

APPENDICES

A Tables from the visitor survey

Table A.1– Demographic profile

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	167	832	510	1441	725	484	118	49	102	335	406	84	247	225	104	104
Sex																
Male	61	50	52	50	43	44	68	58	63	50	52	27	49	35	54	27
Female	39	50	48	50	57	56	32	42	37	50	48	73	51	65	46	73
Age																
16-17	1	0	3	3	0	2	2	24	3	2	2	1	2	0	2	0
18-24	19	6	26	18	7	6	8	3	5	14	19	7	11	6	10	2
25-34	16	11	27	23	12	9	23	30	13	29	34	16	27	18	9	23
35-44	13	13	16	18	27	17	39	26	21	24	20	44	19	42	16	41
45-54	20	16	16	19	25	19	23	11	19	14	16	12	18	19	20	21
55-64	7	22	12	12	16	26	5	3	15	11	7	16	10	8	33	7
65+	25	33	1	6	13	20	*	4	23	7	3	4	15	6	10	3
Social Class																
AB	16	16	27	37	58	49	32	44	18	33	31	48	26	38	32	48
C1	65	52	50	45	30	39	41	37	42	46	52	40	42	39	54	47
C2	7	18	8	10	4	5	11	4	25	12	10	2	13	18	7	4
DE	13	14	15	8	8	8	16	15	16	9	7	10	20	6	7	1

Table A.2– Type of trip away from home

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	72	691	274	898	398	279	20	23	52	335	406	84	247	225	104	104
I am on holiday	39	37	20	42	28	39	24	33	47	19	33	18	27	18	33	0
I am taking a short break	48	59	28	38	30	39	30	65	13	46	43	18	45	55	35	42
I am on holiday visiting friends and relatives	5	3	21	12	29	10	23	*	30	21	13	0	16	19	14	6
I am visiting friends and relatives for another reason	8	0	6	2	5	2	12	0	10	1	2	46	3	0	5	0
I am on business/working/ conference	1	0	26	6	8	11	12	2	-	6	1	18	5	8	9	15

Table A.3– Accommodation used

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
<i>Base:</i>	72	691	274	898	398	279	20	23	52	335	406	84	247	225	104	104
Staying with friends/ relatives	29	7	59	32	50	30	55	47	43	30	29	69	29	39	30	16
Hotel (50+ rooms)	40	62	17	13	12	16	2	28	20	32	25	15	31	15	4	26
Hotel (less than 50 rooms)	8	12	3	12	7	7	10	7	1	13	6	0	12	20	7	13
Guest House	4	8	4	5	6	14	10	-	21	9	10	8	11	10	15	13
Rented house/flat/ cottage	2	1	8	8	8	7	-	-	3	4	5	0	4	6	4	10
Bed & Breakfast in a private house	5	6	2	8	9	14	12	*	10	3	9	0	7	6	11	13
University/ college accommodation	1	2	5	10	2	10	-	16	0	1	3	0	1	0	15	0
Youth Hostel/Backpackers Hostel	4	1	2	9	4	5	-	*	*	9	8	8	8	3	4	3
Caravan	9	2	-	3	1	-	-	-	-	1	0	0	1	6	7	0
Tent	-	1	-	3	1	-	10	-	2	0	0	0	0	0	0	0
Second home	*	*	-	2	1	2	2	-	-	1	1	0	0	3	4	0

Table A.4 – Events decided to attend before trip

	Int. Jazz and Blues Festival	Military Tattoo	Int. Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	167	832	510	1441	725	484	118	49	102	335	406	84	247	225	104	104
Decided upon all of the events attending	41	87	43	26	63	73	85	81	47	47	54	77	62	48	78	78
Decided upon most of the events attending	16	3	12	11	11	13	3	5	0	17	19	6	6	20	10	6
Decided upon some but not most of the events attending	6	2	9	18	6	5	2	5	2	9	14	2	6	9	4	5
Had not decided upon any of the events attending	29	4	15	42	18	8	1	9	39	25	10	14	22	23	8	10
Don't know	9	4	20	3	1	1	9	1	12	2	3	0	5	0	1	0

Table A.5– Information used to plan trip

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	167	832	510	1441	725	484	118	49	102	335	406	84	247	225	104	104
Advice from friend or relative	20	33	39	32	21	20	34	15	23	35	50	24	29	21	44	27
Edinburgh Festival Programme	45	11	36	49	88	89	80	1	10	12	14	24	1	19	22	39
Magazine/newspaper article or review	17	12	13	26	24	28	18	24	6	9	14	5	24	9	11	8
Advert in newspaper/magazine	22	5	7	10	9	3	8	5	7	13	6	4	21	5	2	6
Leaflet	5	2	4	18	5	3	4	5	2	2	4	20	7	26	20	10
Guide book	8	8	4	6	4	2	1	4	2	9	6	0	2	1	1	0
Specific festival website	1	1	3	7	6	7	0	*	*	25	12	18	6	17	12	29
Internet unspecified	1	2	3	6	1	3	*	*	-	10	16	6	8	5	8	4
Posters in street, pubs, etc.	6	1	4	5	1	3	8	19	0	3	2	0	3	8	10	2
Tourist Information Centre	6	4	1	2	1	1	2	1	0	3	5	1	1	1	1	1
Tourist brochure	4	7	1	2	1	0	0	1	1	4	8	0	1	2	4	2
Travel agent	1	16	*	1	0	1	*	*	6	2	3	0	1	0	1	0
TV	*	13	0	1	*	1	-	-	1	0	2	0	1	0	0	0

Table A.6 – Influence of festivals on decision to visit Edinburgh

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	105	778	357	1117	541	356	44	37	71	335	406	84	247	225	104	104
My sole reason for coming	46	70	46	49	52	58	65	42	36	16	44	53	27	30	61	73
A very important reason	8	17	12	17	21	20	6	1	7	16	29	9	5	13	15	11
A fairly important reason	4	8	9	12	14	11	1	19	3	15	14	6	7	4	2	7
Only a small reason	18	5	11	12	6	7	0	18	17	21	9	13	15	11	5	2
Of no importance at all	25	2	21	10	8	4	23	20	38	31	4	9	46	41	18	7

Table A.7– Influence of festivals on decision to visit Scotland

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	59	673	251	816	354	246	21	20	48	335	406	84	247	225	104	104
My sole reason for coming	24	62	33	43	35	49	69	25	23	11	68	0	13	2	38	68
A very important reason	6	17	18	21	26	18	2	*	1	20	17	0	5	11	21	11
A fairly important reason	1	9	10	9	17	19	1	3	3	21	7	13	3	2	3	11
Only a small reason	29	8	7	11	3	7	0	36	23	44	5	13	12	7	9	0
Of no importance at all	41	3	31	17	19	7	28	37	50	5	4	38	64	68	29	11

Table A.8 – Agreement with attitude statements (1=disagree strongly, 5=agree strongly)

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	167	832	510	1441	725	484	118	49	102	335	406	84	247	225	104	104
It was easy to find information about the Festival(s) I attended	4.21	4.44	4.43	4.51	4.77	4.59	4.51	4.6	4.71	4.23	4.35	4.27	3.79	3.65	4.16	4.29
Edinburgh is a better place to live because of the Edinburgh festivals	4.36	4.27	3.8	4.06	4.14	4.12	4.53	4.06	4.6	4.12	4.14		3.98	3.10	3.79	4.03
Having a variety of festivals on at the same time adds to the the overall appeal	4.52	4.33	4.15	4.36	4.45	4.26	4.31	4.7	4.71							
It was easy to find and get to event venues	4.35	4.43	4.16	4.42	4.6	4.56	4.42	4.72	4.75	4.69	4.52	4.18	4.58	4.36	4.46	4.46
I would like to visit Edinburgh for reasons other than the festivals	4.05	4.42	4.1	4.37	4.3	4.12	4.06	4.79	4.63							
If the other festivals didn't take place at the same time I would not have attended	2.04	2.14	2.45	2	1.66	2.11	2.01	1.61	1.99							

Table A.9– How trip compared to expectations (1=much worse, 5=much better)

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	167	832	510	1441	725	484	118	49	102	335	406	84	247	225	104	104
Value for money of events attended	3.82	3.98	3.45	3.35	3.32	3.53	3.63	4.17	4.03	3.41	4.06	4.17	3.96	3.43	3.6	3.91
Range of events	4.09	4.15	3.71	3.85	3.59	3.5	3.68	3.97	4.18	4.16	3.54	4.05	4.00	3.63	3.57	4.12
Overall experience of the Festival(s)	4.04	4.13	3.77	3.87	3.55	3.57	3.89	3.81	4.22	4.22	4.20	3.87	3.99	3.44	3.61	4.14
Overall experience of Edinburgh as a place to visit	3.97	4.24	3.68	3.88	3.48	3.6	3.9	3.38	4.34	4.15	4.14	3.44	3.96	3.07	3.54	3.84

