



**EDINBURGH'S FESTIVALS:
DEFINING SCOTLAND'S
CULTURAL IDENTITY
ON THE GLOBAL STAGE**



“There’s nothing else like them. There are no other festivals in the world that have this level of excitement, energy and intensity.”

Alan Cumming, actor, writer, film producer

INTRODUCTION

Edinburgh's Festivals are Scotland's world-leading cultural brand. Collectively they attract audiences of more than four million and have an economic impact of £261 million. They offer a remarkable and unrivalled international platform and springboard for Scottish artists and companies, represent a major attraction and influence for those choosing to live, work, visit and invest in Edinburgh and Scotland and define Scotland's cultural identity on the global stage.

The Edinburgh Festivals make a major contribution to the quality of life of the people of the city region and of Scotland as a whole. They invest in the growth and development of individuals and communities, through the rich, diverse and highly accessible nature of the work they present. Through their active commitment to participation, they extend the impacts of their programmes with important education and community initiatives. The Edinburgh Festivals represent great national moments of celebration and cohesion, where a strong, confident Scotland proudly and generously welcomes the world to relish and to contribute to its creative force.

The force of the Edinburgh Festivals also extends beyond creativity to other essential territories for Scotland. The Festivals lead their own sector and influence and fuel collaboration across many others; from collaborative working to national and international marketing, from innovation and technology to environmental good practice, from new approaches to funding to cultural

diplomacy. They have a successful record in partnership building in order to achieve growth and mutual goals with national and local government, economic, environmental and cultural agencies, international governmental institutions and cultural partners, tourism and education bodies and businesses.

The Edinburgh Festivals are economic powerhouses, cultural platforms, forums for national and international debate, drivers of ambition and creators of cohesion.

They represent Scotland at its most confident, its most open and its most creative. They are distinctively Scottish and yet fiercely and famously international and are committed to capitalising their enormous global value for the benefit of Scotland.

The Directors of Edinburgh's 12 major Festivals

Imaginate Festival

Edinburgh Art Festival

Edinburgh Festival Fringe

Edinburgh International Book Festival

Edinburgh International Festival

Edinburgh International Film Festival

Edinburgh International Science Festival

Edinburgh Jazz and Blues Festival

Edinburgh Mela

Edinburgh's Hogmanay

Royal Edinburgh Military Tattoo

Scottish International Storytelling Festival





1 SCOTLAND'S WORLD-LEADING CULTURAL BRAND

Edinburgh's Festivals are Scotland's world-class cultural brand with an international reputation and appeal unmatched by any other cultural event on the globe. They are distinctively Scottish and yet profoundly international. They draw artists, audiences and media from every continent and over 70 countries each year, are a defining feature of Scotland's tourism offer and are the only Scottish cultural event to attract the very best of the worldwide cultural sector. International festival directors, programmers, cultural planners and strategists are all drawn by the festivals' astonishing wealth of culture and their irresistible sense of significance. The Edinburgh Festivals with their unrivalled expertise, vision, impact and international brand recognition built up over 65 years are uniquely placed to present a vibrant, confident, creative Scotland to the world.

"The Edinburgh Festivals have undeniably given the nation and our capital city a priceless brand which has resonance across the globe and especially makes an impact on some of the most influential opinion formers in overseas countries. They are therefore an asset which should be vigorously encouraged and sustained in this era of globalisation; the festivals are indeed a jewel in the Scottish crown which bring a matchless world-wide profile to our country." **Tom Devine, Historian and Writer**

"The Edinburgh Festivals provide a defining national asset and many nations have sought to emulate their success and appeal. They are a beacon that provides not only a stage for culture, but a message about the vibrancy of both Scotland and the UK to the world. Destinations need change maker assets, the ideas that promote difference and help with the pitch to build wealth and opportunity. In this regard, the Edinburgh Festivals are the ultimate change makers. The huge economic and cultural success of the festivals provides an opportunity to showcase a 21st century nation. They are an integral part of the tapestry of appeal that will drive both Scotland and the UK from recession to recovery."

