



Edinburgh: World Heritage City



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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



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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

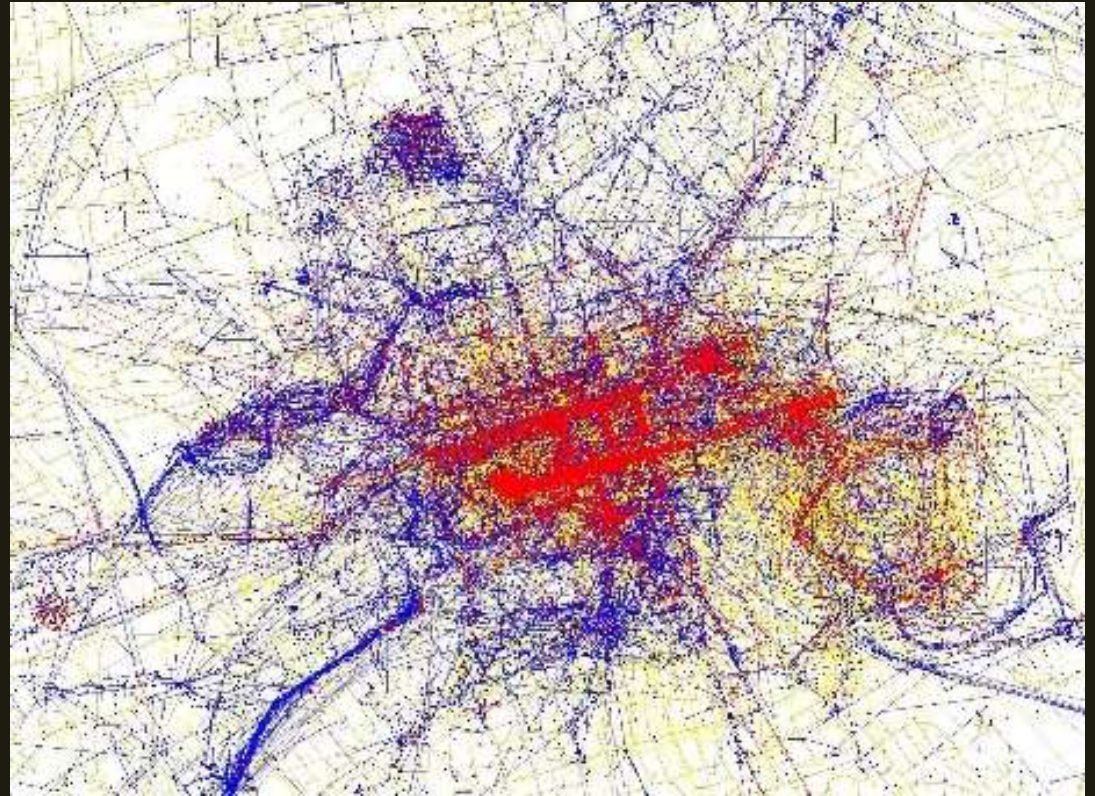
1947 Festival



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Tourism today



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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%



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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



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Edinburgh Tourism Action Group

- Financed and supported by Scottish Enterprise.
- A wide range of organisations and businesses including Edinburgh Airport, Chamber of Commerce, NMS, Lothian Buses, Scottish Tour Guides Association, Essential Edinburgh, Edinburgh Hotels Association.
- 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.)



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EWH's work toward the strategy

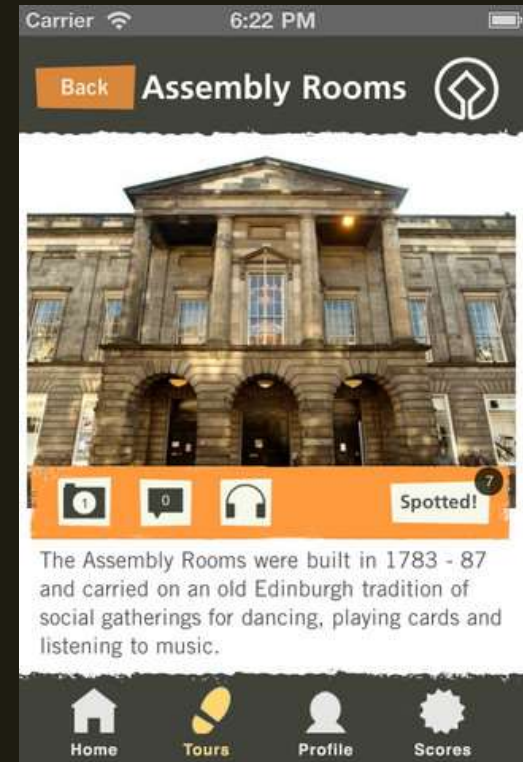
– *Encourage exploration*



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World Heritage City App



Partnership Projects

Screen stars, politicians, culture and haute cuisine

Famous Diners

Le Chantreth restaurant developed its reputation for fine food and attracted many famous diners including Sir Sean Connery and Johnny Cash. When he retired in 2006, restaurant manager Randy Hawkes remembered one particular diner:

