to find out if you can collaborate to offer enticing last-minute packages

#### Sing for your supper

Sydney Opera House has demonstrated how collaborating with other businesses can add value for your visitors. By working with local restaurants and accommodation providers it has been able to provide visitors with an all-inclusive experience – their package offers a range of casual and fine dining restaurant options to suit different needs and tastes, and all within easy walking distance.

If you run a theatre, perhaps your theatregoers have booked their tickets months in advance and are looking for a special occasion dining experience, or perhaps they have bought last-minute tickets and just want a quick bite. Can you work with others and encourage visitors to spend more by offering more? Or if you run a tourism business and want to offer a package deal with your local theatre then get in touch to find out how you could offer a joined-up experience for visitors.

[www.sydneyoperahouse.com](http://www.sydneyoperahouse.com)

#### Top Tips

- Visitors may be interested in getting theatre tickets once they're here. Can you provide them with a list of nearby theatres and showings?
- Talk to theatre box office or marketing managers about what deals they can offer you – there will be different deals for different shows. Can you theme a package around an upcoming show?
- Could you work with your local cinema to offer your visitors a discount offer? Perhaps they are showing classic films or are running a seasonal theme that would tie in with a creative package, e.g. could you offer an African menu to accompany the African film season?

#### Did you know?

According to The City of Edinburgh Licensing data, there is a total of 732 licensed public houses, 181 restaurants and 147 hotels across the city!

## >2 Enjoying Edinburgh's nightlife



### Eating out

There are hundreds of dining options spread across the city, ranging from gourmet pubs to our Michelin star restaurants – Number One at the Balmoral Hotel, The Kitchin, Restaurant Martin Wishart, Plumed Horse and 21212 at Royal Terrace. Make your own personal recommendations to your visitors, know the best local restaurants in your neighbourhood and refer visitors to [www.visitscotland.com/eatscotland](http://www.visitscotland.com/eatscotland) or [www.edinburghrestaurants.co.uk](http://www.edinburghrestaurants.co.uk) if they are looking for more options.

Self-catering visitors will be also looking for ideas about good dining spots. Perhaps you could provide them with a pack of local information about restaurants at a range of price options, plus menus for quality takeaways. Also, could you consider offering 'foodie packages' for a night in?

### Food for thought

In the current financial climate, visitors are still looking for quality dining experiences, but they are also looking for good value. Many eating establishments around Edinburgh will run special promotions, so make sure you are signed up to their websites to receive that information so you can pass it on to your visitors.

For example Witchery by the Castle, the Tower Restaurant and Rhubarb at Prestonfield House – all part of the James Thomson Collection – run a collaborative seasonal promotion at various points throughout the year, offering a three-course lunch or dinner for £30.

Could you use a deal like this as part of a package or could your business collaborate with others to offer a similar deal for visitors?



### Pubs and Clubs

Edinburgh's stylish and characterful bars are a big draw for visitors. The *Edinburgh Visitor Survey* tells us that 20% of visitors say that the city's pub and bars were one of the reasons that they wanted to come here and two thirds of visitors will visit a pub during their stay.

According to *Edinburgh's Evening Economy: A report for the City of Edinburgh Council*, Edinburgh has 50% more pubs per head of population than the Scottish average! What would appeal to your visitors and can you make recommendations? Would they enjoy traditional Scottish folk music at The Royal Oak, a gantry full of malt whisky at the Bow Bar, or the Victorian atmosphere of the Café Royal?

The Edinburgh club scene is also popular and the appeal of special DJ nights can draw people from all over the country and abroad, many of them coming mid-week and staying overnight for the experience. If you are an accommodation provider, could you collaborate with a venue such as Cabaret Voltaire or The Bongo Club to offer a complete package for mid-week or weekend clubbers?

It is important that you know which customers to target these offers to. Perhaps you could ask visitors to complete feedback forms so you can keep a database of their details and interests for future offers?

### Did you know?

There are five Michelin star restaurants in Edinburgh – the largest number in one city in the UK outside London. If your visitors are interested in fine dining, this is a great selling point to use in your promotional materials.

### If you remember one thing...

It's really important that you know who your customers are so you know which offers to pursue that will appeal to them. Refer to the TIS guide, *Listening to our Visitors*, to find out more about how best to get feedback from your visitors. Download the guide from [www.tourism-intelligence.co.uk](http://www.tourism-intelligence.co.uk).