Michael Hayman, International Destination Development expert & Director, Sevenhills

"The rebirth of Scotland's capital as postwar Europe's first and greatest festival city began a process of change, of development, and of emerging creativity and confidence, that cannot be separated from the political story of Scotland, over the past half century. It's a kind of change that has become intensely fashionable since the 1980s, of course, as cities strive to rebrand and reinvent themselves through the arts; some have fallen prey to the idea that cultural transformation can be bought off the peg, as a kind of civic purchase, when in fact it depends on a deep, unpredictable and slightly anarchic alliance between the most serious of artists and the bravest of funders. Thanks to its festivals, Edinburgh emerged onto the world stage as a "city of culture" long before the phrase had ever been invented; and it entered the 21st century – the age of information and creativity, of self-expression and global networking – with credentials in those areas that were beyond price, an image that no marketing campaign could ever have bought." **Joyce McMillan, The Scotsman**

2 AUDIENCES AND IMPACT

Edinburgh Festivals collectively host over 25,000 artists, more than 1,000 accredited media and audiences of over 4 million, and according to the last independent study, generate £261 million of economic impact for Scotland and 5242 full time jobs in Edinburgh.

“ Festival season in Edinburgh is big business for small businesses... it is not just the traditional tourist sector that gets a boost. ”

BBC News

In terms of net expenditure, 82% is accounted for by the audience. The performers, of which most are drawn from the Festival Fringe, contribute to 14% of the total, with journalists accounting for the remaining 4%

93% of rooms across the city during the month of August are occupied.

£41 million is spent on accommodation and £37million in cafés and bars.

With spending reaching £105.4million, visitors from outside Scotland represent the vast bulk of additional expenditure (83%).

82% of visitors from outside Edinburgh and 77% of visitors from outside Scotland said the festivals made them more likely to visit Edinburgh again in the future.

“Our Festivals are an astonishing success, one of only a very few sectors in which Scotland can truly claim to be world leading. That’s fabulous for our cultural and creative industries sector, obviously, but is good for the economy and for business too because of its contribution to economic as well as cultural wealth.”

David Birrell, Chief Executive, Edinburgh Chamber of Commerce

“Unique is an overused word, but it absolutely applies here. August in Edinburgh is like no place else on earth.” **Time Out**

“Edinburgh’s Festivals have a global reputation and are a major motivating factor for visitors to Edinburgh and Scotland, supporting a £11bn Scottish tourism industry. They help to define Scotland as one of the world’s must-visit cultural destinations and Edinburgh as the world’s leading Festival City.”

Mike Cantlay, Chairman, VisitScotland





3 AN INTERNATIONAL PLATFORM FOR SCOTLAND

Edinburgh's Festivals are a source of astonishing opportunity and inspiration for Scottish artists providing them with the platform to develop, present and promote their work at the only truly grand-scale living showcase of the international performing arts in the world (over 25,000 artists, over 1 000 producers). Each year thousands of Scottish artists and thinkers bring their work, define their reputations and develop new relationships and partnerships in Edinburgh. The Scottish Government's Edinburgh Festivals Expo Fund has significantly enhanced these opportunities, recognising that the Edinburgh Festivals have the creative flexibility to embrace and promote the best of our cultural heritage, to explore and to showcase the most exciting of our contemporary cultural invention and to generate ambitious collaboration between our own artists and their international colleagues.

"Edinburgh's Festivals bring people together from across the globe to share their passion for arts, culture and ideas. They also provide Scotland with the world's largest international platform for showcasing work and offering a critically important launch pad to the careers and successful promotion of thousands of artists, writers and performers."

Janet Archer, Chief Executive, Creative Scotland

"Appearing at such a prestigious event as the Edinburgh International Festival is very important for Scottish Ballet. Not only does it allow us to perform alongside our international peers, but it will also help us to present work by choreographers of international significance."

Cindy Sughrue, Executive Producer, Scottish Ballet

"It's the mother of all Storytelling Festivals, and all the storytellers want to appear there and to support it. We know we'll be alongside the best in the world and it's our big chance to put Scotland, and our own talent on the international map." **Sheila Stewart, Storyteller**

"Edinburgh is both a festival city, and the world's first UNESCO City of Literature, two accolades celebrated by the world's biggest celebration of books, the Edinburgh International Book Festival. The festivals put Edinburgh on the world stage, and open new eyes to the cultural riches, the energy, the expertise, of this inspiring city year round." **Ali Bowden, Director, Edinburgh UNESCO City of Literature Trust**

4 AN INTERNATIONAL PLATFORM FOR THE WORLD

“Edinburgh really is an astonishing global cultural brand and the model to which other festivals, cities and indeed governments aspire.”