"Elizabeth Taylor was very small - that's what struck me most about her. But she was very bubbly and lively. As seen as she left, one of the waiters turned her chair upside down and wrote 'Elizabeth Taylor sat here' on it - that was back in the 1960s, but I think we've 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 heart throb Howard Hawks his breakfast. Staff also recall painting smiley faces on boiled eggs for Dawn French's daughter, Johnny Cash allowing staff to use his limo to attend his show and working downstairs in the 'Men Only Bar' which now ironically hosts the ladies' toilet!

TV Festival Venues

Every August the George Hotel accommodates delegates to the Media Guardian Edinburgh International Television Festival - the most spend annual event for the media and television 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



Canongate – Holyrood Initiative

Merino Land
 Erected high up on the building is a strange sculpture, which completely represents the Emperor of Morocco. The signature is that of Andrew Gray. Had the city after being severely ravaged and sacked by the French, made up its mind to rebuild, you see in the head of a Merino sheep, which the Emperor's dog, the dog of the Emperor, had had and set up home here. The monument was built in the 16th century to commemorate the dog's name.

Palace of Holyroodhouse
 The official residence of the Queen in Scotland. The Queen's Gallery holds temporary exhibitions of works from the Royal Collection. www.royalcollection.org.uk/ ttd.places-of-holyroodhouse

White Horse Closes
 A highly decorative stone building dating back to the 1600s.

Perseus House
 A seventeenth-century town house, once the home of ecclesiastical and philanthropist Adam Smith.

Canongate Kirk and Bellcote
 The seventeenth-century site is something of a curiosity with its curved gables, and the ground is the site of a number of former burials.

Dorset's Close Garden
 A quiet and tranquil enclosed seventeenth-century garden.

Admission House
 Built in 1611 as a town house for Sir Archibald Acheson, and now the offices of Edinburgh World Heritage.

Blackfriars Close
 One of the best preserved closes in the Old Town, with a collection of buildings dating back to the 15th and 1600s.

Windy Nook
 A seventeenth-century town house now owned by the University of Edinburgh.

The Museum of Edinburgh
 The City's history is a tale of many, many centuries, from the Capital's past. www.museumofedinburgh.org.uk

The Spinning House
 The Museum of Edinburgh was located in the Spinning House by Sir Walter Scott in the 18th century. The building was used as a weaving mill, ready for the 18th century.

Dr Johnson's journey?
 The famous writer Dr Johnson spent time at 162 York in 1773, on his way to meet James Boswell for the start of their journey to the Western Isles.

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Chaining industry
 The grounds of the house were designed as a superb example of the 18th-century landscape garden, and the building and its garden were designed to be a masterpiece of landscape architecture. It is a fine example of the 18th-century garden, and the building was designed to be a masterpiece of landscape architecture.

The Scottish Poetry Library
 Open to all to enjoy its collection of Scottish poetry. www.scottishpoetrylibrary.org.uk

Old Darnley's
 One of the best examples of the 18th-century architecture in the Old Town. www.olddarnleys.org.uk

The Scottish Parliament
 One of the best examples of the 18th-century architecture in the Old Town. www.scottish.parliament.gov.uk

A secret and discrete spot
 The area at the back of the house, once a magnificent formal garden, little now survives of it, but the old garden house, which has been a late job, off Highland Road, is a fine example of the 18th-century architecture. It was built for the Duke of Buccleuch and is a fine example of the 18th-century architecture.

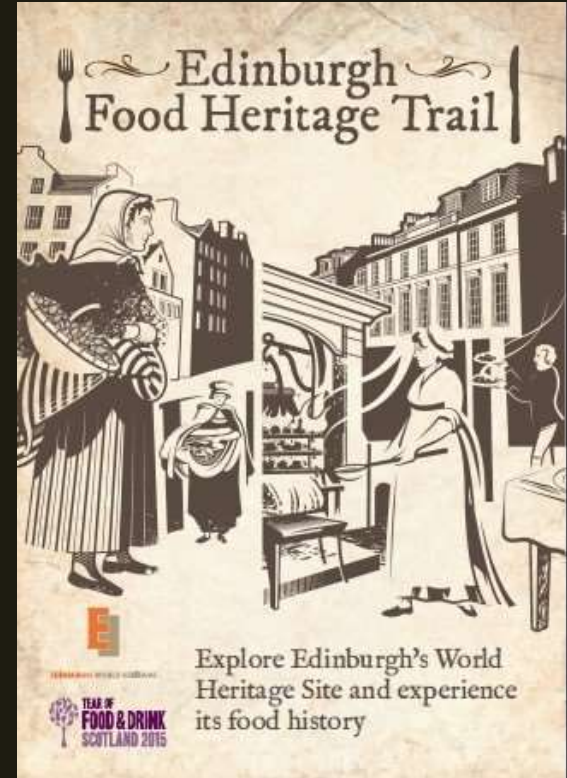
The dark tale of Queensberry House
 These days, Queensberry House forms part of the Scottish Parliament, but it was once a grand town house, and a fine example of the 18th-century architecture. It was built for the Duke of Buccleuch and is a fine example of the 18th-century architecture.