## >2 Enjoying Edinburgh's Nightlife

### Unique Attractions

Visitors love the opportunity to try something a little different! Here are some examples, and look at [www.edinburgh.org](http://www.edinburgh.org) for more ideas:

#### > Scotsman Screening Room

The Screening Room is a small cinema in The Scotsman boutique hotel on North Bridge in Edinburgh. It shows classic movies for guests, locals and other visitors, who can enjoy the comfort of large leather armchairs, ice cream and refreshments as they watch the film. It offers a unique, nostalgic atmosphere that will delight your visitors – tell them about the themed offerings for occasions throughout the year, including a wide choice of Christmas movies in December.

[www.scotsmanscreenings.com](http://www.scotsmanscreenings.com)

#### > The Royal Observatory Edinburgh Visitor Centre

Your window into the world of astronomy! Give your visitors the opportunity to glimpse into one of Scotland's leading centres of science and technology. Offering group visits and events for individuals, visitors can enjoy 'observation evenings', where they can observe the night sky through the Observatory's telescopes and talks by astronomers about the latest scientific discoveries. Their Victorian telescope domes have been reworked and opened again to the public in January 2011.

[www.roe.ac.uk/vc](http://www.roe.ac.uk/vc)

#### > Stand-up Comedy

Edinburgh may be most famous for the comedy Fringe Festival in August, but there is stand-up comedy to be found most nights in the city at various venues. The Stand Comedy Club on York Place is open seven nights a week and focuses on developing new comedy in Scotland. Over 100,000 people visited last year!

[www.thestand.co.uk](http://www.thestand.co.uk)

#### > Ghost tours

What visit to Edinburgh is complete without an experience of its murky, spooky past? For companies such as Mercat Tours, two thirds of their business comes from trade in the evening and interest in their historical ghost tours continues to grow.

#### The Trial of Dr Knox

Located near the Royal Mile, on the site of a former asylum, Hotel du Vin already has a close bond with the history of the city. Now, in partnership with Mercat Tours, they are offering a package of exciting historical entertainment.

The year is 1830, one year after the notorious murderer William Burke was hanged. While one half of the serial killing partnership, Burke and Hare, had been brought to justice, there was another suspected accomplice – surgeon, Dr Robert Knox. Two Edinburgh lawyers present the case for Dr Knox over dinner! Visitors are also given a walking tour of Burke and Hare's notorious haunts, a visit to the Surgeons Hall Museum and a souvenir newspaper covering the trial.

Would collaboration with one of Edinburgh's historical tour operators work for you?

[www.mercattours.com](http://www.mercattours.com)



## >2 Enjoying Edinburgh's nightlife



### Events and Festivals

Edinburgh is famous for its events and festivals, and many of these either come alive in the evening or are entirely evening-focused, e.g. Hogmanay, Christmas markets and concerts, The Moonwalk and the August Festivals (including The Fringe), many of which last all the way through the night! **Consider how you could use these events and concerts as a marketing hook for visitors, and think about how you could develop packages, deals or promotions to appeal to the large influx of visitors that existing events draw in.**

There are also venues such as The Picture House, <http://venues.meanfiddler.com/hmv-picture-house/home>, and The Corn Exchange, [www.ece.uk.com](http://www.ece.uk.com), which host international acts and events, attracting a very different audience to Edinburgh's theatres. Could you promote their events in your business and on your website as a hook for younger visitors?

For more information about events in Edinburgh download the *Edinburgh Events Calendar 2011* from [www.etag.org.uk](http://www.etag.org.uk).