Greg Clarke,
Director and Chief Executive,
Adelaide Fringe

Edinburgh's Festivals offer highly prized platforms and showcases for performing companies and artists, thinkers and scientists from around the world. With so many promoters, producers and Festival Directors congregating in the city every year, the Festivals offer unique opportunities for work to be seen, ideas to be exchanged, and business to be done.

88% of performers agreed that attending the festivals offered them the opportunity to see international work that they wouldn't have seen otherwise. 79% agreed that the festivals offered them the opportunity to meet other practitioners

“Unless you have an aversion to the performing arts in all their forms, the chances are you will have been entertained very recently by someone who earned their spurs at Edinburgh.” **The Daily Telegraph**

“Most people believe that you must go to Broadway or go to the West End to hit the global markets in any real way. But when we launched here [in Edinburgh] we were able to tour for 10 years to 40 different countries. This festival allows you to grab a global market from the outset.” **Simone Genatt, President, Broadway Asia Company**

“My very first job ever in the theatre was here in Edinburgh... It's astonishing how many people have started here, how many people set up their stall and sold their wares for the first time in this place.”
Simon Callow, Actor, Writer and Director

“The Edinburgh Festival is the only place in the world which truly allows independent, entrepreneurial creative and performing talent to set up their stalls with such success that Edinburgh is a Mecca for every influential person seeking talent and audiences.” **Nica Burns, Director, Edinburgh Comedy Award and President, Society of London Theatre**



5 A MAJOR ATTRACTION TO LIVE, WORK, VISIT AND INVEST

“Edinburgh’s Festivals are a true jewel in the city’s crown. They bring tourists to Edinburgh, are enjoyed by the locals (of all ages), and resonate throughout Scotland. As culture strives to tell us more about ourselves and the world we live in, the festivals should be supported as resolutely as possible.”

Ian Rankin, Writer

Edinburgh’s Festivals make Edinburgh unique. They have been essential to defining it as a dynamic year-round destination for residents; an exciting, cultural magnet for visitors; a rich, creative working environment for companies and their employees and a lively and vibrant atmosphere in which students can study and socialise.

“Working as an arts journalist in Edinburgh, you can sometimes feel the centre of things is far away – London, or New York, or Hollywood. Not during the Festivals. In August, Edinburgh is where performers, writers, directors, producers and audiences from all over the world want to be. It’s the starting point for so many things that will lead to all kinds of projects across the world for years to come. People from everywhere recognise that and want to be a part of this massive melting pot of ideas. There’s something very exciting about that. It’s about much more than just bringing money into the city.” **Andrew Eaton Lewis, Arts Editor, The Scotsman**

“Palpable energy pumps around Edinburgh from its year round Festivals’ offer. The eyes of the world focus on and reflect the city’s vibrancy and global relevance which inspire lives, investment, learning and tourism.”

Gordon Robertson, Chair of Board, Marketing Edinburgh

“Edinburgh is without question the world’s leading festival city. The festivals add to Edinburgh’s creativity and vibrancy, and this is recognised by our residents, three quarters of whom believe they improve the City’s quality of life. The festivals’ four million visitors a year generate £261 million for the Scottish economy and are responsible for 5242 jobs in Edinburgh. From the airport to the hotel sector, from restaurants to retail, Edinburgh’s residents, visitors and businesses all benefit from investment in their success.” **Cllr Frank Ross, Convenor, Economy Committee, City of Edinburgh Council**

“Edinburgh Festivals are a major asset to the University and I’m struck by how often when I ask talented international students why they choose to come to Edinburgh they tell me their first visit to the city was as a performer or visitor to festival shows. The Festivals provide a wonderful opportunity for our students and staff to make partnerships with exciting companies from other parts of the world and to gain very valuable employment experience.” **Sir Timothy O’Shea, Principal, The University of Edinburgh**

“As one of the leading independent asset management firms in our industry, we need to recruit the best people and the festivals’ vibrant scene is a strong magnet for people to come to live and work in the city; we employ over 650 staff.” **Nigel Morecroft, Partner, Baillie Gifford & Co**



6 DEFINING SCOTLAND'S CULTURAL IDENTITY ON THE GLOBAL STAGE

“It is absolutely unarguable that, taken together, [the Festivals] are the largest event in the Scottish calendar in any sphere. Aside from our natural landscape and ancient monuments, they are the most exportable vision of the nation and the biggest draw for tourists.”