*"So close to us, 'This is the path to heaven',
 Such is the ancient motto attached to the ancestral
 holdings of the Canongate, and which is inscribed,
 with grace or less propriety, upon all the public
 buildings, from the church to the gallery, in the
 antique quarter of Edinburgh."*
 Sir Walter Scott, *Lectures on the Canongate*

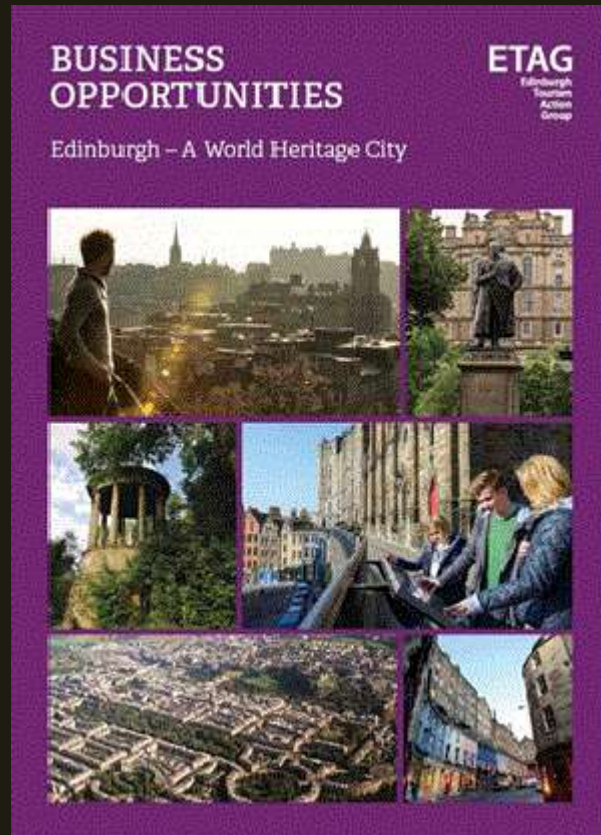
Find out more about the fascinating history of the Canongate and Holyrood at www.ewht.org.uk #canonGREAT



Edinburgh Food Heritage Trail



Business opportunities guide



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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



NEILSON WARY OF UNITED SEARCH ON FOR SCIENCE GURU

BACK PAGE

Edinburgh News

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Merci TRI-LINGUAL BY PRIMARY SEVEN

NEW LANGUAGE PLAN FOR CITY SCHOOLS - PAGE 3

Inspectors arrive today to consider Edinburgh's cherished status

SAVE OUR WORLD HERITAGE SITE



BY AUSTAIR GRANT

INSPECTORS have arrived in the Capital to begin a two-day visit which could leave the city's World Heritage status at risk. The three-strong team from the UK committee of the International Council on Monuments and Sites (Icomos) will take part in a series of meetings today.

Tomorrow, they will visit the St James Centre and the old Royal High School - the sites of two controversial planning applications.

Councillors and business experts have called on the inspectors to see the bigger picture - insisting the Capital is a living city that can embrace expansion while still remaining a top tourist spot.

Full story - Pages 6-7



Fears heighten over pollution in Corstorphine

EXCLUSIVE BY IAN SWANSON

ENVIRONMENTALISTS today branded St John's Road in Corstorphine as the most toxic street in Scotland after pollution levels soared again.

Latest statistics show the concentration of nitrogen dioxide in the air is now at almost double the legal limit.

Friends of the Earth said the figures were "appalling" and reinforced the case for closing roads for a new supermarket in the street.

Air pollution campaigner Jennie Hanna said: "St John's Road is now Scotland's most polluted road. Traffic congestion is the main cause."

Full story - Page 5

NEWS NOBEL PRIZE FOR CAPITAL PROF



PAGE 9

INSIDE Weather 2, Comment 18-19, Letters 20-21, Life & Times & Stars 22, Television 24-25, Puzzles 30, Announcements 32, Sport 37-44



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THE HISTORIC
URBAN
LANDSCAPE

Managing Heritage in an Urban Century

WILEY-BLACKWELL



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