Table A.10 – Number of previous visits to Edinburgh in last 10 years

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	105	778	357	1117	541	356	44	37	71	335	406	84	247	225	104	104
First visit in 10 years	21	42	23	28	12	16	37	13	8	20	27	16	37	20	26	11
Repeat visit	79	58	77	72	88	84	63	87	92	80	73	84	63	80	74	89
Number of visits in last 10 years																
This visit only	3	11	4	3	1	3	-	1	6	2	8	0	6	0	0	0
2 or 3 visits	23	44	24	28	12	19	1	38	36	18	33	19	24	12	13	18
Between 4 and 7 visits	10	21	6	19	11	10	15	0	13	17	17	12	14	9	22	13
Between 8 and 19 visits	4	10	11	14	21	14	7	0	2	12	10	12	5	4	20	20
20 to 30 visits	3	4	10	9	13	12	16	12	11	11	8	58	15	12	9	13
More than 30 visits	54	7	25	24	38	37	34	49	31	40	22	0	33	57	29	35

Table A.11 – Whether plan to attend other festivals in Edinburgh during next 12 months

	Int. Jazz and Blues Festival	Military Tattoo	Int.Film Festival	Festival Fringe	Int. Book Festival	Int. Festival	Mela	Int. Games Festival	Festival Cavalcade	Capital Xmas	Hogmanay	Storytell festival	Easter festival	Int. Science festival	Ceilidh Culture	Int Childrens Theatre
Base:	167	832	510	1441	725	484	118	49	102	335	406	84	247	225	104	104
Yes	44	5	37	23	36	29	49	31	16	45	42	84	72	69	60	73
No	56	95	63	78	64	70	48	69	84	55	58	16	28	31	40	27

B Profile and economic impact per festival

B.1 This section will cover the profile and economic impacts of each of the festivals individually giving output and the number of jobs created at each of the various impact geographies. It will cover each of the following festivals,

- the **Summer festivals** (including the Edinburgh International Festival, The Edinburgh Festival Fringe, the Edinburgh International Book Festival, the Edinburgh International Film Festival, the Edinburgh International Games Festival, the Edinburgh International Jazz and Blues Festival, the Edinburgh Mela, the Edinburgh Military Tattoo, The Media Guardian Edinburgh International TV Festival and the Edinburgh Festival Cavalcade).
- the **Winter festivals** (including Capital Christmas and Edinburgh's Hogmanay)
- the **Autumn and Spring festivals** (including the Edinburgh Storytelling Festival, the Edinburgh Easter Festival, the Edinburgh International Science Festival, Ceilidh Culture and the Edinburgh International Children's Theatre festival).

B.2 For each of the festivals we will provide some brief background information, a summary of the key indicators and finally the economic impacts of the festival on output and jobs supported.

Summer festivals

Edinburgh International Jazz and Blues festival

B.3 The Edinburgh International Jazz and Blues Festival was staged between the 31st July and the 8th August 2004 and it involved performances in bars, concert halls, clubs, streets, parks and churches. Of the nine venues the largest in terms of attendance and frequency of use were the Edinburgh Playhouse, Queens Hall and The Hub.

Table B.1 : Key indicators for the Edinburgh International Jazz and Blues Festival

Attendances (tickets and free events)		75,000
Average number of events attended at this festival		1.60
Average number of events attended at any summer festival		2.14
Estimated number of unique trips to the festival		46,875
Age of visitors	16-24 yrs	21%
	25-34 yrs	16%
	35-44 yrs	13%
	45-54 yrs	20%
	55+ yrs	31%
Origins	% from Edinburgh	62%
	% from the Lothians	8%
	% from elsewhere in Scotland	12%
	% from elsewhere in the UK	8%
	% from overseas	11%
Type of trip	% daytrippers	76%
	% on an overnight stay	24%
Average length of stay (overnight visitors)		10.7

B.4 Almost two thirds of the 46,875 individuals who attended this festival were over 35 years old. Most of those attending were Edinburgh locals (62%) on a daytrip (76%). This suggests a high level of displacement and a lower level of expenditure amongst attendees than some other festivals that were able to attract more visitors from further away. The festival did however manage to attract 11,250 individuals who stayed overnight in the city and on average each overnight guest stayed for 10.7 nights away from home.

Table B.2: Output Impacts generated from the Edinburgh International Jazz and Blues Festival (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£2.8	50.9	£2.9	56.0	£2.7	56.4
Journalists expenditure	£0.0	0.0	£0.0	0.0	£0.0	0.1
Performers and delegates expenditure	£0.0	1.0	£0.0	1.1	£0.1	1.5
Festival organisers expenditure	£0.1	1.2	£0.1	1.9	£0.1	2.2
Totals	£2.9	53.2	£3.0	59.0	£2.9	60.1

B.5 Overall we estimate that the Edinburgh International Jazz and Blues Festival generated,

- £2.9m and 53.2 FTE's in Edinburgh,
- £3.0m and 59 FTE's in the Lothians and
- £2.9m and 60.1 FTE's in Scotland.

Edinburgh Military Tattoo

B.6 The Edinburgh Military Tattoo was staged between the 6th and the 28th August 2004. With Edinburgh Castle as the venue, the 2004 Tattoo featured The Royal Air Force including their Massed Military Bands and Queen's Colour Squadron together with Massed Pipes and Drums, Massed Highland Dancers, the Lone Piper, and acts from across the globe, including India, South Africa, New Zealand and the Far East .

Table B.3: Key indicators for the Edinburgh Military Tattoo

Attendances (tickets and free events)		217,000
Average number of events attended at this festival		1.00
Average number of events attended at any summer festival		1.33
Estimated number of unique trips to the festival		217,000
Age of visitors	16-24 yrs	6%
	25-34 yrs	11%
	35-44 yrs	13%
	45-54 yrs	16%
	55+ yrs	55%
Origins	% from Edinburgh	17%
	% from the Lothians	1%
	% from elsewhere in Scotland	9%
	% from elsewhere in the UK	48%
	% from overseas	25%
Type of trip	% daytrippers	27%
	% on an overnight stay	73%
Average length of stay (overnight visitors)		7.5

B.7 The Edinburgh Military Tattoo is an event which demonstrates worldwide appeal, attracting 73% of its visitors from outside Scotland, 25% of which are from overseas. These visitors are predominantly staying overnight in the capital (73%) for a substantial amount of time (7.5 nights), we would therefore expect these visitors to be higher spending than from other events. However, the event also attracts an older crowd, with 55% of visitors being aged 55 or over. People who attended this event on average attended it once, reflecting the fact that

the Tattoo is a single performance that is re-run rather than a programme of events. This suggests that in total there were 217,000 individuals who attended the event.

Table B.4: Output Impacts and jobs generated from the Edinburgh Military Tattoo (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£23.3	450.2	£29.0	594.5	£29.3	618.2
Journalists expenditure	£0.0	0.8	£0.0	0.8	£0.1	1.1
Performers and delegates expenditure	£0.2	3.5	£0.2	3.8	£0.2	4.7
Festival organisers expenditure	-£0.1	-2.6	-£0.1	-1.8	-£0.1	-2.0
Totals	£23.3	452.0	£29.2	597.3	£29.5	622.0

B.8 Overall we estimate that the Edinburgh Military Tattoo generated,

- **£23.3m and 452 FTE's in Edinburgh,**
- **£29.2m and 597.3 FTE's in the Lothians and**
- **£29.5m and 622 FTE's in Scotland.**

Edinburgh International Film festival

B.9 The 2004 Edinburgh International Film Festival was staged between the 20th and the 28th August 2004. The festival involved over 300 screenings, and over 20 industry events including debates, workshops and demonstrations. 290 of the film screenings were made in 6 Edinburgh venues (Filmhouse, Cameo, UGC Cinema, Dominion, Traverse Theatre and the Edinburgh College of Art). The remaining screenings were in Glasgow based venues. All industry events took place in Edinburgh, the vast majority being at the Point Conference Centre.

Table B.5 : Key indicators for the Edinburgh International Film festival

Attendances (tickets and free events)		54,500
Average number of events attended at this festival		2.90
Average number of events attended at any summer festival		3.58
Estimated number of unique trips to the festival		18,793
Age of visitors	16-24 yrs	29%
	25-34 yrs	27%
	35-44 yrs	17%
	45-54 yrs	15%
	55+ yrs	13%
Origins	% from Edinburgh	53%
	% from the Lothians	7%
	% from elsewhere in Scotland	16%
	% from elsewhere in the UK	11%
	% from overseas	12%
Type of trip	% daytrippers	77%
	% on an overnight stay	23%
Average length of stay (overnight visitors)		10

B.10 Over half of the visitors to the Edinburgh Film festival were aged 16-24 years demonstrating that the event attracts a young local crowd. These visitors would tend to demonstrate lower spending levels. The festival does however attract 23% of its visitors from outside Scotland and on average these individuals stay for 10 nights away from home. Individuals who attended the Film festival on average visited 2.9 events at the festival, given an attendance of 54,500, this suggests that there were 18,793 unique trips to the festival.