The Herald

Edinburgh is world famous for its festivals. Their international cultural reputations define Edinburgh and Scotland internationally as the world's leading festival destination. Their creative ambition and marketing flair have attracted artists, audiences and media attention on an unrivalled scale and their ongoing ambition in terms of artistic programming, innovation and marketing is focussed on ensuring significant cultural and economic impact, massive profile and a long-term legacy.

87% of journalists believe that Edinburgh Festivals have a high quality programme of events that outshines other cultural events.

“These iconic signature events form the heart of our strategy to retain Scotland's status as a world leading international events destination. Edinburgh's Festivals play an unrivalled role in the international promotion of Scotland, its culture and identity; and EventScotland is committed to working with the Festivals to maximise the significant economic, media and cultural impact they deliver for Scotland.”

Paul Bush, Chief Operating Officer, EventScotland

“Great destination brands have icons which capture people's imagination and compel them to visit. There's no doubt that Edinburgh's Festivals transform a great city into an iconic one, not only setting it apart in an increasingly competitive market, but also helping define what a modern, confident and vibrant Scotland is all about.”

David Amers, Director, The Leith Agency, Scotland's leading creative agency

“The British Council works to promote Scotland's cultural assets to the rest of the world, and the Festivals are one of the most important of these. Every year we bring 60 to 70 leading cultural figures from different countries to participate and meet key players, believing that in order to build strong relationships and trust between Scotland and other countries, we need to have a vibrant exchange of knowledge and ideas. As the world's leading festival city, Edinburgh has an enormous amount to offer, and in this current fractured world there has never been more need for global conversations.” **Lloyd Anderson, Director, British Council Scotland**



7 INSPIRING CREATIVITY, BUILDING CONFIDENCE AND EXTENDING AMBITION

“Edinburgh’s Festivals act as a creative catalyst, drawing in an array of dynamic work, projects and happenings to our nation’s capital. With a variety of festivals spanning across the creative industries, residents and visitors can easily spectate or participate in activities they would otherwise find hard to access. It also opens the door to meeting new international friends, clients and collaborators and offers the perfect opportunity for our creative residents to be a part something aspirational: all eyes are ultimately on us.”

Janine Matheson,
Director, Creative Edinburgh

Edinburgh’s Festivals are a powerful influence and a source of inspiration that extends beyond the cultural sector and into the wider creative and corporate ecosystem of Edinburgh and Scotland. The rich creative environment they breed and feed has produced an atmosphere that is deeply attractive to creative thinkers in media, marketing, technology, entrepreneurship and scientific enquiry.

92% of audiences agreed that the festivals had given them access to work that they are not otherwise able to see*

80% of audiences felt that the festivals enabled them to discover new talent*

“Edinburgh’s Festivals offer developers in communication and technology a dream playground. Their audiences are early adopters; up for discovering new things. More importantly there are hundreds of thousands of them all in one place at the same time. There is also plenty of room for creative inspiration and delight, a rare opportunity for technology innovators.”

Jennie Lees, Founder, Festbuzz

“Edinburgh’s Festivals make a major contribution to the economic prosperity of Edinburgh and Scotland through their own internationally renowned work and their influence in attracting talented individuals and businesses to work and invest in Scotland. Their role in the creative industries economy is an essential one.” **Linda McPherson, Director of Creative Industries, Scottish Enterprise**

“The Edinburgh Festivals have taken a very positive lead in understanding the significant technological challenges to the continued health and future growth of culture-centred tourism in Scotland... We are finding that the international reputation of the Edinburgh Festivals helps to open doors for us with major global leaders in the technology sector.” **Prof Jon Oberlander, School of Informatics, University of Edinburgh**

8 QUALITY OF LIFE

Edinburgh's Festivals make an enormous contribution to Edinburgh's reputation as one of the most attractive and inspiring cities in the world. From their beginnings in 1947 the festivals have been instrumental in transforming Edinburgh into a cosmopolitan, outward-looking and welcoming city. Residents make up over half of our audiences and their visiting relatives and friends many more. Edinburgh is an astonishing place to live and work year-round with 12 fabulous festivals to enjoy. The Edinburgh Festivals offer a whole world of creative experiences, meaningful moments and entertaining distractions to residents of all ages and generate the cultural energy that sustains the city and nourishes and inspires its people.