### Top Tips

- Consider the opportunities you may have to work closely with existing events (that are already attracting visitors to Edinburgh) to promote your business. Could they also help you to extend your offer into the evening?
- The Edinburgh Festivals Passport – a trade-exclusive product – provides an introduction to the Edinburgh Festivals for packaging into city breaks or longer holidays. Your visitors get special discounts and access to top shows; you get resources, marketing support and inclusion in the Edinburgh Festivals marketing and PR campaign. Go to [www.edinburghfestivals.co.uk/trade-passport](http://www.edinburghfestivals.co.uk/trade-passport) for more information. The cut-off date for 2011 bookings is 8th July 2011.
- Investigate what's on in Edinburgh and make that information available to guests. Sign up for The Audience Business (TAB) news bulletin at [www.tab.org.uk](http://www.tab.org.uk) to get information about arts and theatre sent directly to you.
- Ceilidhs are just the sort of authentic Scottish experience that a lot of visitors will be looking for. Find out about ceilidhs in your area at [www.edinburghceilidhs.com](http://www.edinburghceilidhs.com).
- Look out for special events throughout the year that you can use to attract visitors – a Scots Fiddle music programme in November, the International Film Festival in June, Ceilidh Culture (a programme of arts and music) in April, etc.
- Sign up for alerts from Gigs in Scotland, [www.gigsinscotland.com](http://www.gigsinscotland.com), and Ticket Master, [www.ticketmaster.co.uk](http://www.ticketmaster.co.uk), to get regular updates on concerts and shows in Edinburgh.

### If you remember one thing...

Visitors to Edinburgh come with high expectations about our evening entertainment. No matter which part of the city your business is in, there will be interesting local evening activities to tell them about.



## >3 What are visitors looking for?



Edinburgh has a fantastic reputation as a place to live and to visit. It was voted Favourite UK City in the Guardian/Observer Travel Awards 2010 and Best UK City Destination in the Conde Nast Traveller Readers' Travel Awards 2010.

**When a city clearly has so much to offer, visitors will come here with high expectations. Visitors to Edinburgh expect to find a city that is just as vibrant in the evening as it is during the day, so tourism businesses need to ensure that they meet those expectations.**

In the *Edinburgh Visitor Survey* 88% of visitors indicated they had taken part in at least one evening activity during their visit. For those on overnight trips it's 91%! On average they rated the choice available for evening experiences in Edinburgh as 8.32 out of 10. When asked what impressed them most during their visit, a significant 34% referred to the city's pubs and bars and 31% mentioned the restaurants.



### Day visitors to Edinburgh

Over half of day visitors take part in an evening activity and will be looking for information about what to do. If you run an evening business, think about how you can link up with a daytime activity to create a full day experience, e.g. visitor attraction plus dinner package.

For more information about collaborating, refer to [Delivering Visitor Experiences](#) guide available to download from [www.etag.co.uk](http://www.etag.co.uk).

### Overnight visitors to Edinburgh

Going out for a meal (82%), walking around the city (76%) and going to the pub (63%) are the most popular activities with overnight visitors. Make sure your visitors know where the best local restaurants and pubs are, and give them interesting walking routes to get there.

Source: *Edinburgh Visitor Survey*

Unsurprisingly the architecture and buildings (82%) and beautiful/picturesque setting (73%) were the top choices in terms of what most impressed visitors. These famous qualities can also be a selling point for Edinburgh's evening offering. For example, people need not just walk around the city and window shop during the day – can you recommend evening walks to visitors that will take them past the main sights?

### If you remember one thing...

Visitors come here with high expectations and expect to find a city that's just as vibrant in the evening as it is during the day. Find your angle – whether that be promoting the setting of your business, evening walking itineraries, or suggesting restaurants with views of the skyline.



## >3 What are visitors looking for?



### Perceptions of Edinburgh in the evening

Feedback from the *Edinburgh Visitor Survey* tells us that the majority of visitors think there is plenty to do in Edinburgh in the evening i.e. 79% rated Edinburgh's evening entertainment as 8 or above out of 10.

However, there were points that showed we have room for improvement, such as the interest in more shops and attractions after 5pm, more family-friendly activities, and generally more information about what opportunities are available for visitors in the evening. **This gives businesses opportunities to develop new products that will give them a competitive edge and to work together to capture gaps in the market.**

#### **What our visitors really think (in their words)** Comments from the *Edinburgh Visitor Survey*, 2010

"Our tour group attended a dinner and show of traditional music and dance one evening. We had a wonderful time in Edinburgh."

"There are so many attractions that it's impossible to visit all during one week when most of them close at 4 or 5 o'clock. Some of them, such as Edinburgh Castle, Edinburgh Zoo, The Royal Yacht Britannia and National Gallery of Scotland, are so big that the visitor needs three or more hours to see everything."

"Finding comfortable family (I was travelling with two children) appropriate and inviting places to eat in the evenings was difficult."

"Really enjoyed the dining out each evening with the standards very high. Enjoyed the Ghost walking tour in the evening as the best activity."