Table B.6: Output Impacts and jobs generated from the Edinburgh International Film Festival (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£1.6	31.8	£1.9	39.2	£1.6	33.9
Journalists expenditure	£0.1	1.5	£0.1	1.6	£0.1	2.3
Performers and delegates expenditure	£0.1	1.4	£0.1	1.5	£0.1	1.8
Festival organisers expenditure	£0.4	6.9	£0.4	8.4	£0.8	16.0
Totals	£2.1	41.7	£2.5	50.7	£2.6	54.1

B.11 Overall we estimate that the Edinburgh International Film festival generated,

- **£2.1m and 41.7 FTE's in Edinburgh**
- **£2.5m and 50.7 FTE's in the Lothians and**
- **£2.6m and 54.1 FTE's in Scotland.**

Edinburgh Festival Fringe

B.12 The Fringe began in 1947, when the Edinburgh International Festival was launched. They now sell over 1 million tickets and employ a year-round full-time staff of 8 which increases to around 120 in August. Importantly, the Fringe is quite different to other festivals run in the city in that it was set up as and remains an open-access festival where performing groups pay a fee to be included in the programme. In 2004 there were 1700 performances taking places in a wide variety of venues of different sizes across the city including major theatres, hotels, pubs and others.

Table B.7: Key indicators for the Edinburgh Festival Fringe

Attendances (tickets and free events)		1,461,997
Average number of events attended at this festival		4.30
Average number of events attended at any summer festival		4.65
Estimated number of unique trips to the festival		339,999
Age of visitors	16-24 yrs	19%
	25-34 yrs	23%
	35-44 yrs	19%
	45-54 yrs	20%
	55+ yrs	19%
Origins	% from Edinburgh	22%
	% from the Lothians	5%
	% from elsewhere in Scotland	17%
	% from elsewhere in the UK	38%
	% from overseas	18%
Type of trip	% daytrippers	40%
	% on an overnight stay	60%
Average length of stay (overnight visitors)		9.7

B.13 The Edinburgh Festival Fringe attracts 339,999 unique trips to its events and over half of these are from outside Scotland (56%). Sixty percent of these individuals also tend to stay

overnight and on average attendees stay away from home for 9.7 nights visiting 4.65 events in their trip. This suggests a higher spending visitor who is coming from further away and therefore choosing to spend more time and more money in the city, taking advantage of the wide variety of events on offer.

Table B.8: Output Impacts and jobs generated from the Edinburgh Festival Fringe (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£54.8	1077.4	£57.4	1189.1	£54.5	1149.9
Journalists expenditure	£0.2	4.4	£0.2	4.6	£0.3	6.6
Performers and delegates expenditure	£14.0	281.6	£16.4	348.6	£18.5	402.6
Festival organisers expenditure	£0.9	18.2	£0.9	17.0	£1.6	32.7
Totals	£69.9	1381.5	£74.9	1559.4	£74.8	1591.7

B.14 In addition to the substantial impacts from visitors, the festival also involves 17,000 performers and in fact over 70% of all the performers at all the summer festivals will be attached to the Festival Fringe. These individuals visit the city and stay for a good length of time (over 2 weeks in the case of overseas performers) and will have spent substantial sums of money in the city during their stay.

B.15 Overall we estimate that the Edinburgh Festival Fringe generated,

- **£69.9m and 1381.5 FTE's in Edinburgh,**
- **£74.9m and 1559.4 FTE's in the Lothians and**
- **£74.8m and 1591.7 FTE's in Scotland.**

Edinburgh International Book festival

B.16 The Edinburgh International Book Festival was staged between the 14th and 30th August 2004 in Charlotte Square Gardens. It is the world's largest public celebration of words and ideas, attracting internationally renowned writers and thinkers as well as providing a platform for Scottish authors and has doubled its audience within the last four years. The festival presented 621 events including meet the author sessions, readings and signings, debates and discussions on a range of issues and a full children's and schools programme.

Table B.9: Key indicators for the Edinburgh International Book festival

Attendances (tickets and free events)		207,000
Average number of events attended at this festival		2.30
Average number of events attended at any summer festival		3.33
Estimated number of unique trips to the festival		86,957
Age of visitors	16-24 yrs	7%
	25-34 yrs	12%
	35-44 yrs	28%
	45-54 yrs	25%
	55+ yrs	29%
Origins	% from Edinburgh	49%
	% from the Lothians	6%
	% from elsewhere in Scotland	21%
	% from elsewhere in the UK	16%
	% from overseas	8%
Type of trip	% daytrippers	75%
	% on an overnight stay	25%
Average length of stay (overnight visitors)		12.7

B.17 Visitors who attended events at the Edinburgh Book festival attended 2.3 book festival events, suggesting an overall attendance of 86,957 individuals. The festival attracted a predominantly Scottish crowd 49% of which were locals, 6% from the Lothians and 21% from elsewhere in Scotland. Three quarters of these individuals were daytrippers and the average overnight visitor stayed away from home for 12.7 nights. We would therefore expect the average spending levels to be fairly moderate.

Table B.10: Output Impacts and jobs generated from the Edinburgh International Book festival (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£2.9	53.7	£3.1	61.3	£3.4	70.7
Journalists expenditure	£0.1	1.4	£0.1	1.5	£0.1	2.2
Performers and delegates expenditure	£0.1	1.7	£0.1	1.8	£0.1	2.0
Festival organisers expenditure	£0.4	8.0	£0.5	9.2	£0.3	6.9
Totals	£3.4	64.9	£3.7	73.9	£3.9	81.8

B.18 Overall we estimate that the Edinburgh International Book festival generated,

- **£3.4m and 64.9 FTE's in Edinburgh,**
- **£3.7m and 73.9 FTE's in the Lothians and**
- **£3.9m and 81.8 FTE's in Scotland.**

Edinburgh International festival

B.19 The Edinburgh International festival took place from the 15th of August to the 5th of September and is now over 50 years old, having started in 1947. It is widely acknowledged as having one of the world's greatest arts programmes and includes a wide variety of music, dance and drama performances that take place in the city's premier venues, including Usher hall, the Festival and Kings theatres and many others. The performers are predominantly major international groups from overseas and inclusion in the final programme is by invitation only.

Table B.11: Key indicators for the Edinburgh International festival

Attendances (tickets and free events)		334,900
Average number of events attended at this festival		4.00
Average number of events attended at any summer festival		4.67
Estimated number of unique trips to the festival		83,725
Age of visitors	16-24 yrs	8%
	25-34 yrs	9%
	35-44 yrs	17%
	45-54 yrs	19%
	55+ yrs	47%
Origins	% from Edinburgh	56%
	% from the Lothians	1%
	% from elsewhere in Scotland	17%
	% from elsewhere in the UK	16%
	% from overseas	9%
Type of trip	% daytrippers	70%
	% on an overnight stay	30%
Average length of stay (overnight visitors)		10.5

B.20 The Edinburgh International Festival attracted an older and more local crowd with 66% of visitors being over 45 years old and 56% being locals. Over two thirds of visitors were day

trippers with 30% staying overnight. On average an overnight visitor stayed for 10.5 nights and attended 4 international festival events, suggesting that there were 83,725 individual visitors in total. Importantly the international festival also includes the Bank of Scotland Fireworks concert.

Table B.12: Output Impacts and Jobs generated from the Edinburgh International festival (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£18.2	354.1	£18.8	384.6	£13.4	283.3
Journalists expenditure	£0.1	1.5	£0.1	1.6	£0.1	2.3
Performers and delegates expenditure	£0.4	7.6	£0.4	8.2	£0.5	11.5
Festival organisers expenditure	£0.6	11.4	£0.8	15.0	£0.4	8.7
Totals	£19.3	374.7	£20.0	409.3	£14.4	305.7

B.21 Overall we estimate that the Edinburgh International festival generated,

- **£19.3m and 374.7 FTE's in Edinburgh,**
- **£20m and 409.3 FTE's in the Lothians and**
- **£14.4m and 305.7 FTE's in Scotland.**

Edinburgh Mela

B.22 The Edinburgh Mela was first introduced to the city in 1995, when Melas had been established in other parts of the UK and was formed by groups from Bangladesh, India, Pakistan, China and Africa. It was run over the weekend of the 4th and 5th of September predominantly in Pilrig Park and its aim is to showcase aspects of these cultures in a Scottish environment. The events were free to attend and included a wide variety of music and dance workshops.