89% of local audiences agreed that the festivals increase their pride in Edinburgh as a city

94% agreed that the festivals are what make Edinburgh special as a city

65% of parents agreed that the festivals had improved their children's well being

"In a survey of more than 2,200 adults by insurance firm Aviva: It is the residents of Edinburgh who were said to be the happiest – while Londoners were the least happy, the study found. [...] it seems Edinburgh's mix of stunning buildings, cosmopolitan reputation and the world's largest arts festival has helped give its citizens reasons to be happy again." **Metro, "Capital is smiles better than the rest of Britain"**

"The Generation Y demographic we need to target matches the typical audience profile for the Edinburgh Festivals and a prerequisite for attracting this group is a vibrant national cultural life. This "quality of life" factor positively influences inward investment and talent attraction, creating new interest in the markets Scotland needs for its future economic vitality." **Greg Ward, Head of Economic Development, City of Edinburgh Council**

"I love Edinburgh at Festivals time. My city is buzzing, crammed with people drawn by the amazing breadth of world-class events staged here. Not only are they events of major cultural importance in all their fields, the benefits they bring long term to the city cannot be underestimated. These events bring the world, and some of it falls in love and stays. They are a great boon to attracting innovative talent from all walks of life to Edinburgh and Scotland. Where we can't rely on the Scottish weather, we can rely on the Festivals to brighten up our year." **Ian Stewart, Editor, The Scotsman**

"Our wonderful city erupts with colour throughout the year and attracts unparalleled media attention which in turn boosts Edinburgh's economy by encouraging more visitors which, in turn, creates more jobs for our citizens." **Cllr Steve Cardownie, Deputy Leader and Festivals and Events Champion, City of Edinburgh Council**





9 INDIVIDUAL AND COMMUNITY GROWTH AND DEVELOPMENT

Edinburgh's Festivals offer the residents of the city and substantial audiences of all ages from throughout Scotland the opportunity to extend their creative, social and emotional development, to engage in debate and to break down barriers to understanding and community cohesion. The Edinburgh Festivals are regarded internationally as some of the most accessible in the world in terms of programming, communication and pricing, and engage in high quality education and community initiatives that target the young and the excluded. Many festival events also tour extensively to communities and schools around Scotland.

“ I learnt to be more calm. I learnt about pianos and my imagination. I learnt a lot about the piano and that I should not judge something from the outside. ”

P7 Pupils,
Towerbank School

75% of audiences agreed that the festivals had given them the opportunity to spend more time together as a family

69% of teachers felt that the festivals made a difference to the children's creativity

69% of volunteers stated that their self esteem and confidence had increased as a result of involvement in the festivals

62% of audiences felt that the festivals were an event that brings the whole community together

“Unlike so many festivals in Europe, Edinburgh is incredibly democratic and egalitarian; a sponge ready to absorb whatever life is floating around it. Here there is no high-brow art or low-brow art. It is the most unpretentious and democratic cultural event I have experienced, with really affordable ticket prices.”

Die Welt, Germany

“The Edinburgh International Science Festival plays a key role in making science as much a part of our culture as the arts, inspiring people from all walks of life about the wonders of science and helping them to understand how it relates to their everyday lives. The Festival's shows and workshops encourage hands-on participation and bring science to life, helping to improve young people's knowledge and skills and linking them to the real world outside the school gate.”

Professor Muffy Calder, Chief Scientific Advisor for Scotland

“The children gained a great deal and challenged themselves in ways they hadn't before, especially in regard to their thinking. Exploring and sharing thoughts about how music affects them is something they hadn't done. Hearing such splendid live performances in such a superb setting was also a real treat for them.” **Teacher, Towerbank School (Edinburgh International Festival 'Art of Listening' workshop at The Hub)**

10 GREAT NATIONAL MOMENTS OF CELEBRATION, COHESION AND WELCOME

“Put bluntly, nothing like it happens anywhere else... Just a festival? No, an invaluable pillar of our national life, more like.”