"We had problems locating somewhere to eat in the evenings with my daughters (age 7 & 10). We were staying in a hotel that did not provide evening meals. It was either Pizza Express, Pizza Hut, MacDonald's or Burger King or more up market restaurants, which were not suitable. We did find a pub with a restaurant in it so we did not have to sit with the drinkers but the food was of a poor quality."



Could you delight your visitors by being one step ahead and providing them with the local evening information that they are looking for? You can also make sure that you are getting the most out of their feedback by using the guide *Listening to our Visitors*, available to download from [www.tourism-intelligence.co.uk](http://www.tourism-intelligence.co.uk).

## >3 What are visitors looking for?



### Reaching the family market

As we can see from the comments in the *Edinburgh Visitor Survey*, many parents have difficulties finding activities for their family in the evening. Is your business child-friendly and could this be way to make your offer stand out or increase your appeal with the family market? Does your pub advertise that children are welcome, or does your restaurant provide children's menus?

#### Boutique babysitting

A package by Chester Residence, self-catering apartments in the West End of Edinburgh, allows busy parents to enjoy Edinburgh's evening offering, even when they are travelling as a family. It includes board games, DVDs and treats for the kids, a meal discount at a partner restaurant, free entry to Edinburgh Zoo, a room upgrade and, interestingly, a babysitting service with a qualified Nursery Nurse for one night. That way, the adults can enjoy a night off for their discounted dinner while a childcare expert looks after their children!

Could you offer a similar service for families? Or can your business communicate your child-friendly services more strongly to appeal to this market?

[www.chester-residence.com](http://www.chester-residence.com)

#### Top Tips

- Accommodation providers should have the information to hand to tell visitors about what is on in the city **that night**. You could also highlight weekly activities on your website or send suggestions with your email booking confirmation so visitors can plan ahead.
- 94% of leisure visitors to Edinburgh enjoy walking around the city. Can you provide route suggestions for a summer evening stroll or a nice vantage point to see the city lights? And a pub or café to close the night?
- If you provide a service for the family market in the evening, consider if you are promoting it to its full potential. Who could you link up with to reach this market?
- Also consider if your visitors want to stay in during the evening. Can you offer them TV guides, movies to watch or games to play?



## > 4 Opportunities for businesses



### Marketing Edinburgh's evening attractions

When visitors are deciding where they will take their next trip, the quality of what Edinburgh offers in the evening will influence whether or not they come here, so it is vital that our exciting nightlife is communicated effectively. What more could you do to sell our evening entertainment to your visitors? Talk about it in your promotional materials and consider having a list of local eating places, bars, theatres and other evening attractions on your website and in the 'local information' you provide for guests.

### Extended opening hours

When so many visitors to Edinburgh enjoy walking around the streets, are the post-closing time hours (from 5.30–7pm) a missed opportunity for businesses? Research carried out in York showed that 40% of respondents to a survey indicated that evening shopping would encourage them to come into the city centre. Could you work with businesses in your neighbourhood to offer a co-ordinated late-night shopping/dining/pub experience?

### To infinity and beyond!

Museums in Edinburgh have had successful late openings in the past, such as a Pixar event at the National Museum of Scotland. Aimed at parents and children, the exhibition featured more than 300 original works of art created by Pixar staff for hit films, including Toy Story, Cars, and Monsters Inc. There were sketches and models by the films' artists plus multi-media works of art showing the more technical side of how each film is created. The Museum made an event of their evening opening with food, entertainment and movie images.

Evening events like this could work particularly well in summer or half term school breaks or at the weekends to reach the family market.

[www.nms.ac.uk/our\\_museums/national\\_museum.aspx](http://www.nms.ac.uk/our_museums/national_museum.aspx)

It helps to consider what your visitors want to do i.e. they won't want to do the same activities at 1pm as at 6pm or 10pm. If you have taken in two attractions during the day then you may not have the budget or desire to do a third, but you may want to do something a bit more informal in the early evening, which requires less concentration and more relaxation.

The Scotch Whisky Experience has been working on a new product offering involving an experiential food and drink experience in their Amber restaurant. It will run from 4–7pm and offer the unusual combination of tapas and whisky tasting, in the prime pre-dinner slot when people are looking for something to do.