Table B.13: Key indicators for the Edinburgh Mela

Attendances (tickets and free events)		40,000
Average number of events attended at this festival		1.40
Average number of events attended at any summer festival		1.63
Estimated number of unique trips to the festival		28,571
Age of visitors	16-24 yrs	11%
	25-34 yrs	22%
	35-44 yrs	38%
	45-54 yrs	24%
	55+ yrs	6%
Origins	% from Edinburgh	82%
	% from the Lothians	4%
	% from elsewhere in Scotland	4%
	% from elsewhere in the UK	7%
	% from overseas	3%
Type of trip	% daytrippers	92%
	% on an overnight stay	8%
Average length of stay (all visitors)		0.5

B.23 The Mela was a smaller scale event, perhaps reflecting its age in comparison to some of the other festivals and attracted a total of 28,571 individuals across the two days. These were a mixture of both young and old who were predominantly locals from Edinburgh (82%) and on a daytrip (92%). In fact only 8% of those who attended this event stayed overnight and this is reflected in the average length of stay of 0.5 nights amongst all visitors. We would therefore expect the spending patterns of these individuals to be lower and the level of displacement to be much higher given the level of local resident attendance.

Table B.14: Output Impacts and jobs generated from the Edinburgh Mela (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£0.5	9.9	£0.5	10.5	£0.2	4.6
Journalists expenditure	£0.0	0.2	£0.0	0.2	£0.0	0.3
Performers and delegates expenditure	£0.3	5.7	£0.4	7.6	£0.4	8.7
Festival organisers expenditure	£0.0	0.3	£0.0	0.5	£0.0	0.6
Totals	£0.8	16.1	£0.9	18.9	£0.7	14.2

B.24 Overall we estimate that the Edinburgh Mela generated,

- **£0.8m and 16.1 FTE's in Edinburgh,**
- **£0.9m and 18.9 FTE's in the Lothians and**
- **£0.7m and 14.2 FTE's in Scotland.**

Edinburgh Festival Cavalcade

B.25 The Edinburgh Festival Cavalcade, which took place on the 8th of August 2004, marks the start of the Edinburgh Festival Fringe each year. The procession began in Cockburn Street, crossed Waverley Bridge towards Princes Street, then turned left to the West End of Princes Street and back along Kings Stables Road towards the Grassmarket. The procession involves performers from many of the other festivals as well as floats and other bands who are involved in the event specifically.

Table B.15 : Key indicators for the Edinburgh Festival Cavalcade

Attendances (tickets and free events)		185,000
Average number of events attended at this festival		1.00
Average number of events attended at any summer festival		1.49
Estimated number of unique trips to the festival		185,000
Age of visitors	16-24 yrs	4%
	25-34 yrs	8%
	35-44 yrs	36%
	45-54 yrs	18%
	55+ yrs	35%
Origins	% from Edinburgh	49%
	% from the Lothians	6%
	% from elsewhere in Scotland	17%
	% from elsewhere in the UK	11%
	% from overseas	18%
Type of trip	% daytrippers	70%
	% on an overnight stay	30%
Average length of stay (overnight visitors)		11.9

B.26 The Edinburgh Cavalcade attracts a predominantly local (49%) and older crowd of 185,000 individuals. People are predominantly on daytrips (70%) and on average those visitors staying overnight stay away from home for 11.9 nights.

Table B.16: Output Impacts and Jobs generated from the Edinburgh Festival Cavalcade (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£2.6	55.6	£2.8	62.5	£3.3	67.6
Journalists expenditure	£0.0	0.2	£0.0	0.2	£0.0	0.3
Performers and delegates expenditure	£0.7	14.9	£0.9	19.4	£1.0	21.5
Festival organisers expenditure	£0.0	-0.4	£0.0	-0.4	£0.0	0.0
Totals	£3.3	70.2	£3.7	81.7	£4.2	89.3

B.27 Overall we estimate that the Edinburgh Festival Cavalcade generated,

- **£3.3m and 70.2 FTE's in Edinburgh,**
- **£3.7m and 81.7 FTE's in the Lothians and**
- **£4.2m and 89.3 FTE's in Scotland.**

Edinburgh International Games Festival

B.28 The Edinburgh International Games festival is a new event to the summer calendar, having been started in 2003. It included, 2 days of conference sessions- 12th and 13th August, which were attended by 300 delegates representing some of the top members of the UK gaming industry. An all new series of game screenings which were held from the 11th-14th August at the Odeon cinema and personal presentations to the public, trade and press by some of the industry's leading games creators. Finally there was a 2 week public gameplay exhibition, 'Go play games' - 8th-22nd August, which was held in the National Museum for Scotland.

Table B.17 : Key indicators for the Edinburgh International Games Festival

Attendances (tickets and free events)		7,289
Average number of events attended at this festival		1.00
Average number of events attended at any summer festival		1.31
Estimated number of unique trips to the festival		7,289
Age of visitors	16-24 yrs	27%
	25-34 yrs	30%
	35-44 yrs	26%
	45-54 yrs	11%
	55+ yrs	6%
Origins	% from Edinburgh	54%
	% from the Lothians	8%
	% from elsewhere in Scotland	17%
	% from elsewhere in the UK	16%
	% from overseas	5%
Type of trip	% daytrippers	75%
	% on an overnight stay	25%
Average length of stay (all attendees)		2.14

B.29 The Edinburgh International Games festival attracted a fairly young crowd, with 57% of those attending under 35 years old and 27% under 24. These individuals were predominantly daytrippers (75%) from Edinburgh and the Lothians (62%). On average individuals who attended the Games festival went to 1 event, indicating that 7,289 unique trips were made to the festival. Since most individuals were local and on daytrips we would expect the average spending levels from individuals associated with this event to be fairly low.

Table B.18: Output Impacts and jobs generated from the Edinburgh International Games Festival (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£0.3	4.9	£0.5	10.1	£0.3	7.3
Journalists expenditure	£0.0	0.0	£0.0	0.0	£0.0	0.0
Performers and delegates expenditure	£0.3	5.7	£0.3	6.5	£0.3	5.7
Festival organisers expenditure	£0.0	-0.9	£0.0	-0.8	£0.0	0.8
Totals	£0.5	9.7	£0.7	15.8	£0.6	13.8

B.30 It is worth noting that whilst the impact from visitors, journalists and organisers was slight, the festival does attract 300 delegates who represent the cream of the gaming community. These individuals might only have stayed for a few days, but their expenditure would be substantial and represents more than 50% of the overall impacts on the local economy.

B.31 Overall we estimate that the Edinburgh International Games festival generated,

- **£0.5m and 9.7 FTE's in Edinburgh,**
- **£0.7m and 15.8 FTE's in the Lothians and**
- **£0.6m and 13.8 FTE's in Scotland.**

Media Guardian Edinburgh International TV Festival

B.32 The Edinburgh International TV Festival is an annual event that in 2004 was held on the 27-29th of August at the Edinburgh International Conference Centre. The event was founded in 1976 and is now in its 29th year.

B.33 Featuring prominent industry voices the Festival has over 50 individual sessions covering the most pertinent issues facing the television industry from policy to programme making. The wide ranging programme involves keynote lectures, preview screenings, masterclasses, interviews and networking parties.

B.34 The festival is a closed conference that is not open to the public, but in 2004 it was attended by over 1945 delegates, of which 143 were from Scotland, 1688 were from the rest of the UK and 122 were from overseas. These delegates represent some of the most prominent players in the industry and we would expect these individuals to be relatively high spending visitors to the city. Since the event was run over a three days, we would expect most of these individuals to stay for two nights in the city.

B.35 Since there were no visitors to the festival other than delegates there is no information available from the TNS visitor survey and expenditure from the festival themselves and their sponsors was confidential and could not be released. Overall we estimate that the MediaGuardian Edinburgh International TV festival generated,

- **£0.9m and 18 FTE's in Edinburgh,**
- **£0.9m and 20 FTE's in the Lothians and**
- **£1.1m and 24 FTE's in Scotland.**

Winter festivals

Edinburgh's Capital Christmas

- B.36 Edinburgh's Capital Christmas begins on the 25th of November and runs through until the 24th of December. The festival's main elements include the traditional German market and Winter Wonderland taking place in Princes Street gardens which is the event's focal point in the heart of Edinburgh's city centre shopping district. Other important elements include the Edinburgh wheel next to the city's famous Scott monument and events in West Princes Street gardens.

Table B.19 : Key indicators for the Edinburgh's Capital Christmas

Attendances (tickets and free events)		319,400
Average number of events attended at this festival		1.95
Estimated number of unique trips to the festival		163,915
Age of visitors	16-24 yrs	16%
	25-34 yrs	29%
	35-44 yrs	24%
	45-54 yrs	14%
	55+ yrs	18%
Origins	% from Edinburgh	38%
	% from the Lothians	7%
	% from elsewhere in Scotland	13%
	% from elsewhere in the UK	25%
	% from overseas	16%
Type of trip	% daytrippers	57%
	% on an overnight stay	43%
Average length of stay (overnight visitors)		5.1

- B.37 Edinburgh's capital Christmas attracts a mixed audience of individuals but the largest proportion is in the 25-34yr age band (29%). These individuals were predominantly daytrippers (57%) and from Edinburgh and the Lothians (45%). On average individuals who attended Capital Christmas went to 1.95 events, indicating that 163,915 unique trips were made to the festival. Since the event is heavily linked with Christmas shopping we would expect average spending patterns to be relatively high.

