A summary of results of Marketing Edinburgh’s activities to promote the city, encouraging people to…

**LIVE in Edinburgh**
- **Campaign:** 2050 Edinburgh City Vision
  - 319M+ people reached
  - 567K+ campaign engagements
- **Key Markets:** Edinburgh
  - Website: www.edinburgh2050.com

**STUDY in Edinburgh**
- Campaign: 20 academic institutions to study in Edinburgh
- **1ST CLASS**
  - 291K+ people reached
  - 6.3M+ campaign engagements
  - 55M+ opportunities-to-see (OTS)
- **Target Markets:** UK, France, Germany, Ireland, Australia, Spain
  - Website: edinburgh.org/STUDY

**WORK in Edinburgh**
- Campaign: #ChooseEdinburgh
  - 164K+ people reached
  - 53K+ campaign engagements
  - 120K+ opportunities-to-see (OTS)
- **Target Market:** UK
  - Website: edinburgh.org/WORK

**INVEST in Edinburgh**
- **30 x**
  - Sponsored our 30th edition of Invest Edinburgh magazine
  - 91.2K+ copies since 2014
  - Distributed in: Manchester, Galwick, Birmingham, Glasgow, Edinburgh, Zurich & Geneva.

**INBOUND Edinburgh**
- **Top international inbound markets to Edinburgh:**
  - AMERICA: £580M+ visitors spending a total £24M+
  - GERMANY: £380M+ visitors spending a total £18M+
  - SPAIN: £240K+ visitors spending a total £24M+
  - FRANCE: £190M+ visitors spending a total £24M+
  - CHINA: £50M+ visitors spending a total £12M+

**AIR ROUTE DEVELOPMENT**
- **4.3M+ visits**
  - Equating to £1.5B+ in visitor spend (average daily spend)
  - 16K+ nights spent in the city (3.7 day average stay)

**Edinburgh – China Air Link**
- Project (E-CAL) was part-funded and managed in full by Marketing Edinburgh
- Edinburgh Airport
- We work in partnership with Edinburgh Airport to secure new air routes and develop existing routes into Edinburgh.

**PRESS TRIPS**
- We organised and delivered 26 press trips in 2017/18, achieving a reach of 31M+ people.
- Key highlights include:
  - P&O Ferries
  - The Irish Sun
  - National Geographic (Australia and New Zealand
  - The Times
  - British Airways: 75k Night Life
  - Metro Lifestyle
  - Condé Nast Traveler (Europe)
  - Spotlight (Germany)
  - National Geographic China

**EVENTS**
- Promoting Edinburgh’s calendar of events, featuring over 200 annual events across culture, seasonal favourites, sports, festivals, theatre, and science.
  - Edinburgh’s Fringe
  - Burns and Beyond
  - Edinburgh’s Christmas
  - Hogmanay
  - Christmas at Holyrood
  - Giant Lanterns of China
  - Riding of the Marches
  - Samhuinn Fire Festival
  - Edinburgh’s Festival Carnival
  - Six Nations

**TOP PAGES**
- Edinburgh: 101 Objects
- #UncoverEdinburgh
- Edinburgh’s Georgian Shadows
- Edinburgh – China Air Link

**INTERNATIONAL MARKETS TO EDINBURGH**
- **80M+ people reached globally through campaign activity**
- **31M+ reached via Edinburgh press trips**
- **538M+ PR Opportunities-To-See**