## Top Tips

- If your business is part of the Evening Economy, are you featured on [www.5pm.co.uk](http://www.5pm.co.uk)? Though it is best known for restaurants it has expanded to include health and beauty, events and more. Also look at *The List* as a potential place to advertise your business.
- Perhaps you know some local shops that stay open past the general 5pm closing, especially during the festivals or festive period? You can certainly tell visitors about late opening on Thursday evenings, when many shops in the city centre are open until 7.30 or 8pm.
- If your business is usually a daytime operator, would later opening hours attract more visitors through passing footfall? An event such as the Tattoo brings 9,000 visitors up the Royal Mile on summer evenings – can you attract them before or after the event?

## > 4 Opportunities for businesses



### Attracting Business Visitors

Business visitors are a vital part of Edinburgh's tourism industry. The Evening Economy forms a key part of the city's credibility as a destination for conferences and conventions, because they depend on Edinburgh's ability to offer a range of services, pubs and restaurants as well as suitable accommodation. In fact, one key selling point for Edinburgh is the choice of social programmes we're able to offer delegates from a thriving programme of events, the mix of shopping, dining and entertainment, to our culture and history.

Many tourism businesses in Edinburgh do evening functions or may provide space for private or corporate hire. Perhaps museums in Edinburgh could open late to offer evening viewings for large or corporate conferences? Or does your business have an interesting space that could be used for evening events?

### Collaborating with others

By working together, tourism businesses can reach a wider audience, increase their own appeal, and create packages that remove the 'hassle factor' for visitors. Think about how you can provide a joined-up experience for your visitors by collaborating with one or more of the many evening businesses in your area.

## Be part of a bigger event

As part of Hogmanay 2009 a range of businesses on the Royal Mile offered unique one-off evening events including night time tours of Mary King's Close, exclusive Whisky tastings and a private viewing at the Scotch Whisky Experience, and evening tours of Edinburgh Castle. Through developing their own events they were able to attract a bigger share of the visitors who come to experience Edinburgh's Hogmanay Celebrations. By getting involved they opened up their business to a different audience, attracted an increased footfall and revenue, and were able to offer a unique 'out-of-hours' experience to visitors who were looking for something to do in the evening.



### Self-catering packages

Fraser Suites in Edinburgh created a successful offer that included dinner and theatre tickets for guests of their self-catering luxury apartments, a short distance from the Royal Mile. The offer included overnight accommodation in a Classic room, pre-theatre dinner in their house restaurant plus tickets for the hit musical *Hairspray* at the Edinburgh Playhouse.

What could your business offer to create an exciting collaborative package?

<http://edinburgh.frasershospitality.com>



## > 4 Opportunities for businesses

### Tapping into a niche market

Perhaps your business type can be targeted towards a specific audience to create a niche appeal and stand-out quality. For example, clubbers coming to Edinburgh may prefer the cheap deals and flexibility of a hostel, so could hostels target this market in their promotions, and perhaps offer deals through a local club?

#### Get your skates on

Can you think of a unique evening offering, or twist on your current offering, that will appeal to a new market?

Pari Roller is an organisation that promotes Friday night skating tours around Paris, encouraging roller-skating as both a leisure activity and a means of transportation. Their free Friday Night Fever skate tour is open to anyone (who can control his or her speed!) and has consistently grown in popularity since inception. It is available all year round, dependent on the weather, and a new route is offered every week.

This innovative combination of an adventure activity with a tour of the city gives residents and visitors to Paris an exciting evening option that they won't get anywhere else.

[www.pari-roller.com](http://www.pari-roller.com)



### Using Social Media

Social media is one of the most important marketing tools for tourism businesses. Sites such as [www.tripadvisor.com](http://www.tripadvisor.com) are usually a first port-of-call for discerning visitors looking for reviews on potential destinations, so it is important that your business features and that you respond to feedback.

The Edinburgh Inspiring Capital site, [www.edinburgh-inspiringcapital.com](http://www.edinburgh-inspiringcapital.com), features up to date news about things happening in the city on their Twitter and Facebook accounts. Could you link to these on your own website or social media page?