Table B.20: Output Impacts and jobs generated from the Edinburgh's Capital Christmas (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£11.4	195.2	£12.4	221.7	£12.9	266.1
Journalists expenditure	£0.0	0.2	£0.0	0.3	£0.0	0.3
Performers and delegates expenditure	£0.1	1.3	£0.1	1.4	£0.1	1.9
Festival organisers expenditure	£0.0	-0.5	£0.0	-0.2	-£0.1	-3.8
Totals	£11.5	196	£12.4	223	£12.8	265

B.38 Overall we estimate that the Edinburgh's Capital Christmas in 2004 generated,

- **£11.5m and 196 FTE's in Edinburgh,**
- **£12.4m and 223 FTE's in the Lothians and**
- **£12.8m and 265 FTE's in Scotland.**

Edinburgh's Hogmanay

B.39 Edinburgh's Hogmanay celebrations in 2005 began with the 'Torchlight Procession' on the 29th December before 'The Night Afore International' which celebrated the renewal of the Auld Alliance marking 100 years of the Entente Cordiale with France. It took place on the 30th also involved pipe bands and Scottish dancing, with a chance to join the world record breaking Strip the Willow. However, the main event is the Royal Bank Street Party on the 31st December which attracts one hundred thousand people. 2005 also involved a show of fireworks, launched off Edinburgh Castle and six other sites throughout the city as part of the 'Seven hills firework display'. Finally, on new years day itself the Hogmanay programme supported a series of different events like the one o'clock run and family events in Holyrood park.

Table B.21 : Key indicators for the Edinburgh's Hogmanay

Attendances (tickets and free events)		147,000
Average number of events attended at this festival		1.29
Estimated number of unique trips to the festival		113,702
Age of visitors	16-24 yrs	21%
	25-34 yrs	34%
	35-44 yrs	20%
	45-54 yrs	16%
	55+ yrs	10%
Origins	% from Edinburgh	33%
	% from the Lothians	4%
	% from elsewhere in Scotland	9%
	% from elsewhere in the UK	31%
	% from overseas	23%
Type of trip	% daytrippers	43%
	% on an overnight stay	57%
Average length of stay (overnight visitors)		6.7

B.40 Edinburgh's Hogmanay attracts a young audience of individuals with the largest proportion in the 25-34yr age band (34%). These individuals were predominantly staying overnight (57%) and from outside Scotland (54%). On average individuals who attended Hogmanay went to 1.29 events, indicating that 113,702 unique trips were made to the festival. Since the event is attended by individuals from outside Scotland, many of whom are staying overnight we would expect average spending patterns to be relatively high.

Table B.22: Output Impacts and jobs generated from the Edinburgh's Hogmanay (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£24.8	448.9	£26.8	511.8	£31.3	661.1
Journalists expenditure	£0.0	0.9	£0.1	1.1	£0.1	1.3
Performers and delegates expenditure	£0.1	3	£0.2	3.4	£0.2	4.5
Festival organisers expenditure	-£0.5	-14.4	-£0.4	-12.2	-£0.1	-1.9
Totals	£24.4	439	£26.6	504	£31.5	665

B.41 Overall we estimate that the Edinburgh's Hogmanay in 2004 generated,

- £24.4m and 439 FTE's in Edinburgh,
- £26.6m and 504 FTE's in the Lothians and
- £31.5m and 665 FTE's in Scotland.

Autumn and Spring festivals

Edinburgh Storytelling festival

B.42 The Edinburgh Storytelling festival which was held between 22nd -31st October 2004 in Edinburgh and the Scottish borders is a ten day event involving live oral storytelling. Scottish and international storytellers join together to share an exciting array of myths, legends, folktales and fairytales. The events are targeted at children and young families and run in various venues but mainly in conjunction with the Scottish Storytelling centre.

Table B.23 : Key indicators for the Edinburgh Storytelling festival

Attendances (tickets and free events)		20,068
Average number of events attended at this festival		1.3
Estimated number of unique trips to the festival		15,381
Age of visitors	16-24 yrs	8%
	25-34 yrs	16%
	35-44 yrs	44%
	45-54 yrs	12%
	55+ yrs	20%
Origins	% from Edinburgh	66%
	% from the Lothians	12%
	% from elsewhere in Scotland	13%
	% from elsewhere in the UK	6%
	% from overseas	3%
Type of trip	% daytrippers	86%
	% on an overnight stay	14%
Average length of stay (overnight visitors)		6.4

B.43 The Edinburgh Storytelling festival attracts an audience largely of mothers and children with the largest proportion of interviewees in the 35-44yr age band (44%). These individuals were predominantly local (66%) and on day trips (86%). On average individuals who attended the festival went to 1.3 events, indicating that 15,381 unique trips were made to the festival. Since the event is attended by individuals from Edinburgh, many of whom are on day trips we would expect average spending patterns to be relatively low.

Table B.24: Output Impacts and jobs generated from the Edinburgh Storytelling Festivals (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£0.2	4	£0.2	5.4	£0.1	2.2
Journalists expenditure	£0.0	0.0	£0.0	0.0	£0.0	0.0
Performers and delegates expenditure	£0.0	0.2	£0.0	0.3	£0.0	0.1
Festival organisers expenditure	£0.0	-0.2	£0.0	-0.2	£0.0	-0.7
Totals	£0.2	4	£0.2	4.4	£0.1	1.5

B.44 Overall we estimate that the Edinburgh Storytelling festival in 2004 generated,

- **£0.2m and 4 FTE's in Edinburgh,**
- **£0.2m and 4.4 FTE's in the Lothians and**
- **£0.1m and 1.5 FTE's in Scotland.**

Ceilidh Culture

B.45 Ceilidh Culture 2005 was held from the 19th March to the 17th April 2005 in Edinburgh. The festival is Edinburgh's annual showcase of traditional arts, held in the spring of each year and it showcases local performers as well as others from outside the UK and includes all sectors of the traditional arts. The 2005 event saw 27 organisations in 24 venues across the city, with 120 individual performances, concerts, workshops and classes in traditional song, music, dance and storytelling.

Table B.25 : Key indicators for Ceilidh Culture

Attendances (tickets and free events)		7,204
Average number of events attended at this festival		1.57
Estimated number of unique trips to the festival		4,599
Age of visitors	16-24 yrs	12%
	25-34 yrs	9%
	35-44 yrs	16%
	45-54 yrs	20%
	55+ yrs	43%
Origins	% from Edinburgh	67%
	% from the Lothians	4%
	% from elsewhere in Scotland	10%
	% from elsewhere in the UK	8%
	% from overseas	11%
Type of trip	% daytrippers	77%
	% on an overnight stay	23%
Average length of stay (overnight visitors)		7.6

B.46 The Ceilidh Culture festival attracts an audience largely of older individuals with the largest proportion of interviewees in the 55+yr age band (43%). These individuals were predominantly local (67%) and on day trips (77%). On average individuals who attended the festival went to 1.57 events, indicating that 4,599 unique trips were made to the festival. Since the event is attended by individuals from Edinburgh, whom are on day trips we would expect average spending patterns to be relatively low.

Table B.26: Output Impacts and jobs generated from Ceilidh Culture (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£0.3	5.5	£0.3	6.1	£0.3	6.5
Journalists expenditure	£0.0	0.0	£0.0	0.0	£0.0	0.0
Performers and delegates expenditure	£0.0	0.5	£0.0	0.6	£0.0	0.6
Festival organisers expenditure	£0.0	-0.9	£0.0	-0.9	£0.0	-1.2
Totals	£0.3	5.1	£0.3	5.8	£0.3	5.7

B.47 Overall we estimate that Ceilidh Culture in 2005 generated,

- £0.3m and 5.1 FTE's in Edinburgh,
- £0.3m and 5.8 FTE's in the Lothians and
- £0.3m and 5.7 FTE's in Scotland.

Edinburgh International Science Festival

B.48 The Edinburgh International Science Festival took place from the 1st-10th of April 2005 and its programme includes lectures and shows as well as hands-on activities like workshops, demonstrations, exhibitions and tours. Most events took place at the Assembly Rooms, Royal Museum, Royal Botanic Garden and Our Dynamic Earth. Now in its 16th year the Science festival's primary mission is to engage the wider public in issues of science and technology.

Table B.27 : Key indicators for Edinburgh International Science Festival

Attendances (tickets and free events)		76,878
Average number of events attended at this festival		1.47
Estimated number of unique trips to the festival		52,131
Age of visitors	16-24 yrs	6%
	25-34 yrs	18%
	35-44 yrs	42%
	45-54 yrs	19%
	55+ yrs	14%
Origins	% from Edinburgh	68%
	% from the Lothians	10%
	% from elsewhere in Scotland	12%
	% from elsewhere in the UK	5%
	% from overseas	5%
Type of trip	% daytrippers	86%
	% on an overnight stay	14%
Average length of stay (overnight visitors)		7.59

B.49 The Edinburgh International Science festival attracts a wide audience largely of families with the largest proportion of interviewees in the 35-44yr age band (43%). These individuals were predominantly local (68%) and on day trips (86%). On average individuals who attended the festival went to 1.47 events, indicating that 52,131 unique trips were made to the festival. Since the event is attended by individuals from Edinburgh, whom are on day trips we would expect average spending patterns to be relatively low.