Daily Telegraph

Edinburgh's Festivals are a source of national pride in a country whose national identity is rooted in a passion for creativity and ideas. Our festivals are defining icons in Scotland's cultural portfolio that exude a sense of confidence, and contribute to our sense of self. They also represent Scotland at its most open and welcoming, confidently embracing artists, media and audiences from around the world, bringing them together in endlessly inventive and compelling ways.

89% of audiences agreed that the festivals promoted an outward looking, positive Scottish national identity

“The Edinburgh Festivals create gathering places where the best of our culture can be celebrated, debated and shared, making them the pride of Scotland and the envy of the world.”

Susan Rice, Chair, Festivals Forum and Managing Director, Lloyds Banking Group Scotland

“It's so easy to move about, it's so beautiful, and within this amphitheatre of life are all these incredible competing things – from books to theatre. It has a great reputation and a great tradition. It's just a wonderful organic life in which drama, film, food, entertainment, music all wash into each other.” **Jon Snow, Broadcaster, Channel 4 News**

“The beneficial impact of the festivals extends far beyond the capital itself. By celebrating the achievements of Scotland as a whole, they bolster the nation's cultural confidence while extending a hand of welcome to the rest of the world.” **Mark Fisher, Critic and Journalist**



11 COLLABORATION AND PARTNERSHIP BUILDING

The Directors of Edinburgh's twelve leading Festivals came together in 2007 to create Festivals Edinburgh, which quickly established itself as an international leader in the development of collaborative working practice. The success of this collaborative approach has allowed Edinburgh's Festivals to act as pathfinders, developing and sharing our learnings and models of practice nationally and internationally with the wider cultural, tourism and business sectors who also want to collaborate to compete. Edinburgh's Festivals also have a hugely successful record in partnership building, both individually and through Festivals Edinburgh, with national and local government, economic, environmental and cultural agencies, international governmental institutions and cultural partners, tourism and education bodies and businesses.

"Edinburgh's Festivals are one of the world's greatest celebrations of culture, taking place in one of the world's most beautiful capital cities. The City of Edinburgh Council is proud to have been an important partner in the development of the profile and prestige of these major international events. We look forward to continuing this uniquely collaborative model with our Festival partners for the benefit of the city and the nation as a whole."

Sue Bruce, Chief Executive, City of Edinburgh Council

"The Edinburgh Festivals continue to lead the way in their collaborative working and active sharing of their approaches and successes with the wider tourism and business sectors. Their role will continue to be vital in driving forward new agendas and best practice in areas such as international marketing, environmental good practice and embracing innovation."

Lena Wilson, Chief Executive, Scottish Enterprise

"The Edinburgh Festivals have proved themselves to be THE leaders of the field in terms of the collaborative working approach which we believe is essential to developing the adaptivity and resilience we will all need to survive the turbulence ahead. They are exemplars of the open, enterprising mindsets required to develop new approaches to sustainable funding to the financial and human resources they will need to ensure that Edinburgh remains the world's premier destination for culture and creativity."

Clare Cooper, Co-Founder and Co-Director, Mission Models Money

"Festivals Edinburgh has been a huge driver in developing collaboration across both the festivals it represents and the wider tourism industry in Edinburgh. It has enhanced the standing of Edinburgh as a world leading destination, raising its profile internationally. Its successes have enhanced Edinburgh as a tourism destination in extremely difficult economic times and investment in its future will continue to generate a great return for the city and the wider community in Scotland as a whole."

Robin Worsnop, Chair, Edinburgh Tourism Action Group

"One of the key objectives of the Edinburgh Chamber of Commerce is to identify and promote Best Practice. In the context of partnership building and collaborative working relationships, we did not have to look much further than the boundaries of our own city. Edinburgh's Festivals are globally recognised as an exemplar in setting and delivering the ideal model for collaboration and partnership building between the public and private sectors."