#### Top Tips

- Sign up to the mailing lists of your local restaurants and bars. When you hear about special discounts you can pass the information on to your visitors – to their delight!
- Consider experiential, informal ideas for visitors during the 'pre-dinner slot'. People may not be looking for a formal organised tour or dinner – what can you offer that they can dip into without committing to a large price tag or time constraint?
- Visitors want to get around Edinburgh at night but they may feel uncomfortable in unfamiliar surroundings. Have taxi recommendations to hand for your visitors, or tell them about Edinburgh's fantastic night bus service.
- Are you using social media to promote your business? It's a quick and cheap way to communicate and build awareness about special promotions.

## > 4 Opportunities for businesses



### Information at your fingertips

There are several resources you can refer to for information about Edinburgh in the evening. Consider how you will use this information to attract your visitors here – perhaps through your website and email blasts to previous visitors – and how you will use it to ensure they have the best and fullest experience when they are here – perhaps through information packs or your own ‘daily suggestions’ for guests.

#### The List [www.list.co.uk/events/what:edinburgh](http://www.list.co.uk/events/what:edinburgh)

*The List*, Edinburgh, is your comprehensive guide to everything that is going on in the city, covering everything from days out to comedy nights, music to food and drink. Keep up to date with news about upcoming acts and the best deals available, and read articles and reviews so you can decide what would have most appeal for your visitors.

Just browse through the list of events or search by date, venue, most viewed or star rating. If you prefer, you can also subscribe to receive your own hard copy of the *The List* magazine.

#### TAB (The Audience Business) Newsletter updates [www.tab.org.uk](http://www.tab.org.uk)

If you want to keep up to date with what’s on in the arts and theatres in Edinburgh then sign up for the free eBulletins from TAB. They filter the information for adult-specific and child-specific entertainment.

#### Gigs in Scotland [www.gigsinscotland.com](http://www.gigsinscotland.com)

Sign up for alerts and get all the latest Scottish gig information, news and listings delivered straight to your desktop. There’s everything from the biggest pop acts to wrestling events – the perfect source for events that will appeal to the younger market.

#### Ticketmaster [www.ticketmaster.com](http://www.ticketmaster.com)

Known across the UK, Ticketmaster gives you listings for music, sport, art & theatre and family & attractions. Create an account and update your ‘favourites’ so you don’t miss out on the local shows that your visitors want to hear about.

#### VisitScotland Events Calendar [www.visitscotland.com/guide/see-and-do/events/](http://www.visitscotland.com/guide/see-and-do/events/)

Search for a multitude of events by location and date so you can promote upcoming attractions on your website and make recommendations to visitors.

#### ETAG Events Calendar 2011 guide [www.etag.org.uk](http://www.etag.org.uk)

Download the latest *Edinburgh Events Calendar* for a quick reference guide to all of the key events happening in Edinburgh in 2011 and details about how you can get involved.

### Top Tips

- Use the available information about Edinburgh’s evening attractions in two ways: firstly as a hook to attract visitors to come to your business, and secondly to enhance you visitors’ experience once they are here.
- Familiarise yourself with all of the arts and events resources and sign up to them to receive regular updates.
- Have copies of *The List* or *The Skinny* available as a resource for visitors.
- If you are an entertainment business, contact the concierges of your local hotels and make sure they know about your evening entertainment offering for the coming month so they can recommend you to visitors.



## > 5 Next Steps – what are you going to do?

Edinburgh's Evening Economy is an integral part of the city's tourism experience, for leisure and business visitors alike. There is so much on offer in the evening and there is something to appeal to every type of visitor, from pubs to theatre and from restaurants to ghost tours – how are you going to use these experiences to your advantage? How can you work with evening providers, or other evening providers, to build your business?

**Consider these first steps and what you think might work for you:**

**Know what is going on so you can add value to your visitors' experience by giving them enough to see and do in the evening**

- 1** Familiarise yourself with websites such as [www.thelist.co.uk](http://www.thelist.co.uk) so you know what is on offer that week and can give your guests specific suggestions
- 2** Find out about lesser known Edinburgh-specific experiences, such as independent restaurants and boutiques or special attractions – if you recommend them to visitors they will feel as if they have had a unique and authentic experience
- 3** Ask your visitors what they particularly enjoyed and make sure that you pass these recommendations on to other visitors
- 4** Get out into the city yourself to sample Edinburgh's evening attractions – there is no better way to make suggestions to your visitors than from personal experience