Table B.28: Output Impacts and jobs generated from Edinburgh's International Science festival (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£1.3	25.1	£1.5	29	£1.4	30.8
Performers and journalist expenditure	£0.0	0.4	£0.0	0.5	£0.0	0.7
Festival organisers expenditure	-£0.1	-2.1	-£0.1	-1.6	-£0.1	-1.8
Totals	£1.3	23.4	£1.4	27.9	£1.4	29.7

B.50 Overall we estimate that Edinburgh's International Science festival in 2005 generated,

- **£1.3m and 23.4 FTE's in Edinburgh,**
- **£1.4m and 27.9 FTE's in the Lothians and**
- **£1.4m and 29.7 FTE's in Scotland.**

Edinburgh Easter festival

B.51 The Edinburgh Easter Festival took place from the 26th - 27th March and included; Concert performances, the Edinburgh Restaurateurs Association Food Fair in West Princes Gardens, the Easter Saturday Lunchtime Jazz Concert and the Easter Passion Play at the Ross Theatre in Princes Street Gardens. The Easter Day Extravaganza is on the principal Festival Day, Easter Sunday, with events starting in Princes Street Gardens at 12 noon on two stages and free activities for children and families, including Maypole Dancing, Circus Skills, Face Painting and an hourly Easter Egg Hunt for under 5's. The Festival's Cavalcade began on Easter Sunday at 1pm with a procession along Princes Street, showcasing all the international and local groups that were performing in the Gardens during the day.

Table B.29 : Key indicators for Edinburgh Easter festival

Attendances (tickets and free events)		35,000
Average number of events attended at this festival		1.46
Estimated number of unique trips to the festival		23,944
Age of visitors	16-24 yrs	13%
	25-34 yrs	27%
	35-44 yrs	19%
	45-54 yrs	18%
	55+ yrs	25%
Origins	% from Edinburgh	65%
	% from the Lothians	6%
	% from elsewhere in Scotland	4%
	% from elsewhere in the UK	13%
	% from overseas	11%
Type of trip	% daytrippers	76%
	% on an overnight stay	24%
Average length of stay (overnight visitors)		5

B.52 The Edinburgh Easter festival attracts a wide audience largely of young families with the largest proportion of interviewees in the 25-34yr age band (27%). These individuals were predominantly local (65%) and on day trips (76%). On average individuals who attended the festival went to 1.46 events, indicating that 23,944 unique trips to the festival. Since the event is attended by individuals from Edinburgh, whom are on day trips we would expect average spending patterns to be relatively low.

Table B.30: Output Impacts and jobs generated from Edinburgh's International Science festival (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£0.9	15.7	£1.0	17.8	£1.0	20.5
Journalist expenditure	£0.0	0.1	£0.0	0.1	£0.0	0.1
Performer/delegate expenditures	£0.3	5	£0.3	5.3	£0.3	6.4
Festival organisers expenditure	£1.5	41.1	£1.6	43	£1.1	30.5
Totals	£2.7	61.8	£2.8	66.1	£2.3	57.4

B.53 Overall we estimate that Edinburgh's Easter festival in 2005 generated,

- **£2.7m and 61.8 FTE's in Edinburgh,**

- £2.8m and 66.1 FTE's in the Lothians and
- £2.3m and 57.4 FTE's in Scotland.

Edinburgh Children's International Theatre Festival

B.54 The Children's International Theatre Festival was held from Tuesday 24th to Monday 30th May 2005. It showcases top theatre acts from across the world and provides an opportunity for children to experience live performances. The 2005 festival involved a total of 75 performances primarily for children aged between 3-14 years old.

Table B.31 : Key indicators for Childrens International Theatre festival

Attendances (tickets and free events)		10,802
Average number of events attended at this festival		2.91
Estimated number of unique tripss to the festival		3,709
Age of visitors	16-24 yrs	2%
	25-34 yrs	23%
	35-44 yrs	44%
	45-54 yrs	21%
	55+ yrs	10%
Origins	% from Edinburgh	57%
	% from the Lothians	8%
	% from elsewhere in Scotland	9%
	% from elsewhere in the UK	21%
	% from overseas	6%
Type of trip	% daytrippers	70%
	% on an overnight stay	30%
Average length of stay (overnight visitors)		4.03

B.55 The Edinburgh Children's International Theatre festival attracts a wide audience largely of families and school groups with the largest proportion of interviewees in the 35-44yr age band (44%). These individuals were predominantly local (57%) and on day trips (70%). On average individuals who attended the festival went to 2.91 events, indicating that 3,709 unique trips were made to the festival. Since the event is attended by individuals from Edinburgh, whom are on day trips we would expect average spending patterns to be relatively low.

Table B.32: Output Impacts and jobs generated from Edinburgh's International Children's Theatre festival (£m's)

Impact strands	Edinburgh		Edinburgh and the Lothians		Scotland	
	Output Impacts	Jobs supported	Output Impacts	Jobs supported	Output Impacts	Jobs supported
Visitors expenditure	£0.3	5.7	£0.3	6.0	£0.3	7.2
Performer/delegate expenditures	£0.0	0.4	£0.0	0.4	£0.0	0.5
Festival organisers expenditure	-£0.1	1.2	£0.0	1.1	-£0.1	1.5
Totals	£0.3	4.9	£0.3	5.4	£0.3	6.1

B.56 Overall we estimate that Edinburgh's International Children's Theatre festival in 2005 generated,

- **£0.3m and 4.9 FTE's in Edinburgh,**
- **£0.3m and 5.4 FTE's in the Lothians and**
- **£0.3m and 6.1 FTE's in Scotland.**

C Visitor survey questionnaire

- C.1 A copy of the visitor survey questionnaire used for Edinburgh's Summer festivals can be seen overleaf.

STAGE 1 – SUMMER FESTIVALS

Name.....

Address.....

.....

Postcode

(21)	(22)	(23)	(24)	(25)	(26)	(27)

Telephone number.....

Occupation of CIE (Chief Income Earner):

.....

Interview location (28) (XX)
(SEE INSTRUCTIONS)

.....

.....

C.2 Date of interview:

		Day
(29)	(30)	

		Month
(31)	(32)	

Time of interview:

(33)	(34)	(35)	(36)

 (24 hour clock)

OFFICE USE ONLY
 (1 - 6) 018113
 (7 - 9) _ _ _
 (10) 1

Sex: Male (11) 1
 Female 2

Age: (12)
 EXACT AGE 16 - 17 1
 18 - 24 2
 25 - 34 3
 35 - 44 4
 45 - 54 5
 55 - 64 6
 65+ 7
 (13)

Class: AB 1
 C1 2
 C2 3
 DE 4

No. people in party (incl. respondent):

No. of adults (over 16 yrs) (16)
 No. of children - under 5 yrs (17)
 5-8 yrs (18)
 9-12 yrs (19)
 13-16 yrs (20)

SHOW CARD

Are you involved in any of Edinburgh’s festivals in the following capacities?

CODE ALL MENTIONED		(37)
	Festival employee/ staff	1
	Volunteer at Festival	2
	Delegate to Film Festival	3
	Delegate to Games Festival	4
	Performer	5
	Journalist/ reporter	6
	Trader	7
	Working at festival in another capacity (SPECIFY)	8
	0
	None of these	0

DECLARATION: Interview conducted by me with respondent named above in accordance with instructions and MRS Code of Conduct

Interviewer.....

Date.....

Good....., I am an interviewer from TNS, an independent market research agency. We are conducting a survey on behalf of City of Edinburgh Council amongst people who attend events. Your individual views are very important to us and will remain confidential. Could you spare a few minutes to answer some questions?

Q.1	Thinking of your current trip only, have you already or do you intend to go to an event connected to any of the Edinburgh festivals?		(37)
		Yes	1
		-----	-----
		No	2

IF RESPONDENT IS NOT ATTENDING ANY EVENTS DO NOT INTERVIEW. OTHERS CONTINUE

Q.2	Do you live in..... READ OUT		(37)
		Edinburgh Council Area	1
		-----	-----
		East Lothian	2
		West Lothian	3
		Mid Lothian	4
	Elsewhere in Scotland (SPECIFY TOWN OR CITY)		5
			(38)(39)
		
	Elsewhere in UK (SPECIFY TOWN OR CITY)		(40)(41)
		
	Outside UK (SPECIFY COUNTRY)		
		(40)(41)

**CHECK QUOTA. IF QUOTA OF EDINBURGH RESIDENTS ACHIEVED
RECORD ON CONTACT SHEET AND DO NOT INTERVIEW.**

OTHERWISE:

- IF EDINBURGH RESIDENT, SKIP TO Q.4a)
- OTHERS CONTINUE

SHOW CARD

Q.3a) How important were the Festivals in your decision to visit Edinburgh?