Iain Limond, Chairman, Edinburgh Chamber of Commerce's Tourism Policy Group



12 NATIONAL AND INTERNATIONAL MARKETING

Individually, Edinburgh's Festivals are leading brands in their respective fields. Together, they are an unparalleled marketing and media machine that generate millions of attendances, hundreds of millions of TV viewers, cultivate complex and enviable brand partnerships and sponsorships, and generate acres of press coverage across national and international markets. From award-winning websites to record-breaking marketing drives overseas; from innovative iPhone apps to multi-agency tube campaigns in London – the Festivals continue to lead in the field of collaborative marketing.

"VisitBritain commends the Edinburgh Festivals' recent partnership-driven marketing activity. We applaud their strategic approach to continually developing and growing the global promotion of the Festivals, and we are especially supportive of their drive to grasp the tourism and promotional opportunities that abound in the years of the Olympic, Paralympic and Commonwealth Games."

Sandie Dawe, Chief Executive, VisitBritain

"The partnership between Festivals Edinburgh and VisitScotland has been a model for further partnership working between VisitScotland and other partners in both private and public sectors. Focused activity driven by consumer research has allowed both partners to maximise return on investment and deliver real and tangible results for both Edinburgh and Scotland. Going forward Scotland must develop even more of these partnerships if we are to deliver sustainable growth."

Malcolm Roughead, Chief Executive, VisitScotland

"The ten arts festivals of Adelaide, South Australia, are the first in the world to use Festivals Edinburgh as a model to provide a collective voice on key issues especially marketing. This brilliant model that Edinburgh's Festivals have invented, and the immense generosity with information, documentation and advice offered by Festivals Edinburgh board members and staff both in Adelaide and on their home ground have been invaluable to help us get started. Thanks to them, we've hit the ground running!"

Christie Anthony, Executive Officer, Festivals Adelaide



13 ENVIRONMENTAL BEST PRACTICE

“When covering a country, a region, a city or a festival, we will choose the one that demonstrates that it cares about the environment.

Where the Edinburgh Festivals lead, we and our readers will follow.”

Travel Editor, Globe and Mail, Canada

The Edinburgh Festivals have an important role in helping Scotland reach its ambitious carbon reduction targets. As individual businesses and as cultural enterprises with over 25,000 artists and 4 million in audiences, our impacts and spheres of influence are extensive. We are committed to excelling in environmental sustainability, through robustly monitoring and minimising our carbon emissions, and through pioneering broad engagement through projects such as the Green Arts Initiative.

“The Edinburgh Festivals are in a unique position of having both the reputation and the high level support to catalyse the cultural sector in Scotland around the most compelling issues that the arts and culture will face over the next decade. By working together within Scotland and building on knowledge and practice internationally, Festivals Edinburgh and Julie’s Bicycle can offer models of good practice, benchmarks and help shape targets that will enable the arts and culture to thrive within an increasingly regulated environment.” **Alison Tickell, Julie’s Bicycle, the UK’s leading carbon reduction agency**

“The University of Edinburgh and British Council Scotland are working in partnership with the Edinburgh Festivals towards making them the greenest, as well as the best, festivals anywhere in the world. By setting the global benchmark for sustainable, climate-aware events we can help ensure that these cultural jewels in Scotland’s crown are aligned with its world-leading climate change legislation.” **Dr Dave S. Reay, Programme Director, MSc Carbon Management and British Council Environmental Advisory Group**

“The Edinburgh Festivals are taking the lead in this essential area, developing policies, piloting projects and developing approaches and partnerships that the rest of the cultural and tourism sector can learn from and adopt in turn. They are to be congratulated on their commitment to sharing best practice and on their vision and dedication to carbon reduction through their own activities and through the substantial influence they have on tens of thousands of artists, producers and venue managers and millions of cultural consumers.” **Ben Twist, Director, Creative Carbon Scotland**

14 CULTURAL DIPLOMACY AND 2012-14

“The Festivals’ ambitions around 2012 – 14 offer massive potential for further partnerships with the University of Edinburgh. We are very excited about this collaboration which should set a new high-water mark in our internationalisation strategy.”

Professor Stephen Hillier,
University of Edinburgh

The Glasgow 2014 Commonwealth Games provide a further rare alignment of the world’s greatest sporting events and the world’s greatest arts events. As with the London 2012 Olympic & Paralympic Games, Glasgow 2014 will see elite and emerging international athletes competing at the same time as the world’s elite and emerging artists are showcasing their cultural prowess in Edinburgh.

