

A white abstract line graphic starts at the top center, descends steeply to the left, then curves sharply to the right and continues as a shallow upward slope towards the right edge of the frame.

DELIVERING A QUALITY CUSTOMER EXPERIENCE AT EDINBURGH CASTLE



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA

EDINBURGH CASTLE

THE BUSINESS

- Edinburgh's top paid visitor attraction
- 2016-17 - 1.8m visitors
- Delivers over 50% of the HES commercial income
- 3 shops, 2 permanent catering outlets as well as seasonal pop ups
- Venue for corporate, private events, concerts & the Royal Edinburgh Military Tattoo



EDINBURGH CASTLE

ADMISSIONS & THE JOURNEY

PRE 2006



EDINBURGH CASTLE

ADMISSIONS & THE JOURNEY

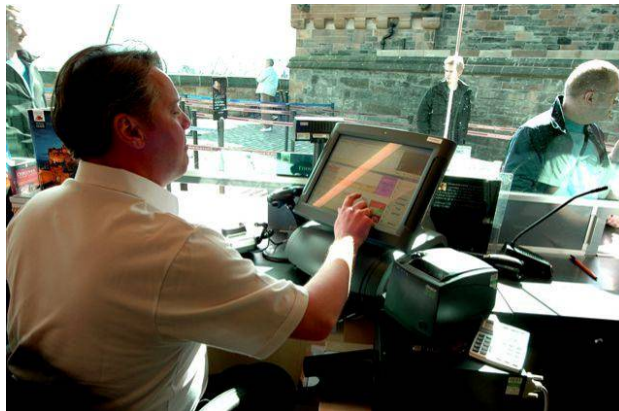
- Parking policy
- New ticket office & plaza
- Introduction of Galaxy ticketing system and online ticketing
- Branding for Edinburgh Castle
- New staff structure and uniform



EDINBURGH CASTLE

ADMISSIONS & THE JOURNEY

PROJECT DELIVERY

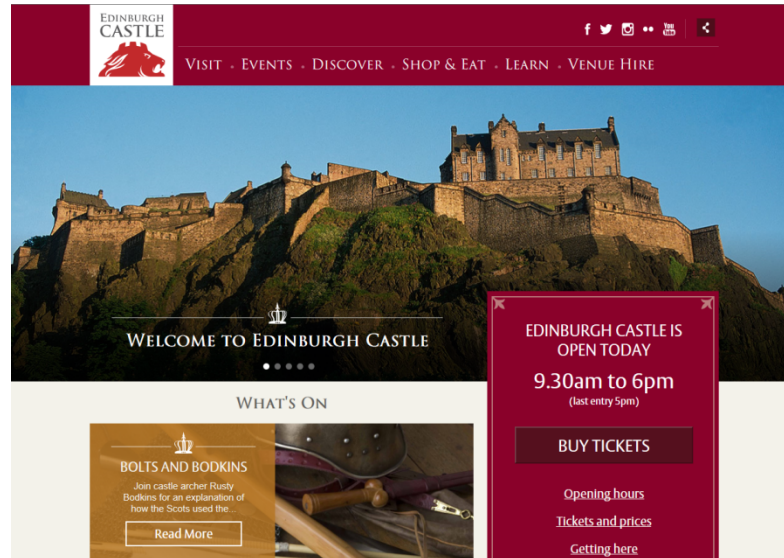


EDINBURGH CASTLE

ADMISSIONS & THE JOURNEY

PROJECT DELIVERY

EDINBURGH CASTLE



EDINBURGH CASTLE

WHERE ARE WE TODAY - OUR VISITORS

- 7% domestic Scots, 19% Rest of the UK, 28% Europe, 47% ROW
- Largest European markets are France & Germany
- ROW - North America 14%, China, growing market 11%
- Over half our visitors are under 34, nearly and 23% are young independents
- 89% are travelling without children
- 80% are first time visitors



EDINBURGH CASTLE

WHERE ARE WE TODAY - OUR VISITORS

- Walk Up 55%
- Trade 21%
- Web tickets 12%
- Explorer Pass holders 8%
- Members 3%
- Education 2%



EDINBURGH CASTLE

MANAGING WITH INCREASED DEMAND

2016

- Turn away research
- Change in marketing focus

2017

- Introduction of timed booking slots
- Increased ticket pick up points

Future initiatives

- Capacity management
- Possible premium priced tickets
- Extended hours options



EDINBURGH CASTLE

DEVELOPING THE VISITOR EXPERIENCE

- Major programme of research over the last 2 years - academic, visitor feedback and access related
- Next step visitor circulation modelling
- Wide range of new stories to tell
- Identify the stories we want to tell
- Ambition to match stories to spaces
- Enhance visitor flow
- Feed into long term investment plan



EDINBURGH CASTLE

MAXIMISING VISITOR INCOME - RETAIL

3 Shops Refurbished

- Portcullis - main gift shop
- Crown Gift Shop
- Whisky & Finest Food
- Development of bespoke Edinburgh Castle and Edinburgh product ranges
- Addition of food and drink tastings with a focus on Scottish provenance
- Brand Licencing Edinburgh Castle beer
- Increase of £1m in turnover over 4 years



EDINBURGH CASTLE

MAXIMISING VISITOR INCOME -CATERING

- 2015 £360,00 Capital Investment
- 2 permanent catering outlets with differentiated product offer – Redcoat Café & Queen Anne tea room
- Seasonal pop up offers – hog roast & coffee carts
- Exclusive catering contract
- +65% in sales since 2014/15



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THANK YOU



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