

**Edinburgh Visitor Survey (June – September 2008)
Visitor Use of Landmark Press Publications -
Edinburgh and Lothians Bedroom Folder & Edinburgh Guide**

From June to September 2008 Landmark Press included some questions in the well respected, independent Edinburgh Visitor Survey undertaken by Lynn Jones Research Ltd.

97% of visitors remembered the Edinburgh Guide – after they had returned from their holiday - and chose to answer our questions about it. 67% of visitors who stayed in tourist accommodation in the city answered our questions about the bedroom folder.

Edinburgh and Lothians Bedroom Folder

Who looked through the folder?

- 79% of those in 1-3 star rated accommodation, and 74% in 4-5 star accommodation
- 74% of UK visitors and 69% of overseas visitors.
- 73% of those staying for 1-3 nights and 66% of those staying 4+ nights

Who was influenced?

- Of these, the following were influenced significantly to visit one or more attractions
 - 39% of those staying in luxury accommodation
 - 32% staying in B&Bs
 - 25% of overseas visitors

The Edinburgh Guide

Who picked up a copy of the Edinburgh Guide?

- 43% of all visitors to the city picked up a copy of the Edinburgh Guide.
 - By age group:
 - 46% of <35
 - 39% of 53-54
 - 44% of 55+
 - By type of trip
 - 46% of 1st time visitors
 - 38% of repeat visitors
 - 34% of day visitors
 - 43% of staying visitors
 - By attractions visited
 - 45% on the Royal Mile
 - 47% elsewhere in the city
 - By Origin of visitor
 - 38% UK
 - 46% overseas

Who was influenced by the Edinburgh guide to visit one or more attraction?

- An average of 1 in 3 was influenced significantly by it to visit one or more attractions:
 - 20% of visitors staying for 1-3 nights
 - 37% of visitors staying for 4+ nights
 - 50% of day visitors
 - 38% of UK visitors
 - 31% of overseas visitors
 - 35% of the <35 age group
 - 35% of the 35-54 age group
 - 28% of the 55+ age group
 - 33% of first time visitors
 - 36% of repeat visitors
 - 35% of visitors to Royal Mile attractions
 - 38% of visitors to attractions elsewhere in the city

What visitors particularly liked....and what they felt could be improved

Respondents to the questions above were asked to give comments on what they particularly liked, and what they felt could be improved about each of the Bedroom Folder and the Edinburgh Guide. Their verbatim answers follow.

What did you particularly like about the Bedroom Folder?

- Easy to find places around your area of interest, and help to plan while in the hotel.
- Extremely nice and complete for a guest house.
- I got more information on attractions I did not know about before.
- I like that it had a variety of places to eat. And also had some tour ideas.
- I was impressed with the amount and the presentation of the information.
- We liked the wide range of activities on offer. The folder contained information on the Stand Comedy Club - this encouraged us to go.
- We had already decided to visit places within the folder, therefore it had limited use to us. However, it was very good and if we hadn't already decided then this would have given us all the details. We did pick up extra details (directions etc) even for the places we had already decided. All in all it was very good.
- It was there, handy and contained useful information.
- It gave a varied selection of attractions/restaurant options.
- Informative and comprehensive. Information about other restaurants was appreciated.
- I liked all the pictures in the Bedroom Folder and the general information like how to find places to visit
- Found it a useful source of possible tourist options whilst I was visiting.
- It was very complete and well organized. If your trip is not completely defined when you arrive at the city, it is quite useful to customize it.
- It was very informative about Edinburgh and the surrounding area.
- I liked the map, the advertisements for historical places to visit, and the ghost tours.

What could be improved about the Bedroom Folder?

- It was very informative for places to visit but there could have been a larger section on different places to eat
- Information about various ticket prices would be useful. For example, we had no idea that there were several options for ticket prices for one and more castles, and no idea there were ticket prices for climbing the monument.
- Full details of busses to get to various points of interest. We were very impressed with the bus system.
- I used it to get address and opening times of places I wanted to visit - some of the flyers did not have opening times.
- Add information on restaurants in the city.

What did you particularly like about the Edinburgh Guide?

- Clear bus route maps & a map of the city with its attractions are very useful.
- For a person like me who is entering the city for the first time, I would say it is very useful.
- Confirmed the attractions I was interested in. Showed some other possibilities of places to visit.
- I found the map very helpful when trying to find places it also gave the bus numbers and routes which was a great help.
- The map was good as it separated the different sides of the city in clear colour coding. It showed clearly where tourist attractions were but also was a detailed street map for walking. The adverts for the attractions were also great as they gave details on entrance fees and opening times.
- That it was in my own language.
- The guide had great outdoor activities and places to visit in detail, which helps tremendously in providing first hand information to new tourists. It wonderfully outlined the various thrills and experiences Edinburgh has to offer which makes people stay longer in order to actually experience them.
- The fact that it is represented in numerous languages and invites people from all over the world to enjoy Edinburgh to the same level as each other.
- It has a lot of good information about the city. Good map which is really important.
- It was well set out and easy to follow.
- I liked the map, it was nice to plot out what we wanted to do on a given day and in what order.
- Overall the guide was very helpful and informative.
- Perfect Guide, Multiple languages, Good city-maps, wide variety of advertisements.
- Reminded me of places I have not been.
- Excellent in depth coverage of places of interest.

What could be improved about the Edinburgh Guide?

- The Bus map was a bit confusing
- Reference times on closings of attractions and stores. Also currency exchange locations.
- Would like to see more events by calendar listed.
- More details on opening/closing times, prices, and what is on at the places to visit.
- Report the tickets prices for each attraction.
- The map only includes a small part of the city (only the centre).
- No prices were listed, and this made it difficult to decide what attractions to pick.
- There is excessive information about shopping, and reduced information about opening hours in museums.
- The descriptions in it did not have enough detail to be fully informative.
- I would have liked more on the city architecture. I liked the information about all the little historical places.
- More detail or a reference as to how to find out what's on in which art gallery
- More details regarding street directions - we had a hire car and found with all the works going on in the city it made it difficult for us to find our way out of town.