**Make the most of Edinburgh's evening activities for your own business**

- 1** Promote current and upcoming events on your website and marketing materials – they will provide added appeal for potential visitors
- 2** Consider what evening activities your visitors enjoy. Do the businesses that offer these activities know about you and what you offer? Get in touch with them to see if you could collaborate to create special offers and discount packages for your visitors
- 3** People love walking around Edinburgh to see the ancient buildings and beautiful vantage spots, and that includes in the evening. Could you work in partnership with those business offering evening walking tours, whether they are literary tours, pub tours or ghost tours, to offer special promotions to your visitors?
- 4** The family market often has difficulty finding evening entertainment – can your business offer child-friendly experiences, such as a children's menu, or can you suggest a local attraction that is suitable for families?
- 5** What could you offer or suggest to visitors for the pre-dinner evening period? People are looking for something interesting to do without heavy financial or time commitment, and there is an excellent opportunity for businesses to fill this gap in the market

## > 6 Links and other resources

### Organisations

Edinburgh Tourism Action Group	<a href="http://www.etag.org.uk">www.etag.org.uk</a>
DEMA	<a href="http://www.edinburghbrand.com">www.edinburghbrand.com</a>
Tourism Intelligence Scotland	<a href="http://www.tourism-intelligence.co.uk">www.tourism-intelligence.co.uk</a>

### Useful information

The List	<a href="http://www.list.co.uk">www.list.co.uk</a>
VisitScotland Edinburgh site	<a href="http://www.edinburgh.org">www.edinburgh.org</a>
Events Edinburgh	<a href="http://www.eventsedinburgh.org.uk">www.eventsedinburgh.org.uk</a>
Edinburgh Inspiring Capital	<a href="http://www.edinburgh-inspiringcapital.com">www.edinburgh-inspiringcapital.com</a>
Edinburgh Restaurants	<a href="http://www.edinburghrestaurants.com">www.edinburghrestaurants.com</a>
The Audience Business	<a href="http://www.tab.org.uk">www.tab.org.uk</a>
Gigs in Scotland	<a href="http://www.gigsinscotland.com">www.gigsinscotland.com</a>
Ticketmaster	<a href="http://www.ticketmaster.com">www.ticketmaster.com</a>

### Further information/potential partnerships

This list is designed to get you started, but there are many more businesses or events that either provide information or could be part of a collaboration:

Festival City Theatres Trust (King's Theatre and Festival Theatre)	<a href="http://www.fctt.org.uk">www.fctt.org.uk</a>
The Lyceum	<a href="http://www.lyceum.org.uk">www.lyceum.org.uk</a>
Usher Hall	<a href="http://www.usherhall.co.uk">www.usherhall.co.uk</a>
Traverse	<a href="http://www.traverse.co.uk">www.traverse.co.uk</a>
The Queen's Hall	<a href="http://www.thequeenshall.net">www.thequeenshall.net</a>
Edinburgh Festivals	<a href="http://www.edinburghfestivals.co.uk">www.edinburghfestivals.co.uk</a>

### Other resources for tourism businesses:

#### Tourism Innovation Fund

Consider applying for matched funding from Scottish Enterprise to help bring your project ideas to life. The Tourism Innovation Fund (TIF) provides matched funding of up to £30,000 and professional one-to-one advice to help deliver innovative projects to market. Support is aimed at individual or collaborative project ideas that offer a new and genuinely innovative experience, which encourages people to visit Scotland. This could be a product or a business process in a sector or service category – e.g. accommodation, attractions and activity holidays, etc. To find out more, or for information about how to apply, go to: [www.scottish-enterprise.com/tourism-innovation-fund](http://www.scottish-enterprise.com/tourism-innovation-fund)

#### Tourism Innovation Toolkit

If you or any collaborative group has a good idea that you would like to develop, Scottish Enterprise runs a tailored innovation toolkit workshop. The session, which is led by an experienced facilitator, will provide you with the tools and techniques to help you to generate new ideas and think more creatively. For more information or to book a workshop, go to [www.scottish-enterprise.com/tourism-innovation](http://www.scottish-enterprise.com/tourism-innovation) and select *Innovation Toolkit*.

This guide is based on the following research plus information from industry experts:

*Edinburgh's Evening Economy: A report for the City of Edinburgh Council*, by SQW Consulting, November 2010  
*Edinburgh Visitor Survey 2009/10* by Lynn Jones Research

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