SINGLE CODE

IF RESPONDENT IS A RESIDENT OF SCOTLAND (CODES 1 TO 5 AT Q.2)

SKIP TO Q.4a)

Q.3b) And how important were the Festivals in your decision to visit Scotland?

SINGLE CODE

	Q.3a)	Q.3b)
	(63)	(63)
My sole reason for coming	1	1
A very important reason	2	2
A fairly important reason	3	3
Only a small reason	4	4
-----	-----	-----
Of no importance at all	5	5
Don't know	Y	Y

**IF FESTIVAL IS OF NO IMPORTANCE AT ALL (CODE 5) IN DECISION TO VISIT
EDINBURGH SKIP TO Q5.
OTHERS CONTINUE.**

Q.4a) Which of the Festivals in particular, if any, influenced your to take you current trip?
DO NOT PROMPT. CODE ALL MENTIONED. IF RESPONDENT STATES “THE EDINBURGH FESTIVAL” ASK FOR DETAILS OF SPECIFIC EVENTS.

ASK IF MORE THAN ONE FESTIVAL MENTIONED AT Q.4a):

Q.4b) Which, if any, influenced you most?
SINGLE CODE

Q.4c) Can you tell me the names of any of the other Festivals that take place in Edinburgh?
CODE ALL MENTIONED AND WRITE IN OTHERS

	Q.4a) Influenced at all	Q.4b) Influenced most	Q.4c) Heard of
	()	()	()
Edinburgh International Jazz and Blues Festival	1	1	1
Edinburgh Military Tattoo	2	2	2
Edinburgh International Film Festival	3	3	3
Edinburgh Festival Fringe	4	4	4
Edinburgh International Book Festival	5	5	5
Edinburgh International Festival	6	6	6
Edinburgh Mela	7	7	7
Festival Cavalcade	8	8	8
Bank of Scotland Fireworks Concert	9	9	9
Fringe Sunday	0	0	0
Edinburgh’s Capital Christmas	X	X	X
Edinburgh’s Hogmanay	Y	Y	Y
	()	()	()
Edinburgh International Science Festival	1	1	1
Edinburgh Easter Festival	2	2	2
Scottish International Children’s Festival	3	3	3
Edinburgh International Games Festival	4	4	4
Edinburgh International TV Festival	5	5	5
Ceilidh Culture	6	6	6
Scottish International Storytelling Festival	7	7	7
‘The Edinburgh Festival’ (ASK FOR DETAILS OF EVENTS/ PERFORMERS)			
.....			
OTHER (SPECIFY AND ASK FOR NAME OF EVENTS/ PERFORMERS)			
.....			
Don’t Know (ASK FOR DETAILS OF EVENTS/ PERFORMERS, ETC. AND WRITE IN BELOW)	Y	Y	Y
.....			
None of them	0	0	0

Q.5 Which other factors, if any, influenced you to take your current trip?
DO NOT PROMPT. CODE ALL MENTIONED

	(63)
A short break deal	1
Good value offers for accommodation	2
Good value offers for flights	3
Other deals or offers	4
The opportunity to visit friends	5
The opportunity to visit relatives	6
Shopping	7
Opportunity to mix with local people	8
To discover a new destination	9
To have a restful/relaxing holiday	0
To experience culture and history	X
Been to this area before and wanted to return/ previous visit	Y
	(XX)
Been to another part of Scotland before and wanted to visit another area	1
To enjoy the pubs/nightlife	2
To visit a specific tourist site/attraction	3
Business or conference	4
To experience arts/ galleries	5
The buss/ excitement of Edinburgh	6
Any reference to MTV	7
Other factors (PLEASE SPECIFY)	
.....	
Nothing else	0
Don't Know	Y

Q.6a) Thinking about the events you have attended. Can you tell me which festivals they were part of?

DO NOT PROMPT. CODE ALL MENTIONED. IF RESPONDENT DOES NOT KNOW WRITE IN NAME OF EVENT/ PERFORMER/ ACTIVITY

Q.6b) If you are intending to attend more events during this trip, can you tell me which Festival they are part of?

DO NOT PROMPT. CODE ALL MENTIONED. IF RESPONDENT DOES NOT KNOW WRITE IN NAME OF EVENT/ PERFORMER/ ACTIVITY

ASK FOR EACH FESTIVAL ATTENDED OR DUE TO ATTEND EXCEPT FESTIVAL CAVALCADE, FIREWORKS CONCERT AND FRINGE SUNDAY :

Q.6c) During your whole trip how many <NAME OF FESTIVAL> events will you be attending? **WRITE IN FOR INDIVIDUAL FESTIVAL AND TOTAL**

	During current trip		Q.6c) Number of events attending
	Q.6a) Been to	Q.6b) Intend to go to	
	(xx)	(xx)	
Edinburgh International Jazz and Blues Festival	1	1	
Edinburgh Military Tattoo	2	2	
Edinburgh International Film Festival	3	3	
Edinburgh Festival Fringe	4	4	
Edinburgh International Book Festival	5	5	
Edinburgh International Festival	6	6	
Edinburgh Mela	7	7	
Edinburgh International TV Festival	8	8	
Edinburgh International Games Festival	9	9	
Fringe Sunday	X	X	
Festival Cavalcade	Y	Y	
	(xx)	(xx)	
Bank of Scotland Fireworks Concert	1	1	
Other (ASK FOR DETAILS OF EVENT/ PERFORMER, ETC. AND WRITE IN BELOW)	()	()	
..... Don't Know (ASK FOR DETAILS OF EVENT/ PERFORMER, ETC. AND WRITE IN BELOW)	()	()	
.....			
None	0	0	
TOTAL ATTENDANCE			

Q.7a) In total, how many other trips will you take to attend one or more of Edinburgh's festivals during August and September this year?

NOTE DEFINITION OF TRIP IN INSTRUCTIONS. ONLY INCLUDE TRIPS IN AUGUST AND SEPTEMBER 2004. INCLUDE ANY TRIP WHICH INVOLVE ATTENDANCE TO EVENTS.

IF NONE WRITE IN **00 00**

WRITE IN

(45)	(46)
------	------

Q.7b) Are you considering attending any other events or festivals in Edinburgh during the next year?

Yes	(37) 1

No	2

IF YES:

Q.7c) Which events are you thinking of going to?

WRITE IN DETAILS BELOW

..... (72) (73)

..... (72) (73)

SHOW CARD

Q.8a) Did you use any of the sources of information shown on this card while planning your current trip?

CODE ALL MENTIONED. WRITE IN OTHERS

Q.8b) And which of these sources, if any, influenced you to go to the last event you attended/ this event?

CODE ALL MENTIONED. WRITE IN OTHERS

	Q.8a) (xx)	Q.8b) (xx)
Advice from friend or relative	1	1
Magazine/newspaper article or review	2	2
Advert in newspaper/magazine	3	3
Guide book	4	4
Travel agent	5	5
Tourist Information Centre	6	6
Tourist brochure	7	7
Festivals map	8	8
Leaflet from someone in the street	9	9
Other leaflet	0	0
Information/ advice from someone in the street	X	X
Poster	Y	Y
Internet (SPECIFY WEBSITES)	(xx)	(xx)
.....		
Edinburgh International Jazz and Blues Festival Programme	1	1
Edinburgh Military Tattoo Leaflet	2	2
Edinburgh International Film Festival Programme	3	3
Edinburgh Festival Fringe Programme	4	4
Edinburgh International Book Festival Programme	5	5
Edinburgh International Festival Programme	6	6
Edinburgh Mela Programme	7	7
A festival office	8	8
Advice from locals/accommodation providers	9	9
Edinburgh Festivals Guide Daily	0	0
OTHER (SPECIFY)	(xx)	(xx)
.....		
None	0	0
Don't know	Y	Y

Q.9a) Thinking now of your current trip, are you spending one night or more away from home?

(43)

Yes 1

No 2

**IF YES CONTINUE
IF NO SKIP TO INSTRUCTION BEFORE Q.14**

SHOW CARD

Q.9b) How would you describe this stay away from home?
ONE ANSWER ONLY

- I am on holiday (44) 1
- I am taking a short break 2
- I am on holiday visiting friends and relatives 3
- I am visiting friends and relatives for another reason 4
- I am on business/ working/ conference 5
- Other (SPECIFY)

.....

SHOW CARD

Q.10 Before taking this trip to what extent had you already decided which Festival events you would be attending?
ONE ANSWER ONLY

- Decided upon **all** of the events attending (44) 1
- Decided upon **most** of the events attending 2
- Decided upon **some but not most** of the events attending 3
- Had **not decided upon any** of the events attending 4
- Other (SPECIFY)

.....