This astonishing timing and the Festivals’ global recognition and connections create an unrivalled opportunity to develop cultural and diplomatic initiatives. These will have long term benefits for Edinburgh and Scotland, in cultural exchange, audience development, tourism, business, education, competitive country profiling and international relationship building.

“Edinburgh’s Festivals are a significant component of the Glasgow 2014 Cultural Programme. Showcasing the best of Scottish culture alongside work from the Commonwealth, the Cultural Programme will play a central role in how Scotland hosts and welcomes the Games. The Games Time celebration in Glasgow [Festival 2014] will run alongside the sporting action and a Scotland-wide programme [Culture 2014] will act as a cultural countdown to the Opening Ceremony and also extend beyond the Closing Ceremony, taking in the wonders of Edinburgh’s Summer Festivals.” **Eileen Gallagher, Independent Director on the Glasgow 2014 Board and Chair of the Ceremonies, Culture and Queen’s Baton Relay Committee**

“Scotland is the place to be next year, with the Glasgow 2014 Commonwealth Games, we have an opportunity to showcase the very best of our outstanding cultural talent, alongside a feast of sport. Working with Edinburgh’s Festivals, we’re ensuring that the cultural legacy of the Games connects across the country as we look forward to capitalising on what promises to be an extraordinary year.” **Jill Miller, Director of Culture, Glasgow Life**

“Building on the momentum generated by the Year of Creative Scotland in 2012, the tourism and event industries will continue to work closely with the cultural sector this year to promote Scotland’s outstanding cultural offering using global platforms. In 2014, Scotland will welcome the world and the Edinburgh Festivals will sit alongside the Commonwealth Games and The Ryder Cup as key events in a packed programme. The Edinburgh Festivals are signature events in our annual portfolio, which remain huge drivers for event and cultural tourism in Scotland, which will be particularly prominent during 2014 through Homecoming.” **Paul Bush OBE, Chief Operating Officer, EventScotland**



15 CAPITALISING OUR ENORMOUS GLOBAL VALUE FOR THE BENEFIT OF SCOTLAND

“My first experience of the Edinburgh Festivals was in 1963. I went to so many shows and I was 17 and it was just extraordinary. It was a fantastic introduction to culture. Edinburgh to me represents everything that’s best about all the arts. It’s major in my life and I still find it incredibly exciting. There’s nowhere in the world that’s like it.”

Brian Cox, Actor

The Edinburgh Festivals have been defining and promoting Scotland’s identity as a confident, creative, welcoming nation for over 65 years and have become a global cultural brand. The Edinburgh Festivals have a powerful role to play in increasing the creative capacity, economic strength and international reputation of Scotland. We are facing challenging times. Investing in Edinburgh’s Festivals is investing in success, in their ambitions, in their transforming work and partnership building across programming, marketing, innovation and cultural diplomacy. This is about investing in bold enterprise and strong leadership that can achieve for Scotland now but will also ensure substantial legacies on which to build our futures.

“These are times for boldness, direction and vision and the Edinburgh Festivals, through their pioneering collaborative work, their focused strategic thinking and their enormously exciting plans, have these qualities in abundance. We need to think about what Scotland needs now and also about the kinds of organisations and enterprises that will create strong foundations for the future and enable growth which will come after difficult times of austerity. The Edinburgh Festivals are an increasingly powerful cultural and economic force. We need to invest in them and capitalise on them, now more than ever.”

Sir Andrew Cubie, CBE, Festivals Forum member



Festivals Edinburgh is the high level organisation, created and driven by the Directors of Edinburgh's 12 major festivals, to take the lead on their joint strategic development and maintain their global competitive edge.

All figures presented in grey boxes are from the *Edinburgh Festivals Impact Study* (published May 2011) except those marked * which are from the *Edinburgh Festivals 2013 Cultural Impact Update*





• EDINBURGH •
THE CITY OF EDINBURGH COUNCIL



ALBA | CHRUTHACHAIL

EventScotland™



Scottish Enterprise



Festivals Edinburgh, Waverley Court, 4 East Market Street, Edinburgh EH8 8BG

www.edinburghfestivals.co.uk

info@festivalsedinburgh.com

0131 529 7970