Don't know Y

Q.11a) In total, how many nights will be spent away from home during this trip?

(45) (46)

WRITE IN

Q.11b) Of this total, how many nights have you already been away for?

(45) (46)

WRITE IN

SHOW MAP

Q.11c) Of these, how many nights, if any, will be spent in Edinburgh?

(47) (48)

IF NONE WRITE IN 0 0

Q.11d) Of these, how many nights, if any, will be spent elsewhere in East, West or Mid Lothian?

(49) (50)

IF NONE WRITE IN 0 0

Q.11d) And how many nights, if any, will be spent elsewhere in Scotland?

(51) (52)

IF NONE WRITE IN 0 0

IF RESPONDENT SPENT ANY NIGHTS ELSEWHERE IN SCOTLAND ASK Q.12. OTHERS SKIP TO Q.13

Q.12a) Where in Scotland outside of the Edinburgh and the Lothians area have you or will you stay overnight during this trip?
WRITE IN BELOW. RECORD NAME OF (NEAREST) TOWN OR CITY.

..... (72) (73)

..... (72) (73)

SHOW CARD

Q.12b) Which of the following reasons, if any, describe why you stayed overnight outside of the Edinburgh and Lothians area?
CODE ALL MENTIONED. IF OTHER REASON ASK FOR AS MUCH DETAIL AS POSSIBLE.

Visited other area(s) as part of longer holiday in Scotland	(44)
Was visiting/ staying with friends or relatives	1
Could not find suitable type of accommodation in Edinburgh and Lothians	2
Accommodation in Edinburgh and Lothians was too expensive	3
Other reasons (SPECIFY)	4

.....

SHOW CARD

Q.13 What type(s) of accommodation are you staying in during your stay away from home?
CODE ALL MENTIONED

Hotel (50+ rooms)	(53)
Hotel (less than 50 rooms)	1
Guest House	2
Bed & Breakfast in a private house	3
Youth Hostel/Backpackers Hostel	4
Rented house/flat/cottage	5
Static caravan — rented	6
Static caravan — owned	7
Touring caravan	8
Tent	(54)
University Accommodation	1
Second home	2
Language school accommodation (in a private home)	3
Staying with friends/relatives	4
Other (SPECIFY)	5

.....

Don't know/not booked yet Y

ASK ALL

IF RESPONDENT LIVES IN EDINBURGH (CODE 1 AT Q.2) SKIP TO Q.16

Q.14 Is this your first visit to Edinburgh? (37)

Yes	1
-----	-----
No	2

**IF RESPONDENT IS ON FIRST VISIT TO EDINBURGH GO TO Q.16
OTHERS CONTINUE**

SHOW CARD

Q.15a) How many times have you visited Edinburgh during the last 10 years?

SINGLE CODE

IF RESPONDENT HAS ONLY TAKEN CURRENT VISIT (CODE 1) SKIP TO Q.16

Q.15b) During this period how many times have you visited Edinburgh to go to festival events?

	Q.15a) Any visits (xx)	Q.15b) Visits inc. festivals (xx)
This visit only	1	1
-----	-----	-----
2 or 3 visits (once every 3-5 years)	2	2
Between 4 and 7 visits (once every couple of years)	3	3
Between 8 and 19 visits (at least once on most years)	4	4
20 to 30 visits (2 or 3 times per year)	5	5
More than 30 visits	6	6
Don't Know	Y	Y

SHOW CARD

Q.16 Which one of the following best describes what you would have done if you had not made this trip to the festivals?

- | | |
|--|------|
| | (71) |
| I would have stayed at home or gone to work | 1 |
| I would have done something else in Edinburgh/visited Edinburgh anyway | 2 |
| I would have visited another part of Scotland | 3 |
| I would have visited an area outside Scotland | 4 |
| OTHER (SPECIFY) | |

.....

Q.17 SHOW CARD

Choosing an answer from this card, can you tell me whether you agree or disagree with the following statements about Edinburgh's Festivals

READ OUT STATEMENTS. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START	Agree Strongly	Agree Slightly	Neither agree not disagree	Disagree slightly	Disagree strongly	Don't Know	
It was easy to find information about the Festival(s) I attended	1	2	3	4	5	Y	(42)
Edinburgh is a better place to live because of the Edinburgh festivals	1	2	3	4	5	Y	(xx)
Having a variety of festivals on at the same time adds to the the overall appeal	1	2	3	4	5	Y	(xx)
It was easy to find and get to event venues	1	2	3	4	5	Y	(xx)
I would like to visit Edinburgh for reasons other than the festivals	1	2	3	4	5	Y	(xx)

INCLUDE UNLESS RESPONDENT ONLY ATTENDED FREE FESTIVAL EVENTS AT Q.6. (I.E. FRINGE SUNDAY, FESTIVAL CAVALCASE OR FIREWORKS) INSERT NAME OF FESTIVAL YOU ARE WORKING AT (SEE INSTRUCTIONS):

If the other festivals didn't take at the same time I would not have attended <NAME OF FESTIVAL>	1	2	3	4	5	Y	(xx)
--	---	---	---	---	---	---	------

Q.18 SHOW CARD ILLUSTRATING POSSIBLE ANSWERS

How have the following parts of your trip compared with expectations?

READ OUT STATEMENTS. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START	Much better than expected	Slightly better than expected	Same as expected	Slightly worse than expected	Much worse than expected	Don't Know	
Value for money of events attended	1	2	3	4	5	Y	(42)
Range of events	1	2	3	4	5	Y	(xx)
Overall quality of the Festival(s)	1	2	3	4	5	Y	(xx)
Overall quality of Edinburgh as a place to visit	1	2	3	4	5	Y	(xx)

Q.19a)	Are you considering attending any other cultural events or festivals in places outside of Edinburgh during the next year?		(37)
		Yes	1
		-----	-----
		No	2

IF YES:

Q.19b) Which events are you thinking of going to?

WRITE IN DETAILS BELOW

..... (72) (73)

..... (72) (73)

Q.20 Finally I would like to ask you about your spending in Edinburgh TODAY.

IF NOT STAYING AWAY FROM HOME (CODE 2 AT Q.9a) GO TO Q.20b

SHOW CARD

Q.20a) How much did you PERSONALLY spend on accommodation (including food and drink at the accommodation) last night?

OR

IF RESPONDENT HAS NOT YET SPENT A NIGHT AWAY FROM HOME

How much do you PERSONALLY expect to spend on accommodation (including food and drink at the accommodation) tonight? Please **include** the amount spent/you will spend on any others (adults and children) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

WRITE IN BELOW UNDER APPROPRIATE AREA. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT AN ESTIMATE WILL DO. DO **NOT** LEAVE BLANK. IF NOTHING WRITE IN 0 0 0. IF DON'T KNOW WRITE IN D/K

Q.20b) ASK ALL

SHOW CARD

Can you tell me how much you PERSONALLY have spent/will spend today on each of the following categories? That is the amount you have spent today already plus that which you will spend later today. Please **include** the amount spent/you will spend on any others (adults and children) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

IF RESPONDENT IS UNABLE TO GIVE SPENDING ON EACH CATEGORY ASK FOR THEIR TOTAL SPENDING TODAY

WRITE IN BELOW UNDER APPROPRIATE AREA. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT AN ESTIMATE WILL DO. DO **NOT** LEAVE BLANK. IF NOTHING WRITE IN 0 0 0. IF DON'T KNOW WRITE IN D/K

		£		
a)	Accommodation <i>(incl. food & drink)</i>	(39)	(40)	(41)
b)	Food and drink <i>(excluding at accommodation but including at venues)</i>	(42)	(43)	(44)
c)	Event tickets and programmes	(45)	(46)	(47)
d)	Other entertainment <i>(incl. entrance fees to visitor attractions not related to festivals)</i>	(48)	(49)	(50)
e)	Shopping	(51)	(52)	(53)
f)	Transport costs <i>eg public transport, petrol if bought en-route to/from Edinburgh</i>	(54)	(55)	(56)
g)	TOTAL	(57)	(58)	(59)

Q.20c) How many people (adults and children aged 16 and under) does this expenditure cover?

Adults ⁽⁶⁰⁾ ⁽⁶¹⁾ Children (16 yrs & under) ⁽⁶²⁾ IF NONE WRITE IN 0 0

SHOW MAP

Q.20d) Approximately what proportion of this expenditure would you say you spent in.....**READ OUT.** An estimate will do.

	%			
Edinburgh	<input type="text"/>	<input type="text"/>	<input type="text"/>	(63/64/65)
Rest of Lothian Regions (East, West or Mid Lothian)	<input type="text"/>	<input type="text"/>	<input type="text"/>	(66/67/68)
Rest of Scotland	<input type="text"/>	<input type="text"/>	<input type="text"/>	(69/70/71)
TOTAL	1	0	0	

COLLECT CLASSIFICATION DETAILS AND THANK RESPONDENT